



June 2024

Liberty Transit

2024 Transit Development Plan

Prepared for the City of Hinesville



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Disclaimer

This publication was prepared in cooperation with the Department of Transportation, State of Georgia, and Federal Transit Administration (FTA). The opinions, findings, and conclusions in these publications are those of the author(s) and not necessarily those of the Department of Transportation, State of Georgia, or the Federal Transit Administration.

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<https://libertytransit.org/>

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Resolution #2024-08

CITY OF HINESVILLE
RESOLUTION OF THE MAYOR AND COUNCIL
OF THE CITY OF HINESVILLE, GEORGIA
ADOPTING LIBERTY TRANSIT'S
TRANSIT DEