

Charlotte County 10 - Year Transit Development Plan

June 2019





Charlotte County 10 - Year Transit Development Plan

Report

June 2019

Prepared for



Prepared by



Table of Contents

Section 1: Introduction	1-1
Objectives of the Plan	1-1
TDP Requirements	1-1
TDP Checklist.....	1-1
Organization of Report.....	1-3
Section 2: Baseline Conditions	2-1
Physical Description of Study Area	2-1
Population Profile	2-2
Population and Employment Densities.....	2-14
Employment Characteristics	2-19
Travel Behavior and Commuting Trends.....	2-20
Major Activity Centers and Developments	2-25
Major Employers.....	2-27
Tourist and Visitor Levels.....	2-27
Roadway and Traffic Conditions	2-28
Current and Future Land Use.....	2-30
Section 3: Existing Service Evaluation	3-1
Overview of Charlotte County Public Transportation.....	3-1
Trend Analysis	3-9
Peer Community Review Analysis.....	3-11
Section 4: Public Involvement	4-1
Public Involvement Techniques	4-1
Summary of TDP Public Involvement Activities	4-1
Board of County Commissioners Transit Visioning Workshop	4-21
Social Media and Web Outreach	4-25
Section 5: Situation Appraisal	5-1
Review of Plans and Studies	5-1
Situation Appraisal.....	5-6
Section 6: Goals & Objectives	6-1
Vision.....	6-1
Goals, Objectives, and Policies.....	6-1
Section 7: Transit Demand Analysis	7-1
Market Assessment.....	7-1
TBEST Ridership Forecasts	7-14
Section 8: 10-Year Plan Development and Evaluation	8-1
Development of Transit Needs	8-1
Infrastructure/Technology/Other Needs.....	8-4
Evaluation of Transit Service Alternatives	8-8
Section 9: 10-Year Transit Development Plan	9-1
10-Year Cost Efficient Transit Plan.....	9-1
Service Improvements	9-1
Infrastructure/Technology/Other Needs.....	9-2

10-Year Financial Plan	9-3
10-Year Implementation Plan & Unfunded Needs	9-5
Section 10: Plan Implementation and Coordination	10-1
Implementing Recommendations.....	10-1
Continued Marketing/Outreach	10-1
Building on TDP Efforts/Relationships	10-1
Plan Coordination/Integration	10-2
Appendix A: Trend Analysis Summary	A-1
Appendix B: Farebox Recovery Report	B-1
Appendix C: Public Involvement Materials	C-1
Appendix D: Performance Monitoring Program	D-1

List of Figures

Figure 2-1: Population Trends, Charlotte County and Punta Gorda, 2000-2018.....	2-4
Figure 2-2: Population Trends, Charlotte County, 2017–2045	2-5
Figure 2-3: Population Projections by Age, Charlotte County, 2017–2045	2-6
Figure 2-4: Charlotte County Household Income, 2017	2-6
Figure 2-5: Poverty Levels, Charlotte County, 2010 and 2017	2-7
Figure 2-6: Educational Attainment, Charlotte County, 2017	2-9
Figure 2-7: TD Population Trend, Charlotte County, 2013–2017	2-13
Figure 2-8: Labor Force Distribution by Industry, Charlotte County, 2017	2-19
Figure 2-9: Labor Force Distribution by Occupation, Charlotte County, 2017	2-20
Figure 2-10: Travel Time to Work, Charlotte County, 2017.....	2-21
Figure 2-11: Commute Choices, 2017.....	2-21
Figure 2-12: Commuter Outflows, Charlotte County.....	2-24
Figure 2-13: Commuter Inflows, Charlotte County.....	2-25
Figure 2-14: Punta Gorda Airport Passenger Activity	2-28
Figure 2-15: Charlotte County Roadway LOS, Existing and Committed Road Network	2-29
Figure 2-16: Charlotte County 2030 Future Land Use	2-31
Figure 3-1: Ridership Trends, Charlotte County, 2007–2017	3-2
Figure 3-2: Peer Community Comparison.....	3-13
Figure 4-1: Charlotte Rides 2020–2029 logo	4-3
Figure 4-2: Charlotte Rides 2020-2029 Business Card.....	4-3
Figure 4-3: Which type of Charlotte County transportation service are you using today?.....	4-7
Figure 4-4: How often do you use Charlotte County Transit services?	4-7
Figure 4-5: Do you usually use a wheelchair or electric scooter or stand on the lift to board the bus?...4-7	4-7
Figure 4-6: How long have you been using Charlotte County Transit services?.....	4-8
Figure 4-7: If CCT was not available today, would you have access to another form of transportation?.....4-8	4-8
Figure 4-8: What is the primary purpose you use CCT?	4-9
Figure 4-9: Is there is a need for additional transit service in Charlotte County?	4-9
Figure 4-10: What type of transit service do you think would benefit Charlotte County the most?.....4-10	4-10
Figure 4-11: What do you think is a reasonable one-way fare to pay for transit service?.....4-10	4-10
Figure 4-12: Would you support Charlotte County funding expanded transit services?	4-11
Figure 4-13: Do you believe there is willingness in the community to consider additional local funding in transit?.....4-11	4-11
Figure 4-14: 2018 Household Income.....	4-12
Figure 4-15: Age	4-12
Figure 4-16: Do you have a driver’s license?	4-12
Figure 4-17: Please rate the following Charlotte County Transit characteristics.	4-13
Figure 4-18: Phase I Workshop Locations.....	4-14
Figure 4-19: Top Service Improvements, Englewood Workshop	4-15
Figure 4-20: Top Service Improvements, Port Charlotte Workshop	4-16

Figure 4-21: Have you used CCT services (Dial-A-Ride or Transportation Disadvantaged)?4-17

Figure 4-22: What do you think of the service?.....4-17

Figure 4-23: How often do you use the service?4-17

Figure 4-24: What type(s) of trips do you mostly use the service for?4-18

Figure 4-25: Do you think there is a need for additional transit services in Charlotte County?4-18

Figure 4-26: Would you support a transit service that runs on a regular route with a fixed schedule?.4-19

Figure 4-27: If you think Charlotte County needs to improve transit, select the improvements you would like to see.4-19

Figure 4-28: Would you support Charlotte County funding improvements to expand transit?4-20

Figure 4-29: Age4-20

Figure 4-30: Household Income.....4-20

Figure 4-31: Charlotte County BOCC Visioning Workshop Additional Improvements Policy Question ..4-22

Figure 4-32: Charlotte County BOCC Visioning Workshop Service Frameworks Policy Question4-22

Figure 4-33: Charlotte County BOCC Visioning Workshop Technology and Transit Policy Question.....4-22

Figure 4-34: Top Ranked Service Improvements4-24

Figure 4-35: Top Ranked Service Improvements4-24

Figure 4-36: Charlotte County Facebook page4-25

Figure 4-37: Phase I Public Workshop Email Blast.....4-25

Figure 7-1: Distributions of Needs Plan Fixed-Route Ridership by 20297-17

Figure 8-1: Site for Future CCT Administration & Operations Facility8-6

Figure 9-1: Annual Operating and Capital Costs (millions)9-4

Figure 9-2: Costs and Revenues (millions)9-5

List of Maps

Map 2-1: Study Area2-3

Map 2-2: Poverty2-8

Map 2-3: Minorities2-10

Map 2-4: Limited English Proficiency.....2-12

Map 2-5: 2019 Population2-15

Map 2-6: 2029 Population2-16

Map 2-7: 2019 Employment2-17

Map 2-8: 2029 Employment2-18

Map 2-9: Auto Ownership.....2-23

Map 3-1: Dial-A-Ride Service Area.....3-3

Map 7-1: Density Threshold Analysis, 2019.....7-4

Map 7-2: Density Threshold Analysis, 2029.....7-5

Map 7-3: Transit Orientation Index, 20177-8

Map 7-4: Dial-A-Ride Top Origins and Destinations7-10

Map 7-5: Top Trip Pairs.....7-12

Map 7-6: Dial-A-Ride Hot Spot Assessment.....7-13

Map 8-1: Ten Year Needs Plan.....8-5

List of Tables

Table 1-1: TDP Checklist.....1-2

Table 2-1: Population Characteristics, Charlotte County.....2-2

Table 2-2: Population and Trends, Charlotte County and Punta Gorda, 2010–2018.....2-4

Table 2-3: Educational Attainment, Charlotte County, 2000–2017.....2-9

Table 2-4: Gender and Ethnic Characteristics, Charlotte County, 2000–20172-11

Table 2-5: Language Spoken at Home, Charlotte County, 20172-11

Table 2-6: Commuter Outflows, Charlotte County, 20152-24

Table 2-7: Commuter Inflows, Charlotte County, 20152-25

Table 2-8: Major Private Employers, Charlotte County2-27

Table 2-9: Congested Roadways, Charlotte County, 20182-28

Table 3-1: Charlotte County Transit Fare Structure.....3-2

Table 3-2: Vehicle Inventory, Charlotte County Transit.....3-6

Table 3-3: Other Transportation Services, Charlotte County3-7

Table 3-4: Trend Analysis, CCT, 2013–2017.....3-10

Table 3-5: Peer Review Analysis, 2017.....3-12

Table 4-1: TDP Public Involvement Summary.....4-2

Table 4-2: Selected Stakeholder Information4-4

Table 5-1: Local Plans.....5-3

Table 5-2: Regional Plans5-4

Table 5-3: State and Federal Plans.....5-5

Table 7-1: Transit Service Density Thresholds7-2

Table 7-2: TOI Variables7-6

Table 7-3: Dial-A-Ride Top Origins and Destinations7-9

Table 7-4: Top Trip Pairs, April 2019.....7-11

Table 7-5: 10-Year Needs Plan Fixed-Route Bus Ridership, 2020–2029.....7-17

Table 8-1: Alternative Evaluation Criteria and Weights.....8-9

Table 8-2: Alternatives Evaluation Results Matrix8-10

Table 9-1: 10-Year Cost-Efficient Transit Plan – Service Characteristics9-1

Table 9-2: 10-Year Cost and Revenue Summary.....9-6

Table 9-3: 10-Year Implementation Plan and Unfunded Needs.....9-7

Section 1: Introduction

This study was initiated by Charlotte County government, in coordination with the Charlotte County Board of County Commissioners, to update Charlotte County’s Transit Development Plan (TDP), the strategic guide for public transportation in the community over the next 10 years. It represents Charlotte County’s vision for public transportation in its service area during this time period.

Objectives of the Plan

The main purpose of this study is to update the TDP for Charlotte County, as currently required by State law. Upon completion, this TDP, referred to as *Charlotte Rides*, will result in a 10-year plan for transit and mobility needs, cost and revenue projections, and community transit goals, objectives, and policies.

TDP Requirements

The TDP requirements were formally adopted by the Florida Department of Transportation (FDOT) on February 20, 2007. Major requirements of the rule include the following:

- Major updates must be completed every five years, covering a 10-year planning horizon.
- A Public Involvement Plan must be developed and approved by FDOT or consistent with the approved MPO Public Involvement Plan.
- FDOT, the Regional Workforce Development Board, and the MPO must be advised of all public meetings where the TDP is presented and discussed, and these entities must be given the opportunity to review and comment on the TDP during the development of the mission, goals, objectives, alternatives, and 10-year implementation program.
- Estimation of the community’s demand for transit service (10-year annual projections) using the planning tools provided by FDOT or a demand estimation technique approved by FDOT.

A new requirement for the TDP was added by the Florida Legislature in 2007 when it adopted House Bill 985. This legislation amended s. 341.071, Florida Statutes (F.S.), requiring transit agencies to “... specifically address potential enhancements to productivity and performance which would have the effect of increasing farebox recovery ratio.” FDOT subsequently issued guidance requiring the TDP and each annual update to include a one- or two-page summary report on the farebox recovery ratio, and strategies implemented and planned to improve it, as an appendix item.

TDP Checklist

This 10-year plan meets the requirements for a major TDP update in accordance with Rule Chapter 14-73, Florida Administrative Code (F.A.C.). Table 1-1 is a list of TDP requirements from Rule 14-73.001. The table also indicates whether or not the item was accomplished in this 10-year plan.

Table 1-1: TDP Checklist

Public Involvement Process	
√	Public Involvement Plan (PIP) drafted
√	PIP approved by FDOT
√	TDP includes description of Public Involvement Process
√	Provide notification to FDOT
√	Provide notification to Regional Workforce Board
Situation Appraisal	
√	Land use
√	State and local transportation plans
√	Other governmental actions and policies
√	Socioeconomic trends
√	Organizational issues
√	Technology
√	10-year annual projections of transit ridership using approved model
√	Assessment of whether land uses and urban design patterns support/hinder transit service provision
√	Calculate farebox recovery
Mission and Goals	
√	Provider's vision
√	Provider's mission
√	Provider's goals
√	Provider's objectives
Alternative Courses of Action	
√	Develop and evaluate alternative strategies and actions
√	Benefits and costs of each alternative
√	Financial alternatives examined
Implementation Program	
√	Ten-year implementation program
√	Maps indicating areas to be served
√	Maps indicating types and levels of service
√	Monitoring program to track performance measures
√	Ten-year financial plan listing operating and capital expenses
√	Capital acquisition or construction schedule
√	Anticipated revenues by source
Relationship to Other Plans	
√	Consistent with Florida Transportation Plan
√	Consistent with local government comprehensive plan
√	Consistent with MPO Long Range Transportation Plan
√	Consistent with regional transportation goals and objectives
Submission	
	Adopted by Charlotte County Board of County Commissioners
	Submitted to FDOT

Organization of Report

The 2020–2029 *Charlotte Rides* TDP is organized into 10 major sections, including this Introduction.

Section 2 summarizes the **Baseline Conditions** for the study area for Charlotte County. This includes a physical description of the study area, a population profile including population and employment densities, and demographic and socioeconomic characteristics and trends, including labor force, income distribution, key population segments, educational attainment, and poverty levels. Additionally, travel behavior is reviewed, including commuting trends, automobile ownership, modes of commuting, regional commute flows, and journey-to-work characteristics. Land use trends, planned developments, major transit trip generators and attractors, existing roadway conditions, major employers, and tourist and visitor levels also are explored. The information compiled and presented in this section provides the basis for more-detailed analysis in subsequent tasks of the 2020–2029 TDP.

Section 3 summarizes the **Existing Services Evaluation** for the Charlotte County Transit (CCT) system. The performance analysis is a key component of the TDP and documents its shared-ride curb-to-curb services using National Transit Database (NTD) information and related sources. The analysis is presented in two parts—the Trend Analysis looks at CCT’s performance over a five-year period, and the Peer Review provides an opportunity for Charlotte County to compare its system wide performance to peer transit systems with similar characteristics.

Section 4 summarizes the **Public Involvement** activities undertaken for the TDP. This includes a review of all outreach efforts completed and summaries of key themes and needs that were discussed as part of each outreach event. The preferences of the community to current and future mobility needs, as served through transit, are reviewed and combined into an assessment of how to improve CCT services during the planning period.

Section 5 presents the **Situation Appraisal**, which reviews the current planning and policy environment within the county to better understand transit needs. It begins with a review of local plans and documents, including an overview of what each plan or policy aims to address and highlights of key implications for transit within Charlotte County. Strengths and weaknesses of the system and potential threats to the provision of service in the county are identified, along with key opportunities for addressing the threats. Insights are presented based on review of socioeconomic trends, travel behavior and trends, public involvement, land use assessments, organizational attributes and funding issues, and technologies impacting the provision of transit service in the county.

Section 6 identifies **Goals and Objectives** to serve as a policy guide for implementation of the TDP. A review and update of the goals and objectives for the public transit services outlined in the 2014 TDP major update was completed to match the current goals of the local community with respect to transportation and land use.

Section 7 presents the results of a **Transit Demand Assessment**, summarizing the various demand and mobility needs assessments conducted as part of the TDP. The market assessment includes an examination of potential service gaps and latent demand using the GIS-based Transit Orientation Index (TOI) and Density Threshold Assessment (DTA) analyses.

Section 8 discusses the **10-Year Development of Transit Alternatives**, followed by an alternatives evaluation process used to assess the identified alternatives, or potential improvements, for the TDP. The identified improvements for CCT services provide a blueprint of transit needs for the next 10 years and developed without consideration of funding constraints. The identified service improvements were prioritized using an evaluation process developed to rank and prioritize the transit service alternatives. The resulting ranking of alternatives is used to develop the 10-year implementation plan presented in Section 9.

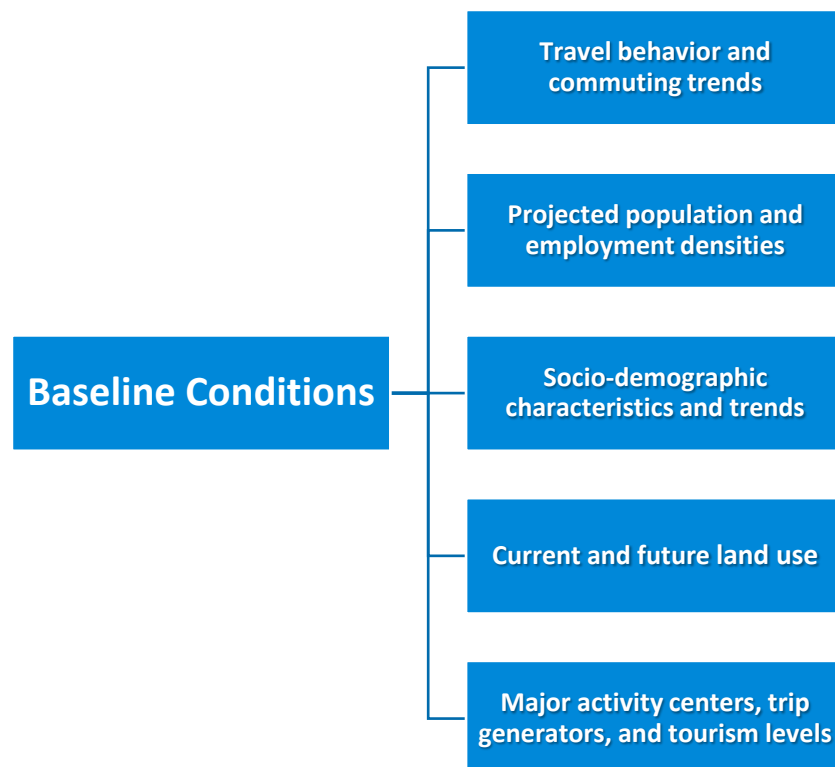
Section 9 summarizes the *Charlotte Rides' 10-year Transit Development Plan*, developed for CCT. The plan identifies funded service recommendations and capital improvements, and includes a discussion of revenue assumptions and capital and operating costs used. The 10-year TDP implementation plan is presented, including a schedule for which service, capital/technology, and other/policy improvements are programmed, followed by a list of unfunded needs.

Section 10 summarizes the techniques and approaches to help make **Plan Implementation and Coordination** for *Charlotte Rides* successful after the TDP adoption. This section identifies implementation strategies including using tools and outreach materials from the TDP process while building and continuing the outreach for *Charlotte Rides*.

Section 2: Baseline Conditions

This section reviews the study area in the context of *Charlotte Rides* and documents existing baseline data to gain an understanding of the environment in which the transit system is operating. This information provides the foundation upon which to review trends and forecasting and helps identify areas of opportunity for development of future transit services. The following components were reviewed for consideration:

A series of maps and tables illustrates selected population, demographic, and socioeconomic characteristics. Data from the U.S. Census, American Community Survey (ACS), Bureau of Economics and Business Research (BEBR) of the University of Florida, Charlotte County-Punta Gorda MPO, and CCT were used as primary data sources. The data were supplemented by data from local and regional agencies and other sources, as available.



Physical Description of Study Area

Charlotte County is located in western-south Florida and is bordered on the north by Desoto and Sarasota counties, on the east by Glades County, on the west by the Gulf of Mexico, and on the south by Lee County. The total land area of the county is 680 square miles. Map 2-1 illustrates the study area for *Charlotte Rides*.

Charlotte County is a coastal county known for its beaches and includes one municipality, Punta Gorda, which is also the County seat. Englewood is a Census-Designated Place located in both Charlotte and Sarasota counties; Charlotte County’s unincorporated areas include Charlotte Harbor, Charlotte Park, Cleveland, Englewood, Grove City, Harbour Heights, Manasota Key, Port Charlotte, Rotonda, and Solana. Four major highways intersect Charlotte County—I-75, US-41, US-17, and SR 31.

Charlotte County also is home to five environmental parks and six wildlife preserves.

Population Profile

Population Growth

Data from the 2000 and 2010 U.S. Census and information from the 2017 ACS were used to form the population profile for the study area in Charlotte County. Table 2-1 shows that the total countywide population grew from 141,627 to 159,978, approximately 13 percent, during the 2000–2010 period, and increased an additional 8 percent from 2010–2017. Although the population density increased, a decrease in the number of persons per household was observed over the same period, suggesting that a growth in the number of housing units occurred in tandem.


Table 2-1: Population Characteristics, Charlotte County

Characteristic	2000	2010	2017	% Change 2000–2010	% Change 2010–2017
Population	141,627	159,978	172,720	13%	8%
Households	63,864	73,370	81,220	15%	11%
Number of workers	65,432	77,429	80,832	18%	4%
Land area (sq. mi.)	680	680	680	0%	0%
Person per household	2.22	2.18	2.13	-2%	-2%
Workers per household	1.02	1.05	1.00	3%	-5%
Persons per square mile of land area	204.2	235.2	253.9	15%	8%
Workers per square mile of land area	96.2	113.9	118.9	18%	4%

Sources: 2000 & 2010 Census, 2017 ACS 5-Year Estimates

Map 2-1: STUDY AREA



 City of Punta Gorda

**Charlotte County
Transit Development Plan
(2020-2029)**



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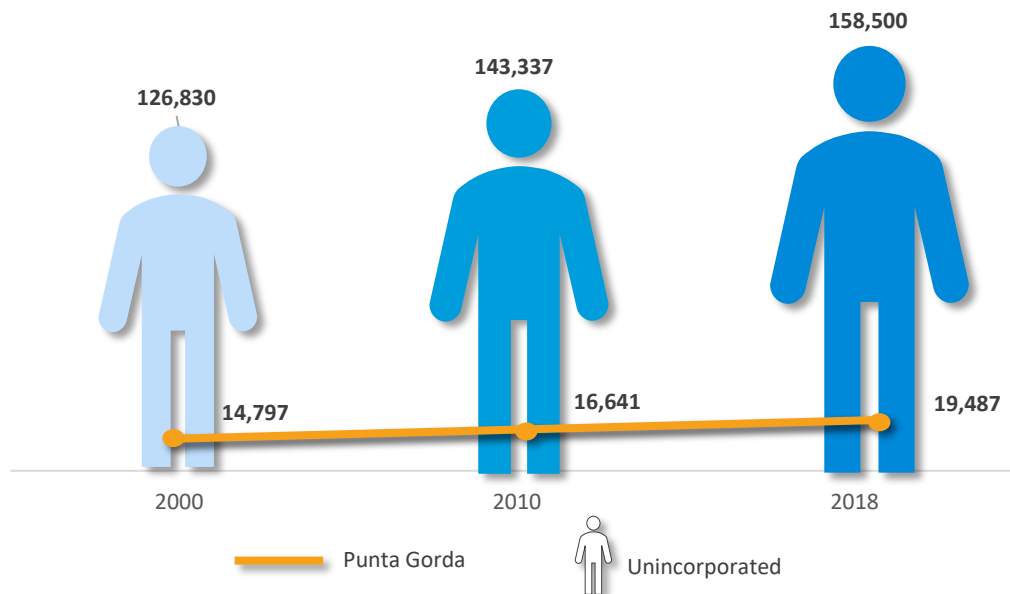
The County Seat of Charlotte County, Punta Gorda, grew at a faster rate than the unincorporated area of Charlotte County in population. As shown in Table 2-2 and Figure 2-1, Punta Gorda’s population grew 32 percent and unincorporated Charlotte County grew approximately 25 percent from 2000 to 2018.

Table 2-2: Population and Trends, Charlotte County and Punta Gorda, 2010–2018

Municipality	2000	2010	2018	% Change 2010–2018	Recent Trend	% Change 2000–2018	Full Trend
Punta Gorda	14,797	16,641	19,487	17%	↗	32%	↗
Unincorporated	126,830	143,337	158,500	11%	↗	25%	↗
Total	141,627	159,978	177,987	11%	↗	26%	↗

Source: BEBR 2017 Florida Statistical Abstract

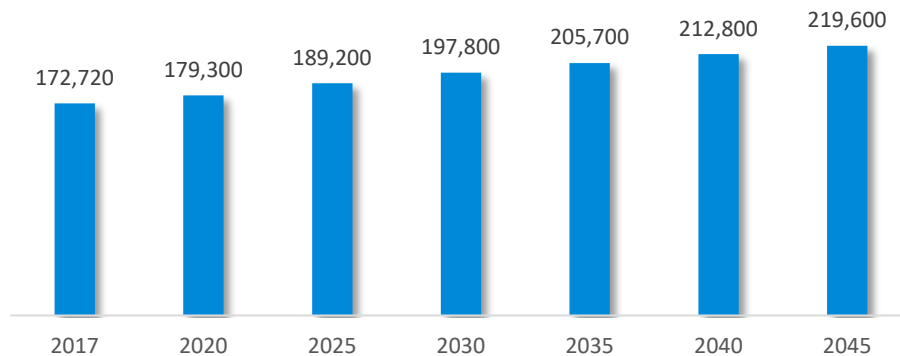
Figure 2-1: Population Trends, Charlotte County and Punta Gorda, 2000-2018



Source: BEBR 2017 Florida Statistical Abstract

Population estimates prepared by BEBR indicate that Charlotte County’s population is projected to grow approximately 10 percent by 2025, from 172,720 to 189,200 in 2025, and by approximately 27 percent, to 219,600, by 2045. Figure 2-2 shows the population projections for Charlotte County from 2017 to 2045.

Figure 2-2: Population Trends, Charlotte County, 2017–2045



Source: BEBR 2017 Florida Statistical Abstract

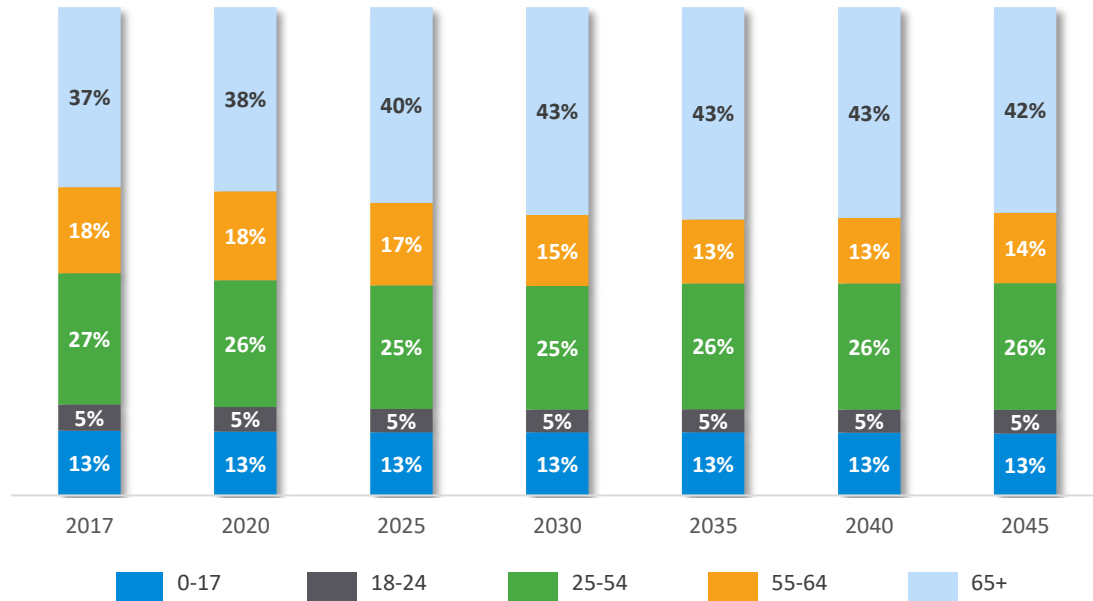
Age Distribution

Figure 2-3 shows the population projections by age for Charlotte County. In 2017, approximately 50 percent of Charlotte County’s residents were either over age 65 or under age 18. The over-65 segment comprised approximately 37 percent of the population, which is a significantly higher percentage of older adults. Approximately one quarter of residents (27%) were ages 25–54.

Although Charlotte County’s population is projected to continue growing as a whole, the proportion of the populations under age 18 and over age 65 also are projected to grow and comprise approximately 13 percent and 38 percent of the county population by 2025, respectively. By 2045, the proportion of residents over age 65 is projected to reach approximately 42 percent of the population. The proportion of the population between ages 25 and 54 is projected to decrease from 27 percent to 26 percent through 2045.

Compared to the rest of Florida, Charlotte County comprises a higher proportion of residents over age 65 and is projected to maintain this age distribution. Currently, residents over age 65 make up approximately 20 percent of Florida’s population; however, in Charlotte County, that age group comprises approximately 37 percent. By 2025, the proportion of residents over age 65 is projected to comprise approximately 22 percent and 40 percent of Florida and Charlotte County’s population, respectively; by 2045, it is projected to reach approximately a quarter of Florida’s population. Although the county’s aging population is projected to increase through 2040 to 43 percent, there will be a 1 percent decrease in 2045 to 42 percent.

Figure 2-3: Population Projections by Age, Charlotte County, 2017–2045

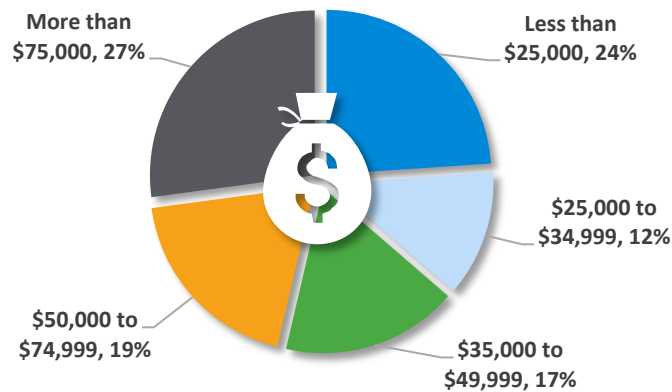


Source: BEBR 2017 Florida Statistical Abstract

Income Distribution

Earned income is an important factor in determining public transit needs. It can be assumed that persons with low incomes may be less likely to own a vehicle and, therefore, are more likely to use public transit. Figure 2-4 shows the distribution of income for residents in Charlotte County.

Figure 2-4: Charlotte County Household Income, 2017



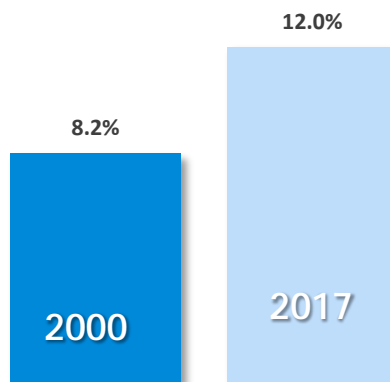
Source: 2013-2017 ACS 5-Year Estimates

According to 2013–2017 ACS 5-Year Estimates, 23.9 percent of the households in Charlotte County earned an annual income of less than \$25,000, highlighting the potential need for transit services. Additionally, almost one third of households (29.7%) earned between \$25,000 and \$49,999.

Poverty Levels

According to the 2013–2017 ACS 5-year Estimates, approximately 12 percent of Charlotte County’s population lives below the poverty level, whereas that proportion for Florida is 14 percent (Map 2-2). Figure 2-5 shows that, since 2000, there has been a 46 percent increase in the proportion of the population that lives below the poverty line in Charlotte County (8.2% in 2000 to 12.0% in 2017). The federal poverty threshold for a family of four was \$24,600 in 2017, and the median annual household income in Charlotte County is \$46,511, 18.9 percent lower than the median annual income in Florida, which is \$55,322. Continued growth in this population segment of transit-dependent riders within the county may indicate a need to provide new or enhanced transit service to those areas.

Figure 2-5: Poverty Levels, Charlotte County, 2010 and 2017



Sources: 2000 Census, 2013-2017 ACS 5-Year Estimates

Map 2-2: POVERTY

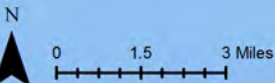
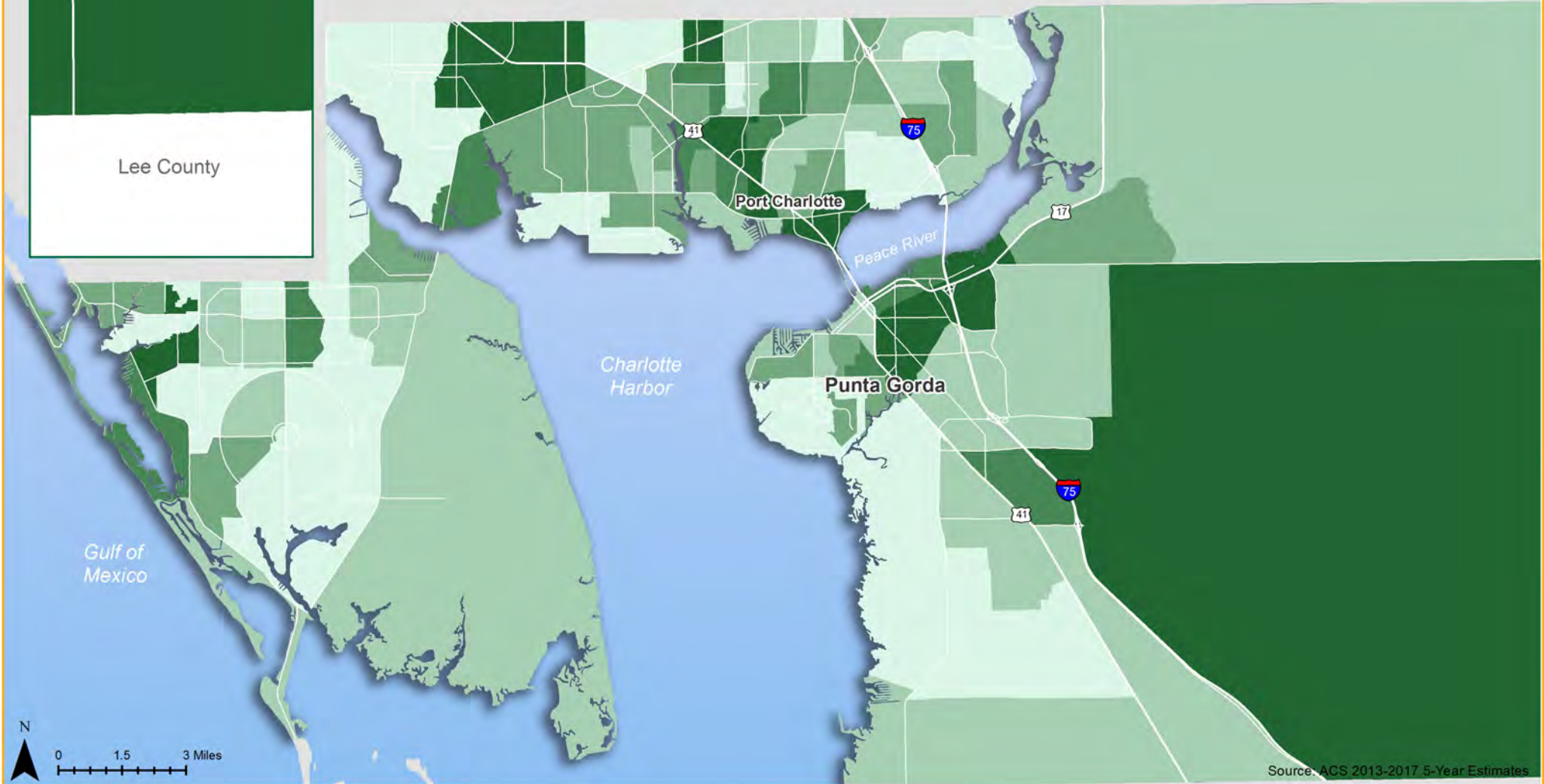
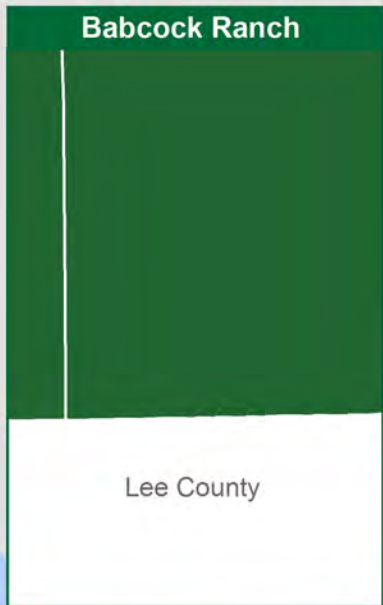
Percentage of Households in Poverty by Block Group



Charlotte County
Transit Development Plan
(2020-2029)



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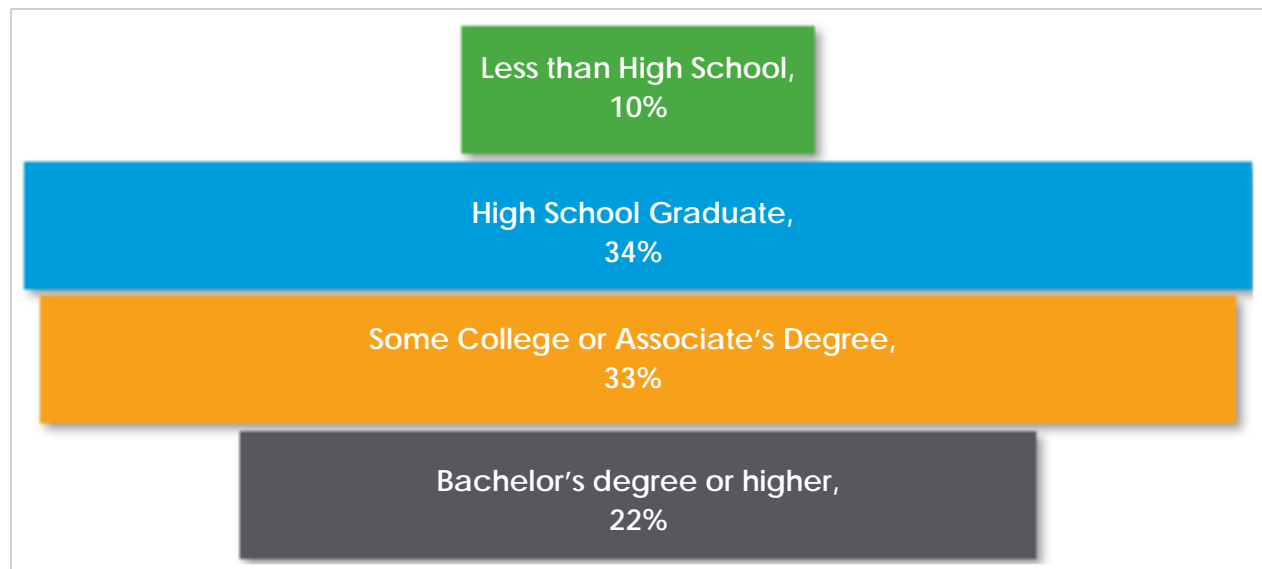
Educational Attainment

The county’s population as a whole improved in achieving greater education attainment over the 2000–2017 period. Not only did the portion of the population not completing high school decrease, but the percent completing at least some college grew for every advanced degree category (Table 2-3). Figure 2-6 depicts the levels of educational attainment for Charlotte County as of 2017.

Table 2-3: Educational Attainment, Charlotte County, 2000–2017

Educational Attainment	2000	2017	2010–2017
	Population > Age 25	Population > Age 25	Percent Change
Less than high school graduate	16%	10%	-60%
High school graduate (includes equivalency)	30%	34%	12%
Some college or Associate's degree	24%	33%	27%
Bachelor's degree or higher	14%	22%	37%

Figure 2-6: Educational Attainment, Charlotte County, 2017

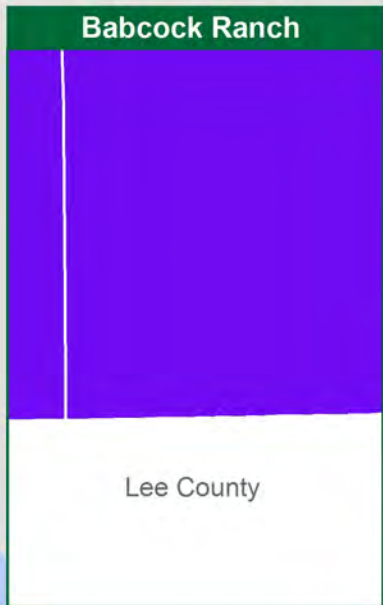


Sources: 2013–2017 ACS 5-Year Estimates

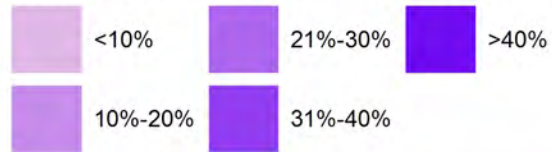
Minority Populations

Table 2-4 lists some demographic characteristics of Charlotte County for 2000, 2010, and 2017. Although gender distribution was virtually unchanged during this period, there were other key demographic changes worthy of review including a large increase in persons of Hispanic/Latino origin. Map 2-3 illustrates where minority populations live within Charlotte County.

Map 2-3: MINORITIES



Percentage of Minorities by Block Group



Charlotte County
Transit Development Plan
(2020-2029)



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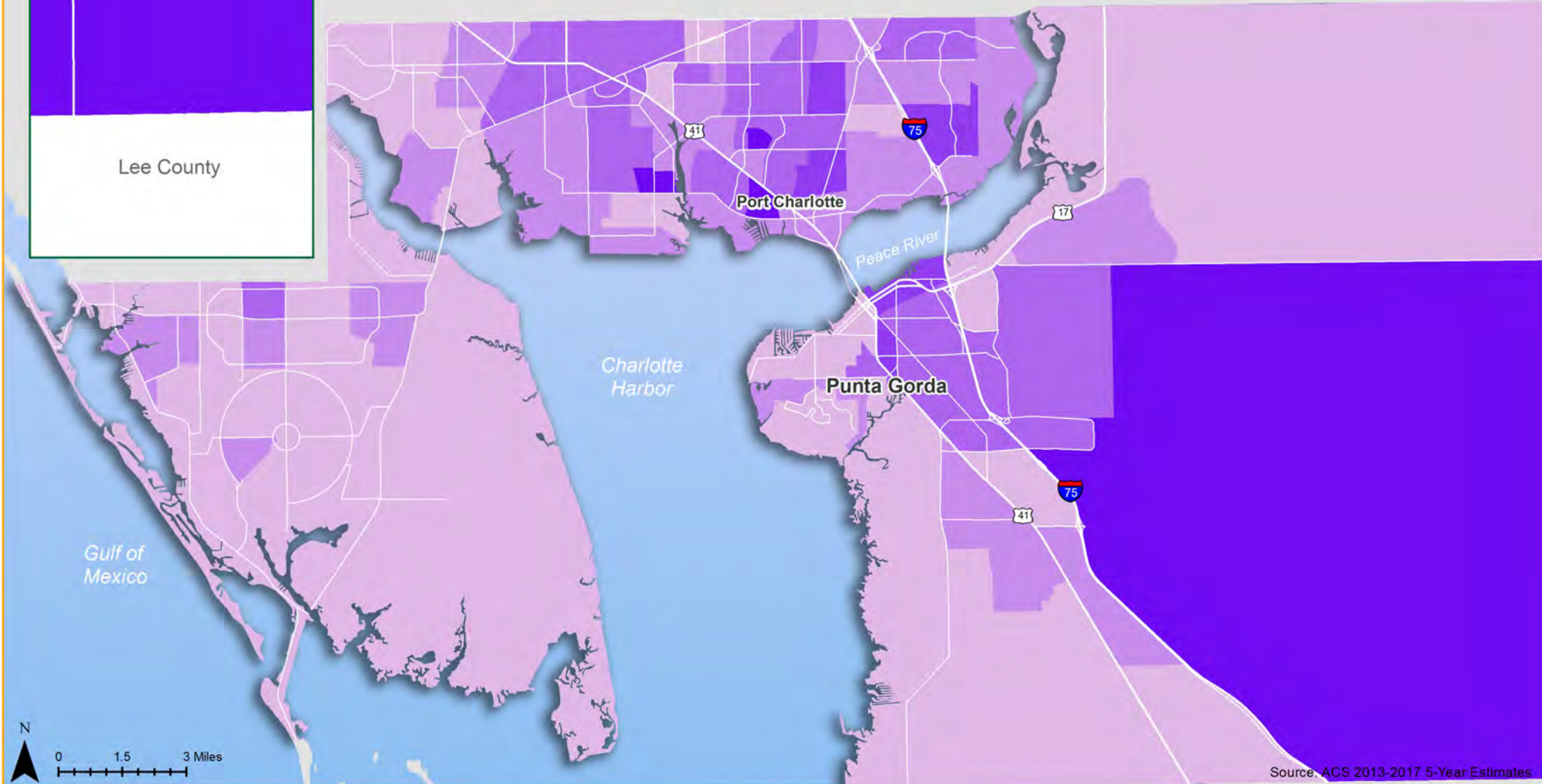


Table 2-4: Gender and Ethnic Characteristics, Charlotte County, 2000–2017

Characteristic	2000	2010	2017	Trend
Gender				
Male	47.8%	48.6%	48.7%	▲
Female	52.2%	51.4%	51.3%	▼
Race and Ethnic Origin				
White	92.6%	90%	90.1%	▼
Black or African American	4.4%	5.7%	5.7%	▲
American Indian and Alaska Native	0.2%	0.3%	0.3%	▲
Asian	0.9%	1.2%	1.2%	▲
Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.0%	-
Other	1.1%	1.1%	1.1%	-
Hispanic Origin				
Not of Hispanic/Latino origin	96.7%	94.2%	93.1%	▼
Hispanic/Latino origin	3.3%	5.8%	6.9%	▲

Source: 2000 & 2010 Census, 2013–2017 ACS 5-Year Estimates

Note: Total may not add to 100% due to rounding.

Limited English Proficiency (LEP)

Table 2-5 provides a summary of the language(s) spoken at home by Charlotte County residents age 5 and older. Approximately 90 percent of the population over age 5 speaks English only, and the remaining 9.7 percent speak a language other than English. Of that number, approximately 52.5 percent speak Spanish, and the remainder speak other Indo-European (37.1%), Asian and Pacific Island (6.7%), or other languages (3.7%). On average, about 3.3 percent of residents that speak a language other than English at home reported speaking English “less than very well.” Map 2-4 shows the percentage of households by block group with limited English speaking abilities.

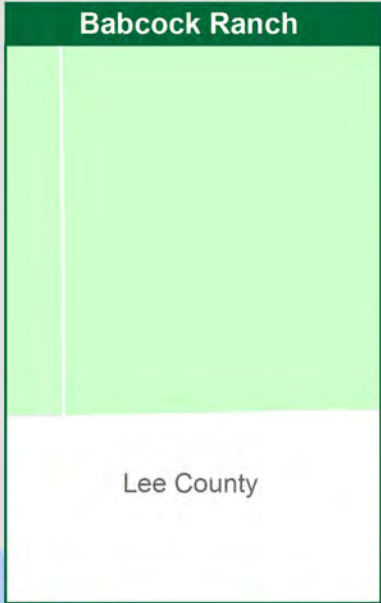
Table 2-5: Language Spoken at Home, Charlotte County, 2017

Population Segment	Total	% of Total	
Population over age 5	167,839		100%
Speak English only	151,548		90.3%
Speak language other than English	16,291		9.7%
		% of Other than English	
Spanish	8,561	52.5%	5.1%
Other Indo-European languages	6,045	37.1%	3.6%
Asian and Pacific Island languages	1,090	6.7%	0.65%
Other languages	595	3.7%	0.35%
Speak English “less than very well”	5,521		3.3%

Note: Total may not add to 100% due to rounding.

Sources: 2013–2017 ACS 5-Year Estimates

Map 2-4: LIMITED ENGLISH PROFICIENCY (LEP)

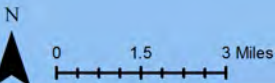
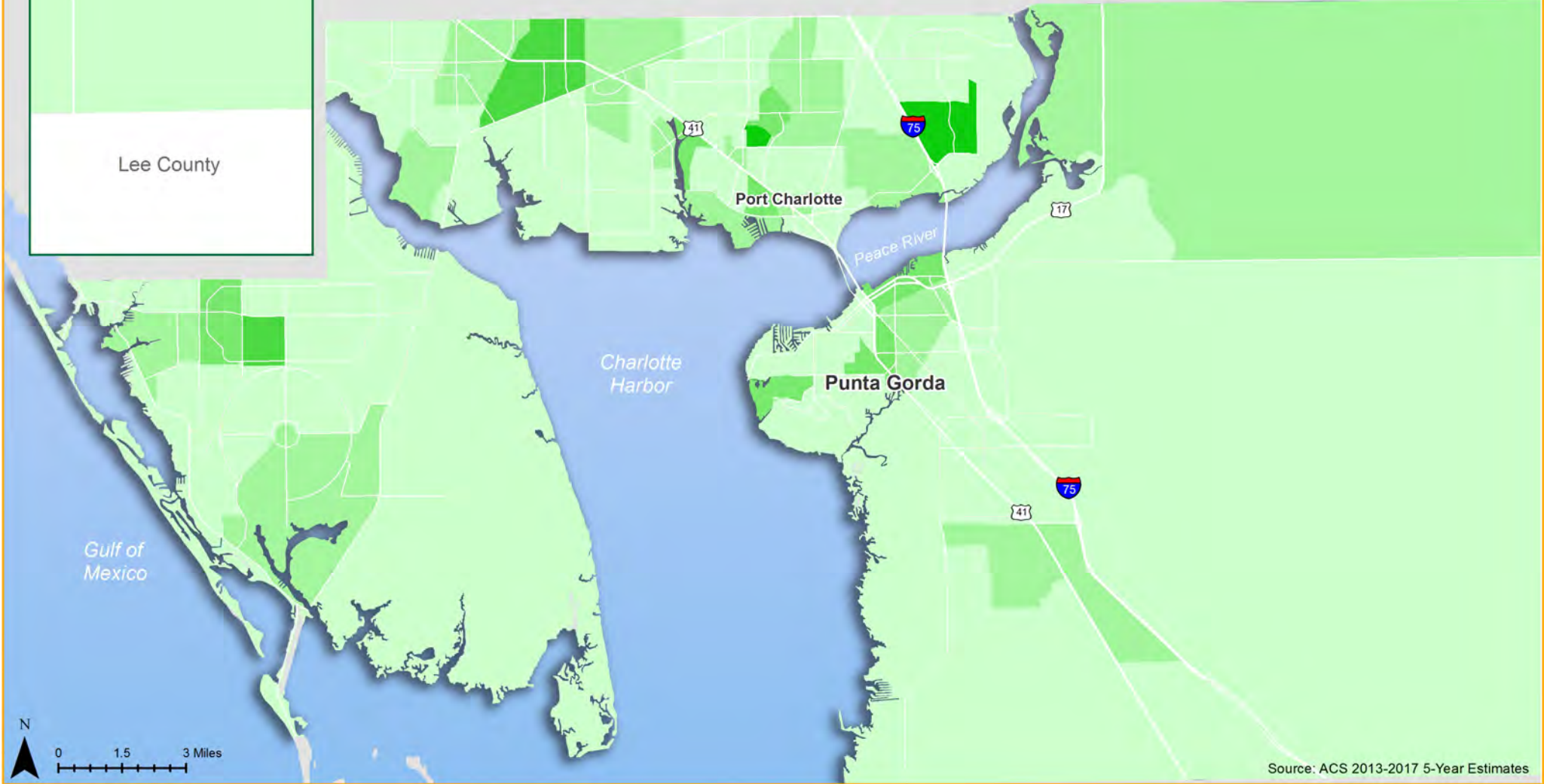


Percentage of LEP Households by Block Group



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Source: ACS 2013-2017 5-Year Estimates

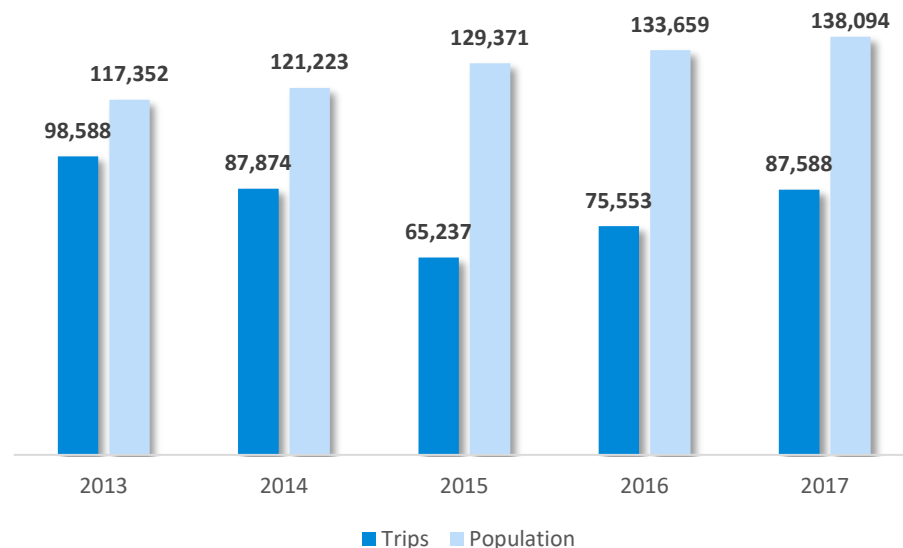
Transportation Disadvantaged Population

Through the Florida Transportation Disadvantaged Program, CCT provides transportation services for the transportation disadvantaged (TD) population of Charlotte County, which includes those who qualify for trips sponsored by the Commission of Transportation Disadvantaged (CTD). CCT is designated by the CTD as the local Community Transportation Coordinator (CTC). The program provides an important function to help increase access to activities such as health care, employment, and education. The TD population includes individuals who meet the requirements to receive subsidized trips by the CTD Trust Fund such as older adults, persons with disabilities, people with low incomes, those living in a rural area, recipients of limited Medicaid benefits that do not include Medicaid transportation, and children who are high-risk or at-risk. The service is arranged based on need, with medical needs and life-sustaining activities receiving higher priority than work, business, or recreation.

In Fiscal Year (FY) 2016–2017, 17,420 medical trips were provided, and 19,385 trips were provided for employment, education, or training. Overall, 87,588 trips were provided for the TD community.

According to the 2017 Florida CTD Annual Operator Report, approximately 77 percent of Charlotte County’s residents are considered potential TD populations compared to the state’s proportion of approximately 42 percent. In 2017, Charlotte County’s TD population was 138,094 residents, representing a 3 percent increase in residents who were transportation disadvantaged over the prior year. Figure 2-7 shows that over the 2013–2017 period, Charlotte County experienced an 18 percent increase in its TD population but an 11 percent decrease in the number of trips that were provided over the same period.

Figure 2-7: TD Population Trend, Charlotte County, 2013–2017



Source: 2017 CTD Annual Report

Note: The reductions in trips are due to changes in the reporting methodology.

Population and Employment Densities

Population

Map 2-5 shows the projected population densities for Charlotte County for 2019, developed based on the socioeconomic data prepared by the adopted Charlotte County 2040 Long Range Transportation Plan (LRTP). Map 2-6 shows the projected population densities for 2029, indicating that there will be more growth in the Babcock Ranch and the surrounding areas in the southeastern portion of the county between the Myakka River and SR-776 in the Gardens of Gulf Cove. With more than 20,000 people projected to be added to the county by 2029, the key areas projected to experience the most growth are in the newer developments scattered throughout the county.

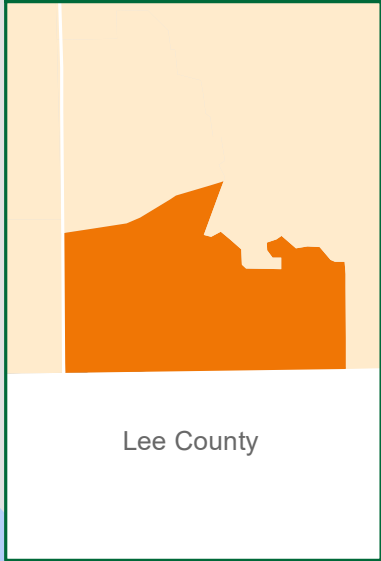
Employment

Map 2-7 shows the projected employment densities for Charlotte County for 2019. The employment data also are based on socioeconomic data that were developed to support the Charlotte County 2040 LRTP. Map 2-8 shows the projected employment densities for 2029, the final year of this TDP. In the base year of 2019, the 70,684 employed persons will be concentrated mainly in Punta Gorda, Port Charlotte, and on the southwest border of Sarasota County. Looking forward to 2029, the projected employed population will grow by approximately 7,000 jobs. The areas near Babcock Ranch in the southeastern part of the county, Punta Gorda off Taylor Road, The Gardens of Gulf Cove, and Port Charlotte near the Peace River will experience the majority of this employment growth. Punta Gorda will continue to be an area of high employment densities.

Map 2-5: 2019 POPULATION

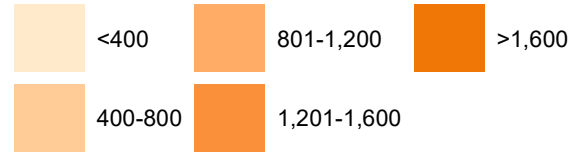


Babcock Ranch



Lee County

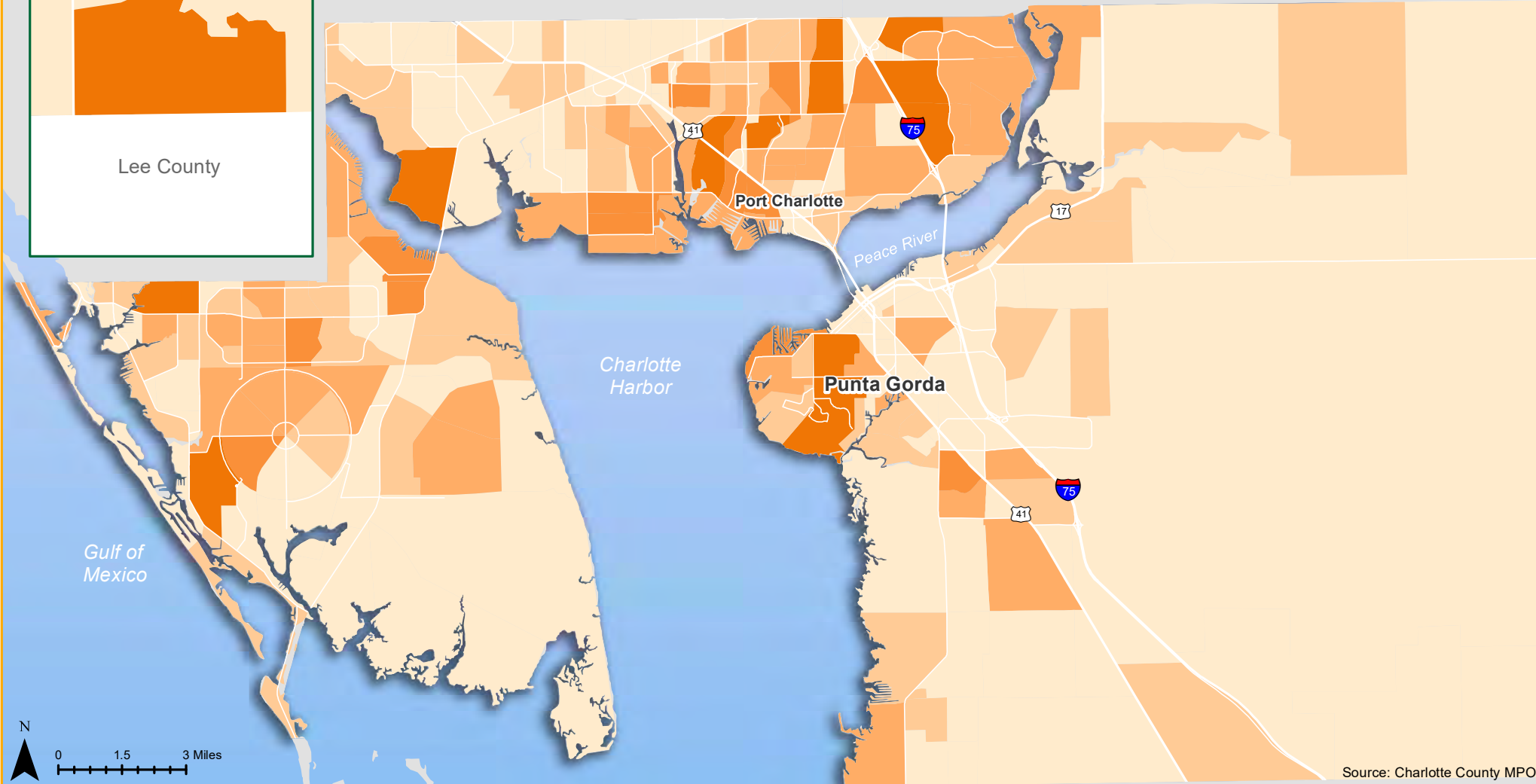
2019 Population per square mile by TAZ



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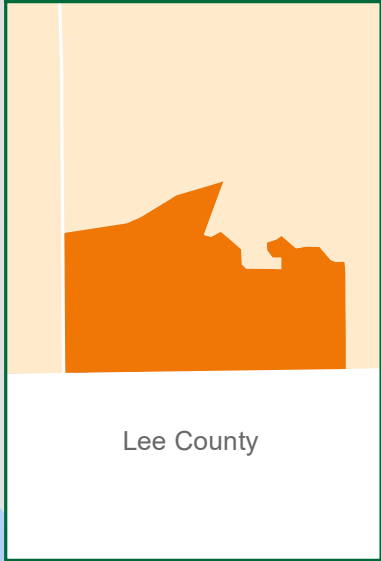


Source: Charlotte County MPO

Map 2-6: 2029 POPULATION

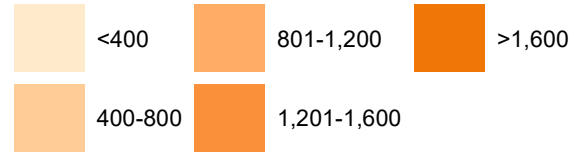


Babcock Ranch



Lee County

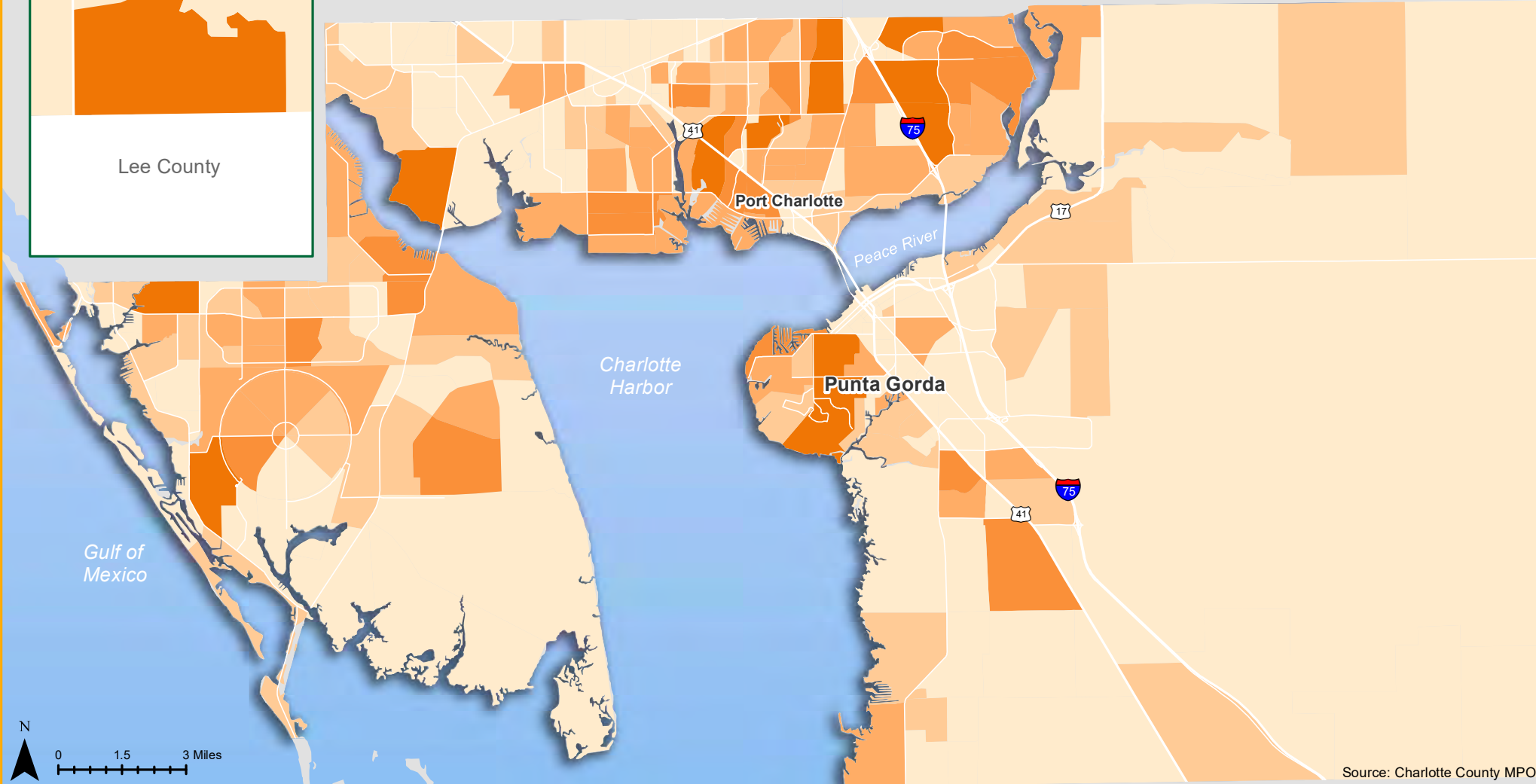
2029 Population per square mile by TAZ



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(2020-2029)

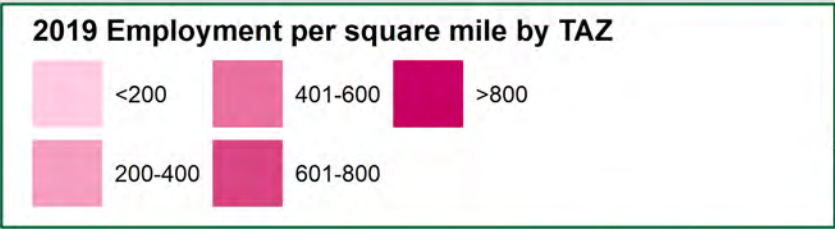


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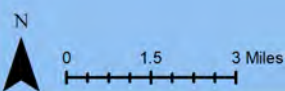
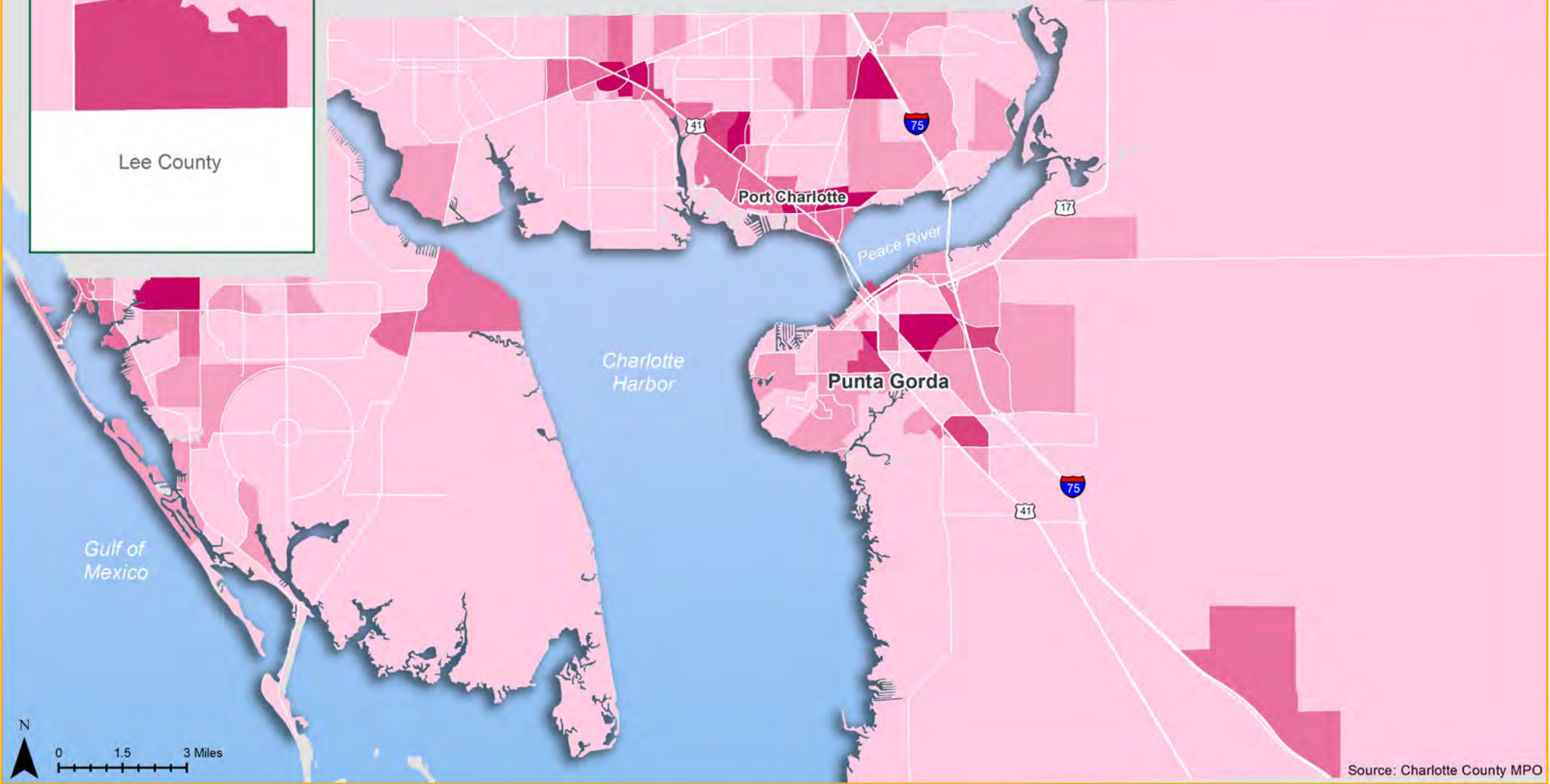
Source: Charlotte County MPO

Map 2-7: 2019 EMPLOYMENT



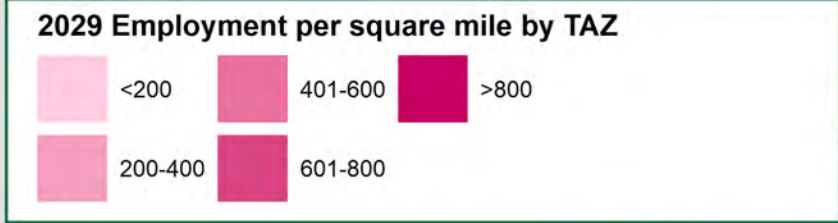
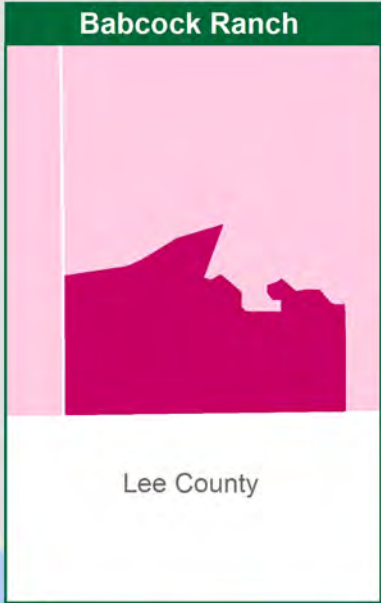
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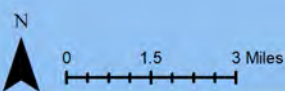
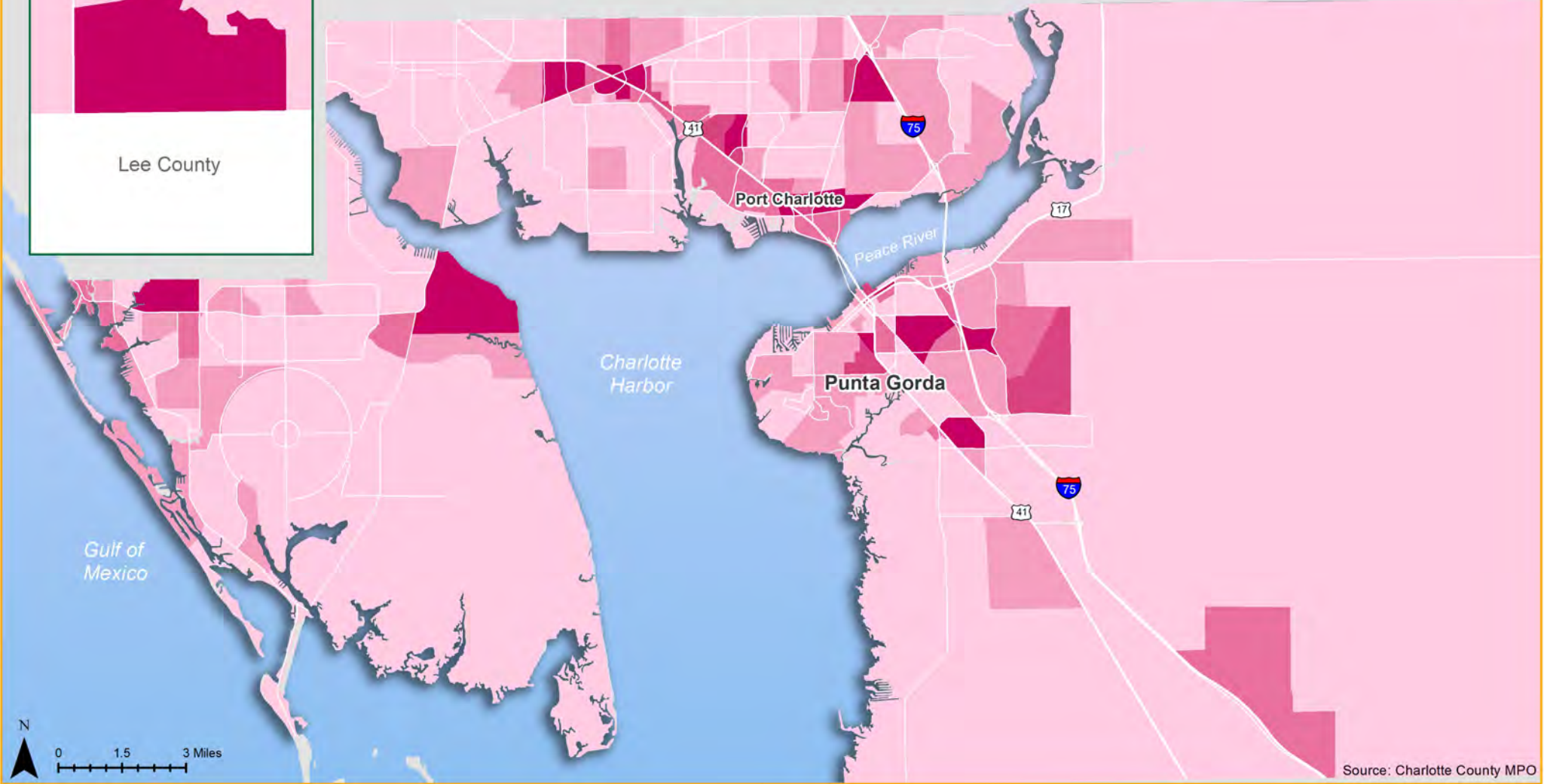
Source: Charlotte County MPO

Map 2-8: 2029 EMPLOYMENT



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(2020-2029)**

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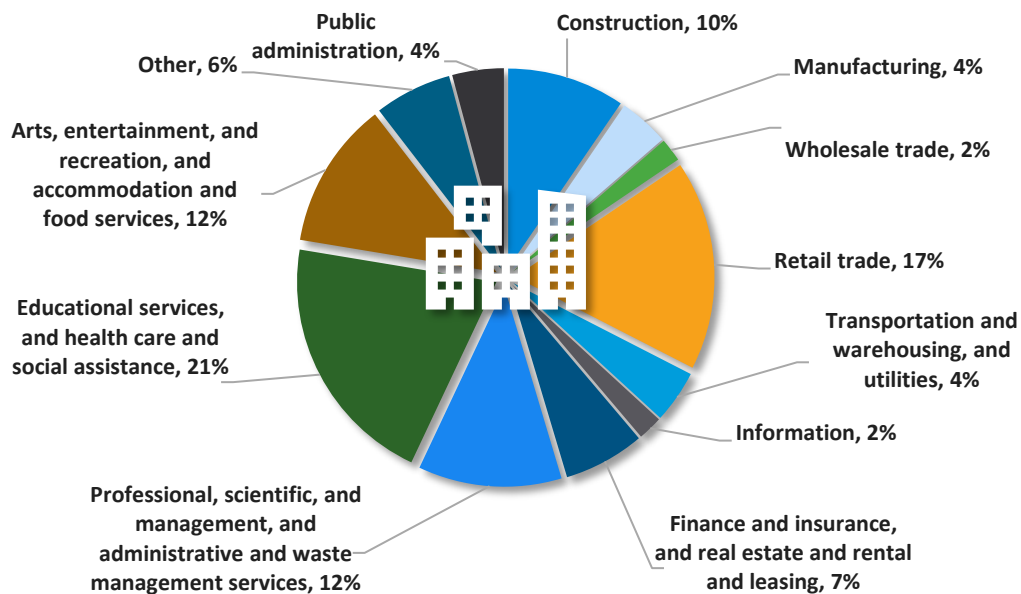


Source: Charlotte County MPO

Employment Characteristics

Figure 2-8 shows percentages for the labor force broken down by industry in Charlotte County. The largest sector includes educational services and health care occupations, which comprises approximately 21 percent of the county’s employment. Retail trade (17%) and arts, entertainment, hospitality, and food services (12%) round out the second quartile of employment by industry.

Figure 2-8: Labor Force Distribution by Industry, Charlotte County, 2017



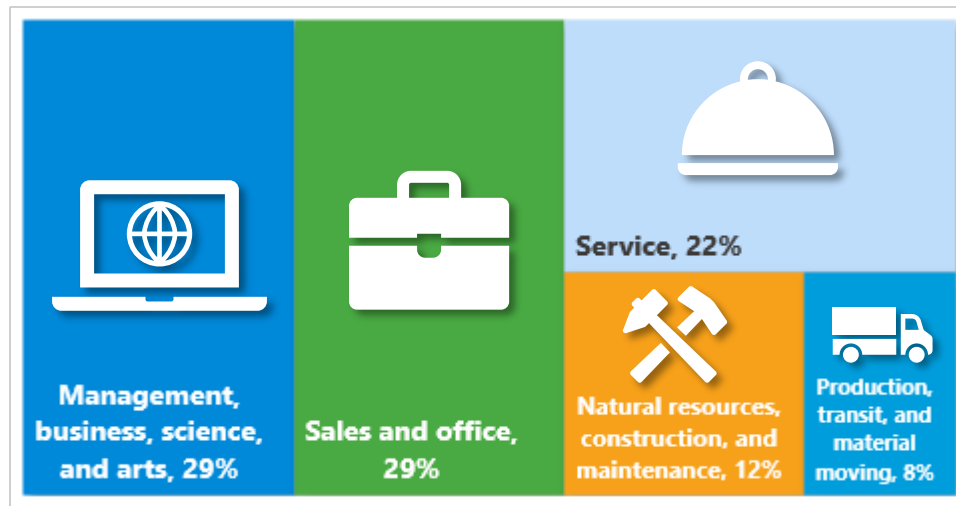
**All others include agriculture, forestry, fishing, hunting, and mining.*

Note: total % may not add to 100% due to rounding.

Source: 2013-2017 ACS 5-Year Estimates

Figure 2-9 shows the percentages of population broken down by occupation type in Charlotte County. The largest occupation type includes sales and office (29.1%), followed closely by management, business, science, and arts occupations (28.6%).

Figure 2-9: Labor Force Distribution by Occupation, Charlotte County, 2017



*Note: Total % may not add to 100% due to rounding,
Source: 2013-2017 ACS 5-Year Estimates*

Travel Behavior and Commuting Trends

Journey-to-Work

According to the 2013–2017 ACS 5-year Estimates, 19 percent of commuters in Charlotte County spend 15–19 minutes traveling to or from work, with an average commute time of 24.7 minutes (Figure 2-10). The average commute times in the U.S. and in Florida are 25 and 29 minutes, respectively, indicating that Charlotte County has a lower-than-average commute time when compared with state and national trends. In 2000, Charlotte County’s average commute time was 23.6 minutes one-way, indicating a slight increase in average commute times in the past 17 years.

Figure 2-10: Travel Time to Work, Charlotte County, 2017

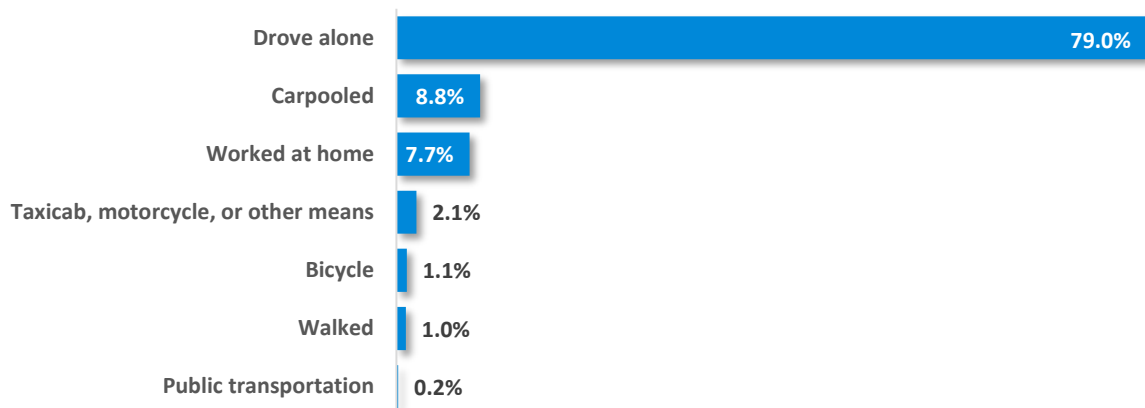


Note: total may not add to 100% due to rounding.
Sources: 2013-2017 ACS 5-Year Estimates

Commuting Choices

According to the 2013–2017 ACS 5-year Estimates, an overwhelming majority of Charlotte County residents, 79 percent, drove alone on their commute. Although this is a large majority of the county’s residents, it is approximately the same as the state average, 79 percent. Figure 2-11 shows that carpooling and walking to work trailed behind, at approximately 8.8 percent and 1 percent, respectively. Less than one percent (0.2%) of Charlotte County residents took public transportation for their commute compared to the 2.1 percent and 5.1 percent statewide and nationally, respectively.

Figure 2-11: Commute Choices, 2017

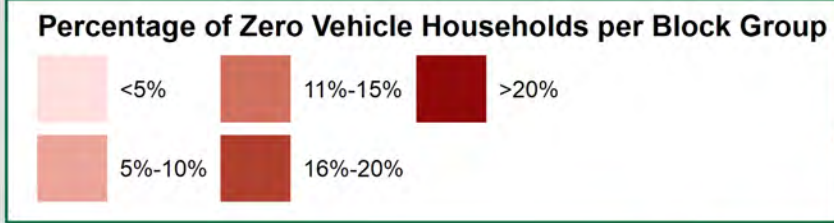
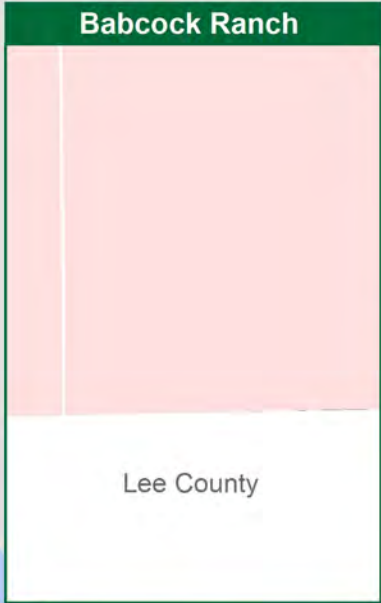


Note: % may not add to 100% due to rounding.
Source: 2013–2017 ACS 5-Year Estimates

Automobile Ownership

Owning a vehicle can be a significant financial burden, particularly for households already near or below the poverty line. Households that do not own a vehicle are considered zero-vehicle households and are more likely to be dependent on public transportation for work, education, and recreation. Map 2-9 shows the areas of concentration of zero-vehicle households in Charlotte County. According to the 2013–2017 ACS 5-year Estimates, 2 percent of households were considered zero-vehicle households in Charlotte County, which is lower than the statewide rate of 6.6 percent and the national rate of 8.7 percent. In Charlotte County, approximately 24 percent of households have one vehicle available, and approximately 48 percent have two vehicles available. Many areas with the greatest concentration of zero-vehicle households are in the northern part of the county in Port Charlotte and in Punta Gorda near the Charlotte Harbor west of Taylor Road.

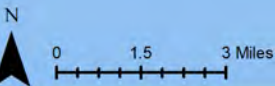
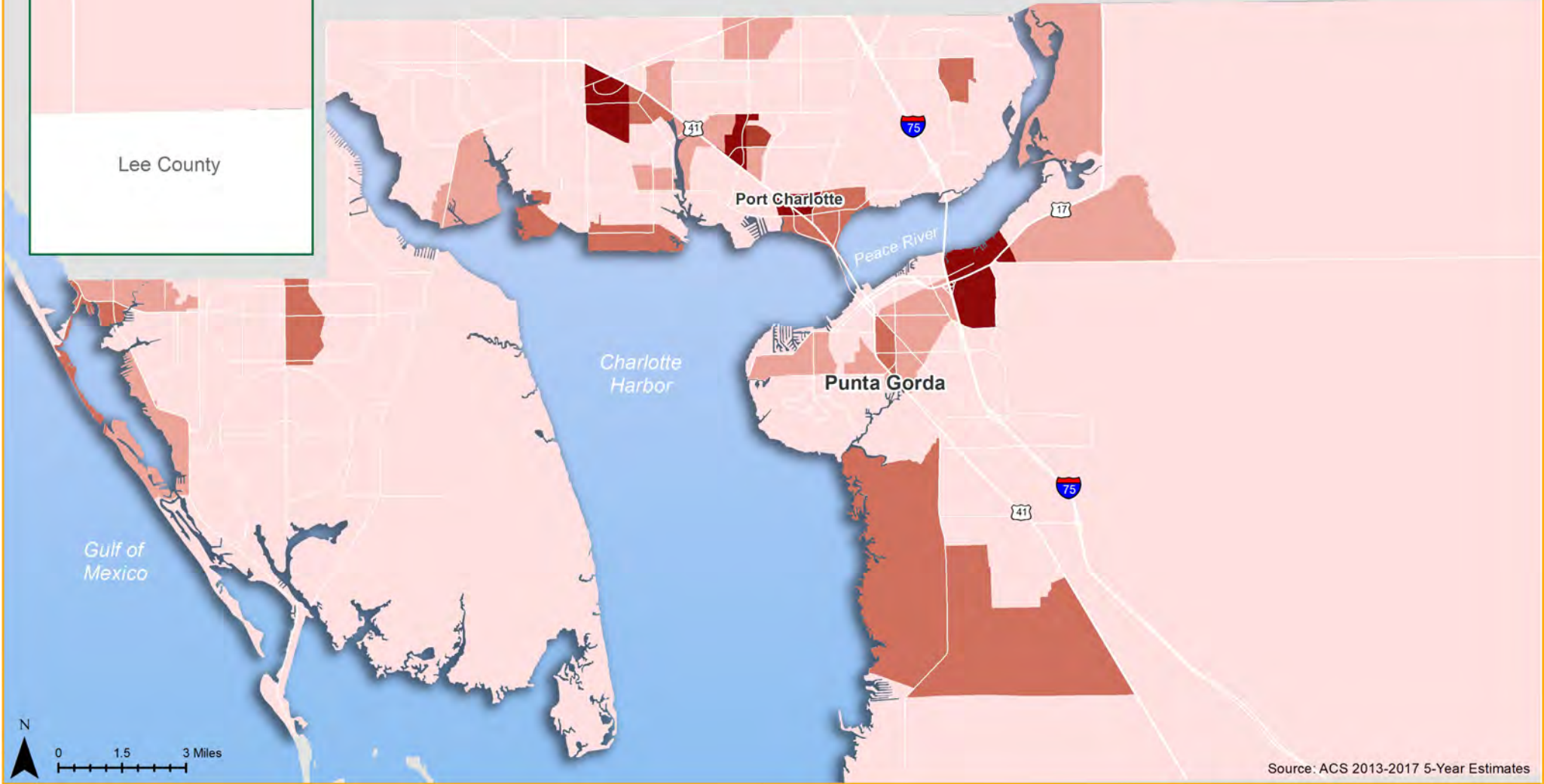
Map 2-9: ZERO VEHICLE HOUSEHOLDS



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Transit Development Plan
(2020-2029)**



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Source: ACS 2013-2017 5-Year Estimates

Commuting Inflows/Outflows

To assess the regional trends and patterns of commuters, an analysis using 2015 Longitudinal Origin-Destination Employment Statistics (LODES) data (“OntheMap” data from U.S. Census Bureau) was completed. This analysis provides geographic commuting patterns of jobs by their location of employment and residential locations based on Quarterly Census of Employment and Wages data concerning where workers live and work. Figure 2-12 shows regional commuting patterns by commuter outflow for Charlotte County, and Figure 2-13 shows regional commuting patterns by commuter inflow for Charlotte County based on the 2015 LODES data. Approximately 53 percent of Charlotte County’s work force lives in the county, and approximately 42 percent of residents that participate in the labor force commute to work outside of the county.

Figure 2-12: Commuter Outflows, Charlotte County



Table 2-6: Commuter Outflows, Charlotte County, 2015

County	Number of Workers	Percent
Sarasota	7,172	14%
Lee	6,802	14%
Hillsborough	1,604	3%
Broward	1,585	3%
Miami-Dade	1,445	3%
All Other Locations	9,885	23%
Total	28,493	60%

Note: 20,971 individuals live and work in Charlotte County, comprising 42% of commuter outflow total.

Note: % may not add to 100% due to rounding.

Source: “OntheMap” U.S. Census Bureau

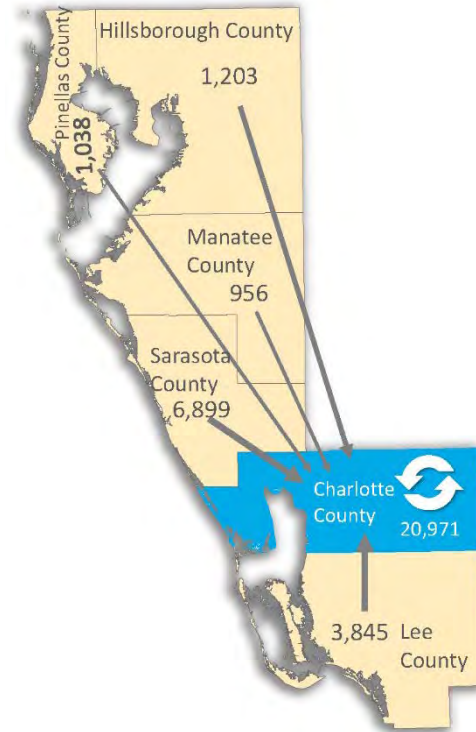
As shown in Tables 2-6 and 2-7, Sarasota County is the top commuting destination and origin outside of Charlotte County, where approximately 16 percent and 53 percent of commuters travel to/from, respectively. Lee County follows behind Sarasota County in both commuting destinations and origins outside of Charlotte County at 14 percent and 9 percent, respectively. Some commuters traveled as far south as Miami-Dade County and as far north as Orange County.

Table 2-7: Commuter Inflows, Charlotte County, 2015

County	Number of Workers	Percent
Sarasota	6,899	16%
Lee	3,845	9%
Hillsborough	1,099	3%
Pinellas	959	2%
Manatee	956	2%
All Other Locations	8,811	20%
Total	22,569	52%

*Note: 20,971 individuals live and work in Charlotte County, comprising 48% of the commuter inflow total.
 Note: % may not add to 100% due to rounding.
 Source: "OntheMap" U.S. Census Bureau*

Figure 2-13: Commuter Inflows, Charlotte County



Major Activity Centers and Developments

Whereas Punta Gorda is the main employment hub in Charlotte County, many other activity centers are spread throughout the county. Major activity centers/trip generators for Charlotte County include Bayfront Health Hospitals, Fawcett Memorial Hospital, the Myakka Trail, the Punta Gorda airport, and the soon to- open Sunseeker Resort, Murdock Village and Arredondo Pointe. In addition, a number of major developments with a mix of residential, commercial, and recreational uses are also located in the County, as summarized below.

Murdock Village

Private Equity Group, a private equity fund company, is developing Murdock Village, a 452-acre site centrally located in Charlotte County. This new community will feature more than 2,400 residential units, up to 200,000 square feet of neighborhood commercial space, and a 150-room hotel.



Babcock Ranch

Babcock Ranch is nation’s first community fully powered by solar energy, with nearly 350,000 photovoltaic cells that stretch across 450 acres and generating 100% of the community’s electricity. The 19,000-acre community is expected to include 19,500 houses for 50,000+ residents. It also will include the services of autonomous vehicles, connecting its residents to shopping and other services in the community.



Cheney Brothers

Cheney Brothers, a family-owned and operated food distributor, invested more than \$100 million in 2015 in a distribution center in Charlotte County. The 345,000-square-foot, state-of-the-art facility completes a distribution triangle for Cheney throughout Florida, with other centers in Rivera Beach to the west and Ocala to the north. The Charlotte County center supplies food to customers from the Naples area to the Tampa Bay area. As part of an extensive incentive package received by Cheney from local and regional agencies, the company is required to hire 380 people within five years. The company has already exceeded this target, hiring 500 workers.



Punta Gorda Interstate Airport Park

The Punta Gorda Interstate Airport Park provides 4,300 acres ready for development, with site options range from 1 acre to more than 1,000 acres. The site provides water, power, and telecommunications infrastructure and has been designated a Foreign Trade Zone.

Arredondo Pointe

Arredondo Pointe is a 110-acre development adjacent to US-41. There are seven hotels planned with a 45-acre water park attraction, and 46 acres dedicated to commercial real estate. The new portion of western Murdock Village is a development planned for 2,400 residential units, 45 acres of commercial and retail space, and a 150-unit hotel.



Major Employers

The top 10 major employers in Charlotte County in 2018, based on data available from the Charlotte County Economic Development, are listed in Table 2-8. Publix Super Markets, located throughout the county, is the top private sector employer in the county. Walmart and Home Depot are the top retail employers. St. Joseph Preferred Healthcare is the largest employer of all healthcare centers in the county; the healthcare sector is one of the largest private sectors in the county, contributing to almost half of the top 20 private sector employers.

Table 2-8: Major Private Employers, Charlotte County

Rank	Employer Name	Employees
1	Publix Super Markets	1,665
2	Walmart Stores	1,500
3	St. Joseph Preferred Healthcare, Inc.	1,400
4	Millennium Physician Group, LLC	1,326
5	Punta Gorda/Port Charlotte HMA, Inc.	1,080
6	Fawcett Memorial Hospital, Inc.	895
7	Palm Motor Cars Company	595
8	Sun Coast Media Group, Inc.	493
9	Winn-Dixie Stores, Inc.	474
10	Home Depot	450

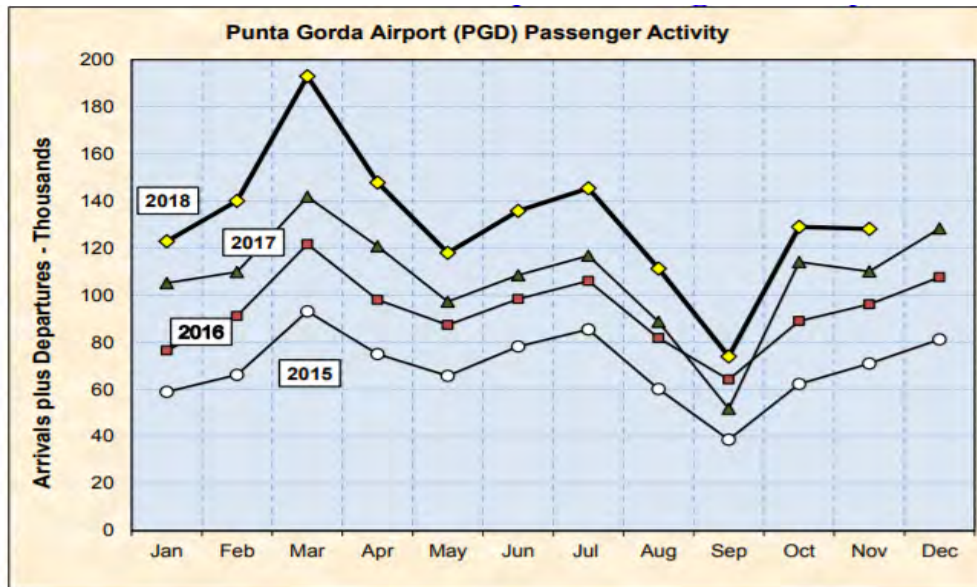
Source: Charlotte County Economic Development, 2018

Tourist and Visitor Levels

Charlotte County provides a Florida destination for tourists seeking a variety of unique activities in one place. The Charlotte County Tourist Development Council aspires for the county to continue to be a top destination by promoting its beaches, parks, wildlife preserves, and other natural attractions to boost its local economy through tourism.

Tourist arrival levels are expected to grow significantly over the next few years once Allegiant Airlines opens its 22-acre Sunseeker entertainment resort; it is expected to add 300,000 visitors once it opens in Fall 2020. According to a Southwest Florida Regional Economic Indicators report (February 2019) by the Regional Economic Research Institute of Florida Gulf Coast University, airport passenger activity for the Punta Gorda (PGD) airport peaks seasonally during February, March, and April, with significantly lower activity in the summer months.

Figure 2-14: Punta Gorda Airport Passenger Activity



Source: Regional Economic Research Institute, Florida Gulf Coast University

Roadway and Traffic Conditions

A review of roadway conditions was conducted for the TDP baseline conditions assessment. Table 2-9 lists the most congested roadways in Charlotte County and their current operating capacity and level of service (LOS), as identified in Charlotte County-Punta Gorda MPO’s 2040 LRTP.

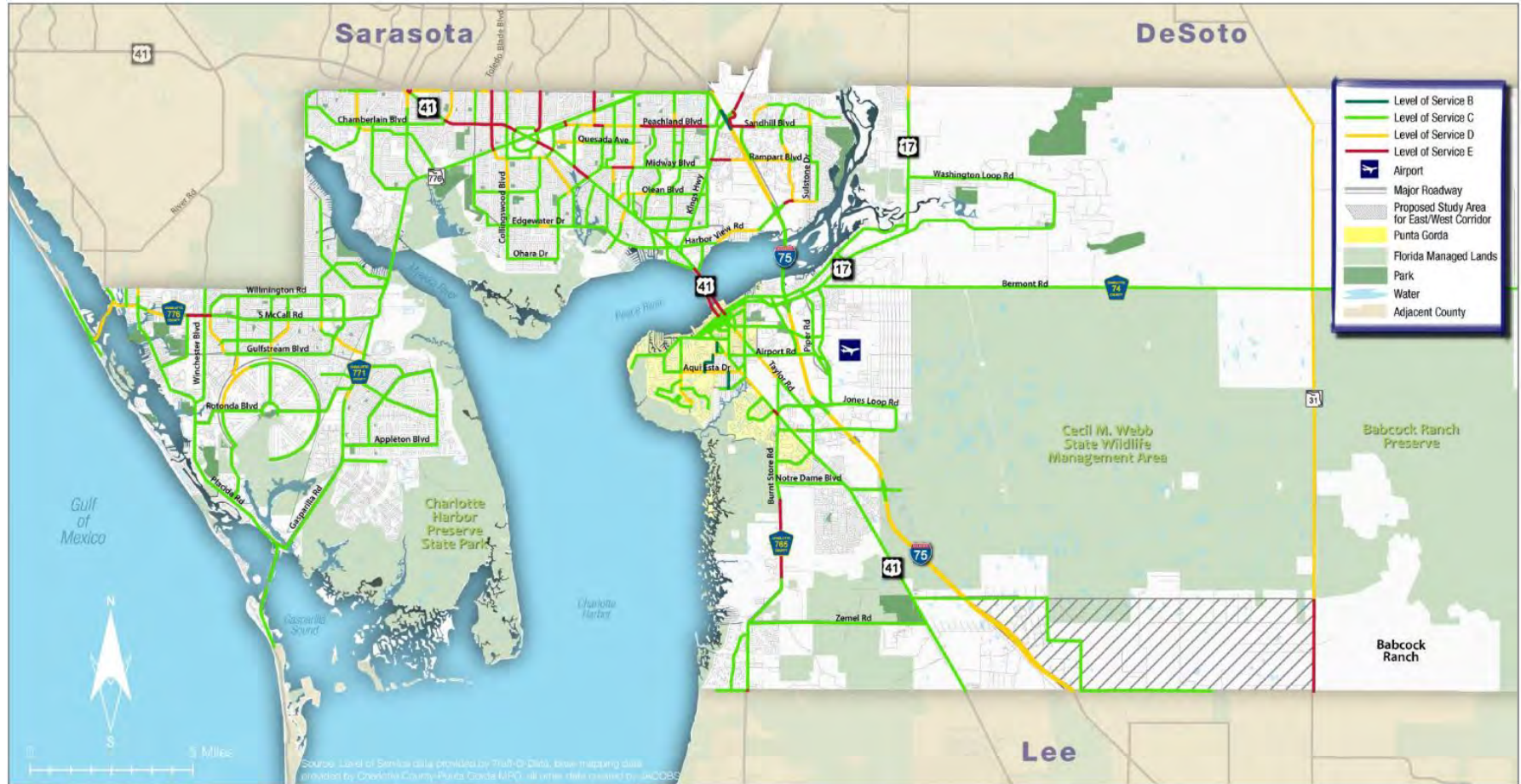
Table 2-9: Congested Roadways, Charlotte County, 2018

Road	Section	% Capacity	Adopted LOS	Existing
Cochran Blvd	Lakeview Blvd to Pellam Blvd	117%	D	F
Kings Hwy	Sandhill Blvd to Desoto County Line	109%	D	E
Sandhill Blvd	Kings Hwy to Deep Creek Blvd	100%	D	D
Peachland Blvd	Beacon Dr to Loveland Blvd	96%	D	D

LOS indicates roadway level of service, measured from A to F, with A being free flow and F being forced or breakdown flow.

Source: Charlotte County LRTP

Figure 2-15: Charlotte County Roadway LOS, Existing and Committed Road Network



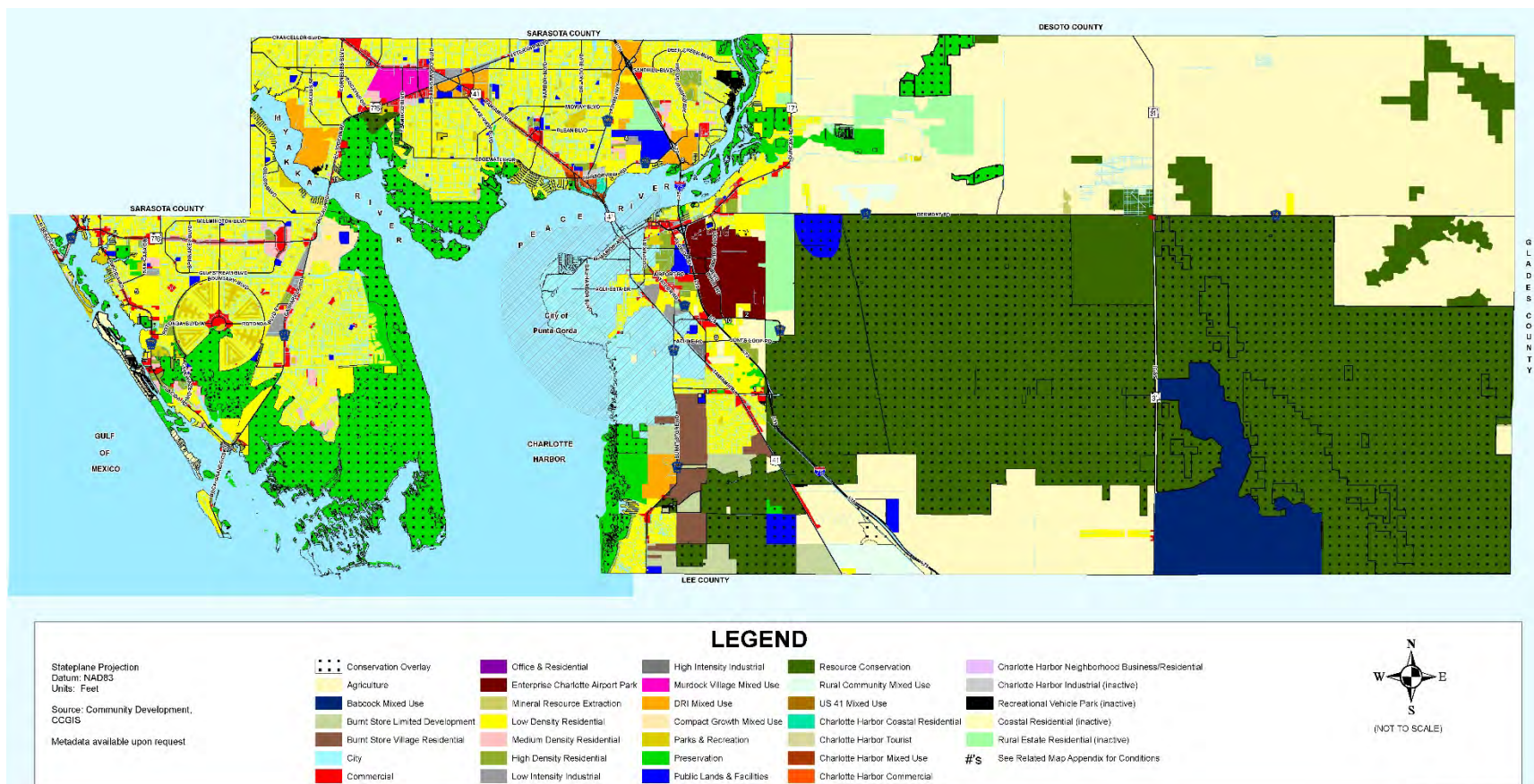
Source: Charlotte County LRTP

Current and Future Land Use

A review of current and emerging land uses was conducted for the baseline conditions assessment. The future land use maps from Charlotte County, shown in Figure 2-16, as well as existing land use and major planned developments were reviewed. The following key trends were observed:

- A large part of the county on the east side is dedicated to agriculture, preservation, conservation, and public lands. Most of the land that borders the coastline is dedicated to preservation.
- As shown in Figure 2-16, the Tamiami Trail from Airport Road to the Sarasota/Charlotte County line is currently an important corridor with significant commercial density.
- In the developed areas of the county, there is a large amount of land zoned for low-density residential and exhibiting a high sprawling pattern.
- The Murdock Village Mixed Use area, where a number of key developments are planned, and denoted in pink in Figure 2-16, is located on the west side of the SR-776/US-41 junction.
- The Babcock Ranch development is planned for the east part of the county and is shown in blue in Figure 2-16. Plans for the development include autonomous vehicles connecting residents to medical facilities, restaurants, and other amenities/facilities within the community.
- Also illustrated is the Burnt Store Area south of Punta Gorda and denoted in light brown, which includes residential villages.

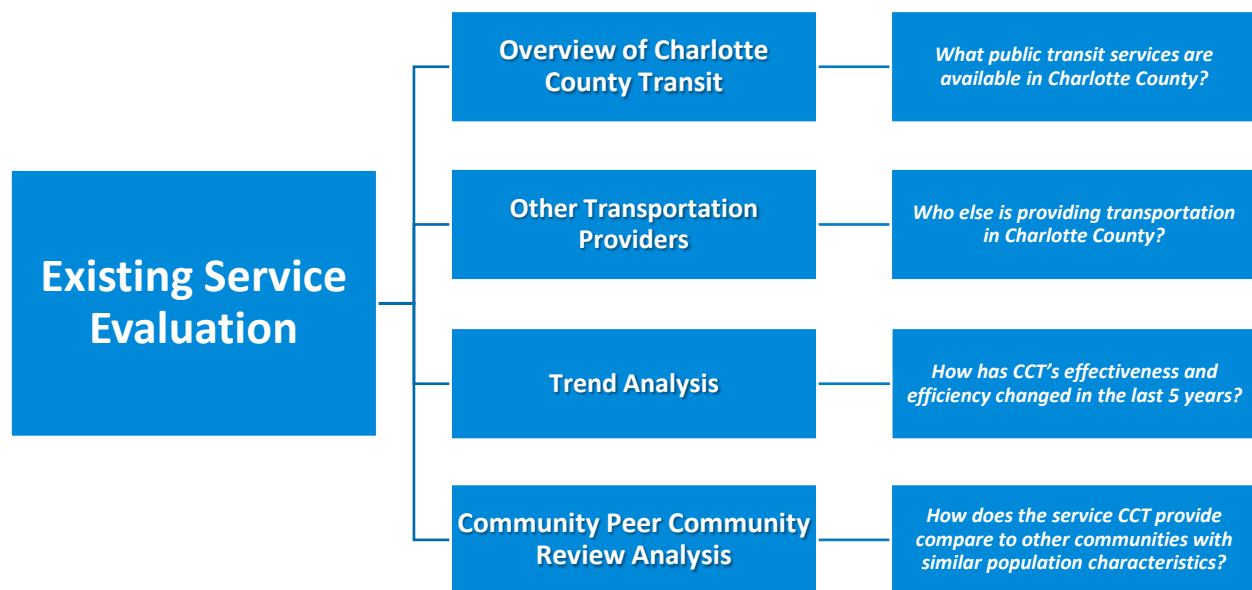
Figure 2-16: Charlotte County 2030 Future Land Use



Source: Charlotte County 2050 Comprehensive Plan

Section 3: Existing Service Evaluation

Existing public transportation services in Charlotte County includes on-demand “curb-to-curb” dial-a-ride service that is open to the public. In addition, TD services are provided but are limited to eligible/certified participants only. This section presents an overview of public transportation services and facilities provided by CCT. Information on other transportation services in Charlotte County is summarized as part of the existing services evaluation, followed by a trend and peer analysis of critical performance indicators to assess how efficiently CCT supplies on-demand transit service and how effectively those services meet the needs of the area.



Overview of Charlotte County Public Transportation

Charlotte County Transit

CCT is an on-demand curb-to-curb service that began in 2001 and serves the general public in Charlotte County for a nominal fee. The service offered through the Charlotte County Board of County Commissioners (BOCC) and operated by the County Transit Division. Services are provided Monday through Friday from 6:30am to 6:00pm and in a limited service area on Saturday from 9:00am to 6:00pm. The service is provided to enhance the ability of county residents to live independently with the freedom to get to their chosen destination. Currently, on-demand service requires trips to be requested 24 hours in advance.

The dial-a-ride service area is illustrated in Map 3-1 and includes all of Charlotte County west of the Myakka River (excluding the barrier islands but including the Charlotte County portion of Boca Grande Island). It serves all of the mid-county area between the Myakka River and Peace River and includes the Punta Gorda area, extending as far south as Tropical Gulf Acres, east to the Charlotte County Airport, and north to Peace River Shores on US-17. Service on Burnt Store Road extends to South Punta Gorda Heights (Scham Road). The system also connects to Sarasota County Area Transit (SCAT), the fixed-route bus service in Sarasota County, in North Port and Englewood.

Fares

The fare structure for dial-a-ride service is presented in Table 3-1. No services are provided on Sundays or major holidays.

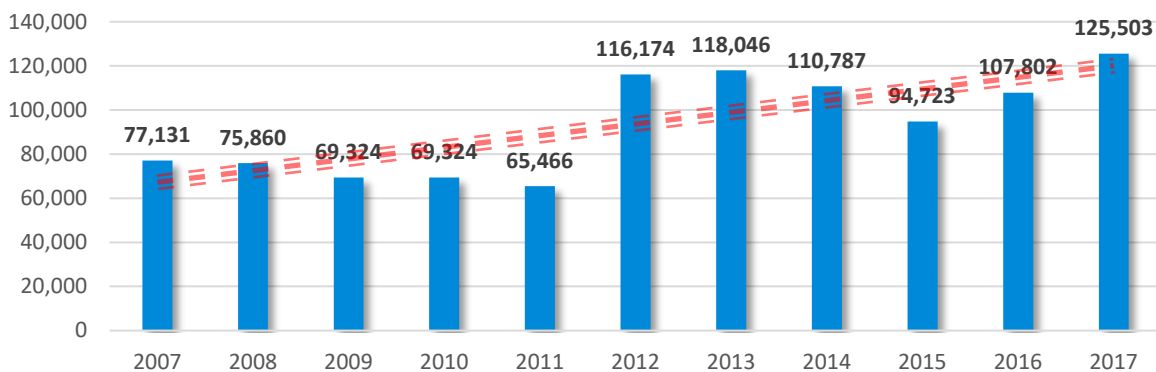
Table 3-1: Charlotte County Transit Fare Structure

Fare Category	Regular	Reduced
One-Way	\$2.00	\$1.00
Children under 12/Caregivers	Free	Free
12-One Way Transit Tickets	\$12.00	n/a

Ridership Trends

Figure 3-1 summarizes ridership trends on the curb-to-curb system from 2007 to 2017. From 2011 to 2012, CCT nearly doubled its ridership to 116,174 passengers. Ridership increased until 2013 with a two-year decline following; in 2016, an increasing trend in ridership began in 2017 with 125,503 passengers. Although it has declined regionally and nationally in recent years, CCT ridership has increased by 63 percent.

Figure 3-1: Ridership Trends, Charlotte County, 2007–2017



Source: 2017 FTIS

Note: Ridership increase from 2011 to 2012 reflects changes to the methodology used for reporting CCT ridership.

Map 3-1: Dial-A-Ride Service Area

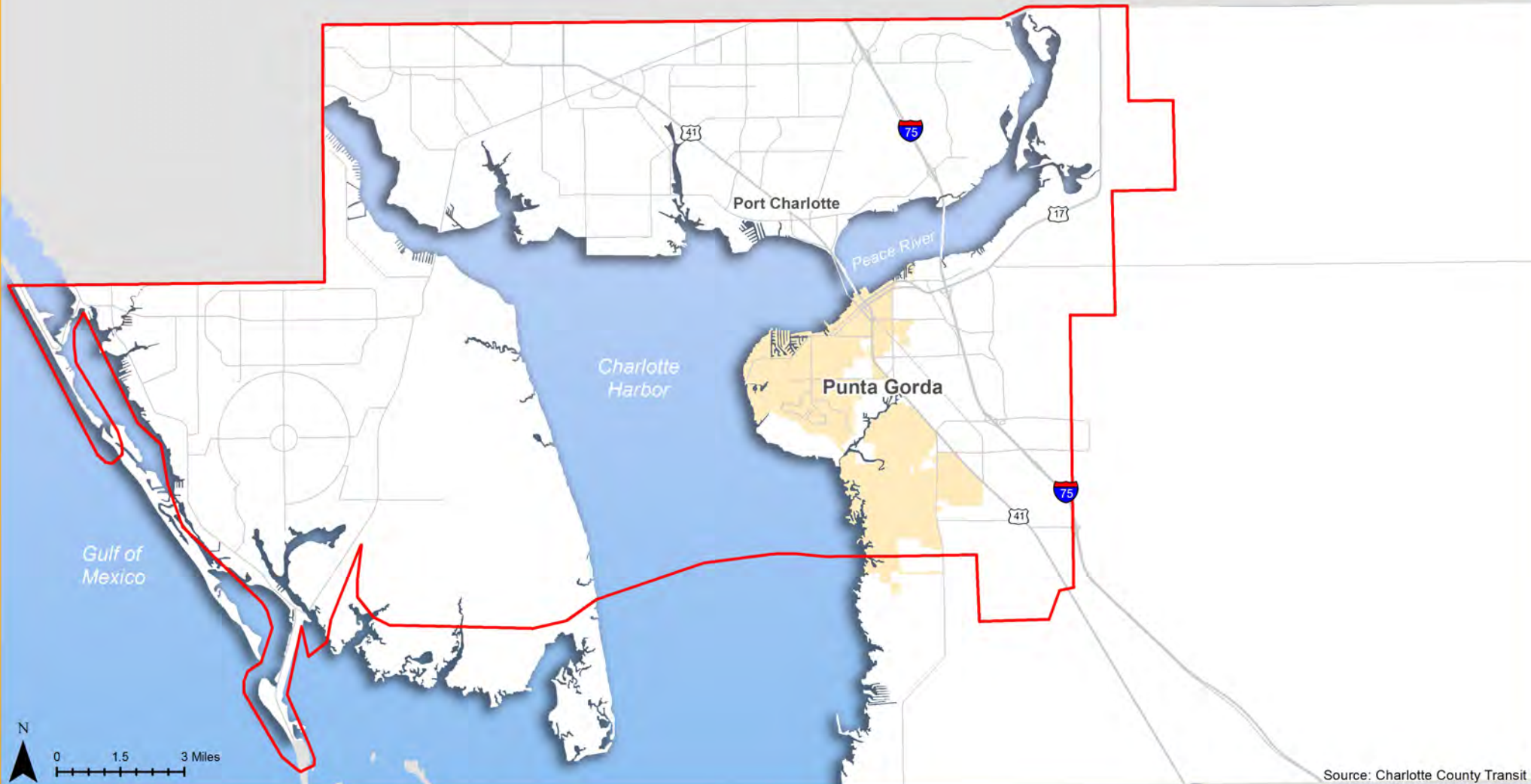


- City of Punta Gorda
- Dial-A-Ride Boundary

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Tindale Oliver



Transportation Disadvantaged

The TD program was implemented in 1989 and provides door-to-door paratransit service funded primarily by the Florida Commission for the Transportation Disadvantaged. The Charlotte County BOCC provides the service for eligible county residents through the County Transit Division and is designated as the TD Program's CTC in Charlotte County.

The TD program is available only to qualified Charlotte County residents who are considered to have a disability, are age 60 older, or are low-income or living in a rural area. The service is provided to eligible riders at a discounted rate of \$1 per trip. Passengers must meet eligibility qualifications and be pre-registered. Reservations are required at least 24 hours in advance of travel. A certification process is in place to determine if a person is eligible for this service.

Other Transportation Services

Greyhound

Greyhound provides inter-city bus services across the U.S. and connects Charlotte County to most other cities in Florida and elsewhere. The Greyhound bus terminal in Charlotte County is located in Port Charlotte at 909 Kings Highway and provides seven-day-per-week service.

Sarasota County Area Transit

SCAT is the public transportation service in Sarasota County, which is located northwest of and adjacent to Charlotte County. SCAT crosses into Charlotte County via Indiana Avenue on Route 16 with a transfer station at the Englewood Hospital adjacent to the county line. It operates routes in Englewood and North Port, which are located adjacent to Charlotte County. Some locations include park-and-ride facilities so residents can use these services.

Dial-a-ride service in Charlotte County currently provides links to SCAT public transit services at the following locations:

- Englewood Chamber of Commerce, 601 South Indiana Avenue, Englewood
- Goodwill, 14803 Tamiami Trail, North Port

Transit Facilities

CCT currently operates its services from a County-owned facility located at 25490 Airport Road in Punta Gorda. The fleet maintenance services for Charlotte County's transit buses and support vehicles are provided by the Charlotte County Fleet Maintenance Division. As CCT services currently are a public on-demand service, other transit facilities such as bus stops or transfer terminals are not used.

Vehicle Inventory

Charlotte County maintains a fleet of 38 vehicles for its public dial-a-ride and TD services. These services are fully accessible to patrons in wheelchairs. An inventory of vehicles for paratransit services is provided in Table 3-2.

Table 3-2: Vehicle Inventory, Charlotte County Transit

Vehicle Type	Total Vehicles	Model Year Manufactured	Seating Capacity	ADA Accessible?	Useful Life (Years)	Useful Life Remaining (Years)
Automobile	1	2006	4	No	8	-3
Cutaway	3	2008	16	Yes	7	-2
Cutaway	4	2009	16	Yes	7	-1
Cutaway	5	2010	20	Yes	7	0
Cutaway	3	2010	16	Yes	7	0
Van	2	2010	9	Yes	5	-2
Cutaway	1	2011	20	Yes	7	1
Cutaway	2	2011	16	Yes	7	1
Cutaway	3	2011	14	Yes	7	1
Cutaway	1	2011	24	Yes	7	1
Cutaway	2	2012	19	Yes	5	0
Minivan	2	2012	7	Yes	6	1
Van	2	2013	9	Yes	5	1
Cutaway	2	2013	13	Yes	7	3
Van	1	2013	10	No	5	1
Cutaway	4	2014	16	No	5	2

Source: Charlotte County Transit

Inventory of Other Transportation Service Providers

In addition to the services summarized, a number of additional agencies have supported Charlotte County in promoting travel options both for the general public and TD passengers. These privately-operated and contracted service providers offer various levels of transportation services for specific client groups. Table 3-3 summarizes information on these privately-operated service providers that serve Charlotte County residents.

Table 3-3: Other Transportation Services, Charlotte County

Provider	Types of Services Provided			Levels of Service		Fare Structure	Types of Vehicles	Phone	Email
	General Service Area	Eligible Trip Purposes	Eligible Riders	Days of Operation	Hours				
CTC-Coordinated Contractors									
Charlotte County Veteran's Council	Charlotte County	Any	Veterans	Mon-Friday	6am-6pm	Free	Wheelchair Van	(702) 302-9409	n/a
Cultural Center of Charlotte County	Charlotte County	Medical, Recreation	Older Adult	Mon-Sun	7am-10pm	Free	Sedan	(941) 625-4175	n/a
Charlotte County Homeless Coalition	Charlotte County	Any	Any	Mon-Fri	9am-5pm	Free	Wheelchair van	(941) 627-4313	n/a
Center for Abuse and Rape Emergencies	Charlotte County	Any	Eligible Riders	Mon-Fri	9am-5pm	Free	Wheelchair Van	(941) 639-5499	n/a
Ameditrans, Inc	Charlotte County	Any	Any	Mon-Sun	24/7	\$40-\$80 fee	Wheelchair Van, Ambulatory	(941) 625-0117	n/a
All Other Transportation Providers									
A1 Royal Airport Transportation and Limo Service	South Florida	Any	Any	Mon-Sun	24/7	Variable	Wheelchair Van, Limousine	(239) 369-8300	airportservice@a1royallimo.usine.com
A Better Solution of Venice	Charlotte, Lee, Sarasota counties	Medical	Older Adult, Private Pay	Mon-Fri	8am-5pm	\$19.24/hr incl. other health services	Sedan	(866) 945-7973	dcogswell@ab.s.care
ACC Medlink	Charlotte, Collier, DeSoto, Hendry, Hillsborough, Manatee, Sarasota counties	Medical	Cancer Patient, Disabled, Older Adult, General Public, Private Pay Consumer	Mon-Sun	24/7	Variable, insurance coverage	Ambulance	(941) 639-9119	info@medic-trans.com

Table 3-3: Other Transportation Services, Charlotte County (cont.)

Provider	Types of Services Provided			Levels of Service		Fare Structure	Types of Vehicles	Phone	Email
	General Service Area	Eligible Trip Purposes	Eligible Riders	Days of Operation	Hours				
Ambitrans and Grant Medical Transportation	Charlotte, Collier, DeSoto, Hendry, Lee, Sarasota counties	Medical	Cancer Patient, Disabled, Older Adult, Medicaid Eligible, Private Pay Consumer	Mon-Sun	24/7	\$45-\$700 fee; \$3-\$10/mi	Ambulatory Van, Wheelchair Van	(941) 629-1009	n/a
Caring Hands Wheelchair Transport, Inc	Charlotte, Manatee, Sarasota counties	Medical	Disabled, Older Adult, Private Pay Consumer	Mon-Sun	24/7	\$65 round trip within 10 mi	Wheelchair Van	(941)416-8024	n/a
Royal Floridian Transportation Company	Charlotte and Lee counties	Medical	Disabled, Older Adult, Private Pay Consumer	Mon-Fri	24/7	Variable	Wheelchair Van	(239) 643-4382	info@royal-floridian.com
Sunnyvale Medical Transport, Inc.	Statewide	Medical	Cancer Patient, Disabled, Older Adult, General Public, Private Pay Consumer	Mon-Sun	24/7	Variable	Ambulatory Van, Wheelchair Van	(863) 381-3565	dwrkwkwl@gmail.com
Uber	National	Any	Any	Mon-Sun	24/7	Variable	Sedan	n/a	support@uber.com
United Cerebral Palsy of Sarasota and Manatee	Charlotte, Manatee, Sarasota counties	Any	Disabled, Medicaid Eligible	Mon-Fri	8:30a m-4:30p m	Free	Wheelchair Van	(941) 251-4956	vdewaters@sunrisegroup.org
Wheelchair Getaways of Ft. Myers	Charlotte, Collier, Hendry, Lee, and Monroe counties	Any	Disabled, Older Adult, Private Pay Consumer	Mon-Fri	9am-5pm	100 free mi, \$0.35 per mi, over 100 mi	Wheelchair Van	(239) 910-2475	missannabell@msn.com

Trend Analysis

To assess how efficiently CCT supplies transit service and how effectively those services meet the needs of the area, a trend analysis of critical performance indicators and measures was conducted to examine the performance of its demand response services over a five-year period. This section presents the results of the trend analysis conducted as part of *Charlotte Rides* 10-Year TDP to examine the performance of Charlotte County's public dial-a-ride system.

Data from the Florida Transit Information System (FTIS) was used to conduct this evaluation, which includes validated NTD data for 2013–2017 for transit agencies in Florida. As part of the overall performance review of the system, this analysis may help assess the extent to which dial-a-ride service is meeting its goals and objectives. The analyses include statistical tables and graphs that summarize selected performance indicators and effectiveness and efficiency measures for the selected time period.

Analysis Indicators and Measures

Various performance measures were used to present the data that relate to overall system performance. Three categories of indicators and performance measures were analyzed for the trend analysis of the existing the public dial-a-ride service:

- **Performance Indicators** – quantity of service supply, passenger and fare revenue generation, and resource input
- **Effectiveness Measures** – extent to which the service is effectively provided
- **Efficiency Measures** – extent to which cost efficiency is achieved

The trend analysis is organized by the type of measure or indicator and is summarized in Table 3-4 to illustrate Charlotte County Transit's performance over the past five years. Metrics that correlate with the desired trends are shown as green arrows, and metrics that are opposite of the desired trends are shown as red arrows.

The findings of the trend analysis are summarized here, and a detailed summary of the results is provided at the conclusion of this memorandum in Appendix A.

Table 3-4: Trend Analysis, CCT, 2013–2017

Indicator/ Measure	2013	2014	2015	2016	2017	%	Status ¹	Desired Trend ²
General Indicators								
Service Area Population	169,541	169,541	173,115	173,115	173,115	2.1%	↗	↗
Service Area Population Density	734	734	749	749	749	2.1%	↗	↗
Passenger Trips	118,046	110,787	94,723	107,802	125,503	6.3%	↗	↗
Passenger Miles	1,059,046	1,181,064	1,456,503	1,837,907	1,042,246	-1.6%	↘	↗
Revenue Miles	810,115	720,735	675,027	793,788	808,033	-	↘	↗
Revenue Hours	51,207	45,978	42,002	51,210	54,652	6.7%	↗	↗
Total Operating Expense	\$2,751,668	\$2,512,239	\$2,384,249	\$2,563,189	\$3,321,829*	20.7%	↗	↘
Vehicles Available in Max Service	39	31	31	29	30	-	↘	↗
Vehicles Operated in Max Service	25	25	25	22	25	0.0%	-	↗
Effectiveness Measures								
Revenue Miles per Capita	4.78	4.25	3.90	4.59	4.93	-2.3%	↘	↗
Passenger Trips per Capita	0.70	0.65	0.55	0.62	0.72	4.1%	↗	↗
Passenger Trips per Revenue Mile	0.15	0.15	0.14	0.14	0.16	6.6%	↗	↗
Passenger Trips per Revenue Hour	3.31	3.69	4.12	3.38	2.30	-	↘	↗
Revenue Miles Between Failures	1,734	9,739	14,063	24,805	12,060	595%	↗	↗
Efficiency Measures								
Operating Exp. per Capita	\$16.23	\$14.82	\$13.77	\$14.81	\$19.19	23.1%	↗	↘
Operating Exp. per Passenger Trip	\$16.23	\$14.82	\$13.77	\$14.81	\$26.47	60%	↗	↘
Operating Exp. per Revenue Hour	\$53.74	\$54.64	\$56.77	\$50.05	\$60.78	11.6%	↗	↘
Operating Exp. per Revenue Mile	\$3.40	\$3.49	\$3.53	\$3.23	\$4.11	19.2%	↗	↘
Farebox Recovery (%)	8.91	8.90	9.68	8.57	5.52	-	↘	↗
Revenue Miles per Revenue Hour	15.82	15.68	16.07	15.50	14.79	-6.5%	↘	↘
Revenue Miles per Total Vehicle	20,772.18	23,249.52	21,775.06	27,372.00	26,934.43	29.7%	↗	↗
Average Fare	\$2.08	\$2.02	\$2.44	\$2.04	\$1.46	-	↘	↗
						29.7%		

*CCT operating expenditures increased from \$2.5 million in 2016 to \$3.3 million in 2017, due to the updated bus operator contract, temporary increased deployment of vehicle resources to meet additional demand for Dial-A-Ride services in 2017, and escalated maintenance costs for aging vehicles, that have since been replaced.

¹Status assigned only if trend is outside 1 standard deviation of trend average

²Desired Trend for General Indicators based on expanding transit system.

Source: NTD FTIS

Trend Analysis Summary

- **General Indicators** – General metrics such as passenger trips (6.3%) and revenue hours (6.7%) increased over the five-year period, although passenger miles (-1.6%) decreased, suggesting that more residents are using CCT but for shorter distances.
- **Effectiveness Measures** – Passenger trips per capita (4.1%), passenger trips per revenue mile (6.6%), and revenue miles between failures (595%) increased, suggesting that there is more service and that residents have been using it.
- **Efficiency Measures** – Key efficiency measures such as operating cost per passenger trip and operating cost per revenue hour increased, indicating the increasing cost for providing an on-demand service. Most important, operating cost per passenger trip increased from \$16 to \$26, nearly 60 percent for the five-year period analyzed.

Farebox Recovery Report

In addition to the five-year farebox recovery trend for CCT’s dial-a-ride service, as summarized in Table 3-4, a more detailed fare analysis and a set of recommendations to improve the farebox recovery rate was developed. FDOT requires 10-year transit plans to include a 1-2-page summary report on the farebox recovery ratio and strategies implemented and planned to improve it. A one-page farebox recovery analysis is presented in Appendix B to fulfill this requirement.

Peer Community Review Analysis

In addition to the performance trend analysis, a community peer review analysis was conducted for CCT, as summarized below. The primary objectives of this community peer review were as follows:

- Identify communities within and outside Florida that are comparable to Charlotte County on a number of selected key transit supportive variables
- Review the type of primary public transit option provided by the peer community, including fixed-route or demand response service

The peer community review conducted for Charlotte County, including the methodology used and the results, is summarized below.

Peer Community Selection Methodology

A peer selection methodology with carefully selected criteria was developed to identify communities with characteristics similar to Charlotte County. To evaluate the communities using these criteria, ACS 2013–2017 5-Year Estimate data were used. All counties in Florida and in the four southeastern states closest to Florida (Alabama, Georgia, South Carolina, North Carolina) were selected for the analysis. To be considered a peer county, a candidate county had to meet one or more of the following five criteria:

- **Geography (coastal county)** – Charlotte’s location as a coastal county was used as a criterion in the selection of peer counties. If a county met other demographic characteristics but was not a coastal county, it was automatically excluded from the analysis.

- **Geography (coastal county)** – Charlotte’s location as a coastal county was used as a criterion in the selection of peer counties. If a county met other demographic characteristics but was not a coastal county, it was automatically excluded from the analysis.
- **Population total (3% +/-)** – Counties that were within five percent of Charlotte County’s 2017 population were examined.
- **Population density (3% +/-)** – Counties with population densities within three percent of Charlotte County were sampled. Population density is defined as the number of residents per land square mile of the county
- **Population median age (10% +/-)** – Population median age was used as a criterion. However, instead of three percent, a larger deviation from the statistical mean was used to capture a reasonable sample size. As a result, counties that had a median age within 10 percent of Charlotte were sampled.
- **Percentage of population age 65 and over (10% +/-)** – A considerable portion of Charlotte County’s population is at or over age 65, making it unique among other neighboring counties. As with median age, peer counties within 10 percent were sampled to collect a meaningful sample size of counties.

Selected Peer Communities and Results

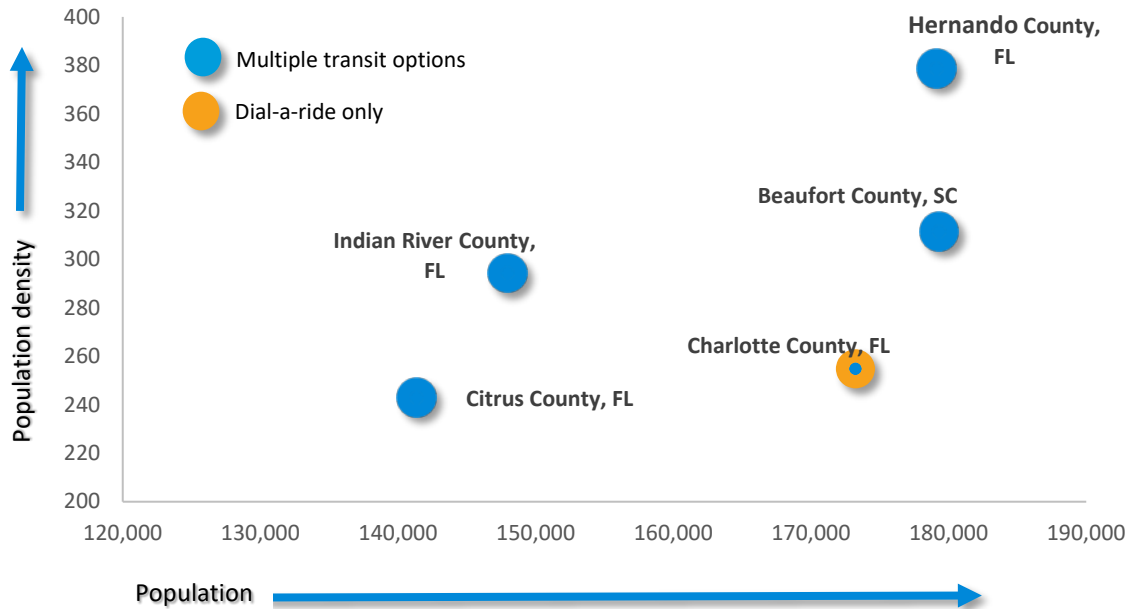
Table 3-5 summarizes results of the peer review summary for the selected peers, including how they compare to Charlotte County with respect to population, population density, population median age, and/or percent of population age 65 and over. Figure 3-2 illustrates the overall relationship of the size of the county and the population size of Charlotte County community peers.

Table 3-5: Peer Review Analysis, 2017

Peer Community	Population	Size (sq mi)	Population Density (persons per sq mi)	Median Age	Percent Age 65 and Over	Regularly Scheduled Transit in Community?
Citrus County, FL	141,373	582	243	55.9	35%	Yes
Indian River County, FL	147,981	503	294	52.2	31%	Yes
Hernando County, FL	179,144	473	379	48.9	27%	Yes
Beaufort County, SC	179,316	576	311	44	25%	Yes
Peer Community Average	161,954	534	307	50	30%	Yes
Charlotte County, FL	173,236	680	255	58.1	38%	No

Source: 2017 ACS 2013–2017 5-Year Estimates and 2010 Census

Figure 3-2: Peer Community Comparison



Source: 2017 ACS 2013–2017 5-Year Estimates

The data indicate that, among the counties in Florida and other selected states similar to Charlotte in geography, population, density, and age, Charlotte is the only county without multiple transit options, such as regularly scheduled transit. Although this peer review does not indicate that Charlotte County must implement fixed-route transit or to what extent service should be provided, it clearly indicates the need for Charlotte County to explore the possibility of providing fixed-route transit to better serve its population.

Section 4: Public Involvement

The purpose of this section is to summarize findings from the public involvement activities undertaken as part of *Charlotte Rides*, the 10-year transit plan for Charlotte County. Public involvement is an ongoing process that includes continuously receiving and analyzing the feedback about CCT and its services. One of the first activities in this process was to prepare a Public Involvement Plan (PIP) (see Appendix C) that describes the public outreach activities planned to be undertaken during the development of this TDP. Activities included in the PIP provide numerous opportunities for involvement by the general public and representatives of local agencies and organizations.

The remainder of this section summarizes in detail the public involvement methods and activities conducted for Charlotte Rides transit plan and their findings.

Public Involvement Techniques

Numerous public involvement techniques were used in the public involvement process to engage a full range of community stakeholders and facilitate their active participation in the plan development process. The public involvement techniques can be organized into two major categories:



Direct Involvement Techniques

Activities that directly engage the public and stakeholders in “hands-on” workshops and/or discussions about the project, such as open house public workshops, stakeholder interviews, rider and non-rider surveys in both printed and online media, and presentations to elected officials.

Information Distribution Techniques

The use of materials or methods to inform the general public and stakeholders about the project, including TDP branding, social media outreach, website content, emails, and other materials such as fact sheets, fliers, presentation boards, and media releases.



Summary of TDP Public Involvement Activities

Charlotte County Transit used the following public involvement activities to raise awareness about the services and assess public perception of the transit services in Charlotte County:

- Review team meetings
- Rider and non-rider surveys
- Open house public workshops
- BOCC visioning workshop
- Online/social media efforts

Surveys were distributed at most of these public involvement activities to collect a wide range of opinions from the general public to cultivate a comprehensive analysis of the public perception of CCT services. The public events were advertised through flyers, notices, and other social media. The surveys collected were analyzed to develop an all-encompassing understanding of answers to questions and the suggested improvements from CCT users, the public, and stakeholders.

Table 4-1 summarizes the public involvement activities that took place as part of *Charlotte Rides*.

Table 4-1: TDP Public Involvement Summary

Outreach Activity	Date	Engaged
Review Team Meetings		
Review Meeting #1	January 16, 2019	9
Review Meeting #2	May 7, 2019	7
Total		16
Stakeholder Interviews		
Community Stakeholders	January–February 2019	18
Total		18
Phase I Public Workshops		
West County Annex, Englewood	March 20, 2019	29
Cultural Center of Charlotte County, Port Charlotte	March 20, 2019	42
Charlotte Harbor Event and Conference Center, Punta Gorda	March 20, 2019	2
Total		73
Phase II Public Workshops		
Charlotte County Administrative Building, Port Charlotte	May 15, 2019	52
Cultural Center of Charlotte County, Port Charlotte	May 15, 2019	53
Laishley Park Marina, Punta Gorda	May 15, 2019	19
Total		124
Transit Surveys		
Transit Needs Survey	January–March 2019	373
Transit Priorities Survey	May–June 2019	111
Transit Rider Survey	January–March 2019	216
Total		700
BOCC Transit Workshop	March 2019	5
Total		5
Other Media		
Email	January–May 2019	85
Facebook	January–May 2019	400
Websites	January–May 2019	Many
Total		85
Total Participants		1,421

Review Team Meetings

A TDP review team was established at the outset of the project to monitor and provide input throughout the TDP and to evaluate the deliverables. The composition of the team included staff from Charlotte County, CCT and the MPO. Applicable project deliverables were distributed to the team for review and comment. The following meetings were held as part of this effort:

- **Meeting #1** – A project kickoff meeting was held on January 16, 2019, to get guidance and initiate the TDP planning process; discussion included identifying key TDP objectives, reviewing the scope of services, reviewing public involvement needs and schedule, and necessary data needs.
- **Meeting #2** – On May 7, 2019, at the Charlotte County Transportation Department office, the project review team discussed all prior public outreach events, expectations for upcoming public outreach events, and development of the alternatives for the 10-Year plan, policy, and finance options.
- **Teleconference Meetings** – Numerous phone conversations were conducted as needed to discuss any applicable items and obtain directions from the staff.

TDP Branding

The project team developed the *Charlotte Rides* brand during the 2014 Major TDP Update to make TDP planning and public participation more engaging and user-friendly for citizens. To stay consistent with the plan brand but enhance the original vision of an easily identifiable TDP icon and to distinguish it from other transit-related studies, the *Charlotte Rides* brand was updated to include the 2020–2029 study years, as shown in Figure 4-1.

Figure 4-1: Charlotte Rides 2020–2029 logo



Email Blasts

Email blasts were sent by the County Transit Division to transit stakeholders and their associates to engage members of the community and seek opinions, ideas, and relevant information. In total, four email blasts were sent, two for each set of workshops, which included public workshop reminders and information as well as flyers and links to complete the surveys integral to the TDP.

Business Cards

Project business cards were designed and used to promote the availability of the online surveys and the purpose of the *Charlotte Rides*. The cards were distributed strategically throughout the county, including at government offices/sites, libraries, and businesses, to further reach citizens interested in completing surveys and attending public participation events and to promote visiting the CCT website to keep updated on the progress of the TDP and provide any input.

Figure 4-2: Charlotte Rides 2020-2029 Business Card



Stakeholder Interviews

Stakeholder interviews are one-on-one meetings to gather input from policy, agency, or community leaders regarding the future for CCT in the community and are held to enhance the consideration of location conditions for transit as assessed through the perceptions and attitudes of stakeholders within the community. Interviews were conducted in January and February 2019. Table 4-2 provides a summary of those contacted and interviewed as part of outreach efforts.

Table 4-2: Selected Stakeholder Information

Name	Organization	Title
Ken Doherty	Board of County Commissioners	Chairman
Christopher Constance	Board of County Commissioners	Commissioner
Bill Truex	Board of County Commissioners	Commissioner
Stephen R. Deutsch	Board of County Commissioners	Commissioner
Joe Tiseo	Board of County Commissioners	Commissioner
Gordon Burger	Budget & Administrative Services	Director
Carrie Hussey	Human Services	Director
Dave Gammon	Economic Development	Interim Director
Larry Brown	Local Coordinating Board	Officer, Veterans Affairs
Cornelius Moore	Local Coordinating Board	Florida Dept. of Children & Families
Mike Mansfield	Local Coordinating Board	CEO/Executive Director Charlotte County Habitat for Humanity
Cindy Montgomery	CareerSource Southwest Florida	Workforce Development
Angie Matthiessen	United Way of Charlotte County	Executive Director
Nancy Johnson	TEAM Punta Gorda	Chief Executive Officer
Eric DeYoung	TEAM Punta Gorda	President
James W. Herston	Charlotte Harbor Redevelopment Agency (CRA) Advisory Committee	Business Owner
Lucienne Pears	Babcock Ranch	Vice President of Economic and Business Development
Stephen Carter	TEAM Parkside	Member Chair

Interview Summaries

A list of questions and discussion topics was developed for the interviews, and each stakeholder was provided the same questions and topics. The script for the interviews is included in Appendix C. The input received during these interviews was reviewed, and major themes were identified and are summarized in the following sections.

Overall, interviewees indicated the need for more transit options in Charlotte County, including innovative solutions to increase access to key employment and commercial hubs on the US-41 corridor and providing transit services that can accommodate the needs of older adults.

Improvements to Existing Services

All stakeholders agreed that CCT could improve service supply and implement more options to attract more ridership and grow the service. Key service improvements included the following:

- *More service options* – All stakeholders agreed that dial-a-ride service was necessary for older adults, but noted that the service is too limited for other population segments requiring options to be connected to economic and educational opportunities. Stakeholders also perceived the growing tourism and service industries in Charlotte County as demand for more transit options to connect those throughout the county.
- *More efficient scheduling* – Stakeholders commented that more efficient scheduling to reduce reservation times is a top priority to help improve effectiveness and increase ridership. Increasing service availability was indicated as necessary for those who use it for medical and work-related trips.
- *Service area expansion* – Expanding the service area, especially towards the Babcock Ranch neighborhood in the eastern part of the county, was considered a necessary improvement to help connect people to the medical offices that are relocating their offices to the area and for doctors and other staff that move to the new development. Other areas considered to be underserved are Florida Southwest College, which is fostering training programs and other educational opportunities.

Innovative Service Ideas

- *On-demand service options* – All stakeholders acknowledged the growth of Charlotte County and the need for more services to augment the current dial-a-ride option. The majority of stakeholders mentioned needing a new and innovative service solution that could serve older adults who are unable to drive and the working population throughout the county. Many agreed that a technology-based hybrid service combining a fixed-route route system serving the main US-41 corridor would assist those who need to connect to major corridors but also appreciate demand-type services. Stakeholders frequently mentioned implementing multiple technology-based demand service options such as microtransit and ridesharing to help supplement any future service types.

Funding and Support

- Support and awareness were high among the stakeholders, and all were aware of CCT and generally how it operates.
- *Partnerships* – Most stakeholders mentioned partnering with private service companies to fund transit to enable dependable transit options for all. Stakeholders also commented that fostering private partnerships with developers and employers may assist marketing purposes and possibly support a route.
- *Taxes* – Some stakeholders remarked that they would support the County raising or adding taxes to benefit expanding transit services, although it was acknowledged that the majority of county residents probably would not be in favor of raising taxes.

Direct Input from Stakeholders

The following is more detailed and direct feedback from stakeholder interviews and discussions:

- Adding fixed-route service would help Allegiant Air's Sunseeker resort connect tourists and resort workers.
- There is potential to partner with private sector transit services to help serve smaller parts of the community.
- Older adults are using CCT a lot, but it is not serving the entire population.
- It may be possible to use smaller buses to help supplement fixed-route services in neighborhoods and use a mix of services.
- More economic opportunities will be coming to Charlotte County, thus creating more demand for transit options to connect low-income residents to economic opportunities.
- A pilot program that implements smaller and efficient autonomous vehicles throughout the concentrated area of the county should be explored.
- Parking can be an issue near Englewood Beach; a trolley option with a possible park-and-ride near for those who are not local should be considered. Overall, parking in the county is not a problem.

Transit Rider Survey

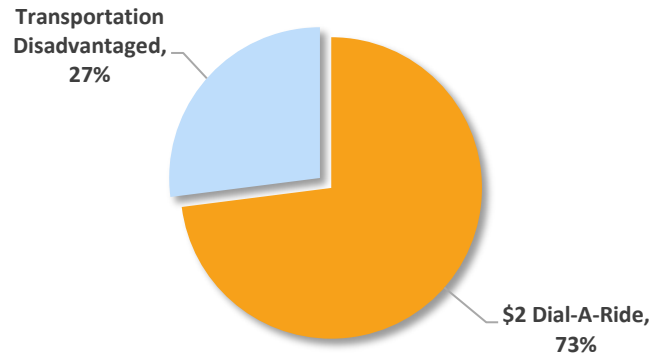
A bus rider survey was conducted from January to April 2019 to collect socio-demographic data and travel behavior information of existing CCT riders. The 16-question surveys were distributed to dial-a-ride and transportation disadvantaged service passengers by bus operators and mailed to those on the existing riders list maintained by CCT. The survey consisted of questions to gauge passenger satisfaction, rider socio-demographics, travel frequency, and examine preferred transit services for the County.

Survey Overview and Findings

In total, 216 passengers responded to the survey. A copy of the survey instrument is in Appendix C.

To determine which type of transit service was used most often, passengers were asked what Charlotte County transportation service they were using. Figure 4-3 shows approximately 73 percent use the dial-a-ride service compared to the 27 percent that utilize the Transportation Disadvantaged service.

Figure 4-3: Which type of Charlotte County transportation service are you using today?



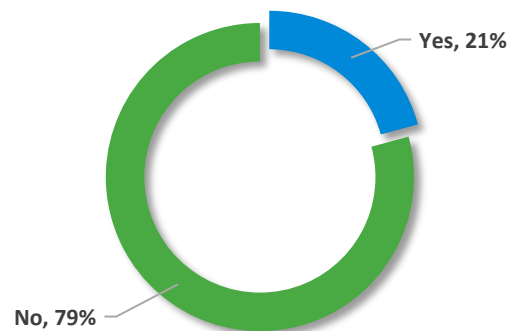
Passenger were given four options to choose from when asked how often they used CCT services. The majority, 62 percent, used the service only occasionally, and approximately a third of passengers used the service 1–3 times per week. The rest of the responses were comprised of 4-6 times per week (4%), and daily (1%) (Figure 4-4).

Figure 4-4: How often do you use Charlotte County Transit services?



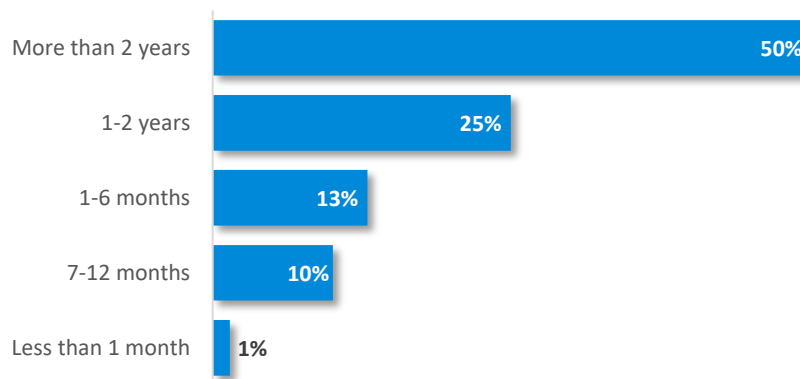
Passengers were asked if they usually used assistance via a wheelchair or electric scooter or if they stood on the lift to board the bus. As shown in Figure 4-5, more than 79 percent indicated that they do not use any of these options to board the bus.

Figure 4-5: Do you usually use a wheelchair or electric scooter or stand on the lift to board the bus?



As shown in Figure 4-6, passengers were asked how long they had been using CCT services. Approximately 50 percent used it for more than two years, and approximately 25 percent for 1–2 years. Other responses included 1–6 months (13%), 7–12 months (10%), and less than one month (1%).

Figure 4-6: How long have you been using Charlotte County Transit services?



When asked if CCT was not available today would they have access to another form of transportation, 64 percent responded that they would not have access to another form of transportation (Figure 4-7).

Figure 4-7: If CCT was not available today, would you have access to another form of transportation?

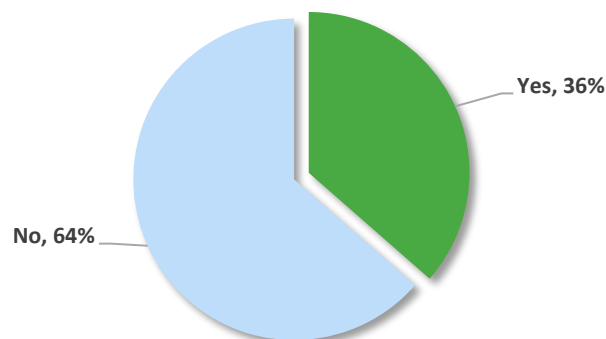
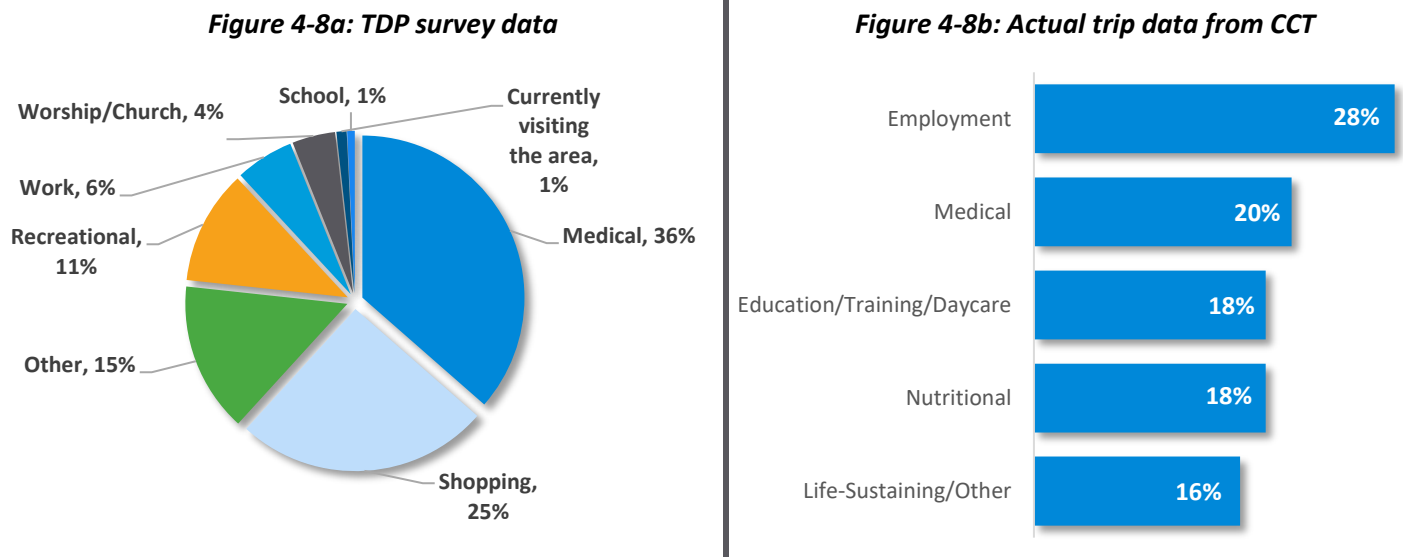


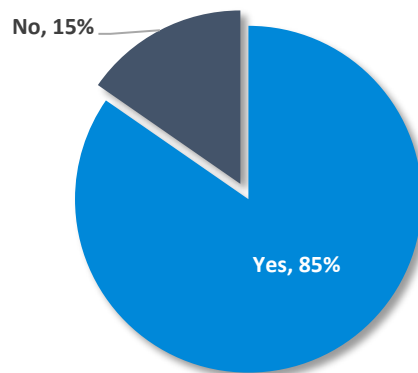
Figure 4-8a shows the trip purpose data from the survey responses. In addition, Figure 4-8b shows the trip purpose information from actual CCT trip data. This comparison was included as 4-8b is based on a much larger pool of data and provides more accurate picture of the types of CCT trips currently taken. As shown, current riders take CCT mostly for medical appointments/facilities, work, and nutritional/shopping purposes.

Figure 4-8: What is the primary purpose you use CCT?



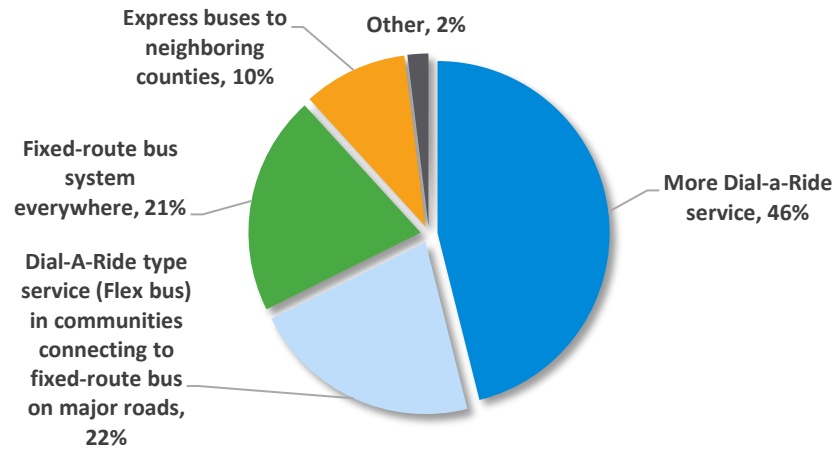
Passengers were asked if there was an additional need for transit services in Charlotte County. A majority (85%) agreed there was a need for additional service in Charlotte County, and 15 percent indicated they did not think there was a need for additional services (Figure 4-9).

Figure 4-9: Is there is a need for additional transit service in Charlotte County?



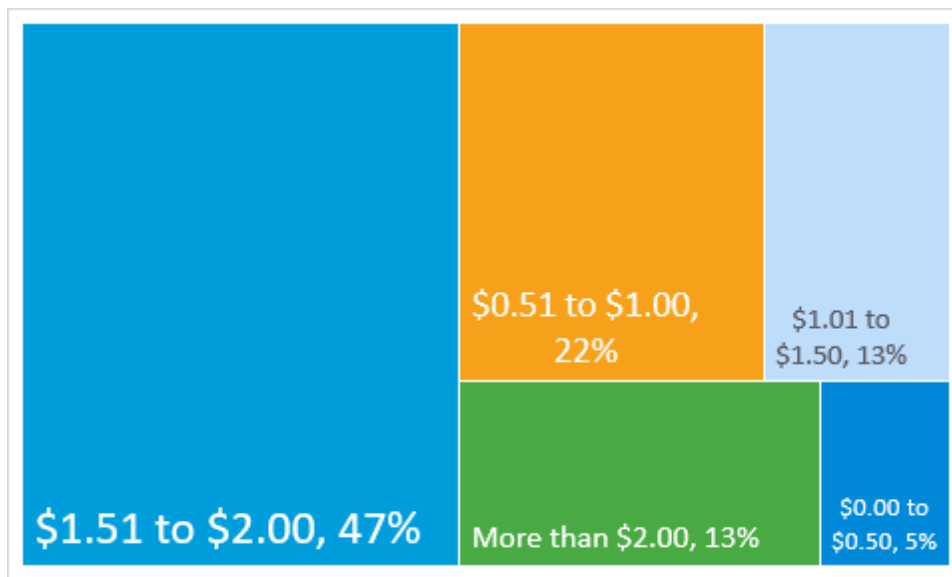
As shown in Figure 4-10, CCT passengers were asked what type of transit services they thought would benefit Charlotte County the most. The top three most popular transit services indicated were more dial-a-ride service (46%), dial-a-ride-type service (Flex bus) in communities connecting to fixed-route bus on major roads (22%), and fixed-route bus system everywhere (21%). Other responses included express buses to neighboring counties (10%) and other services (2%).

Figure 4-10: What type of transit service do you think would benefit Charlotte County the most?



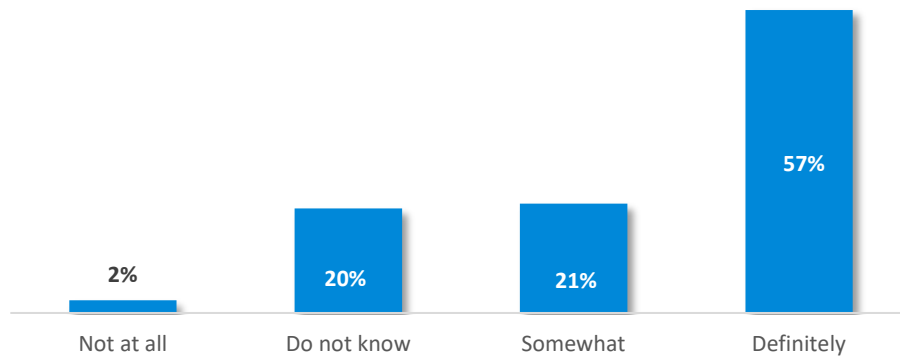
Passengers were asked for their opinion on a reasonable one-way fare. As shown in Figure 4-11, the most prevalent response, at 47 percent, was \$1.51–\$2.00. Approximately 22 percent said \$0.51–\$1.00, 22 percent said \$1.01–\$1.50, 13 percent said more than \$2.00, and 5 percent said \$0.00 to \$0.50.

Figure 4-11: What do you think is a reasonable one-way fare to pay for transit service?



Local support for transit is helpful for funding, and passengers were asked if they would support Charlotte County funding expanded transit services. Most passengers (57%) indicated that they would definitely support funding to expand Charlotte County Transit service, approximately 21 percent responded that they would, 20 percent said they do not know, and 2 percent would not support it at all (Figure 4-12).

Figure 4-12: Would you support Charlotte County funding expanded transit services?



Although 57 percent indicated they would support funding expanded transit services, only 32 percent responded that they thought there was a definite willingness in the community to consider additional funding, and 38 percent said they did not know if there was support to consider additional local funding for transit. Approximately 32 percent said that they believed there was definitely a willingness in the community to consider additional funding, 26 percent said there was somewhat support, and 4 percent felt there was no support, as shown in Figure 4-13.

Figure 4-13: Do you believe there is willingness in the community to consider additional local funding in transit?



To add context the survey, passengers were asked about socio-demographic information such as income and age.

In total, 58 percent reported their household income was between less than \$19,999, 32 percent said \$20,000–\$49,999, and 10 percent said \$50,000 or greater. Approximately 83 percent indicated they were age 60 or older, 12 percent were ages 40–59, 4 percent were ages 25–29, and 0.5 percent were ages 18–24 (Figure 4-14). Passengers were asked if they had a driver’s license; a majority (53%) said they did not and 47 percent said they did.

Figure 4-14: 2018 Household Income

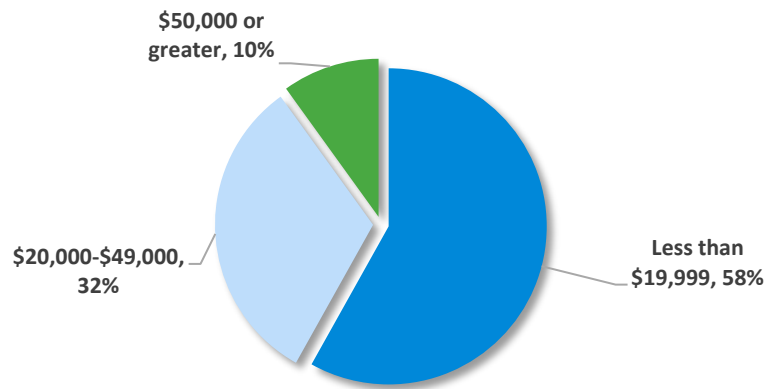


Figure 4-15: Age

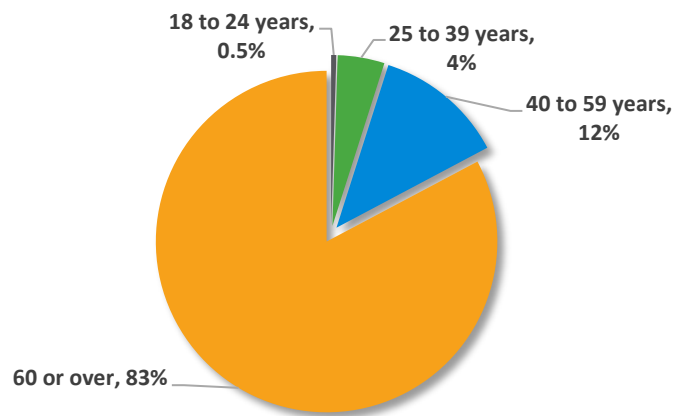
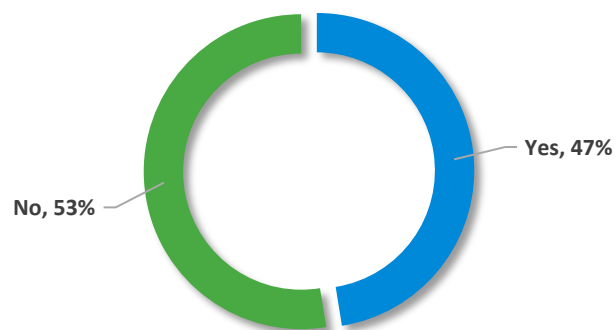
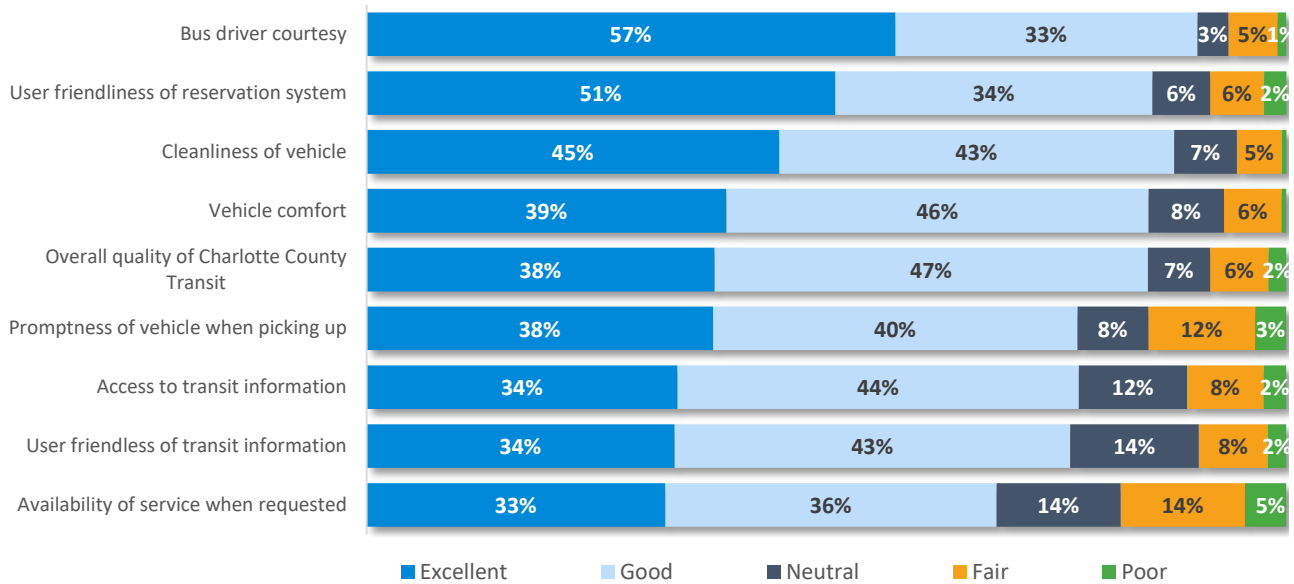


Figure 4-16: Do you have a driver's license?



Passengers were asked to rate characteristics of the service; Figure 4-17 shows the findings.

Figure 4-17: Please rate the following Charlotte County Transit characteristics.



Rider Survey General Conclusions

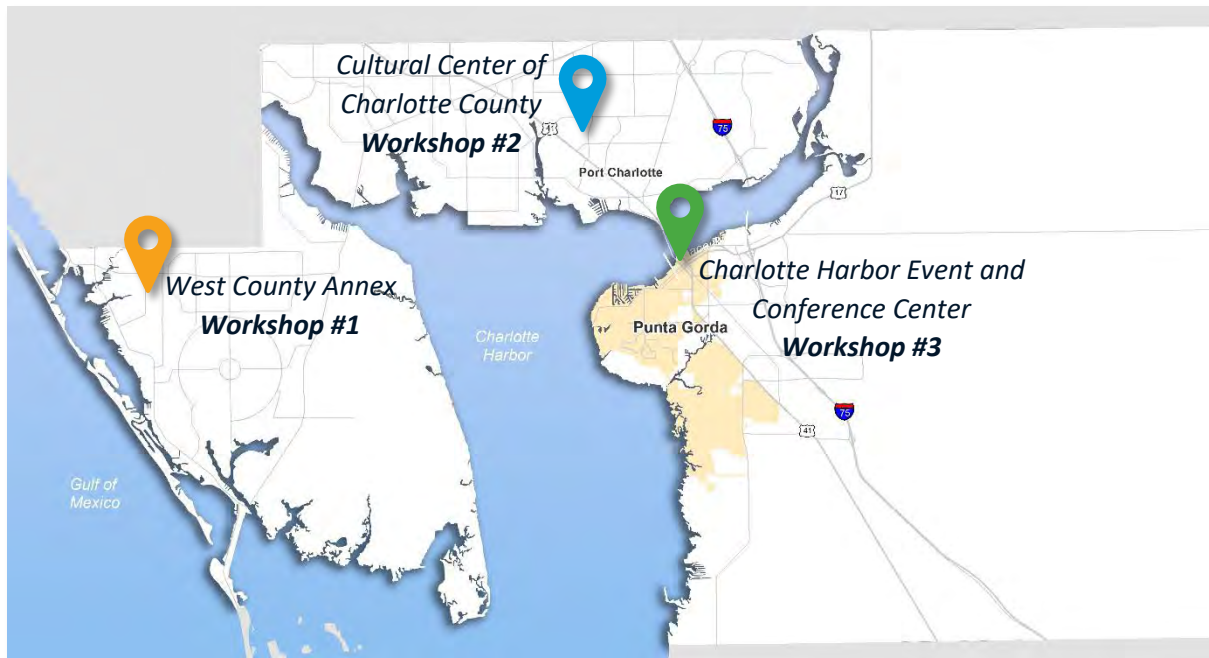
Findings from the transit rider surveys offer insights into the aspects of existing CCT services and future needs. The following are conclusion from the survey analysis:

- Approximately one-third of riders used the service 1–3 days per week.
- A large majority, 85 percent, think there is a need additional transit services in Charlotte County.
- More than 75 percent of passengers were long-term users.
- A majority, 64 percent, would not have access to another form of transportation if CCT was not available.
- A total of 47 percent indicated that \$1.51–\$2.00 was a reasonable one-way fare.
- More than 57 percent of passengers believed that the bus drivers are courteous.
- CCT’s overall quality was rated as “good” (47%) or “excellent” (38%).

Public Workshops

As part of the TDP public involvement process to determine how Charlotte County should improve its service and to identify specific and additional service needs, three public workshops were held in key areas of the county—Englewood, Port Charlotte, and Punta Gorda—in April 2019, as shown in Figure 4-18. This round of public workshop focused on identifying what improvements are needed. This section summarizes these outreach events.

Figure 4-18: Phase I Workshop Locations



Phase I Public Workshops

Workshop #1 – West County Annex, Englewood

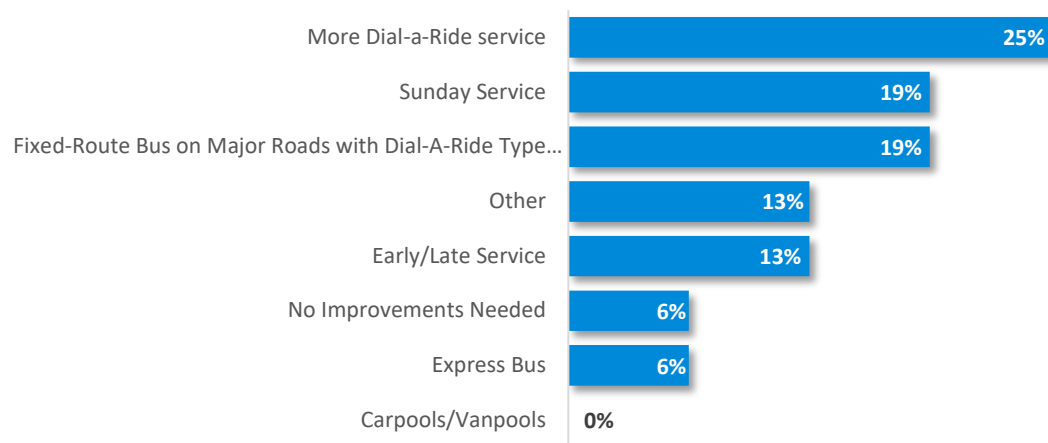
The first public workshop was held at the West County Annex, in Conference Room #130 from 9:30–11:30am on March 20, 2019. This workshop was attended by 30 participants who provided insight, and 13 completed a survey.

The following is a summary of the comments received at the Englewood workshop on existing and future transit services in Charlotte County.

- **Fixed- or Flex-Route:** Nearly all participants agreed that there is an additional need for transit services in Charlotte County and supported transit services that use a regular route with a fixed schedule. Major roadways and corridors identified during the workshop include:
 - SR-776
 - US-41
- **Regional Connectivity:** Participants indicated a desire to connect with surrounding counties via a fixed-route system, citing the need for regional service to Sarasota or to connect with Sarasota County Area Transit to expand their employment options and commute to surrounding counties for shopping and recreation.
- In the interactive exercise, participants were asked to identify key locations they felt should be served; responses included various shopping centers such as Merchants Crossing on SR-776 in Englewood.

As shown in Figure 4-19, improvements residents requested were more service supply and transit options. The top three choices were more dial-a-ride service (25%), followed by Sunday service and flex bus service (19% each). This illustrates that residents not only need more supply but would like other transit options.

Figure 4-19: Top Service Improvements, Englewood Workshop



Workshop #2 – Cultural Center of Charlotte County, Port Charlotte

A second workshop was held on March 20, 2019, from 1:00pm to 3:00pm at the Cultural Center of Charlotte County. Similar to the previous workshop, this event gathered information on the insights the public shared about transit issues throughout the county. At this workshop, there were 50 participants, with 26 completing surveys.

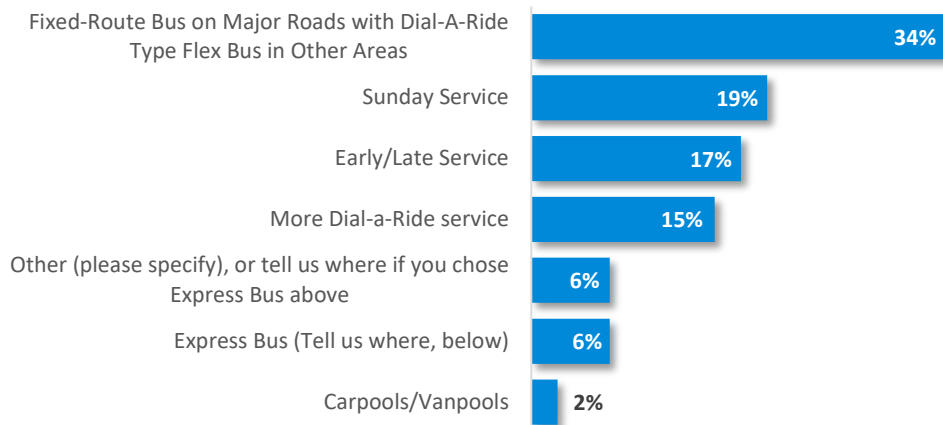


The following is a summary of the comments received during the Port Charlotte workshop regarding the existing and future transit services in Charlotte County:

- **Fixed- or Flex-Route:** As in the previous workshop, almost all participants agreed there was need for expanded services within the county that included fixed-route. Most attendees indicated that a route between Punta Gorda and Port Charlotte was necessary, as many lived there but commuted between them other for appointments or shopping. Other areas of interest within the county were Englewood and Rotonda West.
- **Regional Connectivity:** Attendees expressed the need to connect to Sarasota County, specifically the North Port and Venice areas. Participants said that many residents do not have driver’s licenses or cannot drive for various reasons, leaving residents dependent on transit to reach Lee and Sarasota counties for medical appointments or shopping.
- In the interactive exercise, participants were asked to identify the top locations they frequent; responses included Port Charlotte Town Center, Promenades Mall, and downtown Punta Gorda.

Residents who attended the workshop and took the survey echoed the first workshop requests of more service supply and more transit options. The top request in this workshop was fixed-route bus service on major roads (34%), followed by Sunday service (19%), and early/late service (17%) (Figure 4-20). Participants expressed the need for more transit options in the area that are on a regular schedule on major corridors in the county.

Figure 4-20: Top Service Improvements, Port Charlotte Workshop



Workshop #3- Charlotte Harbor Event and Conference Center, Punta Gorda

The third workshop was held on March 20, 2019, from 5:00pm to 7:00pm at the Charlotte Harbor Event and Conference Center. As with the other workshops, this event gathered information on perceptions to transit issues around the county.

The following is a summary of the comments received at the Charlotte Harbor Event and Conference Center about existing and future services in Charlotte County:

- *Extended Service Hours:* Half of the participants had used CCT services to go to medical appointments, but indicated that CCT needed to extend service hours in the morning and evening to help commuters in the area. Adding Sunday service was also supported, implying there was a demand for more service overall.
- *More Options:* Like previous workshops, participants supported more transit options and expanding service throughout the county; however, in contrast to the other workshops, participants indicated more dial-a-ride service expansion options rather than fixed-route services.

General Public Input Survey

A non-user/general public survey was developed for the first round of workshops and other events to gather information of the public’s perceptions on transit needs and issues. This survey was provided to attendees at the workshops and other outreach events as well as on CCT’s website from January to March 2019.

In total, 12 questions were used to collect socio-demographic information of survey respondents, determine their willingness to use public transit, and gauge overall awareness of public transit in Charlotte County. In all, 373 surveys were completed. The following summarizes the results from this survey. A copy of the survey instrument is provided in Appendix C.

Survey respondents were asked if they had ever used CCT; those who indicated they had were asked to proceed to Question 2, and those who had not were asked to continue to Question 5. As shown in Figure 4-21, 77 percent of respondents had not used CCT services. Of those, 33 percent rated the service as “Good” followed by 24 percent who rated it “Very Good,” as shown in Figure 4-22. Figure 4-23 shows that of those who used the service, the majority, 52 percent, used it less than once per month, followed by those who used it 1–2 times per week (18%). Medical trips were the most popular reason for using the service (36%), followed by shopping/entertainment (25%) and work (18%) (Figure 4-X).

Figure 4-21: Have you used CCT services (Dial-A-Ride or Transportation Disadvantaged)?

Figure 4-22: What do you think of the service?

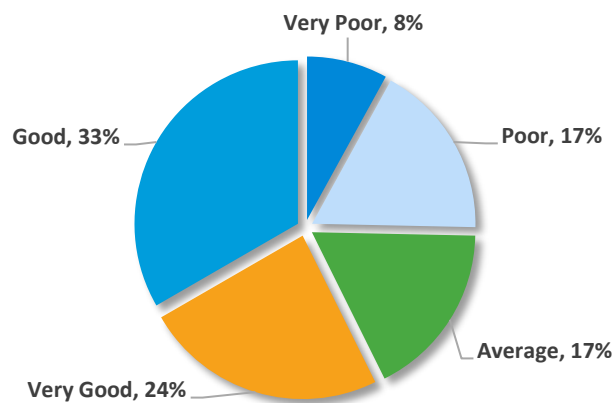


Figure 4-23: How often do you use the service?

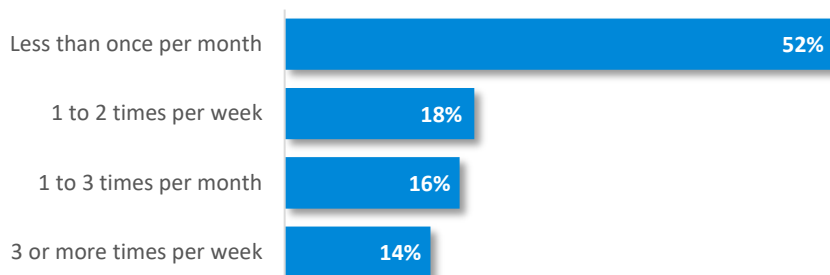
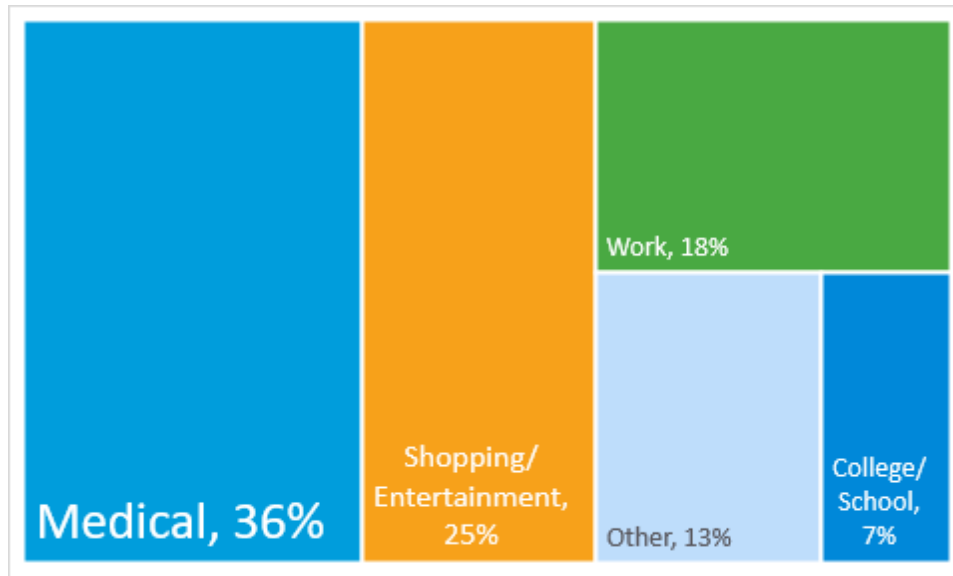


Figure 4-24: What type(s) of trips do you mostly use the service for?



As shown in Figure 4-25, when asked if there was an additional need for transit services in Charlotte County, the majority, 83 percent, agreed and 17 percent did not think there was. Of the 83 percent who indicated a need, 80 percent agreed they would support transit services that run on a regular route with a fixed schedule (Figure 4-26).

Figure 4-25: Do you think there is a need for additional transit services in Charlotte County?

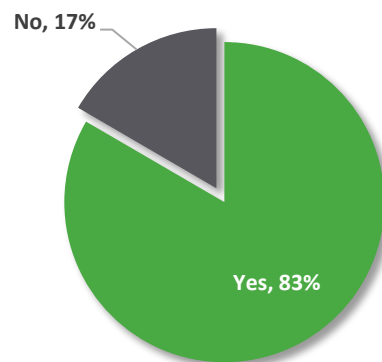
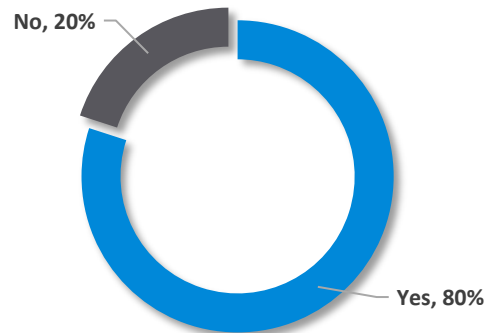
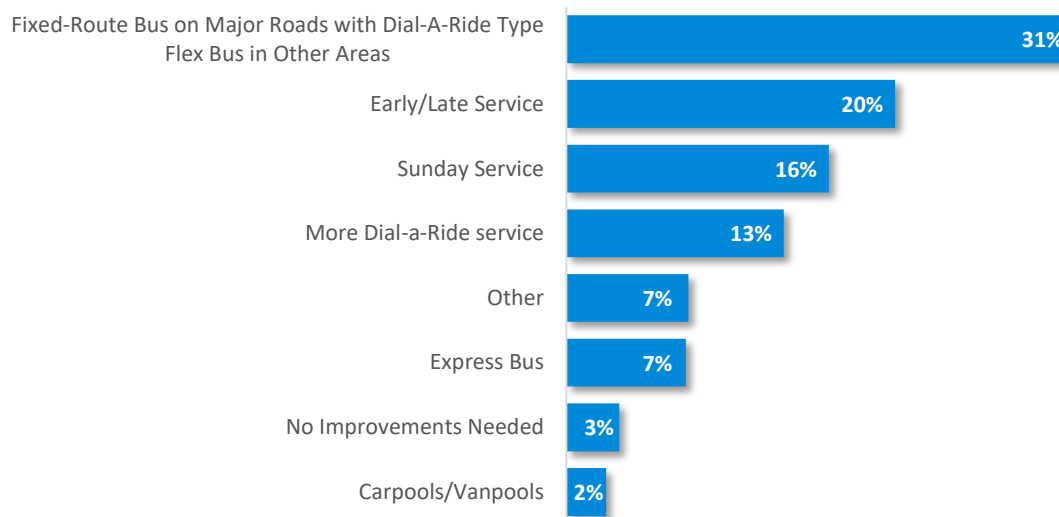


Figure 4-26: Would you support a transit service that runs on a regular route with a fixed schedule?



Respondents were asked to indicate what improvements they would like to see throughout Charlotte County if they thought improvement was needed. The most popular response was fixed-route bus on major roads, with dial-a-ride-type Flex Bus in other areas (31%). Figure 4-27 shows the responses, ranked from greatest to least, including early/late service (20%), Sunday service (16%), more dial-a-ride service (13%), other (7%), express bus service (7%), no improvements to the current system (3%), and carpool/vanpools (2%).

Figure 4-27: If you think Charlotte County needs to improve transit, select the improvements you would like to see.



A question was posed to gauge the willingness of the respondent support for expanding transit services. The majority of respondents, 84 percent, indicated that they would support funding improvements in Charlotte County to expand transit, and approximately 16 percent said they would not (Figure 4-28).

Figure 4-28: Would you support Charlotte County funding improvements to expand transit?



Respondents were asked to provide socio-demographic information, including age and income. Approximately 47 percent of respondents indicated that they were age 60 or over, followed by ages 40–59 (39%), 25–39 (10%), 18–24 (2%), and under 18 (1%), as shown in Figure 4-29. The most common household income bracket indicated was \$50,000 or greater (46%), followed by \$30,000–\$49,000 (37%).

Figure 4-29: Age

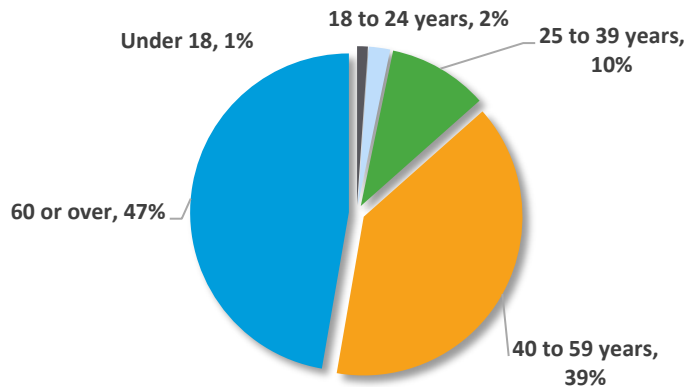
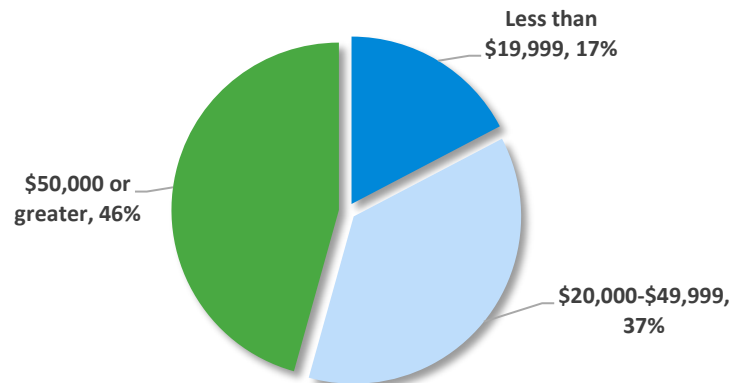


Figure 4-30: Household Income



General Public Input Survey Conclusions

Results from the general public provide essential information on existing and future transit needs as perceived by the residents and visitors of Charlotte County. Key findings from the analysis of this survey are as follows:

- Survey results indicated strong support for expanded transit services in Charlotte, County, with 84 percent of respondents agreeing that there is a need for additional services, 80 percent whom responded that they would support regularly scheduled fixed-route service.
- When asked about the top improvements for CCT, respondents would like to have fixed-route bus service on major roads such as US-41 and dial-a-ride-type Flex Bus in other areas/feeding the regular bus services. More early/late service and Sunday service also were mentioned as needs.
- Most respondents, 84 percent, indicated that they support additional funding for improvements to expand transit services.

Board of County Commissioners Transit Visioning Workshop

On March 26, 2019, a transit visioning workshop was held with the Charlotte County Board of County Commissioners. During the workshop the current service levels of CCT, the future goals of the transit service for the county, and transit needs were discussed. Participants were asked a series of questions to gauge what aspects of transit they believed were important, their willingness to support future transit investments, and where improvements are needed. The following is a summary of the discussion from the meeting:

- All participants agreed that Charlotte County is growing and that CCT should be improved.
- The Commissioners indicated that the top concern for CCT was older adult riders who depend on the curb-to-curb nature of the service.
- As shown in Figure 4-31, the Commissioners were asked about any new or additional service improvements for the next 10 years. They indicated strong support for technological solutions to cut down reservation and wait times while also improving the efficiency of the system. They also indicated support for additional innovative mobility-on-demand options that could supplement the current service.
- Commissioners indicated support to keep the service dial-a-ride only for the next 10 years, with interest expressed in exploring a Flex-Route-type system with more mobility-on-demand options. There was concern expressed with the ongoing development/growth in the county and its impact on the current roadways and traffic, although Commissioners did not indicate the support for transferring to a fixed-route service as the appropriate solution. When discussing different options shown in Figure 4-32, the Commissioners again supported more technological solutions that include mobile apps and support for adding more vehicles to expand the current system.
- Overall, implementing more technology in the current service was indicated as the focus for the future of CCT operations. The Commissioners expressed that their vision included more technological solutions when discussing technology in the transit services (Figure 4-33).

Figure 4-31: Charlotte County BOCC Visioning Workshop Additional Improvements Policy Question



Figure 4-32: Charlotte County BOCC Visioning Workshop Service Frameworks Policy Question



Figure 4-33: Charlotte County BOCC Visioning Workshop Technology and Transit Policy Question



Phase II Public Workshops

To help CCT identify and prioritize transit service and capital improvements for the next 10 years, three open-house public workshops were held on May 15, 2018, as summarized below.

- Workshop #1 – Held at the Charlotte County Administrative Building from 9:30–11:30am and included display boards and material showing the 10-year draft transit needs plan and other relevant information; attended by 52 people.
- Workshop #2 – Held at the Cultural Center of Charlotte County in Port Charlotte from 1:30–3:30pm; attended by 53 people.
- Workshop #3 – Held at the Lashley Park Marina in Punta Gorda from 4:30–6:30pm; attended by 19 people.

Each workshop focused on identifying general public attitudes towards transit in Charlotte County and helping prioritize the identified improvements to the current CCT system.

Participants could come and go as they pleased, and attendees engaged in discussions with CCT staff and consultants and were encouraged to complete a survey.

The workshops were attended by 124 participants, with 79 completing surveys. Figure 4-34 is a summary of the service improvements to existing services and potential new additions ranked by favorability for all three workshops. Establishing the US-41/Airport Connector (from Port Charlotte Town Center to Punta Gorda Airport), enhanced dial-a-ride (mobility-on-demand service with 2–24-hour trip reservations), and Charlotte Link (mobility-on-demand service to and from Charlotte Link locations) were the top improvements with the greatest support from participants across all three workshop. Both the Beach and the Downtown circulators received support, with participants commenting how those areas are growing and will have a higher service demand.

Participants agreed that the US-41/Airport Connector was a necessary regularly-scheduled addition to current services (16%), and mobility-on-demand services such as enhanced dial-a-ride and Charlotte Link were the top requested demand services (16% each).



Charlotte County
NEEDS YOUR INPUT!

Public Transit Workshops
Help us prioritize improvements for Charlotte County's 10-Year Transit Development Plan!

<p>Workshop #1 May 15, 2019 9:30 AM – 11:30 AM Charlotte County Administrative Building— BCS Large Conference Room* 18500 Murdock Circle Port Charlotte, FL 33948</p>	<p>Workshop #3 May 15, 2019 4:30 PM – 6:30 PM Lashley Park Marina—Conference Room 120 Lashley Court Punta Gorda, FL 33950</p>
<p>Workshop #2 May 15, 2019 1:30 PM – 3:30 PM Cultural Center of Charlotte County—Room K 2280 Aaron Street Port Charlotte, FL 33952</p>	<p>Please stop by at any of these Open House Public Workshops and let us know how you think public transportation in Charlotte.</p> <p>*Please enter main building, conference room is down the hall to the right.</p>

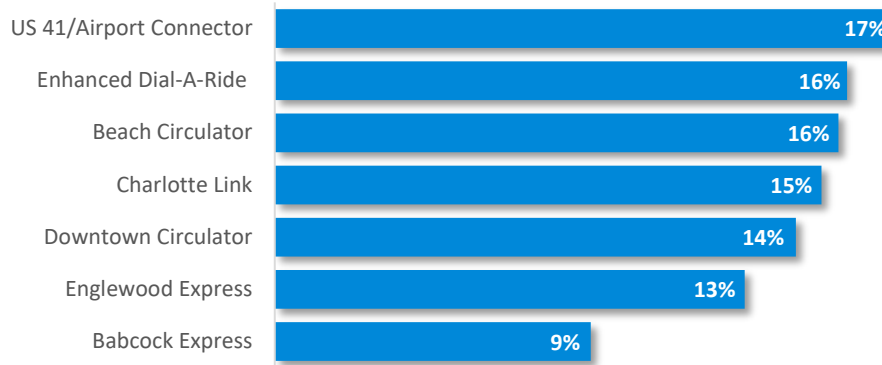
Can't attend? Take the on-line survey:
Go to: www.surveymonkey.com/CharlotteRidesinput Or Scan 

If you are unable to attend one of the workshops, written comments will be accepted through June 15, 2019, and may be sent to:
Charlotte County Transit
Attn: Andrea McDonough
25490 Airport Road
Punta Gorda, FL 33950
(941) 833-6241
Andrea.McDonough@charlottecountyfl.gov

SPECIAL ACCOMMODATIONS
Any person requiring special accommodations to attend or participate, pursuant to the Americans with Disabilities Act, should contact CCT within at least three (3) business days before the meeting at (941) 575-4000.

If you have additional questions, please call Charlotte County Transit at (941) 833-6241 or go to www.charlottecountyfl.gov/services/transportation

Figure 4-34: Top Ranked Service Improvements

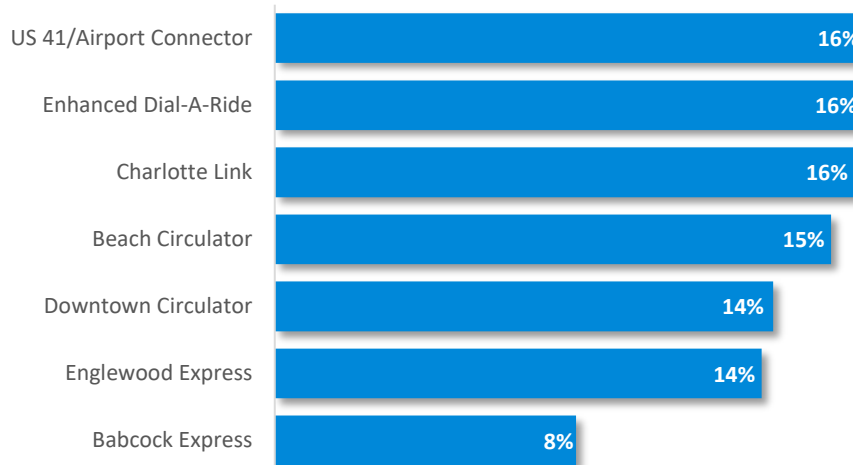


10-Year Alternatives Survey

During the period starting in May 2019, a survey was available to workshop participants and the general public to gather critical public input from riders and non-riders on the identified transit alternatives and to identify any other areas of need. In total, 105 surveys were completed; a copy of the survey instrument is provided in Appendix C.

Similar to the second round of public workshops, establishing the US-41/Airport Connector, enhanced dial-a-ride, and the Beach Circulator received the most support related to service improvements for CCT. Support for the US-41/Airport Connector and enhanced dial-a-ride was notable throughout the public involvement process, as were demand for more transit service options through technology-based opportunities and more service on the main corridors of the county. Other comments mentioned the need for more frequent and reliable service throughout the main corridors. As summarized in Figure 4-35, the majority of the alternatives were received favorably.

Figure 4-35: Top Ranked Service Improvements



Social Media and Web Outreach

Social Media

In addition to the direct involvement techniques summarized previously, several indirect outreach methods were also used to educate and inform the public on the TDP process. Social media were used to inform and educate the public on the TDP. CCT’s Facebook page was used to encourage citizens to take the survey and attend a public workshop (Figure 4-36).

Web

CCT’s website, which provides information on hours, fares, service area, and reservations, also was used to provide information about the upcoming public workshops and encourage residents to take part in the *Charlotte Rides 2020-2029* survey.

Email

Numerous emails with information on the workshops and the TDP were used engage and encourage participation in the workshops. Using email addresses provided by CCT and gathered during the TDP process, notices and reminders were used effectively to inform and remind the public about the ongoing TDP and upcoming outreach events.

Figure 4-36: Charlotte County Facebook page

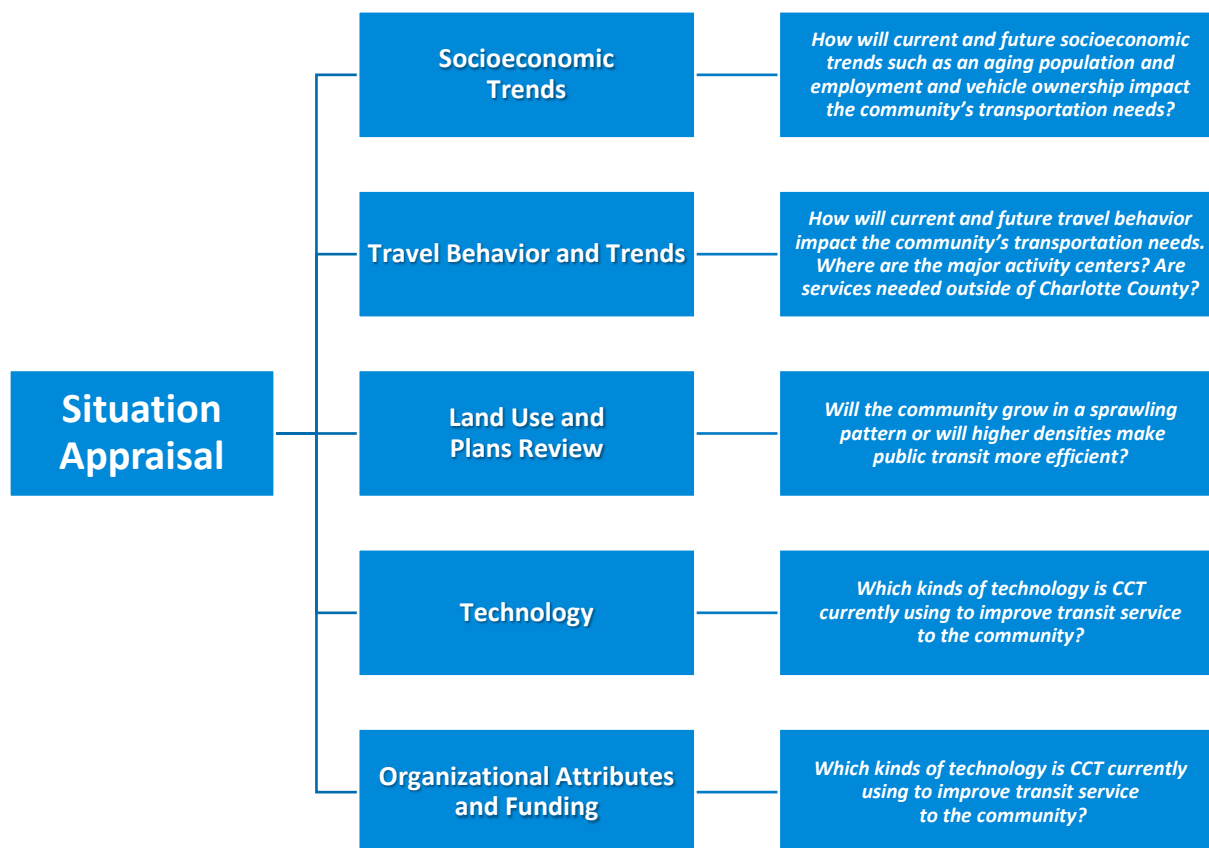


Figure 4-37: Phase I Public Workshop Email Blast



Section 5: Situation Appraisal

This section includes an appraisal of factors within and outside CCT’s service area that affect the provision of transit service. First is a summary review of transit-related plans and studies, followed by a Situation Appraisal conducted for the 10-year transit plan. A review of local, State, and Federal plans was conducted for *Charlotte Rides* to ensure consistency between the 10-year plan goals and initiatives with other government policies and planning efforts. The *Charlotte Rides* Situation Appraisal reviews the current overall planning and policy environment within the county to better understand the transit needs. Included are reviews of existing socioeconomic trends, travel behavior, land use, public involvement, organizational issues, technology, and funding.



Review of Plans and Studies

Several agencies at the local and regional levels have developed plans and studies for addressing local and regional transportation issues that may impact CCT services. In addition, various Federal and State plans and regulations may impact the provision of transit services. This plans and policy review takes a closer look at those studies to help CCT understand its pursuit of related goals that may complement or hinder CCT’s goal of creating a viable and accessible transit system in Charlotte County.

Relevant transportation planning and programming documents are summarized, with an emphasis on key implications for CCT. Additionally, land use plans produced in Charlotte County are reviewed to summarize and call attention to community goals, objectives, and policies that may have implications for current and future transit services.

The following local, regional, State, and Federal plans and studies were reviewed to understand current transit policies and plans with potential implications for Charlotte County Transit service:

- Local Plans
 - City of Punta Gorda Comprehensive Plan
 - Charlotte County Comprehensive Plan
 - Charlotte County Transit TDP Major Update (2014–2023)
 - Charlotte County Transportation Disadvantaged Service Plan (TDSP)
 - Charlotte County-Punta Gorda MPO 2040 Long Range Transportation Plan
- Regional Plans
 - LeeTran 2016–2025 TDP Major Update
 - SCAT 2015–2024 TDP Major Update
- State and Federal Plans
 - State of Florida Transportation Disadvantaged 5-Year/20-Year Plan
 - FDOT’s Complete Streets Implementation Update: Handbook and Design Manual
 - Florida Transportation Plan: Horizon 2060 (FTP)
 - Fixing America’s Surface Transportation (FAST) Act
 - Implications to Public Transportation of Emerging Technologies

The transportation planning and programming documents are summarized in Tables 5-1 through 5-3 by geographic applicability, type of plan, responsible agency, overview of the plan/program, and key considerations for the Situation Appraisal.

Table 5-1: Local Plans

Plan Title	Geographic Applicability	Most Recent Update	Type of Plan	Responsible Agency	Plan/Program Overview	Key Considerations/Implications for TDP
City of Punta Gorda Comprehensive Plan	City of Punta Gorda	2017	CP	Punta Gorda	Primary policy document that addresses land use, transportation, capital projects, public facilities, recreation, government coordination, conservation, and development goals, among others, for the city.	Provides goals for ensuring a safe, efficient, and quality transportation system; establishes a policy of monitoring modal split, transit trips per capita, and automobile occupancy rates to measure the system’s efficiency. Key strategy identified is to expand transit service into areas with demonstrated need, such as assisted living facilities and low-income neighborhoods. In addition to supporting the County in its efforts to provide public transportation services (providing bus stops, constructing connections to transit routes, increasing public awareness), some policies are set to support the objective of strengthening the entire multimodal network such as: <ul style="list-style-type: none"> • Development regulations (compact, mixed-use development in prioritized corridors) and design standards for parking (maximum parking requirements or elimination thereof, park-and-ride lots, and on-street parking), and access points will ensure adequate transit, bicycle, and pedestrian site access to promote these modes in place of single occupant vehicles. • Bicycle and pedestrian connections from residential areas to be added and maintained. • Discussing framework to facilitate a privately owned and operated water taxi or water ferry services. • Participation in TDM measures with MPO and FDOT will encourage use of transit.
Charlotte County Comprehensive Plan	Charlotte County	2010	CP	Charlotte County	Primary policy document that addresses land use, transportation, capital projects, public facilities, and economic development goals, among others, for the county.	Discusses the intention to invest in expanding service to meet growing demand for public transit services. Prescribes several transit-supportive goals, objectives, and policies, such as the need to develop transit-oriented design strategies, a frontage road network for transit service, encourage maximum use of the right-of-way, improve connections with pedestrian and bicycle networks, promote the expansion of aviation, and coordinate with other transit agencies to meet regional mobility needs.
Charlotte County Transit TDP Major Update	Charlotte County	2015	TDP	Charlotte County Transit	The State of Florida Public Transit Block Grant (PTBG) Program, enacted by the Florida Legislature to provide a stable source of funding for public transit, requires public transit service providers to develop and adopt a 10-Year TDP per FDOT requirements. Major updates must be completed every five years and include an assessment of baseline conditions, a public involvement plan, and ridership estimates	Primary policy document that emphasizes transit improvements and additions in key corridors; outlines cost feasible plan and focuses on expansion of service to fixed route. Although demand response service is currently implemented for the whole county, there is an emphasized need for expanded demand response service on Saturdays, new fixed-route service, flex-route service, transit centers, and connectivity with surrounding counties. Four fixed-route services were recommended for key corridors in urbanized Punta Gorda and surrounding areas—North Port-Punta Gorda Connector, Englewood Beach Hopper, Lake Suzy-Punta Gorda Connector, and North Port-Fort Myers Express. Flex zones were identified in Englewood, East and West Port Charlotte, and Punta Gorda.
Charlotte County Transportation Disadvantaged Service Plan (TDSP)	Charlotte County	2017	TDSP	Charlotte County Transit	Emphasizes transit improvements and additions that serve needs of transportation disadvantaged population in an efficient and cost-effective manner.	Identifies key populations in need (older adult and low-income populations). Guiding policies as part of outlined goals and objectives, relevant to broader Charlotte County Transit system include: <ul style="list-style-type: none"> • Adjusting to meet demands of TD population, expanding service in areas of Charlotte County. • Goals and strategies to partner with local profit and non-profit transportation entities.
Charlotte County-Punta Gorda MPO 2040 Long Range Transportation Plan	Charlotte County	2015	L RTP	Charlotte County-Punta Gorda MPO	The Charlotte County-Punta Gorda MPO, a federally-mandated agency for metropolitan areas with more than 50,000 total population, guides the transportation process in Charlotte County. The primary function of the TPO is to produce and update (every 5 years) an LRTP with a minimum time horizon of 20 years. The LRTP is a comprehensive cost-feasible transportation infrastructure plan that includes highway, transit, freight, and non-motorized components.	Includes a plan to invest in regional transportation infrastructure to improve connectivity of the region. Highlights include: <ul style="list-style-type: none"> • Maintaining a low-cost public transit system. • Cost Feasible Plan includes \$7.3 million (YOE) for transit capital (including vehicles and station amenities) and \$44.7 million (YOE) for operations and maintenance. This includes continued operations of the dial-a-ride service already in place and provides for implementing fixed-route transit service throughout the county. Projects were identified in the TDP completed in 2014 with frequencies of 120 minutes.

Table 5-2: Regional Plans

Plan Title	Geographic Applicability	Most Recent Update	Type of Plan	Responsible Agency	Plan/Program Overview	Key Considerations/Implications for TDP
LeeTran 2017-2026 TDP Major Update	Lee County	2016	TDP	LeeTran	The State of Florida Public Transit Block Grant (PTBG) Program, enacted by the Florida Legislature to provide a stable source of funding for public transit, requires public transit service providers to develop and adopt a 10-Year TDP per FDOT requirements. Major updates must be completed every five years and include an assessment of baseline conditions, a public involvement plan, and ridership estimates.	LeeTran does not currently provide service to Charlotte County. The TDP does not identify planned service needs that connect to Charlotte County. The TDP, however, reviews major service changes, including changing and discontinuing routes. Key transit alternatives proposed include: <ul style="list-style-type: none"> Seasonal changes to routes to help better serve capacity Discussion on assessing new facilities throughout the county Improving headway time and on-time performance
Sarasota County Area Transit 2015-2024 TDP Major Update	Sarasota County	2015	TDP	SCAT	The State of Florida Public Transit Block Grant (PTBG) Program, enacted by the Florida Legislature to provide a stable source of funding for public transit, requires public transit service providers to develop and adopt a 10-Year TDP per FDOT requirements. Major updates must be completed every five years and include an assessment of baseline conditions, a public involvement plan, and ridership estimates.	Emphasizes transit service that improved operating frequencies on core routes, reduced trip travel times, and increased directness of travel paths. Taking step towards high-frequency grid in future and subsequent-year transit improvements include improved core frequencies. Key elements of plan that pertain to Charlotte County include: <ul style="list-style-type: none"> Intention to connect to Charlotte County Transit if a fixed route was in place Intention to connect all southwestern counties with reliable service dependent on fixed route Also focuses on connections with Pasco, Polk, and Pinellas counties

Table 5-3: State and Federal Plans

Plan Title	Geographic Applicability	Most Recent Update	Type of Plan	Responsible Agency	Plan/Program Overview	Key Considerations/Implications for TDP
State of Florida Transportation Disadvantaged 5-Year/20-Year Plan	Florida	2007	State	Florida Commission for the Transportation Disadvantaged (FCTD)	Purpose is to accomplish cost-effective, efficient, unduplicated, and cohesive transportation disadvantaged services within its respective service area.	Develop and field-test model community transportation system for persons who are transportation disadvantaged; create strategy for FCTD to support development of universal transportation system.
Florida Department of Transportation's Complete Streets Implementation Update: Handbook and Design Manual	Florida	2018	State	Florida Department of Transportation	Developed as a way to create alternative transportation systems to facilitate "Complete Streets" focused design.	Plan includes: <ul style="list-style-type: none"> Revising guidance, standards, manuals, policies, and other documents Updating the way decision making is processed Modifying the evaluation of performance Managing communication between agencies Update training and education in agencies
Florida Transportation Plan: Horizon 2060 (FTP)	Florida	2005	State Transportation Plan	FDOT	Requires, as part of Florida Statutes, pursuit to make Florida's economy more competitive and communities more livable. Looks at 50-year transportation planning horizon and calls for fundamental change in how and where State investments in transportation are made.	Supports development of state, regional, and local transit services through series of related goals and objectives, emphasizing new and innovative approaches by all modes to meet needs today and in future.
FAST Act	National	2015	Federal Legislation	114 th US Congress	Enacts five years of funding for nation's surface transportation infrastructure, including transit systems and rail transportation network. Provides long-term certainty and more flexibility for states and local governments, streamlines project approval processes, and maintains strong commitment to safety.	<ul style="list-style-type: none"> Increases dedicated bus funding by 89% over life of bill. Provides stable formula funding and competitive grant program to address bus and bus facility needs. Reforms public transportation procurement to make federal investment more cost effective and competitive. Consolidates and refocuses transit research activities to increase efficiency and accountability. Establishes pilot program for communities to expand transit through use of public-private partnerships. Provides flexibility for recipients to use federal funds to meet their state of good repair needs. Provides for coordination of public transportation services with other federally assisted transportation services to aid in mobility of older adults and individuals with disabilities.
Implications to Public Transportation of Emerging Technologies	National	2016	Research Report	NCTR (National Center for Transit Research)	White paper that explores possible consequences for public transportation as a result of introduction of new technologies such as autonomous vehicles, connected vehicles, and other innovations that impact efficiency, cost-effectiveness, and overall demand for transportation.	Identifies key factors expected to influence public transportation system and current and potential users. Outlines potential impacts on travel behavior and travel decision-making; outlines areas that may be impacted by changes in travel costs for various existing and emerging modes; identifies potential implications on traveler safety along with traveler perceptions of emerging travel modes. Identifies current transit services as testbed for new technology deployment. Key areas of opportunity and savings include automated buses, enhancing quality of service via automation, and demand-response services. Key policy issues and potential hurdles are identified with recommendations for overcoming them.

Situation Appraisal

The Situation Appraisal is a critical part of a TDP major update and plays a major role in the development of the 10-year TDP. The Situation Appraisal for the *Charlotte Rides* 2019–2029 TDP was conducted using information gathered previously for this report (included in above sections) to understand the operating environment of CCT. Its purpose is to provide an appraisal of factors within and outside that affect the provision of transit service in the context of:

- Socioeconomic trends
- Travel behavior and commuting trends
- Community Feedback
- Land use/policy and growth patterns
- Organizational attributes and funding
- Technology and trends

The assessment of these elements, as summarized below, resulted in the identification of possible implications for Charlotte County’s existing public dial-a-ride program, also summarized in the reminder of this section.

Socioeconomic Trends

Socioeconomic trends, such as growth in population, impact a community’s need for transportation options. Key findings from an assessment of socioeconomic trends conducted for *Charlotte Rides* are summarized as follows:

- Charlotte County has experienced continued population growth during the last 18 years. The county population was 141,627 in 2000 and is expected to reach nearly 190,000 by 2025, a 34 percent growth. By 2045, it is expected to increase to 219,600, an increase of approximately 55 percent.

Data from BEBR showed that 39% of Charlotte County’s population was age 65 or older in 2017; that number is anticipated to grow to 42% by 2045.
- The median age of residents in Charlotte County is 57.7, which is above the statewide median of 41.6, and is expected to continue to trend higher based on the most recent BEBR projection data by age group, which estimates that the 65+ age group will grow the fastest. BEBR estimates that 39 percent of the county’s population was 65+ in 2017, and that number is anticipated to grow to 42 percent by 2045.
- Babcock Ranch and Port Charlotte are the fastest-growing areas in the county; however, that growth consists largely of low-density residential developments.
- Allegiant Air’s Sunseeker Resort, which will soon begin construction, is a large-scale resort complex in Charlotte Harbor in Port Charlotte that has the potential to increase tourism in Charlotte County significantly in both peak and non-peak seasons. The resort plans hotel rooms and many restaurants that will require thousands of service industry employees.

- Poverty status for individuals saw a steep increase, from 5.3 percent in 2000 to 12 percent in 2017. Most households below the poverty line are concentrated in Punta Gorda between US-17 and US-41 adjacent to Airport Road, in Port Charlotte north of the Peace River adjacent to US-41, and just south of the Sarasota County line in the western part of the county.



Implications

Although CCT should continue its dial-a-ride services in this county because of its large older-adult population, it also may need to expand its services to meet the growing demand for more public transportation as the population and employment base continues to grow. The demand for work trips may increase as large-scale developments such as Sunseeker are built and begin seeking to hire workforce for its food, hospitality, and entertainment businesses. The growing traditional rider markets such as the older-adult, low-income, and minority populations already may be in need of expanded services. As expanding the current on-demand transit services would be very expensive (currently costing \$26 per rider), the addition of regularly-scheduled transit (typically ranging from \$4–\$8 per trip) may provide an additional layer of lower-cost transit and support the needs of both current and potential riders. The ability of residents to access jobs within Charlotte County from low-income areas will remain a critical need for CCT going forward. CCT’s continued success depends on its ability to tailor services that will expand its rider base and capture new transit markets and riders in an efficient manner.

Whatever the menu of transit service options used, mobility and freedom for the aging adult population should always be a key consideration for future transit service.

Travel Behavior and Commuting Trends

To better assess the impact of travel behaviors and the state of the local economy on public transportation needs, it is important to understand existing and projected behaviors and conditions to determine possible impacts or benefits affecting public transportation services.

Key findings are summarized as follows:

Approximately 20,000 commuters travel daily into Charlotte County and approximately 28,000 travel from Charlotte to neighboring counties, with most commuting to Sarasota County.

- Single occupant vehicle (SOV) travel remains the choice of mode for an overwhelming majority of commuters in Charlotte County. In 2017, approximately 79 percent of commuters drove alone, followed by carpool (9%). The typical commute in the county is approximately 24 minutes (13%), and more than 67 percent of commutes are less than 30 minutes. In 2017, only 0.2 percent of commuters traveled to work using public transportation in Charlotte County.
- Based on 2015 LEHD data, Charlotte County had 22,323 employed residents, of which 42 percent lived and worked within the county, indicating a high demand for employment-based trips. There are approximately 20,000 commuters who travel daily into Charlotte County, most from neighboring Sarasota County, and approximately 28,000 travel from Charlotte to neighboring counties, with most commuting to Sarasota County, suggesting a need for regional transit. Nearly

twice as many people travel to Lee County for work than those who reside in Lee County that travel into Charlotte County.

- Congestion is not a major issue at this time, although some segments of key corridors may experience temporal traffic congestion.

Nearly 82% of the public indicated they need additional transit services in Charlotte County. When asked if they support a transit service that runs on a regular route with a fixed schedule, 79% said Yes.



Implications

An operating environment consisting primarily of low-density suburban land use patterns makes it more difficult to meet the need to provide services locally and regionally, as in Charlotte County and most of the rest of Florida. Therefore, transit services may have to be uniquely designed based on the area served to meet the needs of those depending on public transportation to access work, medical, shopping, and educational services.

Strategically implementing a mix of transit service options such as on-demand, app-based smaller-vehicle microtransit in communities feeding routes operated on major corridors connecting to employment areas may have the potential to deliver a more cost-effective solution to meet the growing travel demand within Charlotte County. In addition, as the number of trips flowing to and from Lee and Sarasota counties continues to increase, the need for regional transit connections may increase in the long-term future. Providing a transportation alternative that can compete with SOVs and attract choice ridership is critical to staving off additional congestion in the county. With increased attention on transit locally and regionally, a more well-connected and frequent transit service can help establish transit as an integral part of travel behavior in Charlotte County.

Community Feedback

Public input/feedback was assessed as part of this Situation Appraisal, as it is one of the most important components when developing a TDP that promotes a community’s vision for transit. Numerous public involvement activities/techniques were used to engage the community and gather feedback from Charlotte County residents and visitors, including public workshops in Englewood, Port Charlotte, and Punta Gorda, public input surveys and bus rider surveys, and stakeholder interviews.

Several key themes emerged from the TDP public input and bus rider survey, including the following:

- **Public input on need for additional services** – A majority (82%) of the public who responded indicated they need additional transit services in Charlotte County. When asked if they support a transit service that runs on a regular route with a fixed schedule, 79 percent said yes, indicating support for regular-scheduled transit service. The input also indicated a desire for fixed-route bus on major roads with dial-a-ride-type flex bus in other areas. Approximately 85 percent of the general public also indicated that they support funding expanded transit services.
- **Early/late service and Sunday service** – The current transit services in Charlotte County operates from 6:30am to 6:00pm, on weekdays and Saturday 9:00am to 6:00pm with no transit services

are offered on Sundays. About 20 percent of the general public indicated the need for more early/late services, and another 15 percent indicated the need for Sunday services.

The commercial/residential densities and intensities in the Punta Gorda and Charlotte Harbor areas may continue to increase with the arrival of a major resort and as a growing air hub for tourists as well as businesses.

- **Expanded dial-a-ride** – Whereas the general indication is continuation of the current dial-a-ride service, which benefits the older population greatly, expansion of that system was not a key priority for the public—only 12 indicated that the County should expand the current dial-a-ride system.
- **Riders input on need for additional services** – When current riders were asked what type of transit service they think would benefit Charlotte County the most, 31 percent said more dial-a-ride service. However, another 31 percent said they would like to see fixed-route buses everywhere or on major roads connecting with dial-a-ride type service (flex bus) in communities.



Implications

Feedback from the community clearly indicated the need for additional transit services, preferably the addition of regularly-scheduled transit in the community. With an already-established ridership base and the demand for more transit, adding regularly-scheduled bus services as another layer of services in the county, whether fixed or flex type services, has the potential to significantly increase transit’s attractiveness and use in the county.

Based on TDP public outreach findings, riders and the general public both overwhelmingly agreed that additional transit is needed in Charlotte County in the next 10 years. The findings also showed that an expansion of the types of transit services available may be necessary to if CCT intends to expand its rider base and make transit a practical option for workers. By introducing additional travel options that do not require a 24-hour wait time, CCT would increase its attractiveness for those who commute to work and/or for education/recreational purposes.

Land Use Policy and Growth Patterns

Effective local land use policies are an important ingredient for a successful transit system, and Charlotte County Transit should seek strategies that encourage higher densities and mixed-use growth patterns in its service area. Areas with increased residential and commercial densities/growth promote walkability, making mass transit more viable and efficient.

Key findings from a review of current and future land use conditions as well as ongoing and planned residential/commercial growth in Charlotte County indicate the following:

- As of April 1, 2010, there were 131,718, or approximately 65 percent of the 203,085 platted lots of the original General Development Corporation lots remained vacant and unused. In the Urban Service Area, only 39 percent or 69,714 of 177,969 existing platted lots were developed.

- Although the land use pattern in most of Charlotte County is low-density residential or areas designated for rural and conservation uses, there are a few key corridors and pockets of relatively high-density residential and commercial uses, particularly the US-41 corridor and current or planned developments in Murdock Circle, Charlotte Harbor, Punta Gorda, and other areas.
- The commercial/residential densities and intensities in the City of Punta Gorda and Charlotte Harbor areas may continue to increase with the arrival of a major resort and a growing air hub for tourists as well as businesses.
- The Babcock Ranch development in the eastern part of the county adds another major residential and retail use development that, similar to Murdock Circle area, is adding to the overall growth county but located away from other such areas in Punta Gorda and Charlotte Harbor.



Implications

Continued growth in various growth hot spots in Charlotte County will continue to increase the demand for alternatives other than the automobile to travel to work and for other purposes. With the continued suburban growth trend, CCT may have renewed cause to identify new innovations in service delivery to remain cost-efficient, including low-cost alternatives such as fixed- or flex-route transit services. The large-scale, regionally-significant developments that are ongoing in the county may also warrant transit connections to neighboring counties to accommodate work and shopping trips that may help the County tax base and help labor supply for the County’s economic engines.

In the pursuit of providing a more productive and attractive service, CCT should coordinate with the County on efforts to support economic development along key corridors and at key locations such as areas where planned developments are proposed. If CCT intensifies service improvements and expansions in these areas, it can bolster existing and future economic development efforts, considering transit’s ability to bolster economic development and real estate investment and providing benefits for developers such as reduced parking needs, a multimodal environment, and support for a greater mix of uses.

Additionally, CCT should continue to support changes to Charlotte County’s comprehensive plan that would result in additional density and/or transit-supportive development that is adjacent to established higher-density/intensity areas or in developing nodes. Finally, CCT should continue to monitor performance and adjust as needed to react to possible changes in land use as Charlotte County develops and as new residents and visitors continue to move to the area to ensure that connections from growing residential areas to transit-supportive areas and growing employment centers exist.

Organizational Attributes and Funding

Organizational Attributes

CCT currently operates as a division within the Charlotte County Budget and Administrative Services Department to provide public dial-a-ride transit and TD transportation services for Charlotte County residents. CCT is the sole public transit provider in the county, and its organizational structure has not changed since the previous TDP and may continue, as the current structure has been functioning successfully, with growing ridership base and a fleet.

Funding

A major portion of the public transit operating and capital expenditure in Charlotte County is being funded by Federal grants; most of the remainder comes from FDOT and other State grants, and about 10 percent is from fare revenues and other miscellaneous sources. Although these sources may be sufficient maintaining curb-to-curb service, any upgrades to current service or implementation of new types of services may require increases in current funding levels. Additional local funding may be necessary as match to access to State funding and possibly leverage more Federal funding for implementing any new services or enhancements.

While current sources may be enough for maintaining the curb-to-curb service, any upgrades to the current service or implementing new types of services may need increases in current funding levels.



Implications

Regardless of whether Charlotte County Transit continues its current level of service or expands to a menu of service types to best serve its population, it should continue its existing organizational structure as the operator and a division of a County department. The current structure of CCT is well-positioned and capable of exploring opportunities in an effort to increase service supply and become more efficient. Internal assessments should be performed periodically to identify whether any operational or management efficiencies can be gained. As most transit revenues and funding decisions are made by the Charlotte County Budget and Administrative Services Department, there should be continued close coordination with the Charlotte County-Punta Gorda MPO to ensure a partnered planning effort for transit.

Strengthening current sources and securing new sources of funding for public transportation services should be a goal for CCT for the next 10 years. It should explore options that may lead to securing new and even dedicated sources that will enable it to add new types of services such as regularly-scheduled transit. With new industrial developments locating in the county and new major resorts bringing in tourism revenues, jobs, and new tax revenues, new sources of funding may be derived from private/public partnerships. Awareness of the returns on transit investment may positively influence local funding decisions as well as any discussions with the private sector to form public/private partnerships to help fund future transit.

Technology and Trends

The ever-enhancing technological advances are making transit services more efficient and convenient to use and operate. These technologies have impacted transit services and the overall riding experience for passengers as never before. Although Charlotte County Transit may not use some of the technological tools used in other areas, as its services are on-demand transit only, it has continued to explore ways to enhance its public dial-a-ride and TD services with new technologies. At any given time, CCT is in some phase of consideration, procurement, and/or implementation of technologies that will improve its services.

Currently, Charlotte County Transit uses tablets for data entry and other data/information collection purposes instead of paper forms, where applicable and feasible. This has made the administrative process more efficient and faster for both clients and staff. In addition, RouteMatch software is used for most every aspect of route planning and service delivery including scheduling, trip optimization, and vehicle location. CCT is also in the process of changing its vehicle camera system to Apollo, Angel Trax, and 24/7. This process would replace the camera system to a state-of-the-art system, enhancing the safety and overall rider experience.

Charlotte County Transit has continued to explore ways to enhance its services with new technologies. At any given time, it is in some phase of consideration, procurement, and/or implementation of technologies that will improve its services.



Implications

Discussions with CCT indicated the need to upgrade its scheduling software to one that automatically routes a same-day trip. The current software, RouteMatch, has not been user-friendly or reliable and has caused CCT to shut down its call system. In addition, CCT also has indicated the desire to upgrade to Apollo video cameras and for vehicle video footage to download onto a hard drive in the main building when buses pull in, allowing it to efficiently and conveniently remain in compliance with the requirements of storing its videos for 30 days.

Other technological enhancements that should be considered include upgrading fare boxes and creating an app that allows for same-day trip scheduling, cancellation, and fare payment options. Most important, this would allow the riders to know where their ride is at any given time, providing them with a higher level of certainty and less frustration than those that typically arise from delayed pickups.

In the long run, CCT may need to explore its involvement in using autonomous vehicles (AVs). Currently, the County may be the first to include a community that uses AVs to connect its residents internally to its small town center. This brings an AV operator and experience to the County and may open up the possibilities of using AVs in other areas/purposes, such as connecting the 300,000 additional tourists brought by Sunseeker additional restaurants and night life across the river in Punta Gorda.

Section 6: Goals & Objectives

This section summarizes the guiding vision and the goals, objectives, and policies for public transit in Charlotte County for the next 10 years. Goals and objectives are an integral part of any transportation plan because they support CCT’s mission to promote dedicated public transportation leadership and provide the policy direction to achieve the community’s vision for transit.

The goals, objectives, and policies presented in this section were prepared/updated based on reviews and assessments of existing conditions, goals, objectives, and policies in the previously-adopted TDP; feedback received during the public involvement process; and review of local and regional transportation planning documents.

Vision

Continue to plan for high-quality, low-cost public transit service that is safe, convenient, accessible to all, and accommodates persons who are transportation disadvantaged while improving the quality of life for the general public by connecting to economic opportunities and building a sense of community through connecting neighborhoods.

Goals, Objectives, and Policies

Based on assessment of the data collected for *Charlotte Rides*, public involvement input, and review of the goals and objectives from the previous Charlotte County TDP, the draft goals, objectives, and policies recommended for the 10-year planning horizon are presented below.

Goal 1: Invest in public transit systems and technologies that increase transportation system efficiency and ridership.

Objective 1.1: Explore and maintain strategies to keep low capital and operating costs, support public transportation in the long term by choosing the most efficient options, maximize federal and State funds, and adopt new technologies that improve cost effectiveness.

Policy 1.1.1 – Coordinate with the MPO and other local agencies to continue maintaining and enhancing federal and State funding sources for transit.

Policy 1.1.2 – Coordinate with the MPO and other local agencies to identify and pursue private sponsorship options (e.g., public/private partnerships, trading possible future bus stop space for parking, etc.).

Policy 1.1.3 – Explore/expand the use of advertising on shelters, where applicable, as a revenue source.

Objective 1.2: Increase transit ridership by 25 percent and improve cost efficiency by 10 percent by 2029.

Policy 1.2.1 – Explore prospects of using available and additional resources efficiently to provide more frequent and convenient to use public transit service options.

Policy 2.1.2 – Continue to investigate annually and implement the use of appropriate technologies to improve service quality, efficiency, and reliability.

Policy 2.1.3 – Explore prospects of providing park-and-ride opportunities at key transfer locations to enhance system usage and convenience.

Goal 2: Develop, maintain, improve, and enhance an efficient public transit system that maximizes community benefits through increased mobility options.

Objective 2.1: Consider a cost-effective expansion of public transportation services through the most effective mix of options, with a priority on persons who are transit-dependent.

Policy 2.1.1 – Based on anticipated ridership, emerging employee/visitor markets, consider innovative operational systems such as technology-based regularly scheduled fixed routes, flexible community bus service, and mobility-on-demand options as funding becomes available.

Policy 2.1.2 – Evaluate capital expenditures based on operational efficiencies, such as the use of right-sized and the most technically- and ecologically-efficient vehicles.

Policy 2.1.3 – Ensure that all service meets the requirements of the Americans with Disabilities Act (ADA).

Policy 2.1.4 – Support public transit and human services agency coordination efforts to reduce service duplication and convert applicable transportation disadvantaged (TD) trips to fixed- and flex-route transit trips.

Objective 2.2: Evaluate regularly to improve and enhance public transit service to meet current and future demands and needs.

Policy 2.2.1 – Continue to develop, and implement creative, technology-based community transit services that best respond to local, regional, and tourism conditions and needs.

Policy 2.2.2 – Continue to adhere to federal and State guidelines/procedures to ensure the safety of employees, passengers, and the public.

Policy 2.2.3 – Explore and implement appropriate mobile technologies to improve service, reliability, energy efficiency, and safety based on best practices in transit systems management.

Policy 2.2.4 – Coordinate with major developers to establish partnerships and explore funding opportunities.

Goal 3: Increase the visibility and successfully promote transit services in Charlotte County.

Objective 3.1: Increase marketing and public outreach efforts to educate workers, employers, citizens and visitors about the benefits, availability, and characteristics of existing and planned transit services.

Policy 3.1.1 – Consider increasing awareness campaigns of public transit services through social media outlets to enhance and increase the image of public transit in Charlotte County.

Policy 3.1.2 – Maintain and document an ongoing public involvement process through surveys, discussion groups, interviews, public workshops, and participation in public events.

Policy 3.1.3 – Distribute bus schedules and system information in educational centers, public places, and with business partners throughout the county for residents and visitors.

Policy 3.1.4 – Enhance the bus system website and social media outlets by maintaining and regularly updating with current service and schedule information.

Policy 3.1.5 – Conduct an on-board survey at least every five years as part of major TDP updates to monitor changes in user demographics, travel behavior characteristics, and user satisfaction.

Policy 3.1.6 – Develop and implement a transit marketing plan that includes marketing campaigns to educate potential riders, increase citizen awareness, and enhance ridership as fixed-route services are initiated.

Policy 3.1.7 – Identify and engage key partners that can enhance the ability to reach potential riders and increase passengers through specific joint efforts. These partners may include workforce development agencies, chambers of commerce, health and community services, public and private entities, and others as appropriate.

Policy 3.1.8- Explore marketing opportunities and collaborations with the Chamber of Commerce to advertise and encourage ridership and connections through partnerships.

Policy 3.1.9- Investigate opportunities and collaborations with the District 1 Commuter Services program to encourage transit ridership.

Goal 4: Coordinate transit system investments with supportive land use patterns and regional public and private partners.

Objective 4.1: Continue to coordinate the expansion of the public transportation system with improvements in related facilities such as sidewalks to facilitate a comprehensive, intermodal transportation system.

Policy 4.1.1 – Develop safe, comfortable, and useful transit facilities at major destinations incorporating seating, shelters, signage, trees/landscaping, sidewalks, and bicycle storage as deemed appropriate by location and ridership demand.

Policy 4.1.2 – Promote transit improvements toward areas with supportive land use patterns, higher residential density and commercial intensity, and key trip attractors.

Policy 4.1.3 – Promote transit stops in areas with high sidewalk network density and other supportive and/or private infrastructure development.

Policy 4.1.4 – Identify key areas for bicycle storage facilities associated with transit stops.

Policy 4.1.5 – Provide bicycle racks on all buses providing fixed-route or flex-route services.

Policy 4.1.6 – Evaluate annually to pursue federal, state, and local grants that can be used to enhance and expand transit facilities.

Objective 4.2: In cooperation with the MPO, continue to enhance and improve multimodal connectivity throughout the region.

Policy 4.2.1 – Through the MPO process, continue to work cooperatively with neighboring communities to implement services that improve the connectivity between public transportation modes and services with those communities.

Policy 4.2.2 – Continue to work through the MPO to ensure coordinated regional transportation planning and programming.

Policy 4.2.3 – Ensure coordination and consistency with local and regional plans for the future provision of public transit service in Charlotte County.

Policy 4.2.4 – Evaluate opportunities for cooperative efforts to establish regional connections with neighboring county transit systems, including Sarasota County Area Transit (SCAT), Lee Tran, and DeSoto Area Regional Transit (DART).

Policy 4.2.5 – Meet at least annually with transit staff in neighboring counties and District 1 Commuter Services to better understand existing and future transit services and to identify coordination requirements associated with public transit services across county lines.

Objective 4.3: Coordinate with state and local governments, transportation agencies, and the Tourist Development Council to integrate public transit needs into the land use planning, development process, and visitor considerations.

Policy 4.3.1 – Maintain the consistency of Charlotte County Transit programs and initiatives with local government comprehensive plans, to the extent possible.

Policy 4.3.2 – Maintain and enhance coordination and communication between the MPO and Charlotte County Transit.

Policy 4.3.3 – Pursue the development of transit-friendly land use policies, regulations, and land development criteria, in coordination with local jurisdictions.

Policy 4.3.4 – Coordinate with roadway improvement projects to ensure that transit-friendly infrastructure is appropriately considered and incorporated.

Policy 4.3.5 – In coordination with local jurisdictions, advocate pedestrian-friendly development to include sidewalks, bus stops, and other amenities that reduce barriers to safely and conveniently access public transit services.

Policy 4.3.6 – Pursue opportunities to provide comments and input to state and local entities that help integrate transit needs into planning and decision making on infrastructure investments and service improvements.

Section 7: Transit Demand Analysis

The purpose of this section is to summarize the demand and mobility needs assessment conducted as part of the 10-year TDP for Charlotte County. When combined with the baseline conditions assessment, performance reviews, and findings from public outreach and relevant plan reviews, the demand assessment yields the building blocks for determining the transit needs for the next 10 years. Transit demand and mobility needs were assessed using the following techniques:

- **Market Assessment** – Two market assessment tools were used to assess demand for transit services for the next 10 years. The tools assessed traditional and discretionary transit user markets in Charlotte County for various time periods.
- **Dial-A-Ride Demand Analysis** – An analysis was conducted to analyze the current demand using origins and destinations of existing dial-a-ride users in Charlotte County. This assessment was conducted to identify activity centers and clusters of riders that may be conducive to supporting other forms of transit services in an efficient manner. The resulting analysis was summarized and mapped to assist in identifying potential demand and need for services.
- **Forecast Ridership Analysis** – Projected ridership demand for any fixed-route transit services, if implemented over the over the next 10 years, also was analyzed. The projections were prepared using TBEST (Transit Boardings Estimation and Simulation Tool) Version 4.5, an FDOT-approved ridership estimation software. It should be noted that the model responds only to fixed-route transit services; therefore, no modeling or projections for dial-a-ride services are available.

These assessment techniques are summarized below, followed by the results of each technical analysis used to assess the demand for transit services in Charlotte County.

Market Assessment

The TDP market assessment includes an evaluation from the perspectives of the discretionary rider market and the traditional rider market, the two predominant ridership markets for transit services. Analytical tools for conducting each market analysis include a Density Threshold Assessment (DTA) for the discretionary market and a Transit Orientation Index (TOI) for the traditional market. These tools can be used to determine whether existing transit routes, if available, are serving areas of the county considered to be transit-supportive for the corresponding transit market. It also can be used determine the areas where different levels of transit investment should be considered. The transit markets and the corresponding market assessment tool used to measure each are described below.

Discretionary Rider Markets

The discretionary market refers to potential riders living in higher-density areas of the county that may choose to use transit as a commuting or transportation alternative. The analysis conducted uses industry-standard density thresholds to identify the areas within Charlotte County that exhibit transit-supportive residential and employee density levels today as well as in the future. Charlotte County socioeconomic data, including dwelling unit/population and employment data developed as part of the adopted

Charlotte County MPO’s 2040 LRTP, were used to conduct the DTA. Using these through a process of data interpolation, existing (2019) and future (2029) dwelling unit and employment data were analyzed.

Three density thresholds, developed based on industry standards/research, were used to indicate whether an area contains sufficient density to sustain some level of fixed-route transit operations:

- **Minimum Investment** – reflects minimum dwelling unit or employment densities to consider basic fixed-route transit services (i.e., local fixed-route bus service).
- **High Investment** – reflects increased dwelling unit or employment densities that may be able to support higher levels of transit investment (i.e., more frequent service, longer service span, etc.) than areas meeting only the minimum density threshold.
- **Very High Investment** – reflects very high dwelling unit or employment densities that may be able to support more significant levels of transit investment (i.e., more frequent services, later service hours, weekend service, etc.) than areas meeting the minimum or high-density thresholds.

Table 7-1 presents the dwelling unit and employment density thresholds (in terms of Traffic Analysis Zone [TAZ]) associated with each threshold of transit investment.

Table 7-1: Transit Service Density Thresholds

Level of Transit Investment	Dwelling Unit Density Threshold ¹	Employment Density Threshold ²
Minimum Investment	4.5–5 dwelling units/acre	4 employees/acre
High Investment	6–7 dwelling units/acre	5–6 employees/acre
Very High Investment	≥8 dwelling units/acre	≥7 employees/acre

¹ TRB, National Research Council, TCRP Report 16, Volume 1 (1996), “Transit and Land Use Form,” November 2002, MTC Resolution 3434 TOD Policy for Regional Transit Expansion Projects.

² Based on review of research on relationship between transit technology and employment densities.

Maps 7-1 and 7-2 illustrate the results of the 2019 and 2029 DTA analyses conducted for Charlotte County, identifying areas that support different levels of transit investment based on existing and projected dwelling unit and employment densities. These maps also include the existing CCT dial-a-ride boundary to gauge how well the current transit services cover the areas of Charlotte County that are considered supportive of at least a minimum level of transit investment.

Results

The 2019 DTA analysis indicates that the discretionary transit markets are derived mainly from population densities rather than from employment densities and can be summarized as follows:

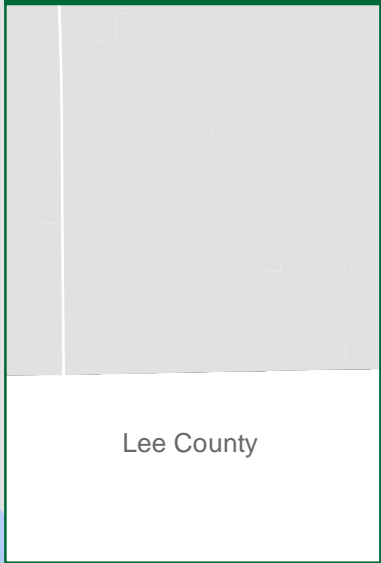
- All areas that meet the threshold for minimally-supportive dwelling units of transit investment in 2019 and 2029 are in the central part of the county adjacent to US-41 in Port Charlotte or Punta Gorda.
- All areas that meet the range of dwelling unit and employment thresholds for transit investment are within the current CCT dial-a-ride boundary.

- The areas that are considered “high” and “very high” dwelling unit thresholds for transit investments are adjacent to Murdock Circle and US-41 in Port Charlotte. From 2019 to 2029, an area is projected to meet the “minimum” threshold that is connected to a current “minimum” dwelling unit threshold area in Port Charlotte located along US-41.
- The areas that meet the “high” and “very high” employment thresholds are:
 - Concentrated in Port Charlotte surrounding the Murdock Circle, including Port Charlotte Town Center, Charlotte Technical College, Village Marketplace, and Quesada Commons
 - North of US-41 west of Harbor Boulevard, including Promenades Mall, Fawcett Memorial Hospital, and Bayfront Health’s Port Charlotte location.
 - North of Charlotte Harbor, including Port Charlotte Crossing shopping center, Central Park shopping center, South Port Square, Charlotte High School, and Peace River Elementary school.
 - Downtown Punta Gorda along the Peace River, including Bayfront Health’s Punta Gorda location, an variety of restaurant and bars, multiple car dealerships, and county offices.
- There are areas that meet the “minimum” dwelling unit threshold outside of the concentrated corridors located in Englewood south of McCall Road and an area west of I-75 and north of Kings Highway.
- Based on the 2029 DTA, all areas listed beforehand remain at the “high” and “very high” employment and dwelling thresholds. The new areas that are projected to meet the “minimum” thresholds include:
 - Adjacent to previously-established “very high” employment density areas to the west of Murdock Circle.
 - South of formerly-established area in Punta Gorda between US-41 and Taylor Road.

Map 7-1: DENSITY THRESHOLD ANALYSIS 2019



Babcock Ranch



Dwelling Unit Density Threshold

- Minimum
- High
- Very High

Employment Density Threshold

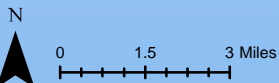
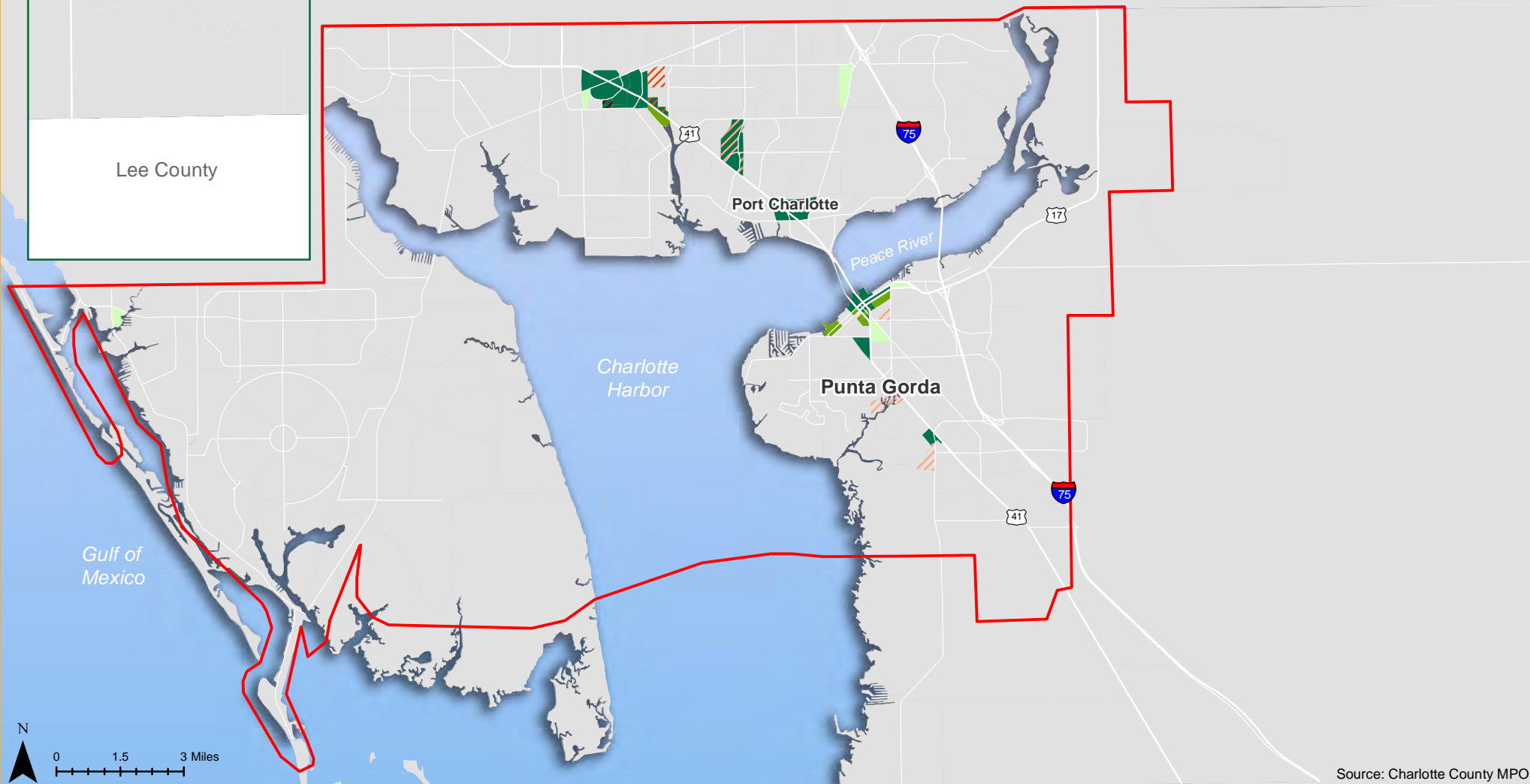
- Minimum
- High
- Very High

Dial-A-Ride Boundary

**Charlotte County
Transit Development Plan
(2020-2029)**



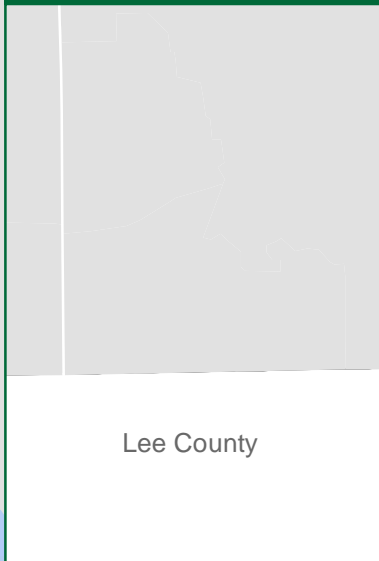
Tindale Oliver



Map 7-2: DENSITY THRESHOLD ANALYSIS 2029



Babcock Ranch



Lee County

Dwelling Unit Density Threshold

- Minimum
- High
- Very High

Employment Density Threshold

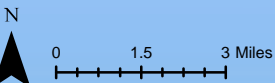
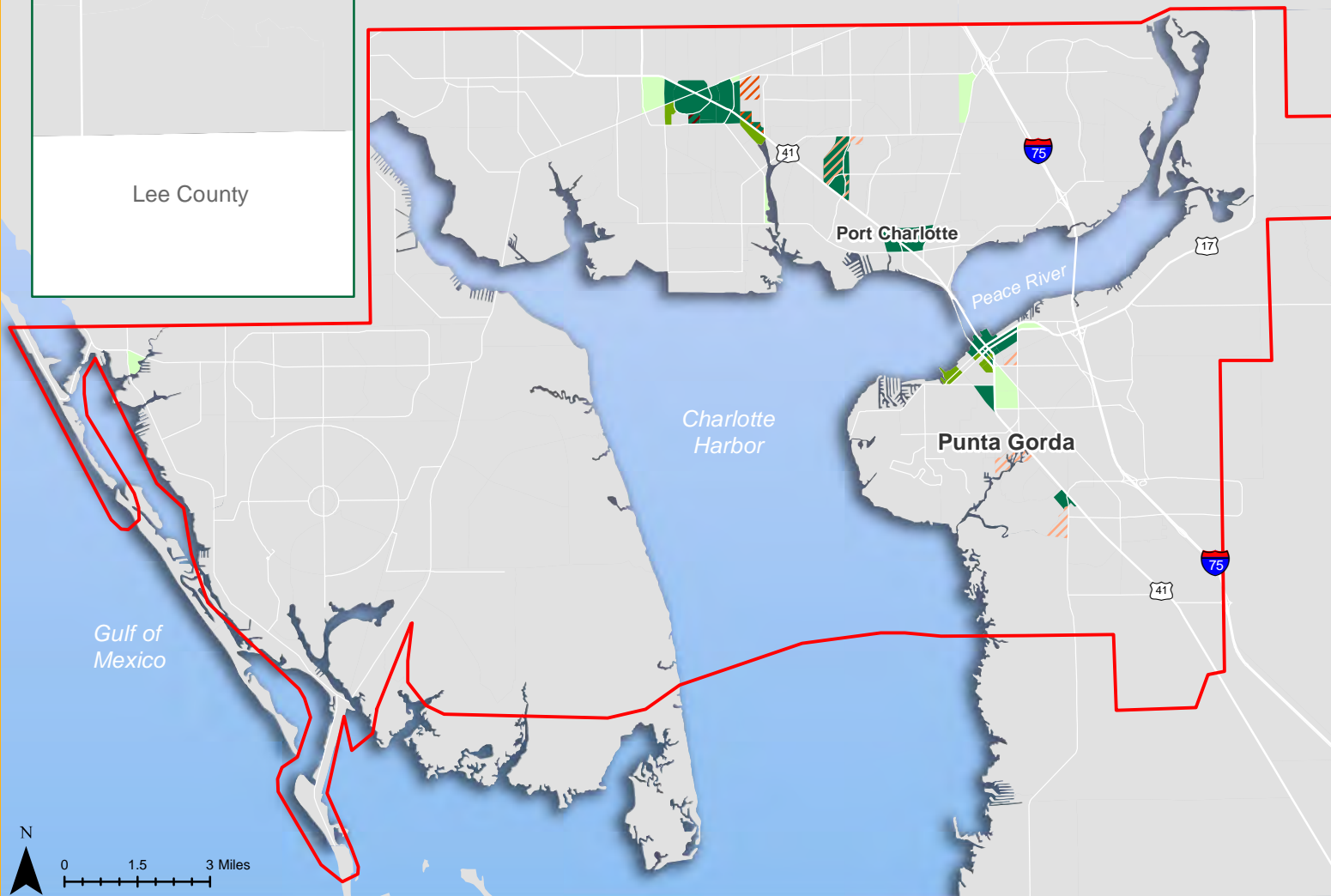
- Minimum
- High
- Very High

Dial-A-Ride Boundary

Charlotte County
Transit Development Plan
(2020-2029)



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Traditional Rider Markets

A traditional rider market refers to population segments that historically have had a higher propensity to use transit or are dependent on public transit for their transportation needs. Traditional transit users include older adults, youths, and households that are low-income and/or have no vehicles. For some individuals, the ability to drive is greatly diminished with age, so they must rely on others for their transportation needs. Likewise, younger persons not yet of driving age but who need to travel to school, employment, or for leisure may rely more on public transportation until they reach driving age. For lower-income households, transportation costs are particularly burdensome, as a greater proportion of income is used for transportation-related expenses than for higher-income households. Households with restricted income, such as those with no private vehicle, are more likely to rely on public transportation.

A Transit Orientation Index (TOI) was developed to assist in identifying areas of the county where these traditional rider markets exist. To create the TOI for this analysis, demographic data from the ACS 5-Year Estimates (2013–2017) were analyzed at the block group level for the demographic and economic variables shown in Table 7-2.

Table 7-2: TOI Variables

TOI Variable	Units
Population Age 14 and Under	Youth residents
Low-Income Population	\$25,000 or less annual income for 4-person household
Households with No Vehicles	Zero-vehicle households
Population Age 65 and Over	Older adults

Using data for these characteristics and developing a composite ranking for each census block group, each area was ranked as “Very High,” “High,” “Medium,” or “Low” in their respective levels of transit orientation. Any block group with a population density less than 250 persons per square mile was ranked as “Very Low.” Map 7-3 illustrates the 2017 TOI, reflecting areas throughout the county with varying traditional market potential. The existing CCT dial-a-ride boundary shows how well CCT covers those areas.

Results

- Many areas that exhibit a “high” or “very high” orientation toward transit are scattered throughout the central part of the county and within the current dial-a-ride boundary and are currently served by CCT. The majority of these areas are contiguous.
- Areas specific to a “very high” orientation are found throughout the county, including east of I-75 south of the Peace River, between I-75 and Kings Highway, between Elkcam Boulevard and Harbor Boulevard adjacent to US-41, and south of the Sarasota-Charlotte county line north of McCall Road.
- Areas exhibiting a “high” orientation are concentrated south of the downtown Punta Gorda area between US-41 and I-75, bordering US-41 from Charlotte Harbor to Harbor Boulevard and Midway Boulevard, west of Murdock Circle south of the Sarasota-Charlotte County line, and on Manasota Key.

- Areas that are considered “medium” orientation are also dispersed throughout the central part of the county and are concentrated along the border of the County lines, the coastline, and along the Harbor. One portion of a “medium” orientation area is outside of the dial-a-ride boundary on the east side.
- All block groups outside the dial-a-ride boundary to the east are considered to have a “very low” orientation towards transit, indicating that the eastern part of the county is not very dense.

Map 7-3: TRANSIT ORIENTATION INDEX



Babcock Ranch

Transit Orientation

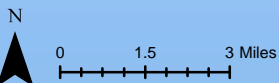
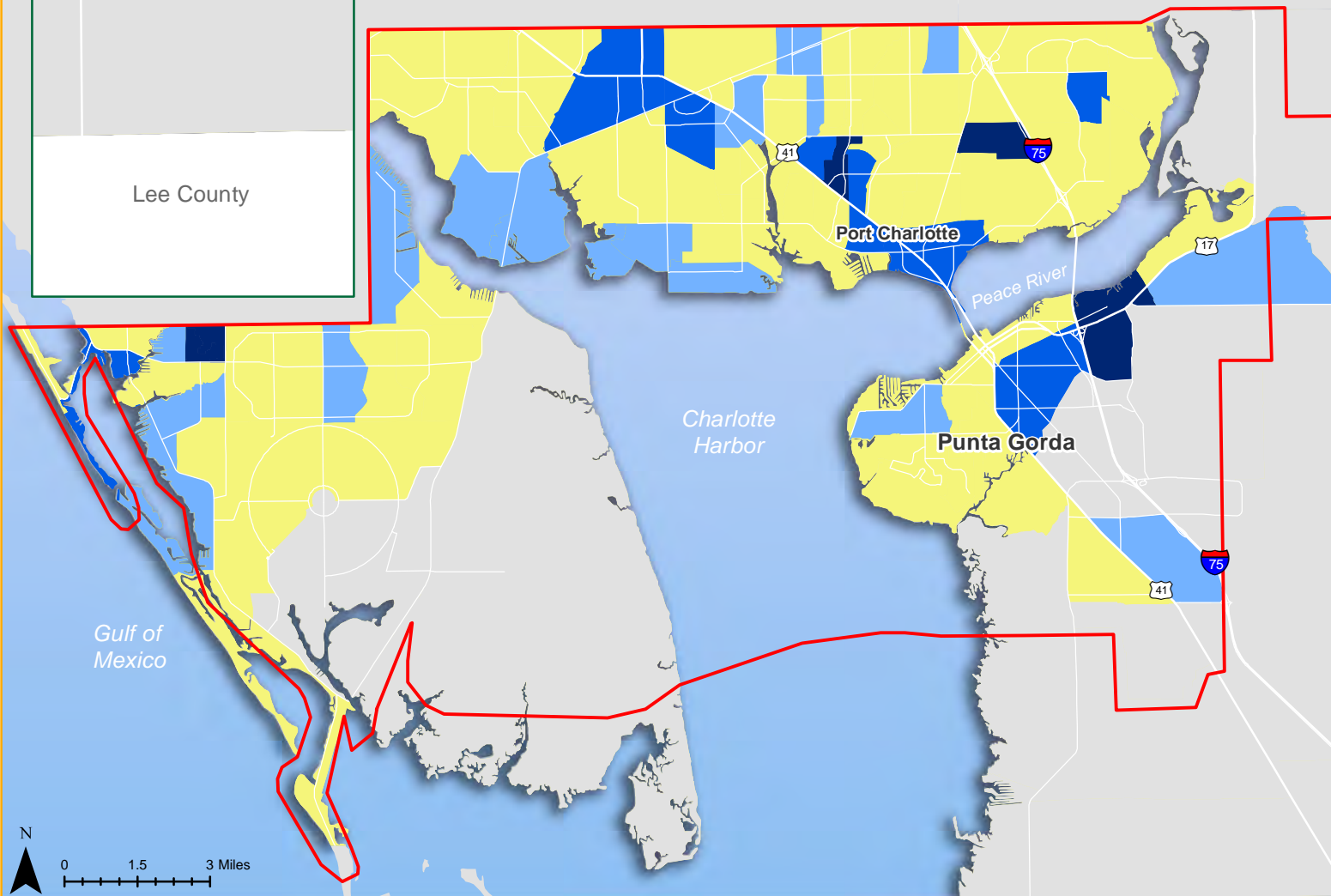


Charlotte County
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(2020-2029)



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* Block Groups with less than 250 persons per square mile



Source: ACS 2013-2017 5-Year Estimates

Dial-A-Ride Assessment

A demand assessment was conducted to analyze the origins and destinations of existing dial-a-ride passengers in Charlotte County. This assessment analyzed available ridership data to identify locations of activity centers and clusters of riders that would help in planning/providing an efficient distribution of transit services in Charlotte County. The assessment also helps to identify locations with potential demand for transit capital infrastructure/amenities.

Methodology

The demand assessment used trip origin and destination addresses provided by CCT staff for dial-a-ride trips. The resulting assessment was conducted using data collected for a one-month period in April 2019. Origin and destination addresses were mapped using Geographic Information System (GIS) tools and analysis criteria, as described below and shown in Map 7-4 and Table 7-3. The assessment also identified repeated pairs of origin and destination locations that resulted in the top 10 trip origins and destinations for CCT dial-a-ride services shown in Map 7-5 and Table 7-4.

A hot-spot analysis also was performed to analyze trip clusters of origins and destinations to illustrate locations in Charlotte County that are experiencing a higher volume of trips on a monthly basis. The results are shown in Map 7-6.

Top Origins and Destinations

The assessment identified varying levels of trip origin and destination service that indicate where riders are picked up by Charlotte County’s public dial-a-ride service. Table 7-3 shows the top 10 trip activity centers from which the most rides are provided, ranked from biggest to smallest. Based on these findings, any new transit improvement in Charlotte County should continue to serve these locations with existing transit demand at a minimum.

Table 7-3: Dial-A-Ride Top Origins and Destinations

Location	Total	Purpose
Walmart, Murdock Circle	1,107	Grocery
Promenades Mall	445	Shopping
Harbour Heights Recreational Center	279	Mealsite
Walmart, Kings Highway	244	Shopping
Schoolhouse Square	237	Medical
Community Resource Network of Florida	218	School/education
Port Charlotte Town Center	166	School/education
Bayfront Health, Punta Gorda (Annex)	160	School/education
Charlotte County Mental Health Services	158	Personal
Fresenius Medical Care	127	Medical

Map 7-4: TOP ORIGINS AND DESTINATIONS



Babcock Ranch



Lee County

● Top Origins and Destinations

Charlotte County
Transit Development Plan
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Gulf of Mexico



Top Repeated Pairs

The analysis identified locations that are the top trip origin and destination clusters for dial-a-ride. Map 7-5 and Table 7-4 show the top 10 origin and destination pair locations to which more than 20 trips were made on a monthly basis. Similar to the origin clusters, these findings indicate that any new transit improvement in Charlotte County should continue to serve these locations at a minimum.

Table 7-4: Top Trip Pairs, April 2019

Rank	Origin	Destination	Total Trips	Trip Type
1	Community Resource Network of Florida	Private Residence 1*	55	School/Education
2	Private Residence 2*	Community Resource Network of Florida	53	School/Education
3	Community Resource Network of Florida	Private Residence 3*	53	School/Education
4	Private Residence 1*	Community Resource Network of Florida	51	School/Education
5	Community Resource Network of Florida	Private Residence 2*	49	School/Education
6	Private Residence 3*	Community Resource Network of Florida	45	School/Education
7	Marine Trading Post	Private Residence 4*	43	School/Education
8	Private Residence 5*	Community Resource Network of Florida	41	School/Education
9	Private Residence 6*	Dunkin Donuts Factory	38	Work
10	Bread of Life Mission	Virginia B. Andes Volunteer Community Clinic	23	Medical

*Private residences in this list are most likely group homes or condominiums complexes.

Hot Spot Analysis

A density analysis was conducted for the CCT dial-a-ride services to identify significant corridors of activity centers and where the service frequents, according to the CCT April 2019 data. Map 7-6 shows all trips with concentrated corridors such as US-41 and downtown Punta Gorda as dense, indicating demand for these areas to continue to be served with any service changes.

Summary Results of Demand Analysis

The dial-a-ride demand assessment provides an added element for evaluating demand for potential transit services in Charlotte County. Results indicate where the majority of current riders travel from and to on a regular basis. The analysis confirms the need for a multiple transit options to serve and connect to the US-41 corridor, as an overwhelming majority of existing trips originate and end within that corridor, from the Murdock area to the north and Punta Gorda to the south. The trip destination data also indicate that this segment of US-41 should be served with any new potential transit service; two locations along the corridor, including downtown Punta Gorda and Harbour Heights, provide the most meaningful locations for establishing future transfer facilities.

Map 7-5: Top Trip Pairs

Babcock Ranch



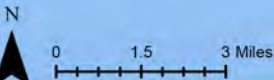
Lee County

- ▲ Origin/Destination
- ➔ Top Trip Pairs (April 2019)

Charlotte County
Transit Development Plan
(2020-2029)



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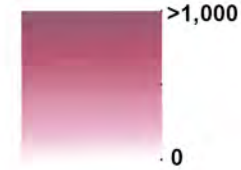
Map 7-6: Dial-A-Ride Hot Spot Assessment

Babcock Ranch



Lee County

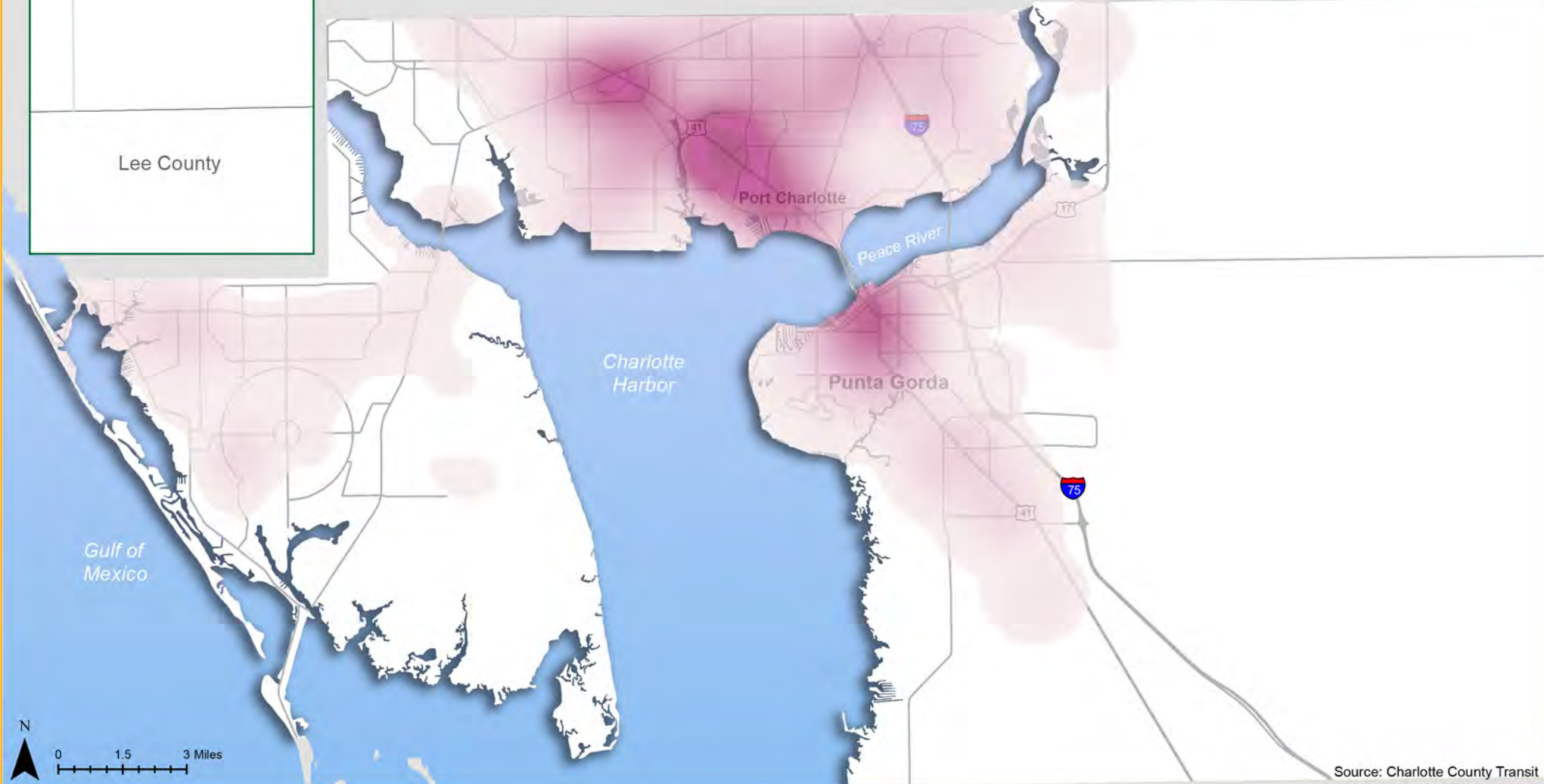
Number of Trips



Charlotte County
Transit Development Plan
(2020-2029)



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TBEST Ridership Forecasts

Ridership forecasts were prepared for the 10-year *Charlotte Rides* transit plan using TBEST, a comprehensive transit analysis and ridership-forecasting model that can simulate travel demand at the individual route level. The software was designed to provide near- and mid-term forecasts of transit ridership consistent with the needs of transit operational planning and TDP development. In producing model outputs, TBEST also considers the following:

- **Transit network connectivity** – The level of connectivity between routes within a bus network; the greater the connectivity between bus routes, the more efficient the bus service becomes.
- **Spatial and temporal accessibility** – Service frequency and distance between stops; the larger the physical distance between potential bus riders and bus stops, the lower the level of service utilization. Similarly, less frequent service is perceived as less reliable and, in turn, utilization decreases.
- **Time-of-day variations** – Peak-period travel patterns are accommodated by rewarding peak service periods with greater service utilization forecasts.
- **Route competition and route complementarities** – Competition among routes is considered. Routes connecting to the same destinations or anchor points or that travel on common corridors experience decreases in service utilization. Conversely, routes that are synchronized and support each other in terms of service to major destinations or transfer locations and schedule benefit from that complementary relationship.

The following section outlines the model input and assumptions, includes a description of the TBEST scenario performed using the model, and summarizes the ridership forecasts produced by TBEST.

It should be noted that the model projections are provided only for the fixed-route transit services. TBEST currently does not support demand-response services such as the dial-a-ride service provided by CCT. However, the fixed-route transit services identified in the financially-unconstrained transit needs plan, as presented in the next section, are modeled as summarized in the remainder of this section.

Model Inputs/Assumptions and Limitations

TBEST uses various demographic and transit network data as model inputs. The inputs and assumptions made in modeling the CCT system in TBEST are presented below. The model used the recently-released TBEST Land Use Model structure (TBEST Land Use Model 2018), which is supported by parcel-level data developed from the Florida Department of Revenue (DOR) statewide tax database. The DOR parcel data contains land use designations and supporting attributes that allow the application of Institute of Transportation Engineers (ITE)-based trip generation rates at the parcel level as an indicator of travel activity.

It should be noted, however, that the model is not interactive with roadway network conditions. Therefore, ridership forecasts will not show direct sensitivity to changes in roadway traffic conditions, speeds, or roadway connectivity.

Transit Network

The TBEST transit route network for CCT was created to reflect potential 2029 conditions, the horizon year for the model. Data used/assumed in the model included:

- Route alignments
- Route patterns
- Bus stop locations
- Service spans
- Headways during peak and off-peak periods (frequency at which a bus arrives at a stop—e.g., 1 bus every 60 minutes)

Transfer locations were manually coded in the network properties.

Socioeconomic Data

The socioeconomic data used as the base input for the TBEST model were derived from ACS 5-Year Estimates (2016), Bureau of Labor Statistics, Bureau of Economic Analysis, 2014 InfoUSA employment data, and 2015 parcel-level land use data from the Florida DOR. Using the data inputs listed above, the model captures market demand (population, demographics, employment, and land use characteristics) within ¼-mile of each stop.

TBEST uses a socioeconomic data growth function to project population and employment data. Population and employment data are hard-coded into the model and cannot be modified by end-users. As applied, the growth rates do not reflect fluctuating economic conditions as experienced in real time.

Special Generators

One key improvement of the new Land Use TBEST Model, which is used for projecting ridership for *Charlotte Rides*, is its ability to recognize special generators without having to enter them manually. This results from the model using DOR parcel data, which help TBEST identify special generators with opportunities for high ridership. Some of the special generators for the TBEST network for Charlotte County include the following:

- Shopping Malls – Promenades Mall, Port Charlotte Town Center
- Hospitals – Bayfront Health, Lee Health, Babcock Health
- Airport – Punta Gorda Airport

TBEST Model Limitations

It has long been a desire of FDOT to have a standard modeling tool for transit demand that could be standardized across the state similar to the Florida Standard Urban Transportation Model Structure (FSUTMS) model used by MPOs in developing LRTPs. However, although TBEST is an important tool for evaluating improvements to existing and future transit services, model outputs do not account for latent demand for transit that could yield significantly higher ridership; correspondingly, model outputs may over- or under-estimate demand in isolated cases. In addition, TBEST cannot display sensitivities to external factors such as an improved marketing and advertising programs, changes in pricing service for customers, and other similar local conditions. In addition, as previously noted, TBEST also does not provide modeling capability for demand response services.

Although TBEST provides ridership projections at the route and bus stop levels, its strength lies more in its ability to facilitate relative comparisons of ridership productivity. As a result, model outputs are not precise projections of absolute ridership but, rather, are good information for comparative evaluation in actual service implementation decisions. This is especially true for the *Charlotte Rides* Needs Plan model used here, as it was not validated due to the fact no prior local fixed route data was available to perform a model validation.

TBEST has generated interest from Departments of Transportation in other states and continues to be a work in progress that will become more useful as its capabilities are enhanced in future updates to the model. Consequently, it is important for Charlotte County to integrate sound planning judgment and experience when interpreting TBEST results.

Ridership Forecast

Since Charlotte County Transit does not have an existing fixed-route system, the base system is based on the proposed alignments and service characteristics in the 10-year needs plan, as summarized below and explained in detail in the next section of this report:

- US-41/Airport Connector – service from Port Charlotte Town Center to the Punta Gorda Airport from Monday through Saturday every 60 minutes from 6:00am to 8:00pm.
- Downtown Circulator – service from Downtown Punta Gorda to Charlotte Harbor, Monday through Saturday at every 20 minutes from 9:00am to 9:00pm, where only one bus per hour crosses the Peace River to Charlotte Harbor.
- Babcock Express – service from Downtown Punta Gorda to Babcock Ranch on weekdays during the AM and PM peaks only (4 trips).
- Englewood Express – service from the Englewood Library to Port Charlotte Town Center from Monday through Saturday every 90 minutes from 6:00am to 8:00pm.
- Beach Circulator – service from Englewood Beach to Englewood Library Monday through Sunday every 30 minutes from 9:00am to 9:00pm.

Typically, route level ridership from the transit agency is used to validate the system and provide more precise estimations. However, in this case, route-level ridership is not available and, therefore, the model was not validated using existing data. Instead, estimates are based on the built-in parameters of TBEST software and the system/route characteristics proposed by the project team.

Using the *Charlotte Rides* Needs Plan network as the base model, a TBEST ridership forecast for the first year (2020) and horizon year (2029) of the TDP were developed. The generated annual ridership forecast for this scenario reflects the estimated level of ridership if fixed-route services identified in the financially-unconstrained 10-year needs plan was to be implemented starting in 2020.

Table 7-5 shows the projected number of riders by route for 2020 and 2029 as derived from TBEST modeling software.

Table 7-5: 10-Year Needs Plan Fixed-Route Bus Ridership, 2020–2029

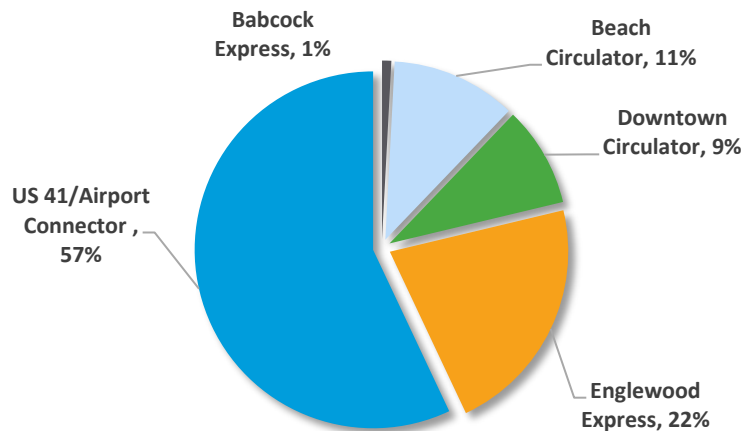
Route Name	2020	2029	% Change
Babcock Express	2,000	2,144	7.2%
Beach Circulator	27,116	28,652	5.7%
Downtown Circulator	21,777	22,914	5.2%
Englewood Express	51,992	54,980	5.7%
US-41/Airport Connector	136,467	145,209	6.4%
Totals	239,352	253,899	6.1%

**Based on TBEST model.*

Forecast Ridership Analysis Summary

Based on the TBEST model results shown in Table 7-5, system-wide ridership is estimated to reach 239,352 annual passenger trips in 2020 and 253,899 by 2029. In addition, Figure 7-1 shows the distributions of CCT fixed-route bus ridership in 2029, if the TDP needs plan is implemented.

Figure 7-1: Distributions of Needs Plan Fixed-Route Ridership by 2029



According to the 2029 projections, overall average annual ridership for the US-41/Airport Connector route accounts for 57 percent of all ridership, with 145,209 trips. The Englewood Express route performs second best, accounting for almost 22 percent of 2029 ridership, or 54,980 annual passenger trips. In decreasing order of ridership, the Beach Circulator, Downtown Circulator, and Babcock Express follow, accounting account for 21% of 2029 ridership altogether.

Section 8: 10-Year Plan Development and Evaluation

This section identifies and evaluates the potential transit improvements that were developed for Charlotte County for consideration within the next 10 years. The proposed improvements represent transit needs for the next 10 years and were developed without consideration of funding constraints.

The identified alternatives were prioritized using an evaluation process that considers public outreach and potential benefits accrued. The resulting list of improvements was used to develop the 10-year implementation and financial plans.

As Charlotte County continues to grow with the addition of major residential and commercial developments that may attract new worker and visitors, and if the demand for transit follows that same overall growth, the prioritized transit needs will assist it in selecting and implementing service improvements as funding becomes available.

Development of Transit Needs

Transit alternatives developed for *Charlotte Rides* consist of several improvements to enhance the existing level of transit services provided in Charlotte County and also to add new types of services over time. The alternatives reflect the transit needs of the community and have been developed based on information gathered through the following methods:



Community Vision – A comprehensive approach with multiple techniques were used to obtain substantive public input on transit needs throughout the *Charlotte Rides* development process. Input from six public workshops, general public and bus rider surveys, and stakeholder interviews were used to gather the community’s vision for transit in the next 10 years.



Situation Appraisal – *Charlotte Rides* is required by State law to include an appraisal of the environment in which the transit agency operates. This helps to develop an understanding of CCT’s operating environment in the context of key elements, as specified in the TDP Rule. Implications from the Situation Appraisal findings help shape the identification of potential transit needs.



Board and Committee Direction – The planning process for the 10-year *Charlotte Rides* plan included efforts to engage with elected officials and a project review committee to assess their views on transit in the community, the direction of potential transit service improvements, funding, and other issues relevant to the transit plan. Results of these efforts were considered in the development of 10-year transit plan alternatives.



Transit Demand Assessment – The assessment of transit demand and needs conducted for *Charlotte Rides* also was reviewed and used. This included use of various analysis tools, including an assessment of traditional and discretionary markets and an analysis of current and future transit ridership demand in Charlotte County.

The analyses of public input and technical data, together with the baseline conditions assessment and performance reviews conducted previously as part of *Charlotte Rides*, were used in developing the list of transit alternatives by identifying areas that have characteristics shown to be supportive of transit.

Several needs were developed for the *Charlotte Rides* 10-Year TDP, as summarized below.

Service Needs

Service improvements developed for the *Charlotte Rides* TDP 10-year needs plan include enhancing the current public dial-a-ride service with technology-based solutions, adding mobility-on-demand shared ride options, and potential implementation of regularly-scheduled bus service. The potential regularly-scheduled transit service and mobility-on-demand services—concepts currently not available in Charlotte County—includes buses running on major transportation corridors with a set schedule operating at a much higher level of service than what is available at this time, in combination with an innovative strategy that helps connect residents through different shared mobility options. The potential service improvements are summarized below.

Enhance/Add Mobility-on-Demand

Throughout the public involvement process, having multiple types of transit options that are technology-based was identified as essential for the future of transit in Charlotte County. Improving the current demand response services were seen as a key need before adding any regularly-scheduled transit in the county.

- Enhanced Dial-A-Ride* – The dial-a-ride service has improved significantly since the last TDP and almost doubled its ridership in the last five years. It has become a necessary mode of travel for many older adults in the county that conveniently connects them to a variety of destinations within the county. However, input from public outreach indicated the need for improving reservation times and the desire to know the location of the vehicles/wait times at designated stops. This improvement would maintain current services but upgrade current advance reservation times to 2-24 hours instead of the current window of 24–96-hours. In addition, a new bus locator mobile app is proposed (keeping current phone-based service for anyone not using the app).
- Charlotte Link* – In Phase I and Phase II public involvement activities, public input indicated a need for more options to connect to key hubs and destinations. To provide an additional layer of mobility-on-demand services, the Needs Plan proposes implementing *Charlotte Link*, a subscription-based rideshare service in four designated areas in the county. The service would allow use of a rideshare provider such as Uber, Lyft, taxi, or a wheelchair transport, with the trip subsidized (the first \$3 of a one-way trip) by CCT. This technology-based solution would connect

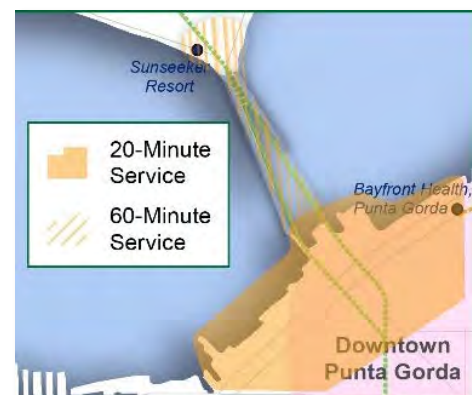


those within a two-mile radius of the Englewood Library, Port Charlotte Town Center, Promenades Mall, and most of areas in Downtown Punta Gorda.

Add Technology-Based Bus Services

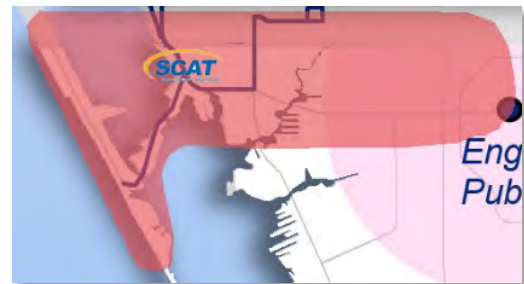
Providing regularly scheduled bus service on key corridors in Charlotte County is a significant need identified through the public involvement efforts performed as part of the development of *Charlotte Rides*. Needed improvements include the following:

- US-41/Airport Connector** – Input from numerous public involvement activities conducted as part of *Charlotte Rides* indicated the need for regularly-scheduled bus transit on the US-41 corridor. The baseline conditions analysis and demand assessment also indicated the potential for regularly-scheduled bus service to connect workers, shoppers, and other segments of potential riders along the corridor. Analysis of current services also identified a number of origin and destination clusters that could be served by a fixed-route-type transit service on the US-41 corridor. The proposed route would connect downtown Punta Gorda and the Punta Gorda Airport to the Port Charlotte area. Proposed as a local service with frequent stops, the route would serve many key points along the route, including shopping malls and the SunSeeker Resort.
- Englewood Express** – Public input also indicated a need for more frequent transit services within the Englewood area and a convenient connection to Port Charlotte/Punta Gorda. In addition, the analysis of current services showed clusters of activity centers such as shopping centers and recreation centers that could be served by a regularly-scheduled bus transit service on the SR-776 corridor. To address these transit needs, an express route is proposed to that would connect the Englewood Public Library to the Port Charlotte Town Center and also would connect with the US-41/Airport route to provide convenient access to Downtown and the airport.
- Babcock Express** – Although this would be primarily a connection for residents of the Babcock Ranch development to the east, and service for more populated areas in the county may not be a significant need at this time, public outreach indicated a need for such connection at least at limited levels. Due to a number of medical and related services moving to Babcock Ranch and the commercial establishments there, a limited express route is proposed to provide access to the medical offices and retail establishments at Babcock Ranch. The service would operate two trips in the morning and two in the afternoon and would connect Bayfront Health in Punta Gorda to the Founder’s Square at Babcock Ranch in the southeast part of the county.
- Downtown Circulator** – With an improving economy and increased number of Downtown-based developments, as well as more pedestrian-friendly improvements, the Punta Gorda downtown area has transformed into a walkable and vibrant hub/attraction with many commercial, residential, and office establishments. Public outreach indicated the need for an easy internal circulation route that would connect



workers and residents/visitors to area restaurants and recreational activities. This proposed route would provide service in the Downtown core to meet this need and would help mitigate traffic issues and parking needs. The services would be provided every 20 minutes in the Downtown while connecting with the Sunseeker Resort every hour, allowing access to activities on both sides of the river.

- **Beach Circulator** – A beach circulator is proposed to connect most areas east of the Englewood Library and the rest of the county to the beaches (ultimately connecting to the Englewood Express and US-41 routes). To promote regional connectivity, this circulator would connect the Englewood Public Library to Manasota Key and connect with SCAT routes 16 and 26, providing service to Englewood Community Hospital (located to the north in Sarasota County).



Map 8-1 presents the *Charlotte Rides* service improvements for the financially-unconstrained needs plan for the next 10 years, including technology-based and regularly-scheduled transit services.

Infrastructure/Technology/Other Needs

Establish New Administration & Operations Facility

CCT will begin construction on a new, fully-functional Administration and Operations facility in Fall 2020 and expects to have it completed by 2021 and will be moving from its current Airport Road location in Punta Gorda to be more centrally-located in Port Charlotte adjacent to Murdock Circle, creating the opportunity to have more efficient routing strategies and be more accessible to the public. The new facility, located at 19765 Kenilworth Boulevard, will house up to 30 full-time employees, including administration and operations employees and drivers. The new facility will house open and private office spaces, a central dispatch control area, locker rooms for drivers, a fully-equipped breakroom, large conference rooms for training and meetings, and a lobby to attend to customer service needs. It also will have surface/non-enclosed parking for at least:



- 24 buses over 22 ft
- 15 buses over 31 ft
- 40 personal vehicles for drivers and staff
- 3 administrative service vehicles and 2 vans

CCT is also planning a charging area for at least six electric vehicles. The complete budget including design, permitting, and construction is \$2.7 million, which is funded at 100 percent by two federal grants.

Map 8-1: TEN YEAR NEEDS PLAN

Charlotte County Transit Development Plan (2020-2029)

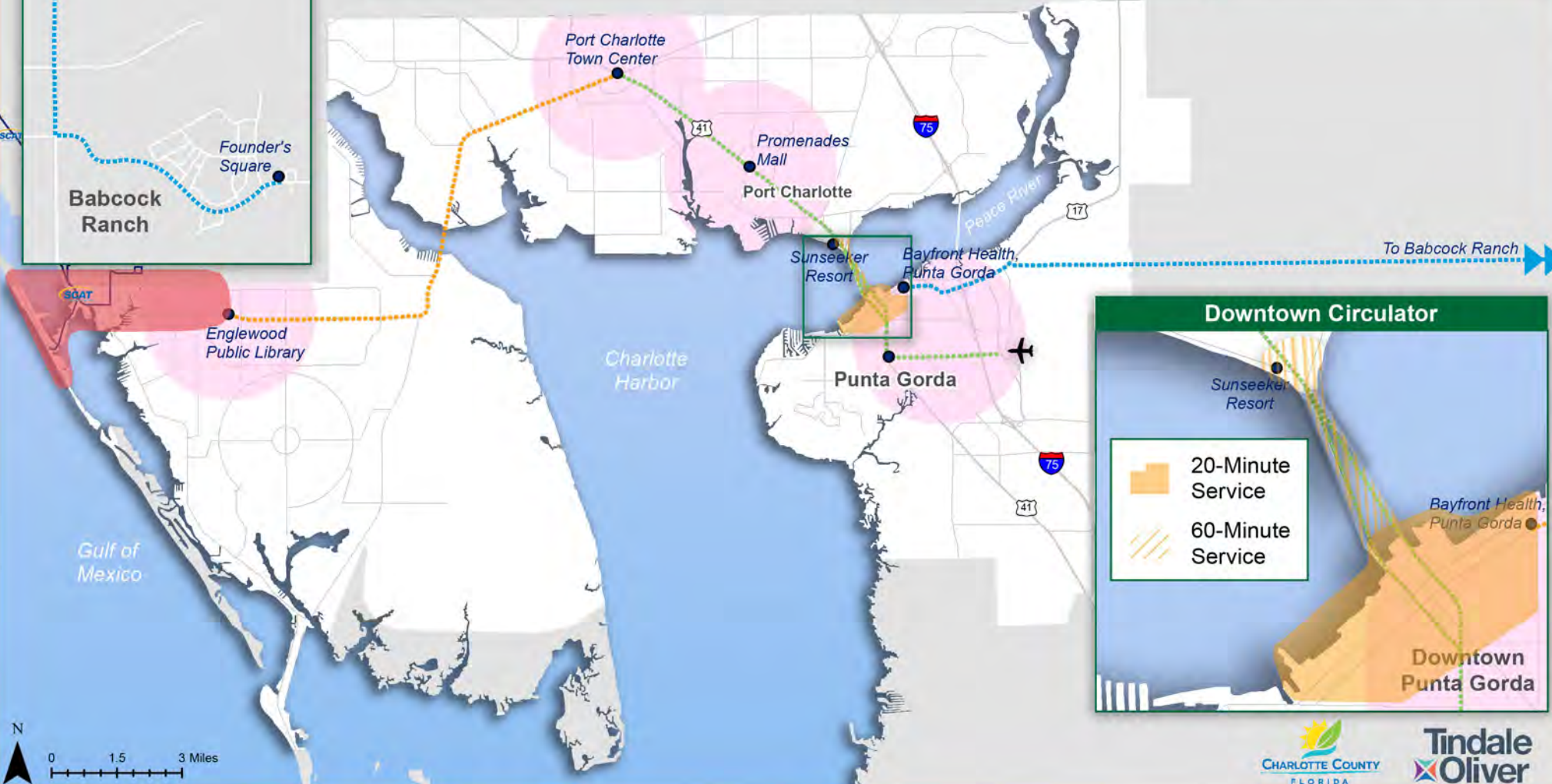
10-Year Transit Needs

- Enhanced Dial-A-Ride
Mobile app or phone-based door-to-door demand response service with 2 to 24-hour trip reservations.
- Charlotte Link
Mobile app or phone-based real time mobility-on-demand service to and from Charlotte Link locations.
- US 41/Airport Connector
- Englewood Express
- Babcock Express (AM & PM Peak Only)
- Beach Circulator
- Downtown Circulator

Babcock Express

Babcock Ranch

Founder's Square



Downtown Circulator

- 20-Minute Service
- 60-Minute Service

Sunseeker Resort

Bayfront Health, Punta Gorda

Downtown Punta Gorda

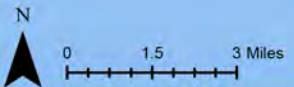
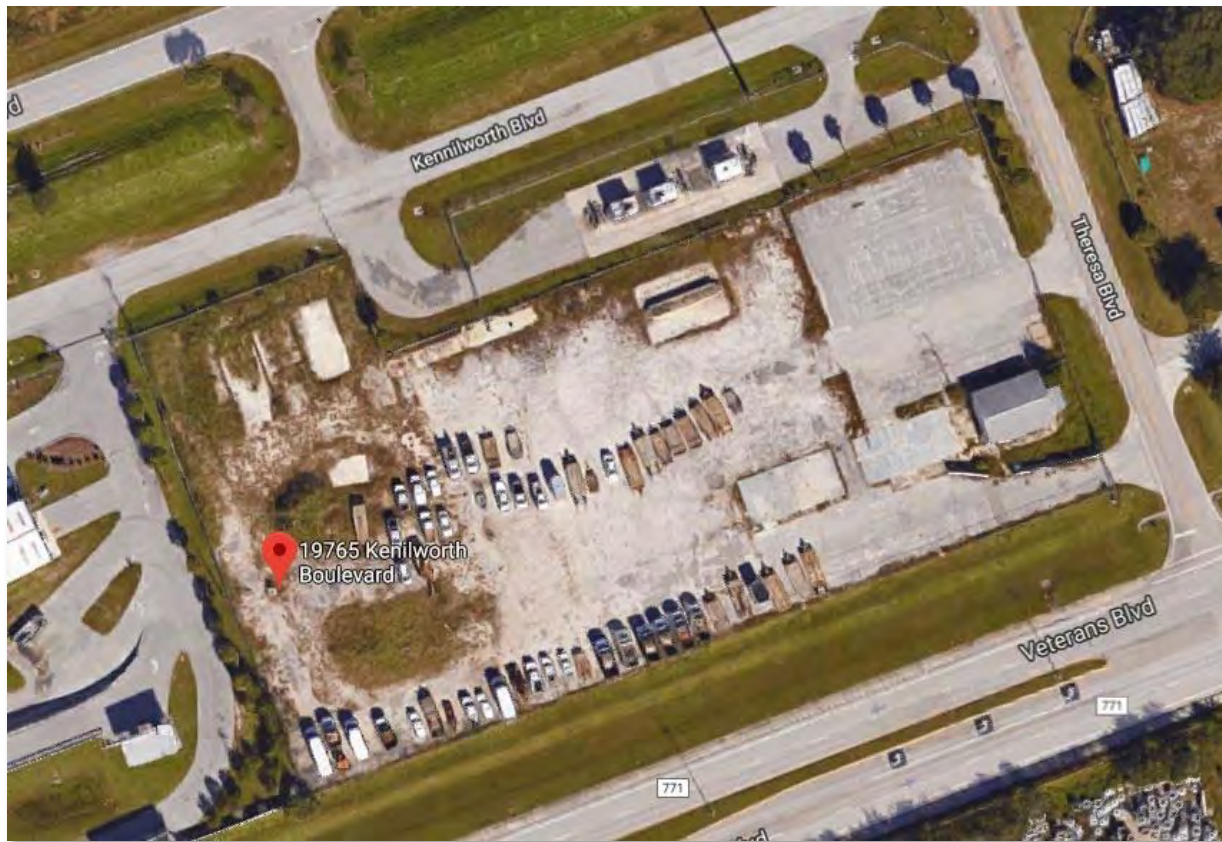


Figure 8-1: Site for Future CCT Administration & Operations Facility



Implement Bus Stop Infrastructure Program

To support the growth and implementation of any new transit services, CCT should implement a bus stop infrastructure program to install bus stops with benches, shelters, bicycle storage facilities, and other infrastructure needed to improve the rider experience at bus stops and potentially to attract new riders. The stops would be installed as needed on major corridors/activity centers that the routes frequent.



Implement Real-Time Bus Locator App

A key service enhancement identified for both the current dial-a-ride demand-response service and the potential regularly-scheduled transit is adding a real-time smart phone-based bus locator application. These apps were highly desired the general public and community stakeholders to improve the user riding experience and aid in attracting new ridership. This improvement includes pursuit of offering real-time

bus information for passengers using all modes of service provided by CCT, including the current demand-response service and, if and when implemented, regularly-scheduled transit services.

Expand Transit Marketing/Awareness Campaign

Although efforts by CCT with its limited marketing resources have increased transit awareness, an expanded marketing program could significantly increase awareness about technology-based service choices, potentially resulting in considerably more ridership. This may be difficult given a lack of available resources, but it is recommended that CCT explore all avenues to expand its marketing program for residents and visitors regarding enhanced current services, shared ride mobility-on-demand options, and the addition of regularly-scheduled bus services, which could result in increased ridership. CCT also should develop and use patron mailing lists and presentations and regularly use social media channels such as Facebook, Twitter, and the current website. These marketing activities are critical investments in the long-term development of the public transportation system.

Develop Employee Bus Pass/Subsidy Programs

As an added strategy to increase the use of the enhanced services proposed in the 10-year plan, CCT should encourage members of the business community to become more proactive in providing travel choices for their employees. The proposed mobility-on-demand and regular transit services in the *Charlotte Rides* plan would benefit most major employers, as these services would serve major corridors and connect existing and emerging key activity centers. By providing employees with free bus passes or subsidized vanpools, commuter benefits programs could offer various tax benefits to participating employers.

Promote Transportation Demand Management (TDM) Strategies

FDOT's Commuter Services program serves travelers who live or work in the 12-county region of Southwest Florida and works with businesses to help their employees find a better way to get to work than driving by themselves. Counties served by the FDOT District 1 Commuter Services Program include Charlotte, Collier, De Soto, Glades, Hardee, Hendry, Highlands, Lee, Manatee, Okeechobee, Polk and Sarasota. Charlotte County should continue to coordinate with the Commuter Services program to promote and expand the use of TDM strategies by providing alternative travel options such as transit, carpool, vanpool, etc., to reduce single-occupant vehicle trips.

Establish Route-Level Performance Monitoring Program

A performance monitoring program tracks the performance and efficiency of routes and the system as a whole and is a tool used by transit agencies for ensuring the provision of the most efficient and effective transit service. CCT should continue its monitoring efforts for dial-a-ride services and should establish a performance monitoring program (see sample process included in Appendix D) for new regularly-scheduled transit service if implemented in the next 10 years.

Evaluation of Transit Service Alternatives

The remainder of this section summarizes the evaluation process and results for service alternatives developed for the TDP’s 10-year Needs Plan. Because many alternatives are identified, ranging from establishing regularly-scheduled routes to implementing multiple transit options such as mobility-on-demand, it is important for CCT to prioritize these improvements to effectively plan and implement them within the next 10 years using existing and/or new funding sources.

Alternatives Evaluation Methodology

A hybrid methodology using qualitative and quantitative criteria was developed to evaluate and prioritize the needs presented previously. To prioritize and program these service improvements for potential implementation, it is important to weigh the benefits of each service improvement against the others.

The remainder of this section identifies and defines the evaluation criteria used in prioritizing the service needs developed for the TDP and the methodology by which those criteria were applied. The four evaluation categories identified for use in the methodological process to rank the alternatives are described as follows:

- **Community Support** – A key factor of success of any improvement is its acceptance and support by the community it serves and its impacts. Findings from the extensive public outreach effort were reviewed to gauge public interest.
- **Ridership Demand** – Success of any route relies heavily on how productive it is. Three GIS-based technical analyses conducted as part of the demand assessment were reviewed to assess the potential demand from discretionary, traditional, and ridership markets for each improvement.
- **Activity Center Connectivity** – Connectivity to key activity centers/hubs plays a critical role as CCT focuses on enhancing and expanding its services for Charlotte County residents and visitors and meeting the demands of creating a truly multimodal transportation system for their use.
- **Funding Potential** – Funding is often the most restrictive factor and, therefore, is one of the most heavily-weighted criteria, as funding for community transportation is linked primarily to the routes for which funding is applied.

Table 8-1 lists these evaluation categories and their corresponding descriptions, associated measures, and assigned weighting. Using these criteria, each alternatives was assigned a qualitative measure of Very High, High, Medium, or Low to determine its overall priority, as presented later in this section.

Table 8-1: Alternative Evaluation Criteria and Weights

Criteria	Measure	Description	Weight
Community Support	Public input	Level of interest in specific alternatives during public outreach	40%
Ridership Potential	Traditional market	General overlap in “High” or “Very High” Transit Orientation Index (TOI), Density Threshold Assessment (DTA)	20%
	Discretionary market	General overlap in areas that meet “Minimum” Density Threshold Assessment (DTA) tier for employment or dwelling unit density	
	Rider markets	Review of current dial-a-ride rider cluster and hot-spot analysis	
Activity Center Connectivity	Connections to key activity centers/hubs	Number of direct connections to any local and regional activity centers/hubs such as malls, downtowns, area hubs, major developments	15%
Funding Potential	Funding feasibility/ realistic opportunities	Likelihood of securing stable operational/service funding	25%

Alternatives Evaluation Results Summary

Each alternative was evaluated using the criteria and process summarized previously; detailed results of the evaluation are presented in Table 8-2. As shown, the seven improvements were given a ranking of “Very High,” “High,” “Medium,” or “Low” based on the qualitative/quantitative evaluation process discussed previously. An overall ranking was calculated by assigning a score to each of the ratings, where “Very High” received the highest score (7) and “Low” received the lowest score (1), and a weighted score was derived based on the weight of each category/criteria for each improvement. For example, “Add Charlotte Link services” was ranked as “High” (5), “High” (5), “Very High” (7), and “Medium” (3) for the respective criteria; once these rankings were combined into a single score (3.8 out of 7), it came in between the thresholds of “Medium” (3) and “High” (5).

Table 8-2: Alternatives Evaluation Results Matrix

Improvement	Criteria				Weighted Score	Priority Rank
	Community Support	Ridership Potential	Activity Center Connectivity	Funding Potential		
Enhanced Dial-A-Ride					5.6	1
US-41/Airport Connector					5.5	2
Charlotte Link					3.8	3
Beach Circulator					3.2	4
Downtown Circulator					2.8	5
Englewood Express					1.5	6
Babcock Express					0.7	7



Weights assigned as follows:

Criteria	Weight
Community Support	40%
Ridership Potential	20%
Activity Center Connectivity	15%
Funding Potential	25%

Whereas an extensive volume of data was reviewed in this plan, including market data and demand forecasts, setting transit priorities for the next 10 years relied heavily on the direction/vision set by the community and the realities of impending financial constraints to realize that vision within the plan timeframe. The results of the evaluation are consistent with the community's vision for CCT services, as summarized below:

- Enhancing the current dial-a-ride system was ranked as the top priority for the system for the next 10 years. With a weighted average of 6.0, it scored "Very High" in community support, ridership potential, activity center connectivity, and funding potential.
- Adding the US-41/Airport Connector was ranked as the second priority. It scored "Very High" for community support, "High" for ridership potential and activity center connectivity, and "Medium" for funding potential with a weighted score of 5.0.
- Adding Charlotte Link mobility-on-demand service was ranked as the third priority based on its score of "Very High" activity center connectivity and "High" score for community support, ridership potential, and funding potential.
- As expected, the Babcock Express serving the new development further east of the current service area was ranked at the bottom, receiving a weighted score of 0.7.

When developing a TDP implementation plan, these priorities should be balanced with funding realities to determine to what degree that the community's vision can be realized over the next decade.

Section 9: 10-Year Transit Development Plan

This section summarizes the recommended *Charlotte Rides* 10-year TDP. First, the recommended service and infrastructure/technology plan for the next 10 years is summarized. Thereafter, a summary of the assumptions for capital and operating costs used in developing the 10-year costs and revenues for the recommended plan are presented. Finally, the implementation plans and financial plans for the recommended 10-year transit plan are presented.

10-Year Cost Efficient Transit Plan

The recommended Charlotte Rides transit plan for the next 10 years is presented in the remainder of this report. This plan is “cost efficient,” as it assumes no new additional local funding for the 10-year planning period.

Service Improvements

The recommended Cost Efficient Plan service improvements were determined based on service priorities identified in Section 8 and a careful consideration of financial resources, as summarized later in this section. Table 9-1 presents the service characteristics for the recommended 10-year Charlotte Rides transit plan.

Table 9-1: 10-Year Cost-Efficient Transit Plan – Service Characteristics

Service Improvement	Operating Characteristics		
	Frequency	Service Span	Day of Service
Mobility-On-Demand			
Enhanced Dial-A-Ride	On-demand	Monday–Friday: 6:30am–8:00pm Saturday: 9:00am–8:00pm	Monday-Saturday
Charlotte Link	On-demand	Monday–Friday: 6:30am–8:00pm Saturday: 9:00am–8:00pm	Monday-Saturday
Technology-Based Bus Service			
US-41/Airport Connector	Every hour	6:00am–8:00pm	Monday–Friday
Babcock Express	2 trips in AM & 2 trips in PM	6:00am–8:00pm	Monday–Friday

Enhance/Add Mobility-On-Demand

- Enhanced Dial-A-Ride Service** – Using upgraded technology, enhance the current dial-a-ride service by adding a mobile application that allows for real-time bus tracking and 2–24-hour trip reservations. This service would operate from 6:30am to 8:00pm on weekdays and on Saturday from 9:00am to 8:00pm.

- **Charlotte Link Service** – Mobility-on-demand service in Charlotte Link zones in Englewood, west Port Charlotte, central Port Charlotte, and Punta Gorda. The service would allow use of a rideshare provider such as Uber, Lyft, taxi, or wheelchair transport, and each trip will be subsidized (up to \$3 of a one-way trip) by CCT. Users in the designated areas would open a rideshare app (such as Uber or Lyft) and use a CCT-provided promo code or call a taxi or wheelchair transport for a ride to and from the Charlotte Link locations, including Englewood Library, Port Charlotte Town Center, Promenades Mall, and US-41 and Airport Road in Punta Gorda. Anyone within a two-mile radius of these locations (Charlotte Link zones) would be eligible, and services would be available every weekday from 6:00am to 8:00pm and on Saturday from 9:00am to 8:00pm.

Add Technology-Based Bus Services

- **US-41/Airport Connector** – Implement regularly-scheduled transit service with mobile app/live bus tracking technology on US-41 from Port Charlotte Town Center to Punta Gorda Airport. The service will be provided every 60 minutes every weekday from 6:00am to 8:00pm.
- **Babcock Express** – Implement mobile app-based limited service (two trips during morning and afternoon hours) from the Bayfront Health in Punta Gorda to Babcock Ranch’s Founder’s Square every weekday. The service will be within the hours of 6:00am to 8:00pm.

Infrastructure/Technology/Other Needs

- **Establish New Administration & Operations Facility** – Establish the proposed new Administration and Operations facility for CCT by 2021, funded fully by federal grants. The new facility proposed at 19765 Kenilworth Boulevard would become the new nerve center for CCT services and provide space for administration and operations function and training/meetings facilities and parking/yard for smaller and larger buses.
- **Implement Bus Stop Infrastructure Program** – To support the growth and implementation of any new transit services, CCT should continue its bus stop infrastructure program to install bus stops with benches, shelters, bicycle storage facilities, and other infrastructure needed to improve rider experience at bus stops and potentially attract new riders.
- **Implement Real-Time Bus Locator App and Reservation Technology Upgrades** – CCT should work with Route Match software to upgrade its system technologies to include real-time bus tracking app for demand-response service and regularly-scheduled transit. Necessary technology upgrades also should be implemented to reduce advance trip reservation times for dial-a-ride services.
- **Expand Transit Marketing/Awareness Campaign** – CCT should explore all avenues to expand its marketing program for residents and visitors. This should also include coordinating with the FDOT Commuter Services program to use any avenues/opportunities or piggy-back on its events to increase awareness and promote the benefits of using transit.
- **Develop Employee Bus Pass/Subsidy Programs** – CCT should develop Employee Bus Pass/Subsidy Programs and engage members of the business community to encourage them to become more proactive in providing travel choices for their employees, such as free bus passes to ride CCT.

- **Promote TDM Strategies** – Charlotte County should continue to coordinate with the FDOT Commuter Services program to promote and expand the use of TDM strategies in addition to transit, including carpools and vanpools.
- **Establish Route-Level Performance Monitoring Program** –CCT should continue to monitor efforts for dial-a-ride services and should also establish a performance monitoring program for new regularly-scheduled transit services. Appendix D provides the recommended program for Charlotte County to track performance of any regularly-scheduled transit services. The methodology uses specific route-level data and identifies three levels of performance thresholds for tracking routes for potential ongoing monitoring as well as potential modifications and/or discontinuations.

10-Year Financial Plan

This section presents the capital and operating cost assumptions and the costs and revenues associated with the 10-year Cost-Efficient Plan for *Charlotte Rides*. The summary shows the service, capital, and other improvements that can be programmed and funded within the next 10 years using primarily the revenues already programmed annually for the current CCT services.

Numerous cost assumptions were made to forecast transit costs for 2020 through 2029. These operating costs assumptions are based on a variety of factors, including service performance data from current CCT services, information from other recent Florida transit plans, and discussions with CCT and MPO staffs. These assumptions are summarized as follows:

Operating Cost Assumptions

- Based on information from CCT staff, an average annual inflation rate of 4 percent was used for operating cost projections.
- The operating cost per revenue hour for the proposed regularly-scheduled transit service enhancements is assumed at \$62.64 (in 2019\$). The rate was derived using historical and current cost per revenue hour data for dial-a-ride and a 4 percent annual inflation factor.
- Costs for the Charlotte Link mobility-on-demand services were calculated based on total population within ¼-mile buffer zones and applying an assumed transit mode share. In total, 120 unlinked trips were assumed per day per zone and service was assumed to be available from Monday to Saturday. The subsidy for a trip is assumed at \$3 (CCT pays for the first \$3 of the trip).

Capital Cost Assumptions

- Paratransit vehicles are assumed to cost \$72,000 for a small bus, based on information from CCT staff. Replacement vans are assumed to cost \$60,000, and replacing and support vehicles would cost \$50,000.
- One-time costs for mobile app and reservation technology upgrades are assumed at \$150,000. That cost continues annually at \$25,000 to ensure funds for app/software maintenance.
- Total cost of the new CCT administration and operations facility is assumed at \$2.59 million.

- An average annual allocation of \$57,000 is assumed for the bus stop infrastructure program to install bus stop signs and shelters. The program would allow CCT to gradually install bus stop signs and a limited number of bus shelters at suitable locations such as at key activity centers.
- The following cost are also assumed:
 - \$200,000 for next major TDP update (2024)
 - \$15,000 annually for expansions of transit marketing/awareness program

Revenue Assumptions

Revenues for the proposed Cost-Efficient Plan are based on information from CCT staff and assumptions for different revenue sources, including the following:

- No new additional local funding is assumed.
- Annual revenues from federal, State, and local sources are based on the CCT’s 2020 budget and discussions with CCT staff.
- A total of \$2.5 million in Federal Section 5339 grants is assumed to fund the new administration and operations facility for CCT.
- FDOT Service Development funds were assumed for the initial three years for US-41/Airport and Babcock Ranch routes. The grant is available for three years only and funds projects at 50 percent.

10-Year Costs/Revenues

The costs and revenues summary developed for the *Charlotte Rides* Cost-Efficient Plan by using these operating/capital cost and revenue assumptions is summarized below. Figure 9-1 illustrates the operating and capital costs for the plan, and Figure 9-2 shows the total costs and revenues for the next 10 years. The detailed 10-year financial plan is presented in Table 9-2.

Figure 9-1: Annual Operating and Capital Costs (millions)

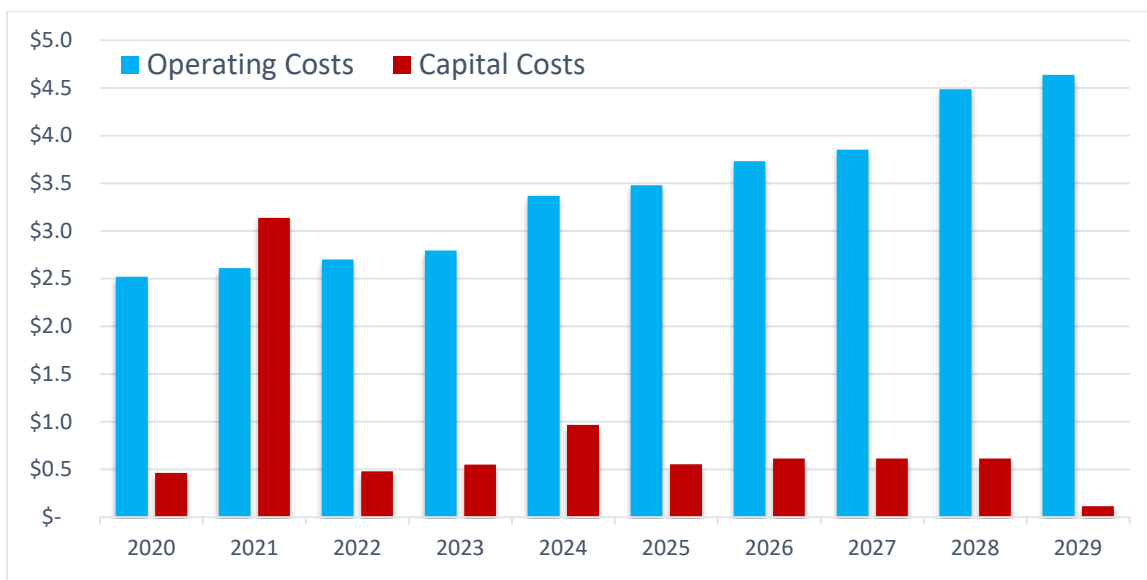
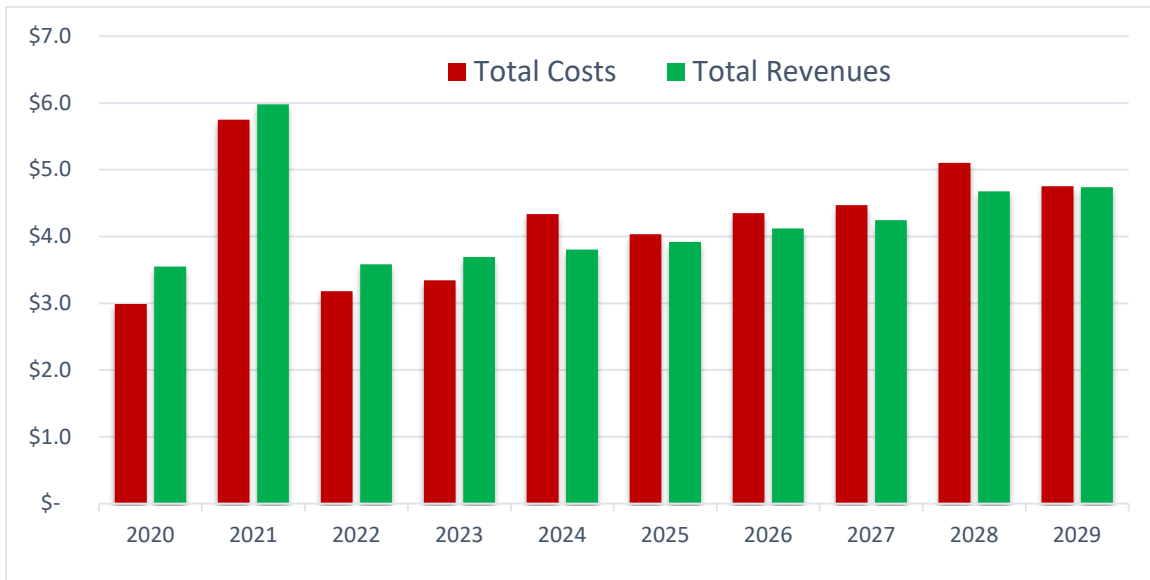


Figure 9-2: Costs and Revenues (millions)



10-Year Implementation Plan & Unfunded Needs

The *Charlotte Rides* implementation plan presented in Table 9-3 outlines improvements that are included in the 10-year Cost-Efficient Plan, as well as unfunded needs, for FDOT’s transportation deficiency assessments. The table also shows the implementation years, as applicable, operating and capital costs associated with the improvements, and type of anticipated funding sources for the Plan.

It should be noted that the schedule shown in the table does not preclude the opportunity to delay or advance any projects. As priorities change, funding assumptions do not materialize, or more funding becomes available, this project implementation schedule should be adjusted.

Table 9-2: 10-Year Cost and Revenue Summary

Cost/Revenue	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	10-Year Total	
Operating Costs												
Maintain Existing Services	\$2,522,507	\$2,610,254	\$2,701,287	\$2,795,735	\$2,893,729	\$2,995,407	\$3,100,914	\$3,210,397	\$3,324,012	\$3,456,973	\$29,611,215	
Add Charlotte Link (Four Mobility On Demand Zones)	\$0	\$0	\$0	\$0	\$476,574	\$483,790	\$491,114	\$498,550	\$506,098	\$513,760	\$2,969,885	
Add US 41/Airport Connector	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$511,856	\$519,605	\$1,031,461	
Add Babcock Exress (AM/PM Peak only)	\$0	\$0	\$0	\$0	\$0	\$0	\$141,915	\$144,063	\$146,245	\$148,459	\$580,681	
Total Operating Costs	\$2,522,507	\$2,610,254	\$2,701,287	\$2,795,735	\$3,370,303	\$3,479,197	\$3,733,942	\$3,853,010	\$4,488,210	\$4,638,797	\$34,193,242	
Capital Costs												
Vehicles	\$420,000	\$420,000	\$342,001	\$480,000	\$652,000	\$440,000	\$500,000	\$500,000	\$500,000	\$500,000	\$0	\$4,254,001
Replacement Buses - Maintain Existing Fleet	\$420,000	\$420,000	\$258,000	\$430,000	\$430,000	\$440,000	\$440,000	\$440,000	\$440,000	\$440,000	\$0	\$3,718,000
New Vehicles for US 41 and Babcock Services	\$0	\$0	\$84,000	\$0	\$172,000	\$0	\$0	\$0	\$0	\$0	\$0	\$256,000
Replacement Vans	\$0	\$0	\$0	\$0	\$0	\$0	\$60,000	\$60,000	\$60,000	\$60,000	\$0	\$180,000
Replacement of Support Vehicles	\$0	\$0	\$1	\$50,000	\$50,000	\$0	\$0	\$0	\$0	\$0	\$0	\$100,001
Other Capital/Infrastructure/Marketing	\$45,000	\$2,718,000	\$140,000	\$70,000	\$315,000	\$115,000	\$115,000	\$115,000	\$115,000	\$115,000	\$115,000	\$3,863,000
Mobile App & Reservation Technology Upgrades & Maintenance	\$0	\$150,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$350,000
New Administration and Operations Facility - Construction	\$0	\$2,523,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,523,000
New Administration and Operations Facility - Other Costs	\$0	\$0	\$70,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$70,000
Bus Stop Infrastructure Program - Signs, Benches, Shelters	\$30,000	\$30,000	\$30,000	\$30,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$570,000
Expand Marketing/Awareness Campaign	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$150,000
Transit Planning Services/2024 TDP Major Update	\$0	\$0	\$0	\$0	\$200,000	\$0	\$0	\$0	\$0	\$0	\$0	\$200,000
Total Capital Costs	\$465,000	\$3,138,000	\$482,001	\$550,000	\$967,000	\$555,000	\$615,000	\$615,000	\$615,000	\$615,000	\$115,000	\$8,117,001
Revenues												
Federal Grants	\$1,761,424	\$4,314,267	\$1,868,695	\$1,924,756	\$1,982,498	\$2,041,973	\$2,103,232	\$2,166,329	\$2,231,319	\$2,298,259	\$22,692,752	
Section 5339 for New Administration and Operations Facility	\$0	\$2,500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,500,000	
Section 5339	\$300,000	\$309,000	\$318,270	\$327,818	\$337,653	\$347,782	\$358,216	\$368,962	\$380,031	\$391,432	\$3,439,164	
Section 5307	\$1,292,424	\$1,331,197	\$1,371,133	\$1,412,267	\$1,454,635	\$1,498,274	\$1,543,222	\$1,589,519	\$1,637,204	\$1,686,320	\$14,816,193	
Section 5310	\$118,000	\$121,540	\$125,186	\$128,942	\$132,810	\$136,794	\$140,898	\$145,125	\$149,479	\$153,963	\$1,352,738	
Section 5311	\$51,000	\$52,530	\$54,106	\$55,729	\$57,401	\$59,123	\$60,897	\$62,724	\$64,605	\$66,543	\$584,658	
State Grants	\$850,000	\$875,500	\$901,765	\$928,818	\$956,682	\$985,383	\$1,085,902	\$1,117,424	\$1,405,805	\$1,368,860	\$10,476,139	
FDOT Block	\$400,000	\$412,000	\$424,360	\$437,091	\$450,204	\$463,710	\$477,621	\$491,950	\$506,708	\$521,909	\$4,585,552	
FDOT Service Development	\$0	\$0	\$0	\$0	\$0	\$0	\$70,957	\$72,032	\$329,050	\$259,803	\$731,842	
State TD Commission Funds	\$450,000	\$463,500	\$477,405	\$491,727	\$506,479	\$521,673	\$537,324	\$553,443	\$570,047	\$587,148	\$5,158,746	
Local	\$939,146	\$791,575	\$815,322	\$839,782	\$864,975	\$890,925	\$931,844	\$959,588	\$1,039,347	\$1,070,528	\$9,143,033	
County Contribution	\$681,146	\$535,875	\$551,951	\$568,510	\$585,565	\$603,132	\$621,226	\$639,863	\$659,059	\$678,830	\$6,125,157	
Fare Revenues/Fees	\$243,000	\$240,250	\$247,458	\$254,881	\$262,528	\$270,403	\$292,707	\$301,277	\$361,287	\$372,126	\$2,845,917	
Other Revenues	\$15,000	\$15,450	\$15,914	\$16,391	\$16,883	\$17,389	\$17,911	\$18,448	\$19,002	\$19,572	\$171,958	
Total Revenues	\$3,550,570	\$5,981,342	\$3,585,782	\$3,693,355	\$3,804,156	\$3,918,281	\$4,120,978	\$4,243,342	\$4,676,471	\$4,737,647	\$42,311,924	
10-Year Cost Efficient Plan												
Total Revenues	\$3,550,570	\$5,981,342	\$3,585,782	\$3,693,355	\$3,804,156	\$3,918,281	\$4,120,978	\$4,243,342	\$4,676,471	\$4,737,647	\$42,311,924	
Total Costs	\$2,987,507	\$5,748,254	\$3,183,288	\$3,345,735	\$4,337,303	\$4,034,197	\$4,348,942	\$4,468,010	\$5,103,210	\$4,753,797	\$42,310,243	
Revenues Minus Costs	\$563,063	\$233,088	\$402,494	\$347,621	(\$533,147)	(\$115,916)	(\$227,964)	(\$224,668)	(\$426,739)	(\$16,150)	\$1,681	
Rollover from Prev. Year	\$0	\$563,063	\$796,151	\$1,198,644	\$1,546,265	\$1,013,118	\$897,202	\$669,238	\$444,570	\$17,831	\$1,681	
Surplus	\$563,063	\$796,151	\$1,198,644	\$1,546,265	\$1,013,118	\$897,202	\$669,238	\$444,570	\$17,831	\$1,681	\$1,681	

Table 9-3: 10-Year Implementation Plan and Unfunded Needs

Improvement	Implement. Year	Annual Operating Cost	Capital Cost	Potential Revenue Source
		(2019\$)	(2019\$)	
Enhance/Add Mobility On Demand				
Enhanced Dial-A-Ride Service	2022	\$ 2,522,507	\$ 3,718,000	Existing
Charlotte Link Service	2024	\$ 442,080	\$ -	Existing
Add Technology-Based Bus				
Babcock Express	2026	\$ 127,746	\$ 72,000	Existing/FDOT
US 41/Airport Connector	2028	\$ 447,110	\$ 144,000	Existing/FDOT
Englewood Express	Unfunded	\$ 230,694	\$ 72,000	n/a
Downtown Circulator	Unfunded	\$ 230,694	\$ 72,000	n/a
Beach Circulator	Unfunded	\$ 269,769	\$ 72,000	n/a
Infrastructure/Technology/Other				
Bus Stop Infrastructure Program - Signs, Benches, Shelters	2020-29	\$ -	\$ 570,000	Existing
Marketing/Awareness Campaign	2020-29	\$ -	\$ 150,000	Existing
Real-Time Bus Locator App & Reservation Technology Upgrades	2021-29	\$ -	\$ 350,000	Existing
New Administration and Operations Facility	2021-22	\$ -	\$ 2,593,000	Federal Grant
Transit Planning Services/2024 TDP Major Update	2024	\$ -	\$ 200,000	Existing
Employee Bus Pass/Subsidy Programs	2020-29	n/a	n/a	n/a
Promote TDM Strategies	2020-29	n/a	n/a	n/a
Service Performance Monitoring Program	2020-29	n/a	n/a	n/a

Notes:

1. No new additional local funding is assumed.
2. Annual revenues from federal, state, and local sources are based on the CCT's 2020 Budget and discussions with CCT staff.
3. Total of \$2.5 million in Federal Section 5339 grants is assumed to fund the new administration and operations facility

Section 10: Plan Implementation and Coordination

Obtaining the support of decisionmakers who approve the budget required to implement the TDP is only the first step in a longer process of bringing the TDP to fruition. This section provides key elements to consider as Charlotte County implements its plan to successfully grow the system into the vision that is outlined in the TDP.



Implementing Recommendations

Due to inevitable changes in operating environment, adoption of the TDP does not necessarily mean CCT/Charlotte County will be able to adhere to the implementation plan according to schedule. The action items listed below should be completed to ensure that public support and funding and operational support are preserved until the next major TDP update.

- **Funding “Plan of Action”** – Address each recommendation and outline steps to take in the current year and succeeding years to secure the best chance possible of obtaining the needed funding.
- **Operational Support** – Establish a blueprint to determine how a recommended alternative will be incorporated into the existing network from an operational perspective.
- **Progress beyond Adoption** – Use the adopted TDP as a tool to justify and explain the reasons for continued investments to transit services and facilities.
- **TDP Annual Progress Report** – Use updates to provide needed motivation to reiterate the benefits of the recommended alternatives.



Continued Marketing/Outreach

Promoting the TDP after adoption will improve the likelihood of achieving the implementation plan. Charlotte County has already done extensive public outreach as part of the TDP process that can be expounded upon to market other planning efforts, such as service initiation efforts, marketing programs and campaigns, and budget plans. The branding used for the TDP can serve as the foundation for a post-TDP marketing campaign, which can be developed for the full TDP or for individual recommendations.

- **TDP Executive Summary** – Promotion of the TDP should extend beyond the adoption of the TDP. The *Charlotte Rides TDP Executive Summary*, which will be completed after plan adoption, should be used as a promotional tool and an effective medium to continue generating support for the TDP’s recommendations.



Building on TDP Efforts/Relationships

Throughout the TDP public involvement process, CCT identified advocates and educated the public and can leverage these relationships to continue building support for the implementation strategies. These individuals may serve as facilitators for a “grassroots” outreach program or could become transit cheerleaders/ambassadors that can provide a foundation/support network for

future outreach. These future efforts can build upon the tools and lessons afforded by the TDP and aid in prioritizing specific target markets to engage.



Plan Coordination/Integration

In the future, CCT and Charlotte County should consider coordination of the TDP with other planning efforts:

- **Comprehensive Operational Analysis (COA)** – With potential implementation of regularly-scheduled transit, it is recommended that CCT consider a service efficiency assessment and repeat it at least every five years to maintain operational health. Effective coordination on the timing of a COA may be beneficial in the goal to provide efficient transit services. The findings of a COA can be fed into the capital and operational recommendations for the initial years of the 10-year plan so that near-term system improvements can be set.
- **Coordination with Other Plans** – Ensuring consistency with key State, regional, and local plan priorities should be a primary focus of *Charlotte Rides*. Coordinating the timing of the TDP with the new Transit Asset Management Plan requirement should be considered, as both plans are designed to govern investment strategies based on needs.
- **Informing Other Plans** – The analyses completed during *Charlotte Rides* can be used to help update required plans for ADA access and Title VI service provisions, as it documents how the system will meet or serve older adults, persons with disabilities, and populations that fall under Title VI protections. The adopted TDP can also be useful for other entities with subsequent planning efforts, such as local comprehensive plans, Florida’s SIS Needs Plan, the MPO’s UPWP and TIP, etc.

What’s Next?

Implementing the plan will require the actions generally outlined above; however, following are several key steps to get implementation in motion and to move forward successfully. During the first year after adoption, Charlotte County staff should engage in the following:

First Six Months after Adoption

- **Start a marketing/awareness campaign**, including targeting meetings, activities, events, and other venues at which to share the Executive Summary and provide details of the planned transit growth to educate the community and leaders while keeping the momentum of the TDP process and effort fresh and moving ahead. These may include homeowner associations, civic clubs, service organizations, elected and/or appointed boards or committees, public events or festivals, and/or other locations as identified.
- **Meet with the FDOT District 1 Commuter Services program** to develop a plan of action for commuter programs in Charlotte County, especially in newer and emerging job markets, such as the industrial park at the airport, Sunseeker Resort, and Badcock Ranch.
- **Identify potential grants and apply for funding** to implement transit alternatives, and use the information provided in the TDP to develop project applications, including defining/describing the

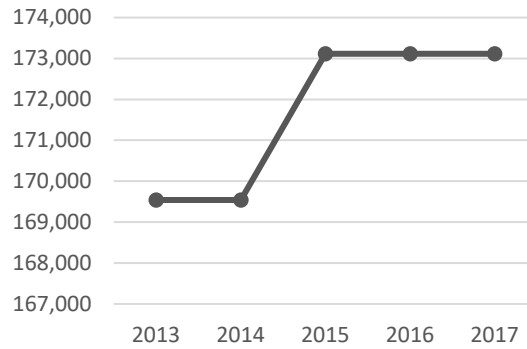
projects, justifying needs, providing service and operational parameters, outlining a proposed budget, and providing performance measures.

Before End of First Year

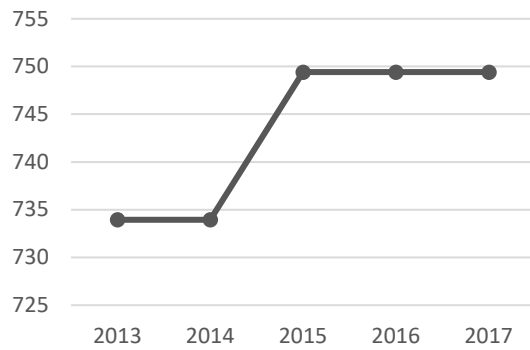
- **Continue the marketing/awareness campaign**, assess where additional efforts would be beneficial, and develop plans to initiate.
- **Submit applications for funding** as identified to implement alternatives included in the implementation plan and/or unfunded needs list.
- **Working with the District 1 Commuter Services program**, identify and approach major employers and initiate employee commuter programs, sale of passes, introduce new routes, and/or other commute options to improve access to current and emerging jobs.
- **Working with County leadership**, plan and implement at least the minimum projects and/or expanded services as approved in the TDP Implementation Plan.
- **Prepare and submit Annual Progress Reports** using the preparation and approval process to continue the annual progress updates to the adopted *Charlotte Rides* TDP.

Appendix A: Trend Analysis Summary

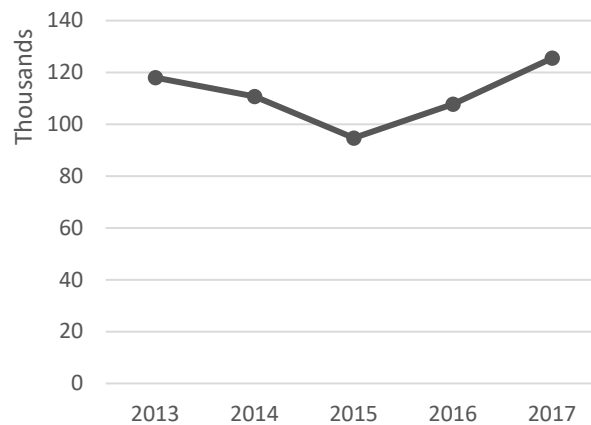
Service Area Population



Service Area Population Density

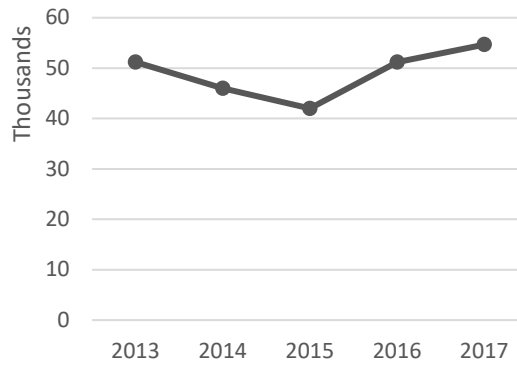


Passenger Trips

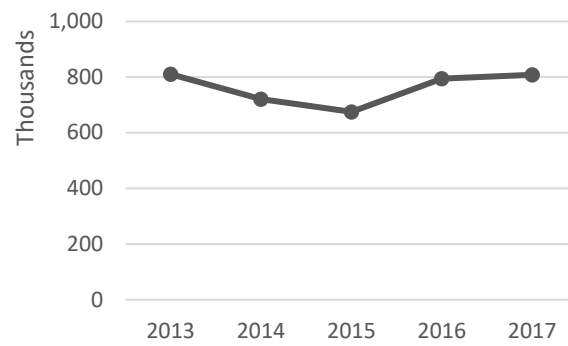


Source: FTIS

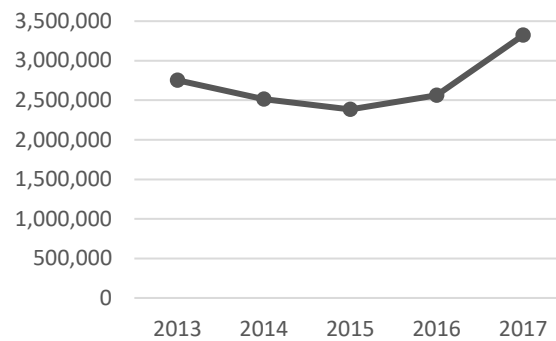
Revenue Hours



Revenue Miles

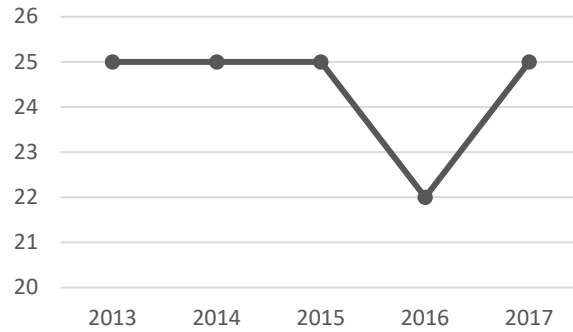


Total Operating Expense

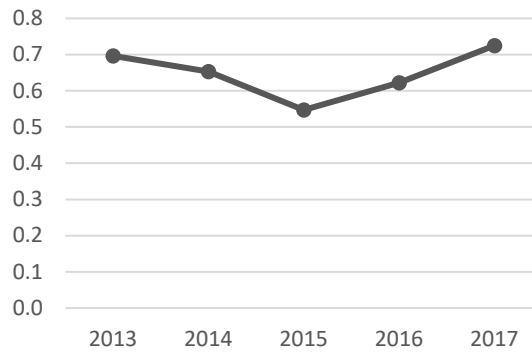


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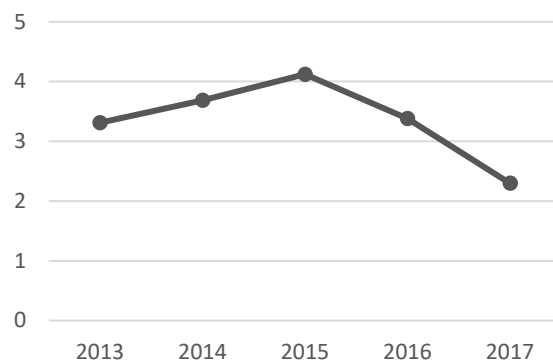
Vehicles Operated During Maximum Service



Passenger Trips per Capita

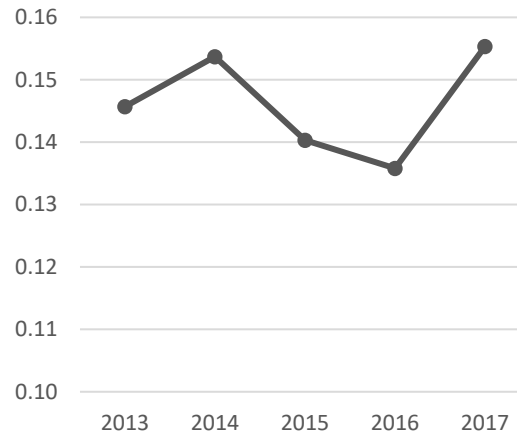


Passenger Trips per Revenue Hour

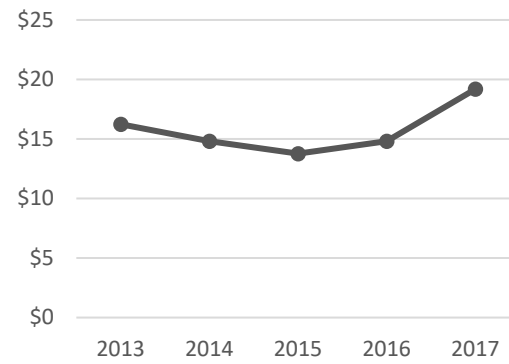


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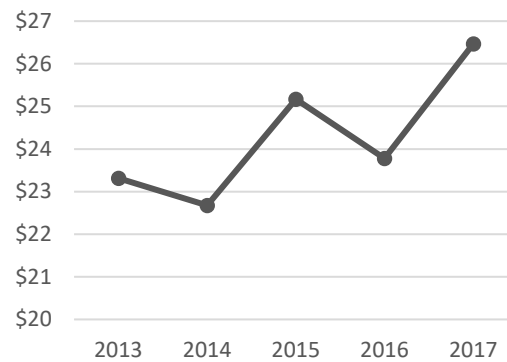
Revenue Miles Per Capita



Operating Expense per Capita

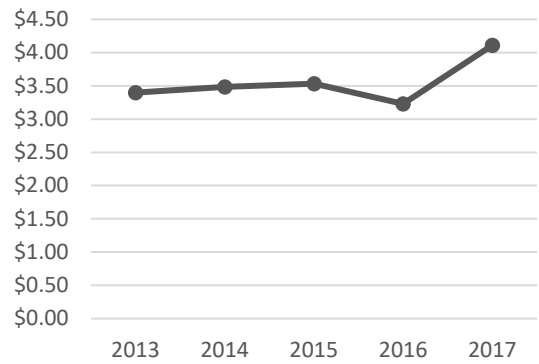


Operating Expense per Passenger Trip

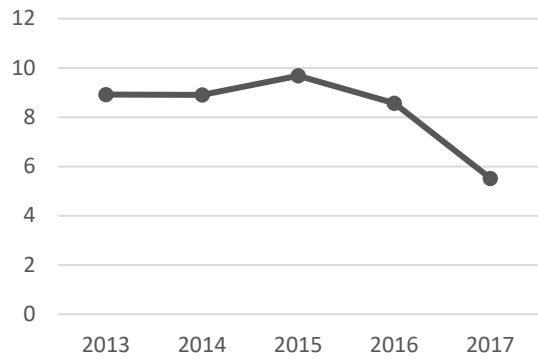


Source: FTIS

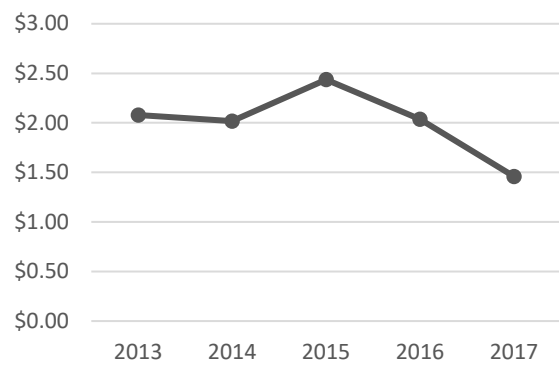
Operating Expense per Revenue Mile



Farebox Recovery (%)

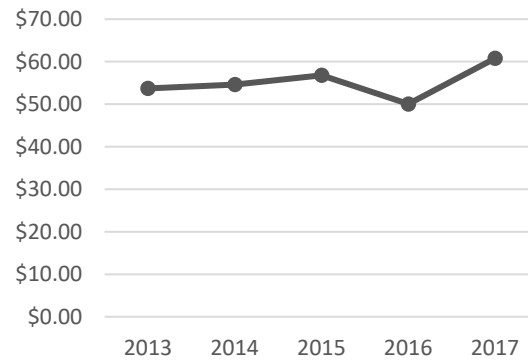


Average Fare

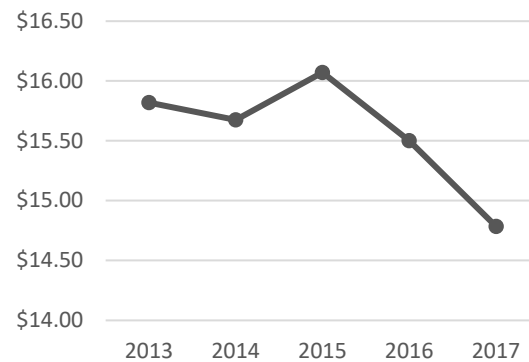


Source: FTIS

Operating Expense per Revenue Hour



Revenue Miles per Revenue Hour



Source: FTIS

Appendix B: Farebox Recovery Report

Annual Farebox Recovery Report

Charlotte County Transit Dial-A-Ride System
Charlotte County, Florida

March 2019

CURRENT FAREBOX RECOVERY RATIO

Farebox recovery (ratio) refers to the percent of a transit system's total operating expenses that are funded with fares paid by passengers and is calculated by dividing the total fare revenue collected by the total operating expenses. This value is reported by transit agencies to NTD using a standardized equation, as required for FTA grant recipients. The farebox recovery ratio for CCT, the public transportation provider for Charlotte County, was 5.52 percent in FY 2017. The background with regards to the farebox recovery ratio includes the following.

PRIOR YEAR FARE STUDIES AND CHANGES

There has not been any fare changes in the last year. Since the last Transit Development Plan Major Update, the fare has been reduced from \$3.00 to current fare of \$2.00, while anyone who qualifies as Transportation Disadvantaged has a discounted fare of \$1.00 when using Dial-A-Ride.

PROPOSED FARE CHANGES FOR THE UPCOMING YEARS

There has not been any proposed changes; with a possible addition of services to Charlotte County Transit, there is potential for future fare changes.

STRATEGIES THAT WILL AFFECT THE FAREBOX RECOVERY RATIO

The following is a list of strategies CCT will employ to improve the farebox recovery ratio:

- Continuously monitor performance to determine if adjustments need to be made.
- Minimize costs required to operate and administer transportation services.
- Increase ridership by adding additional services.
- Determine the most cost-effective service type on all major corridors, given demand and coverage areas.
- Increase ridership while maintaining costs to operate and administer transportation services by engaging the public to refine services and aim to better meet the needs of customers.
- Improve attractiveness of transit service to riders through the dissemination of real-time bus location information.
- Evaluate fare structure to analyze opportunities for instituting additional passes.
- Work with key employers, community-based contracts, and homeowner associations to expand marketing efforts aimed at increasing ridership and revenue for the system.

Appendix C: Public Involvement Materials



Charlotte County 10-Year Transit Development Plan

Public Involvement Plan

February 2019

Prepared for



Prepared by



Table of Contents

Section 1: Introduction	1-1
Section 2: TDP Public Involvement Process	2-1
Key Objectives.....	2-1
Phases of Outreach	2-1
Section 3: Public Involvement Activities	3-1
Section 4: Public Outreach Schedule	4-1

List of Tables

Table 3-1: TDP Public Outreach Activities.....	3-1
Table 4-1: Tentative Public Outreach Schedule	4-1

List of Figures

Figure 4-1: Charlotte TDP Project Schedule.....	4-2
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Section 1: Introduction

Charlotte County Transit Division (CCT), the transit agency serving Charlotte County, is preparing its 10-year Transit Development Plan (TDP), which will provide a guide for development of the transit system over the next 10 years. As required by State statute, this is a major update to its TDP, which is required every five years. This update covers Fiscal Years (FYs) 2020 through 2029.

The TDP Public Involvement Plan (PIP) provides an overview of the public outreach activities that will be undertaken as part of the TDP process. The PIP is designed to comply with TDP State statutory requirements and is consistent with the Charlotte County–Punta Gorda Metropolitan Planning Organization’s (MPO) Public Participation Plan (PPP).

Rule 14-73.001 requires that the TDP preparation include the following activities:

- A PIP approved by the Florida Department of Transportation (FDOT) or the local MPO’s PPP, approved by both the Federal Transit Administration (FTA) and the Federal Highway Administration (FHWA).
- Description of the process used and the public involvement activities undertaken.
- Solicitation of comments from FDOT, the MPO, and the regional Workforce Development Board (i.e., CareerSource Research Coast) on the mission, goals, objectives, alternatives, and 10-year implementation program.
- Notification of all public meetings at which the TDP is presented to or discussed with FDOT, the MPO, and the regional Workforce Development Board.

Relevant requirements from the overall public participation strategy set out in the MPO’s PPP include, to the maximum extent possible, (1) holding public meetings at convenient and accessible locations and times, (2) employing visualization techniques to describe transportation plans and programs, and (3) making public information available in an electronically-accessible format, such as the MPO’s or CCT’s website, as appropriate, to afford reasonable opportunities for consideration of public comment and opinion.

To ensure that CCT meets these requirements, the PIP will facilitate a public involvement process for the TDP effort that will encompass a range of activities that provide ample opportunity for participation by the required, and other interested, entities.

It should be noted that the PIP is written such as to match the scope of services and to provide the greatest flexibility possible as the TDP is being developed. While the activities are set, the exact time frame and types or number of activities are subject to change in order for the local agency to accomplish the best results with the limited resources made available.

In addition, Charlotte County Transit, as a public transit agency and recipient of federal and state funding, is required to adhere to federal non-discrimination regulations, including those outlined in Title VI. Charlotte County has developed and maintains a Title VI Plan, outlining the policies, procedures, services, and steps, that will guide the public involvement activities outlined in this PIP to ensure inclusive and representative participation, including those with disabilities, limited English proficiency (LEP), and/or other factors that may limit their participation. By reference, this PIP integrates the policies and procedures into the programs, activities, and services of this PIP.

Section 2: TDP Public Involvement Process

The public involvement process for the development of the TDP seeks CCT user and non-user public input on transit needs, priorities, and implementation strategies to enhance public transportation in Charlotte County and the region. As part of an effort to use the TDP process to improve CCT’s services, this outreach effort will ensure that a broad range of groups is consulted as part of the process, including passengers, major employers, human service providers, bus operators, and the general public.

Key Objectives

The objectives of the TDP PIP include the following:

- To develop a multi-faceted communication model that will keep the general public and all stakeholder groups informed about the status of the project.
- To clearly define the TDP purpose and objectives early in the process.
- To identify and document the concerns, issues, and needs of key stakeholders.
- To provide stakeholders with baseline information about the current state of CCT and keep them fully informed throughout the study.
- To encourage participation of all stakeholder groups within the project area while paying special attention to underserved communities.
- To provide frequent opportunities and a consistent access point for community input.
- To identify tools to gather information from stakeholders who cannot participate in meetings, such as via email, questionnaires, telephone surveys, social networking tools, etc.
- To respond to community questions and comments when requested and provide contact information.

Phases of Outreach

CCT’s approach to this TDP’s outreach process consists of two phases:

- *Phase I* – CCT will conduct outreach to the community to seek public input on transit needs, including service and capital/infrastructure needs for the next 10 years. General public workshops, online surveys, mail-in rider and operator surveys, and a BOCC workshop will be part of this phase.
- *Phase II* – Following extensive evaluation of the input received and development of recommendations, additional outreach will occur to seek public input on the recommendations, including service and priorities and implementation strategies to enhance public transportation in Charlotte County.

Section 3: Public Involvement Activities

A variety of public involvement techniques were selected for inclusion in the PIP to ensure the active participation of citizens in the community. Table 3-1 presents the types of activities that will be completed for the TDP and the tools associated with each type of activity.

Table 3-1: TDP Public Outreach Activities

Public Outreach Activity		TDP PIP
Project Review Team Meetings		✓
BOCC Workshop		✓
BOCC and Committee Meetings		✓
Website Outreach		✓
Social Media Networking (Facebook/Twitter) and Email Outreach		✓
Collateral Materials and Visual Aids	Fact sheets, business cards, other informational items	✓
	Visual aids	✓
	Branding	✓
Community Engagement, Review, and Comment	Mail-in surveys	✓
	Online surveys	✓
	Open house public workshops	✓
	Stakeholder interviews	✓
	Grassroots outreach	✓
	Comment and suggestions on CCT services	✓
	Email, mail, in-person, and telephone comments	✓
Agency Coordination	Regional coordination	✓
	Federal, State, and local officials	✓
Media Relations		✓

The remainder of this section summarizes these activities in detail, including composition of the various committees and workshops and audiences for each of the activities along with an anticipated timeline for completion by month.

Efforts will also be made to gather input from individuals with limited English proficiency in Charlotte County. To the extent possible, the project team will make Spanish-speaking individuals available to assist with public outreach events and/or provide pertinent materials such as surveys and workshop flyers in Spanish.

Project Kickoff Meeting

A kickoff meeting for the project was held to discuss the project scope, project schedule, milestones, and deliverables. The following items were key topics on the agenda:

- Discuss TDP goals and objectives – what this plan should achieve.
- Establish Project Review Team.
- Discuss strategy for public involvement efforts.

During this meeting, the Project Team clarified the high-level objectives for the TDP and how they can fit in with other planning efforts in Charlotte County. Additionally, key timelines, particularly for near-term anticipated completion dates, were discussed and clarified, and a substantial discussion took place regarding the composition and timeline for the public involvement activities that are set to take place over the next eight months.



Project Review Team

A Project Review Team (PRT) was formed to monitor and guide the TDP Major Update process and offer input throughout the life of the project and to review all deliverables. PRT membership includes the CCT/County and MPO staff. It is anticipated that five review meetings, two in person and three teleconferences, will be held with the PRT, and input from the meetings will be recorded and summarized as part of the TDP’s public outreach section.



BOCC Transit Workshop

The Project Team will conduct a workshop/presentation dedicated to educating and discussing transit issues in Charlotte County. The workshop will seek to assess political leader views on transit’s current and future role in the community, transit finance, and other issues relevant to the transit plan. To assist in the preparation of the meeting, the Project Team will develop a draft summary and a PowerPoint slide presentation, review the presentation with CCT staff, address any comments and prepare the final materials required to support the workshop, and make the presentation to the BOCC and facilitate a follow up discussion. After the meeting, a summary of the discussion will be prepared.



Branding

Given the success of the TDP brand developed previously, the Project Team will, with some minor adjustments, continue to use the brand *Charlotte Rides* during the development of the 2019–2028 TDP. Building on the TDP brand is a critical step toward making the planning and public involvement processes more recognizable to the public. To meet the campaign goal of increased public awareness, a variety of strategies and objectives will be developed, including, but not limited to, the following:

- Re-use of *Charlotte Rides* with minor adjustments to reflect the updated plan
- Develop/maintain webpage
 - Provide CCT with materials to post on the transit website, such as key deliverables, community workshops and meeting schedules, surveys or questionnaires, and other appropriate items, in formats suitable for posting online.



Mail-in Survey

A mail-in survey will be sent to CCT riders to obtain information related to the demographic attributes, travel behaviors, and rider satisfaction of current riders for market research purposes. This information will enable CCT to focus on relevant transit needs and issues such as modifying fare structure, planning for future service, focusing on marketing campaigns, and identifying historical trends in rider satisfaction. CCT riders will have the option to mail the survey back or complete the survey online.

The mail-in survey methodology and implementation will be coordinated closely with CCT staff to ensure that study objectives are met and data collection efforts are efficiently integrated with CCT operations. The completed mail-in surveys are expected to cover travel and service levels for all riders, including a sample of transportation disadvantaged paratransit riders. The survey will accommodate English and Spanish languages; upon individual request, other languages will be accommodated by Charlotte County, as possible.

In support of this effort, the following activities will be completed by the Project Team:

- Ensure that rider survey effort includes transportation disadvantaged paratransit riders in addition to CCT patrons.
- Develop survey instruments.
- Coordinate with Charlotte County, MPO, and transit operator staff.
- Establish schedule for mail outs and data collection.
- Supervise data collection effort.
- Oversee completed survey data entry effort.
- Cross-tabulate and evaluate on-board survey results.
- Document survey results.
- Quality control and accuracy throughout data entry and analysis process.



Non-rider Surveys

The Project Team will develop and distribute surveys to the general public (targeting non-riders) to obtain information related to attitudes, latent demand, and general support of the community related to public transit services and to augment findings of the mail-in survey.

As part of this effort, two surveys will be developed. The first will be conducted in Phase I of TDP outreach and will be sent out prior to the development of potential service alternatives for the TDP. The second will be developed as part of the alternatives refinement and prioritization process. Both surveys will be available online, through social media, and in hard-copy formats. Access to the online versions will be provided via links on the CCT and other webpages, as available. The survey will also be provided in both tablet-based and hard-copy format at every public workshop. Participants in the public workshops will be encouraged to complete the surveys via tablets to improve the ease and accuracy of data collection and reporting.

Email-blasts, social media, and websites will be used to promote the online survey effort. In addition, stakeholders attending the public workshops will be requested to disseminate the survey links, and project business cards will be designed and used to promote the availability of the online surveys. Attendees at the discussion group and PRT members will be asked to distribute the business cards through their places of business, and CCT staff will distribute cards at other locations for distribution.



Open House Public Workshops

The Project Team will facilitate six open house-style public workshops as part of the TDP outreach process. These will be held as stand-alone events or will piggy-back on already-planned community events, such as farmer’s markets or festivals, at locations at which the general public gathers, such as shopping malls, or at transit hubs to obtain input from the general public about the TDP update process.

Three workshops will be planned early in the process to collect input on needs, and three will be held later in the project to collect input on potential alternative improvements. These workshops will include displays and interactive information exchange, public opinion surveys (tablet and/or hard-copy), and enlistment for social media engagement. The events will be designed to capture information from seasonal and permanent residents about community values, needs, and priorities. Event locations will be selected to ensure geographic coverage and expanded citizen participation. The findings and themes collected during the public open houses will be summarized for use in subsequent parts of TDP planning.



Stakeholder Interviews

Understanding of local conditions should include knowledge of the perceptions and attitudes of community decision-makers and leaders towards transit. To accomplish this, the Project Team will prepare for and conduct interviews with community stakeholders. The interviews will generally seek to gauge the feeling for advancing public transit and help guide the consensus-building activities. The MPO and CCT will assist the Project Team to identify business leaders, elected officials, and other key community stakeholders. From this list, up to 15 will be selected for interviews, including all 5 Charlotte County Commissioners. The interview format and instrument will be developed by the Project Team and approved by the CCT staff. The interviews will be conducted either in person or by telephone, depending on the preference of the interviewee. The interview input and results will be summarized into a report and included in the TDP documentation.



Grassroots Outreach Efforts

The County, with MPO assistance, will plan and conduct a grassroots involvement effort aimed at other community events/meetings throughout Charlotte County. The Project Team will coordinate with CCT

staff to plan and conduct up to five of these events at various locations and events. Specific events to use in this regard will be identified by the CCT staff and are anticipated to include hosting booths at special events (weekend markets, fairs, festivals, etc.), setting up tables/booths at major activity centers in the county, and other opportunities identified by CCT staff during the planning process.

Review Comments and Suggestions from CCT

The Project Team will review any available comments and suggestions collected and provided by CCT from Charlotte County citizens (riders and non-riders) regarding existing and future transit services in the county for consideration in the TDP. The major themes and topics of this feedback will be summarized as part of the TDP's public outreach section.



Social Media Outreach

The Project Team will develop content for social media such as Facebook and/or Twitter. After consultation with CCT staff, the content will be provided to CCT staff for posting on CCT's Facebook page. It is envisioned that posts to Facebook will occur as necessary, mostly prior to and after any outreach events.



TDP Presentations

Up to four presentations of the TDP will be conducted at publicly-advertised meetings after the draft has been reviewed by the PRT. These presentations will be provided to the BOCC and the MPO, as directed by CCT staff.



Web and Email Outreach

The CCT website will be used as a platform to distribute the public outreach information described, including fliers, links to surveys, information about public workshops and other project meetings, project materials as appropriate, and contact information so the public can engage directly with the CCT or the Project Team.

Additionally, the Project Team will facilitate the dissemination of emails to key contacts within the community, as provided by CCT, to provide information and updates similar to that available on the TDP webpage. The project team will coordinate with CCT and develop content for up to three e-mail blasts:

- At project initiation/beginning of public outreach
- To encourage participation in online survey/outreach events
- To notify recipients of Phase II of TDP outreach



Other Outreach Efforts

As part of the public outreach effort, fliers, fact sheets, and other materials will be developed as public involvement tools to distribute information about public outreach activities and upcoming public workshops, facilitate education about the transit system during outreach events, and provide participants with a means for asking questions. Potential public involvement tools and resources include the following:

- *Fact sheets* will include information to distribute to the public at outreach events and public workshops and will offer an overview of the TDP and promote the value and importance of public involvement. They also will direct and encourage the public to reach out to CCT staff to share questions and concerns.
- *Media releases* will be prepared and provided to the County Public Information Office for distribution as appropriate.
- *Educational TDP video* integrating the brand will be completed to outline the TDP, the need for planning process, highlight the desire for public involvement, and provide information on how to get involved. This video will be available for public and government television, workshops, meetings, and other venues, activities, and locations, as appropriate.
- *Fliers* will be developed to share information with the public, provide TDP development updates, and educate the public on the public involvement process and the value of their participation. Fliers will direct the public to visit the TDP website and the *Charlotte Rides* Facebook page to stay involved with and informed about the development of the TDP.
- *Project presentations* that are user-friendly and graphical will be developed to support the communication and adoption of the TDP and will be available for use by CCT staff beyond the adoption of the TDP.
- *Presentation boards* will include exhibits such as service and demographic maps, plan proposals, and more at public workshops.



Section 4: Public Outreach Schedule

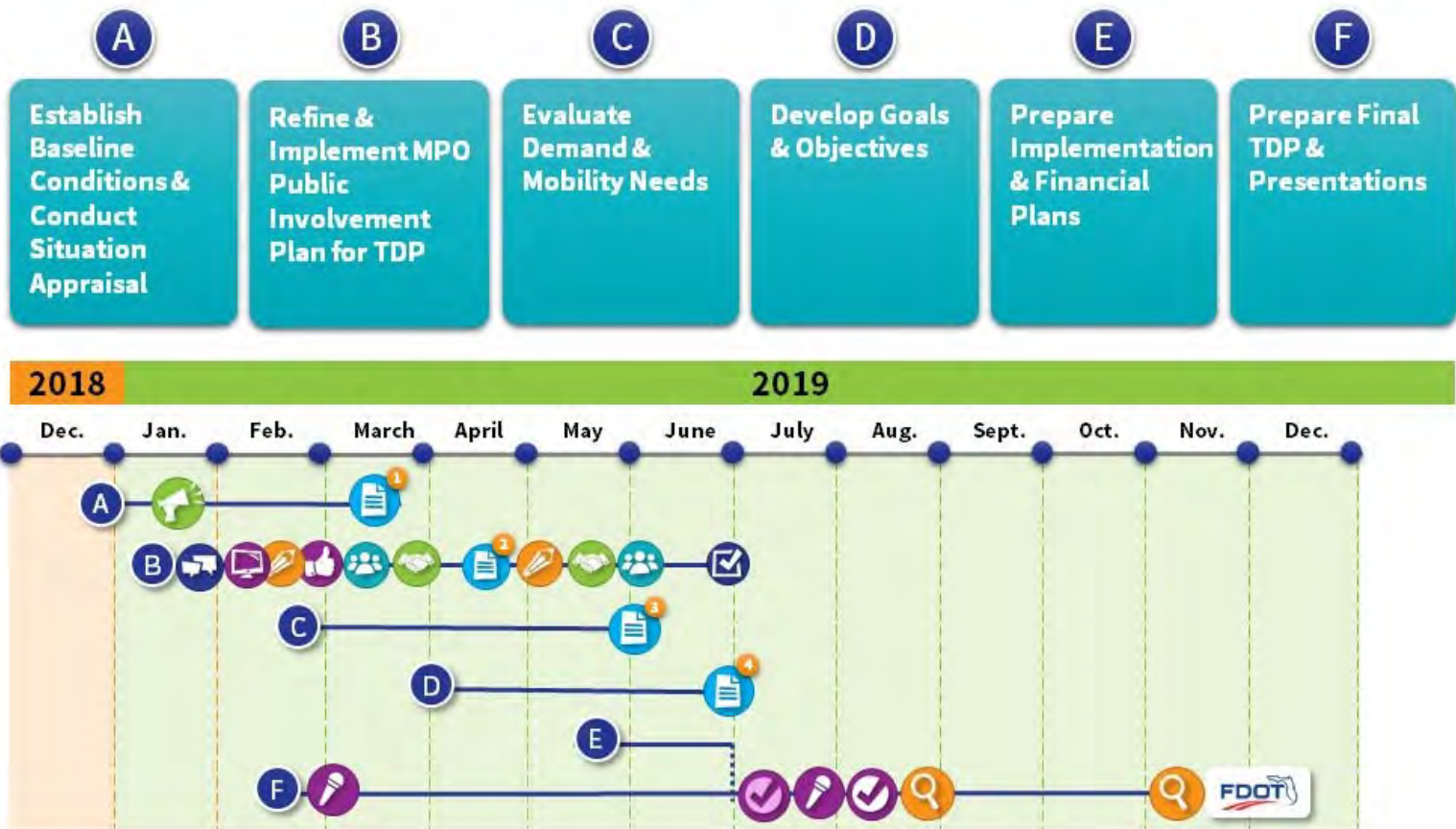
A public outreach schedule has been developed to ensure completion and approval of the TDP by the Charlotte County by September 1, 2018. Table 4-1 presents the tentative schedule for the public outreach activities included in the *Charlotte Rides* TDP.

The overall schedule for the TDP is shown in Figure 4-1.

Table 4-1: Teantative Public Outreach Schedule

Event	Expected Completion
Kickoff Meeting	January 2019
Coordination Meetings	May 2019
Branding	January 2019
Phase I Surveys	March 2019
Stakeholder Interviews	March 2019
BOCC Transit Workshop	February/March 2019
Phase I Public Workshops	March 2019
Phase I Grassroots Outreach	March 2019
Phase II Public Input Survey	May 2019
Phase II Public Workshops	May 2019
Websites/Social Media	July 2019
Email Blasts	July 2019
TDP Presentations	July 2019

Figure 4-1: Charlotte TDP Project Schedule



- # Project Tasks
- 👍 Community Feedback / Grassroots Outreach
- 📄 FDOT Final Approval
- 🎤 Presentations
- 🔍 Surveys
- 🌱 Kickoff Meeting
- 📄 Technical Memoranda
- 📄 Draft TDP Documents
- 👥 Public Workshops
- 📄 Website
- 🤝 Staff Review Meetings
- 🔍 FDOT Reviews
- 📄 Final TDP Documents
- 🗣️ Stakeholder Interviews
- 📄 Surveys End

Stakeholder Interview Questionnaire

2020-2029 Transit Development Plan (TDP) Update

General Perceptions:

1. How much support for transit is there in the community? Has the support increased or decreased in the last few years?
2. What do you believe Charlotte County Transit (CCT) is doing well?
3. What do you believe CCT can do better?

Vision for Transit:

1. The current transit system a door-to-door demand response (Dial-A-Ride) system. Do you think there is a need for a fixed-schedule fixed-route bus service? If so, should it replace the current system or supplement it (such as fixed-route service on few major corridors and DAR system elsewhere)?
2. Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
3. What transit improvements are needed in Charlotte County to attract new riders during the next decade?
 - a. Examples: Adding fixed-route bus service, flex-route transit (similar to DAR but not door-to-door), microtransit (community minibus service that is hailed using an App similar to Uber/Lyft). This technology enabled transit service offers flexible routing and/or flexible scheduling of minibus vehicles. Later bus service, and/or alternative service delivery models like Uber.
4. What part do you think technology can play in CCTs service provisions now and in the future?

Transit Funding:

1. Do you believe that there is a willingness in the County to consider additional local funding sources for transit?
2. If not, do you have suggestions as to how such support can be generated?

Additional Questions

The following list of questions has also been developed for any interviewee who also is an employer representative:

1. Do you have clients/customers visiting your facility on daily basis?

- a. If yes, how many per day on average? How do they usually travel there?
2. Do you perceive transportation to be a challenge for your organization to hire and retain employees and clients, or a challenge for those you serve/represent?
 - a. If yes, what are a few of the reasons why you feel this challenge exists?
3. How much interest do you think your employees or clients/customers have in using an alternative mode of travel such as public transit?
4. Are you aware of the use of Charlotte County's door-to-door transit or Transportation Disadvantaged (TD) services by any of your clients/customers?
 - a. If yes, do you believe their travel needs can be better met with a adding a fixed-route bus service?
5. Is providing adequate employee or client/customer parking a problem at this time or as you plan your growth?
 - a. If yes, have you thought about public transit as one of the solutions to reduce the need for on-site parking?



CHARLOTTE COUNTY TRANSIT SURVEY

Please take a minute to help us plan for transit needs in Charlotte County!



(1) Have you used Charlotte County transit service? (either Dial-A-Ride or Sunshine Ride)

- Yes
- No (go to Question #5)

(2) What do you think of the service?

- Very Good
- Good
- Average
- Poor
- Very Poor

(3) How often do you use the service?

- 3 or more times per week
- 1 to 2 times per week
- 1 to 3 times per month
- Less than once a month

(4) What type(s) of trips do you mostly use the service for?

- Work
- Shopping/Entertainment
- Medical
- College/School
- Other, please specify _____

(5) Do you think there is a need for additional transit service in Charlotte County?

- Yes
- No

(6) Would you support a transit service that runs on a regular route with a fixed schedule? (this service is called fixed-route bus service)

- Yes (where? _____)
- No

(7) If you think Charlotte County needs to improve transit, select the improvements you would most like to see? (Check all that apply)

- More Dial-A-Ride Service
- Fixed-Route Bus on Major Roads with Dial-A-Ride Type Flex Bus in other areas
- Sunday Service
- Early/Late Service
- Express Bus, where? _____
- Carpools/Vanpools
- Other, please specify _____
- No Improvements Needed

(8) What do you think is a reasonable one-way fare to pay for transit services? \$ _____

(9) Would you support Charlotte County funding improvements to expand transit?

- Yes
- No

(10) What is your home ZIP Code? _____

(11) Your age is...

- Under 18
- 18 to 24 years
- 25 to 39 years
- 40 to 59 years
- 60 and over

(12) What is the range of your total household income for 2018?

- Less than \$10,000
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 or greater

Comments _____

CHARLOTTE COUNTY TRANSIT RIDER SURVEY



The Charlotte County Transit is developing an update to its 10-Year Transit Development Plan (TDP). The TDP helps determine future transit improvements over the 10 years and provides insight on the role of transit in making Charlotte County a great place to live and work. As part of this effort, Charlotte County Transit is collecting information about your travel experiences and soliciting your opinions to help improve Charlotte County's transit service.



Please take a few minutes to complete the following survey. Your participation in this survey is greatly appreciated and your responses will be kept anonymous. A pre-stamped addressed envelope is enclosed. Please mail back the completed survey form, return it to an operator the next time you ride Charlotte County Transit or just go online to <https://www.surveymonkey.com/r/CharlotteRides> to complete the survey.

1. Which type of Charlotte County transportation service are you using today? Check all that apply.

\$2 Dial-a-ride Transportation Disadvantaged

2. How often do you use Charlotte County Transit services?

Daily 4-6 times per week
 1-3 times per week Only occasionally

3. Do you usually use a wheelchair, electric scooter or stand on the lift to board the bus?

Yes No

4. How long have you been using Charlotte County Transit services?

Less than 1 month 1-2 years
 1-6 months More than 2 years
 7-12 months

5. If Charlotte County Transit were not available today, would you have access to another form of transportation?

Yes No

6. What is the primary purpose you use Charlotte County Transit? (Select all that apply)

Medical Work
 Recreational Shopping
 Currently visiting the area School
 Worship/Church Other

7. Do you think there is a need for additional transit service in Charlotte County?

Yes No

8. What type of transit service do you think would benefit Charlotte County the most? Check only one.

More Dial-a-Ride service
 Dial-A-Ride type service (Flex bus) in communities connecting to fixed-route bus on major roads
 Fixed-route bus system everywhere
 Express buses to neighboring counties
 Other _____

9. What do you think is a reasonable one-way fare to pay for transit service?

\$0.00 to \$0.50 \$1.51 to \$2.00
 \$0.51 to \$1.00 More than \$2.00
 \$1.01 to \$1.50

10. Would you support Charlotte County funding expanded transit services?

Definitely Not at all
 Somewhat Do not know

11. Do you believe there is willingness in the community to consider additional local funding in transit?

Definitely Not at all
 Somewhat Do not know

Please continue survey on the back side of this page.

CHARLOTTE COUNTY TRANSIT RIDER SURVEY



12. What is the nearest intersection to where you live?
_____ and _____

14. Do you have a driver's license?
____ Yes _____ No

13. What was the range of your household income in 2018?

- ____ Less than \$10,000 _____ \$40,000-\$49,000
- ____ \$10,000-\$19,999 _____ \$50,000 or greater
- ____ \$20,000-\$29,000
- ____ \$30,000-\$39,000

15. What is your age?

- ____ Under 18 _____ 40 to 59 years
- ____ 18 to 24 years _____ 60 or over
- ____ 25 to 39 years

16. Please rate the following Charlotte County Transit characteristics:

	Excellent	Good	Neutral	Fair	Poor
Promptness of vehicle when picking up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User friendliness of reservation system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of service when requested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus driver courtesy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicle comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of vehicle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to transit information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User friendless of transit information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall quality of Charlotte County Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please use the space below for additional comments, questions or concerns.



Thank you for your time!





Charlotte County is conducting a public input survey for our 10-year Transit Development Plan (TDP). Please complete the following questions to help us understand how we can better meet the transit needs of Charlotte County in the next 10 years!

1. Please indicate **your level of agreement** with the following potential service improvements.

Please see 2029 Transit Needs map to locate the proposed service improvements.

Strongly Agree Agree Neutral Disagree No Opinion

Enhance/Add Mobility on Demand

<input type="checkbox"/>	Enhanced Dial-A-Ride Mobile app or phone-based door-to-door demand response service with 2 to 24-hour trip reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

<input type="checkbox"/>	Charlotte Link Mobile app or phone-based real time mobility-on-demand service to and from Charlotte Link Locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Add Technology-Based Bus Service

<input type="checkbox"/>	US 41/Airport Connector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

<input type="checkbox"/>	Englewood Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

<input type="checkbox"/>	Babcock Express (AM & PM Peak Only)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	Downtown Circulator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	----------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

<input type="checkbox"/>	Beach Circulator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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2. If you have **any comments**, please use the space below and back of this page.

Charlotte County Transit Development Plan



PUBLIC WORKSHOPS

Charlotte County Transit is planning for its future, and we want your input! Please stop by at any of the following public workshops and let us know how you think public transportation in Charlotte County should grow!!

ENGLEWOOD March 20, 2019

9:30 AM - 11:30 AM
West County Annex
Conference Room #120
6868 San Casa Drive
Englewood, FL 34224

PUNTA GORDA March 20, 2019

5:00 PM - 7 PM
Charlotte Harbor Event & Conference Center
75 Taylor Street
Punta Gorda, FL 33950

PORT CHARLOTTE March 20, 2019

1:30 PM - 3:30 PM
Cultural Center of Charlotte County
2280 Aaron Street
Port Charlotte, FL 33952

Workshops are open house format. Drop-in any time during advertised hours.

Can't attend? Take the on-line survey:
Go to: www.surveymonkey.com/r/CharlotteRidesInput Or Scan

If you are unable to attend one of the workshops, written comments will be accepted through April 15, 2019, and may be sent to:

Charlotte County Transit
Attn: Andrea McDonough
25490 Airport Road
Punta Gorda, FL 33950
(941) 833-6241
Andrea.McDonough@charlottecountyfl.gov

SPECIAL ACCOMMODATIONS

Any person requiring special accommodations to attend or participate, pursuant to the Americans with Disabilities Act, should contact CCT within at least three (3) business days before the meeting at (941) 575-4000.

If you have additional questions, please call Charlotte County Transit at (941) 833-6241 or go to www.charlottecountyfl.gov/services/transportation



Plan de Desarrollo de Tránsito Del Condado de Charlotte

TALLER PUBLICO

Charlotte County Transit está planificando para su futuro, y necesita tu ayuda! Por favor, atender cualquiera de los tres talleres públicos y háganos saber cómo cree usted que deberá crecer Charlotte County.

ENGLEWOOD

Marzo 20, 2019

9:30 AM - 11:30 AM

West County Annex
Conference Room #120
6868 San Casa Drive
Englewood, FL 34224

PUNTA GORDA

Marzo 20, 2019

5:00 PM - 7 PM

Charlotte Harbor Event & Conference Center
75 Taylor Street
Punta Gorda, FL 33950

PORT CHARLOTTE

Marzo 20, 2019

1:30 PM - 3:30 PM

Cultural Center de Charlotte County
2280 Aaron Street
Port Charlotte, FL 33952

Los talleres serán en formato de casa abierta. Visite cualquiera de los talleres durante las horas anunciadas.

¿No Puede Asistir? Tome la Encuesta en Línea:

Visite la página de web: www.surveymonkey.com/r/CharlotteRidesInput O escanear el código QR

Si no puede asistir a uno de los talleres, puede enviar sus comentarios por escrito antes de Abril 15, 2019 a esta dirección:

Charlotte County Transit
Attn: Andrea McDonough
25490 Airport Road
Punta Gorda, FL 33950
(941) 833-6241
Andrea.McDonough@charlottecountyfl.gov

ACOMODACIONES ESPECIALES

Cualquier persona que necesite alojamientos especiales para asistir o participar, de conformidad con el Acta de Americanos con Discapacidades, debe ponerse en contacto con CCT al menos tres (3) días hábiles antes del taller llamando al (941) 575-4000.

Si tiene preguntas adicionales por favor contactar a Charlotte County Transit al (941) 833-6241 o visite la página de web www.charlottecountyfl.gov/services/transportation





Charlotte County

NEEDS

YOUR INPUT!

Public Transit Workshops

Help us prioritize improvements for Charlotte County's 10-Year Transit Development Plan!

Workshop #1

May 15, 2019

9:30 AM—11:30 AM

Charlotte County Administrative Building—
BCS Large Conference Room*
18500 Murdock Circle
Port Charlotte, FL 33948

Workshop #2

May 15, 2019

1:30 PM—3:30 PM

Cultural Center of Charlotte County—Room K
2280 Aaron Street
Port Charlotte, FL 33952

Workshop #3

May 15, 2019

4:30 PM—6:30 PM

Laishley Park Marina—Conference Room
120 Laishley Court
Punta Gorda, FL 33950

Please stop by at any of these Open House Public Workshops and let us know how you think public transportation in Charlotte

*Please enter main building, conference room is down the hall to the right.

Can't attend? Take the on-line survey:

Go to: www.surveymonkey.com/r/CharlotteRidesInput Or Scan

If you are unable to attend one of the workshops, written comments will be accepted through June 15, 2019, and may be sent to:

Charlotte County Transit
Attn: Andrea McDonough
25490 Airport Road
Punta Gorda, FL 33950
(941) 833-6241
Andrea.McDonough@charlottecountyfl.gov

SPECIAL ACCOMMODATIONS

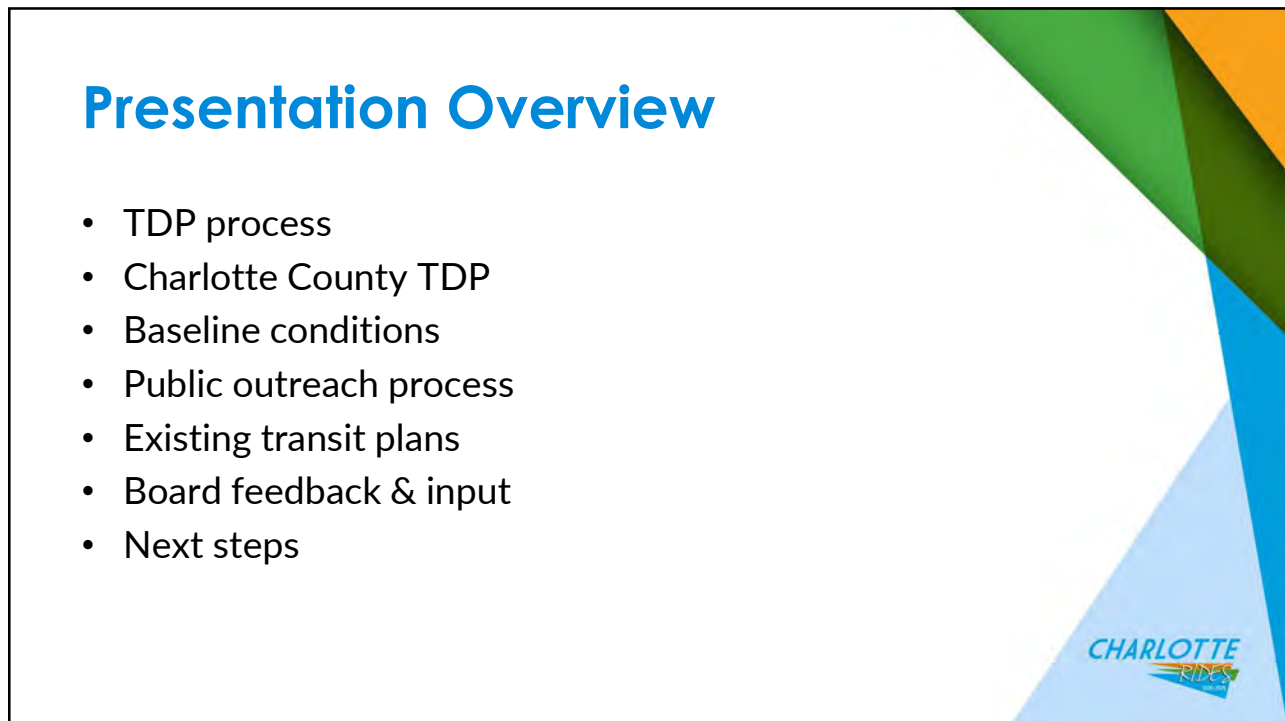
Any person requiring special accommodations to attend or participate, pursuant to the Americans with Disabilities Act, should contact CCT within at least three (3) business days before the meeting at (941) 575-4000.

If you have additional questions, please call Charlotte County Transit at (941) 833-6241 or go to www.charlottecountyfl.gov/services/transportation





0



1

Transit Development Plan (TDP)

- 10-year transit plan
- Strategic plan for transit
 - Evaluate demographics & travel behavior
 - Assess existing transit options
 - Conduct public involvement & outreach
 - Determine transit needs
 - Develop service & implementation plans
- FDOT requirement for funding



2

What TDP is Not

- Not a Budget
- Not a Capital Improvement Program (CIP)
- Not a binding agreement



3

TDP is a.....



10-year vision for transit



Plan that identifies both funded & unfunded needs



Collaborative process



Helps Charlotte County & FDOT set transit service/capital priorities



Updated every five years



4

Charlotte County TDP

CHARLOTTE RIDES 2020-2029

- Covers FY 2020 to FY 2029
- Last updated in 2014
- Final Plan due to FDOT by Sept 2019
- Consistent with other plans
- Incorporates best practices



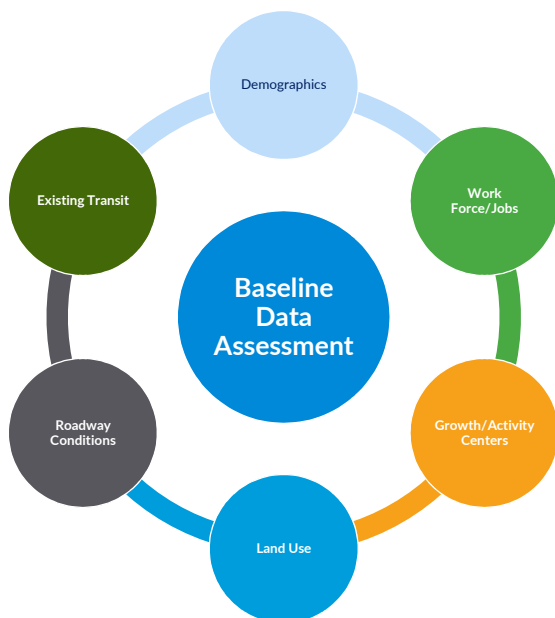
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Charlotte Rides

- Evaluate baseline conditions
- Assess existing transit options
- Conduct public outreach
- Determine transit needs
- Develop service & implementation plans
- Develop financial plan



6



Baseline Conditions



7

Baseline Conditions

Demographics

- 2nd Oldest county in the nation
- Average age 56 years
- 37% Population is over 65
- 13% Population is Black or Hispanic

Growth

- 27% population growth by 2045
- Growing downtown area
- Large-scale developments ongoing or planned
- A growing community with Autonomous vehicles connecting people to places

Workforce/Income

- Unemployment 3.8%
- 24% Earn less than \$25,000
- Low workforce participation rate

43%

Charlotte County

60%

Florida

Public Transit

- Curb-to-curb service
- 126,000 trips in 2017
- 14% increase in cost per trip since 2013
- Need to reserve 24-hours before taking the trip



8

Baseline Conditions

Major Resort



- 500 permanent jobs
- 300,000 additional tourists



Growing Air Hub

- Passenger traffic increased 22% in 2018, to 1.6 million



9

Existing Transit Services

- Dial-A-Ride
 - Curb-to-curb service
 - Limited service, only key areas served
 - Open to all
 - \$2 one-way
 - Monday through Saturday
 - Minimum 24-hour advance reservations needed
 - 96-Hour advance reservation recommended
- Transportation Disadvantaged
 - Curb-to-curb service
 - \$1 per trip
 - Eligibility needed
 - Disabled, low-income, older adult
 - Whole county served



10



Public workshops



Transit rider and non-rider surveys (print & on-line)



Stakeholder interviews



Web & social media outreach



Email blasts



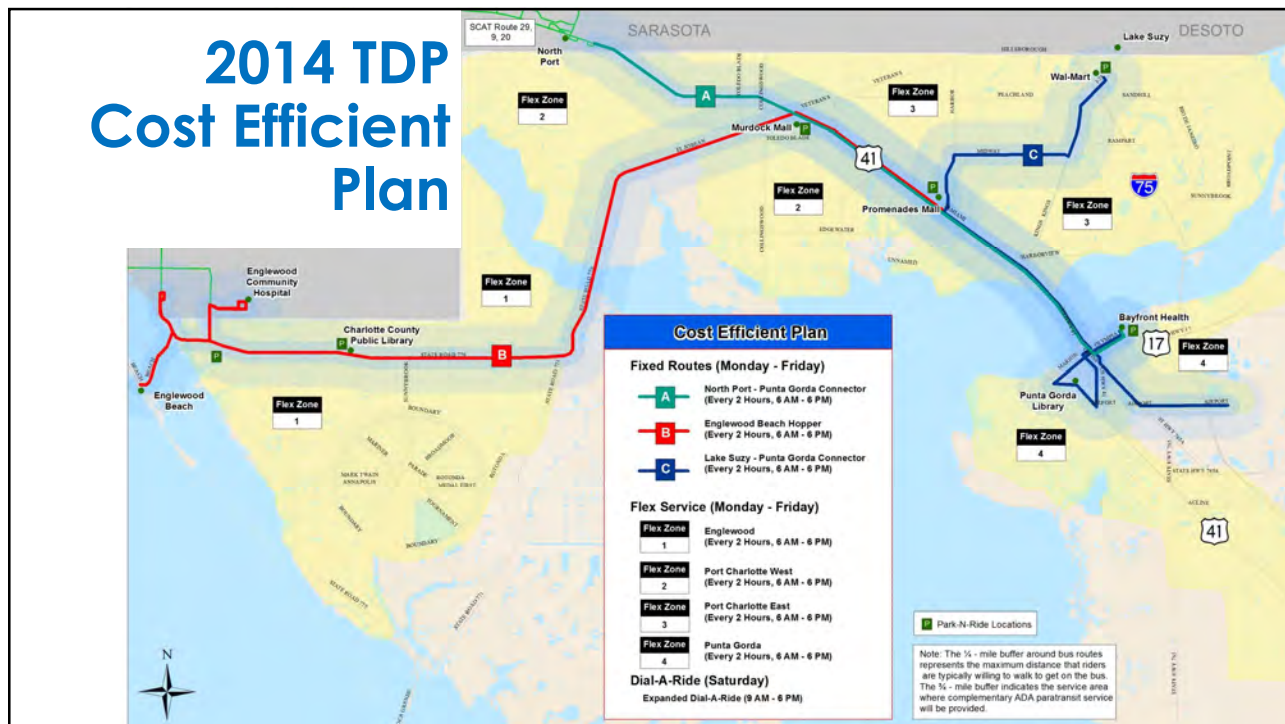
Grassroots efforts

TDP Public Outreach



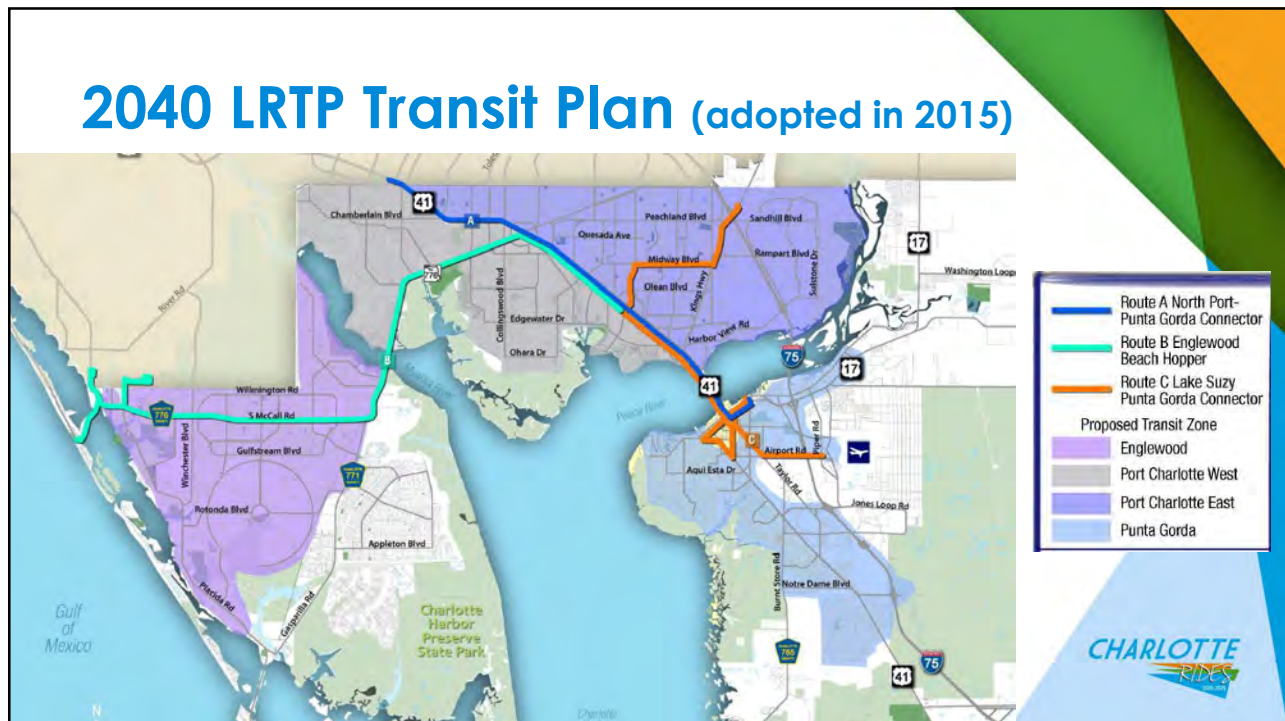
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2014 TDP Cost Efficient Plan



12

2040 LRTP Transit Plan (adopted in 2015)



13



Policy Feedback & Input

On the upcoming slides, we have a series of questions and would like to get your feedback on, and if possible, general consensus, for moving forward with the Charlotte Rides planning process.



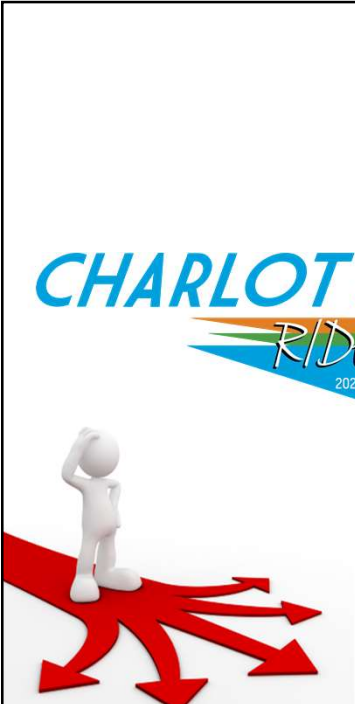
14



Policy Question

- When considering the previous plans (TDP and LRTP), what specific ideas or proposed alternatives do you think are valid and definitely be considered for the next 10 years?

15



CHARLOTTE RIDES 2020-2029

Policy Question

- When considering ridership (about 126,000 annually), how much growth do you envision for the Charlotte County transit system over the next 10 years?

16

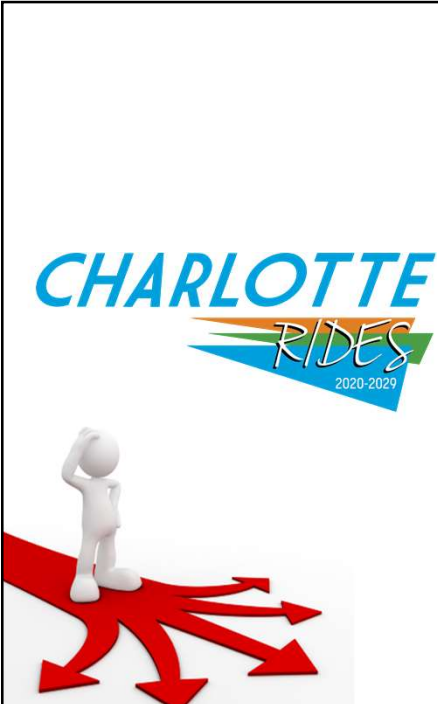


CHARLOTTE RIDES 2020-2029

Policy Question

- What new or additional improvements or services should we consider as we plan for the next 10 years?

17



Policy Question

- What type(s) of service framework(s) do you envision to connect our community?
 - Dial-A-Ride only
 - Fixed-Route/Dial-A-Ride Hybrid
 - Flex-Route/Dial-A-Ride Hybrid
 - Fixed/Flex Bus Hybrid
 - Other

18



Policy Question

- What role do you think technology could play in the future provision of transit services in Charlotte County?

19



Policy Question

- How would you create funding, and what partnerships do you foresee, to improve and grow the Charlotte County transit system?

20

Next Steps

- Complete Phase I public outreach
- Assess demand & transit alternatives
- Develop draft 10-year plan
- Conduct Phase II outreach
- Present draft & final plans
 - May-July 2019



21



Comments & Discussion



Appendix D: Performance Monitoring Program

Performance Monitoring Program

Performance Measures and Indicators

Once the proposed regularly scheduled transit services are implemented, the following performance indicators and measures should be monitored by CCT on a quarterly basis for its fixed-route services as part of the recommended performance-monitoring program:

- **Passenger trips**- Annual number of passenger boardings on the transit vehicles.
- **Revenue Hours**- Number of annual hours of vehicle operation while in active service (available to pick up revenue passengers).
- **Revenue Miles** – Number of annual miles of vehicle operation while in active service (available to pick up revenue passengers).
- **Passenger Trips per Revenue Hour** – Ratio of passenger trips to revenue hours of operation.

However, as fixed-route-type services typically take up to three years to become established and productive, the performance data up to that point should be reviewed and interpreted cautiously. Furthermore, fixed-route services will be a newly implemented service type in Charlotte County and therefore have few benchmarks with which to compare initially. Although adjustments/modifications are encouraged, outright discontinuations based on performance monitoring data alone are discouraged.

Evaluation, Methodology, and Process

This process is based on two measures, trips per mile and trips per hour, which are weighted equally to derive an overall route score. An individual route’s score for a particular measure is based on a comparison of the measure as a percentage of the system average for that particular measure. These individual measure scores are added together and divided by two to get a final aggregate score. This final composite performance score is an indication of a route’s performance for the two measures when compared to the system average for those measures. A higher score represents better overall performance when compared to other routes.

The noted comparative performance evaluation can be beneficial, but caution should be exercised when using the final scores and rankings, because these figures are comparing routes to one another and may not reflect the specific goals established for a particular route (i.e., geographic coverage vs. ridership performance). The process is particularly useful, however, in highlighting those routes that may have comparative performance-related issues. These routes can then be singled out for closer observation in future quarters or years to determine specific changes that may help mitigate any performance issues.

Once a route score is determined, routes can be ranked to show the highest performing and lowest performing routes. The rankings are a useful proxy for determining the comparative performance of any route, as well as highlighting changes in performance over time. To track the performance variation over time, three performance levels have been developed:

- **Level I – Good (≥ 75%)** – Transit routes in this category are performing efficiently compared with the average level of all the agency’s routes.

- **Level II – Monitor (30–74%)** – Routes in this category exhibit varying levels of performance problems and require more detailed analysis (e.g., ride checks, on-board surveys, increased marketing efforts, etc.) to aid in identifying specific changes that can be made to help improve the route’s performance.
- **Level III – Requires Attention ($\leq 29\%$)** – Routes in this category exhibit poor performance and low efficiency. Recommendations for these routes may include truncation of the route, reduction in the route’s number of revenue hours, or discontinuation of the route.

Figure D-1 illustrates the three evaluation levels and notes the recommended thresholds for each level.

Figure D-1: Route Performance Evaluation Levels

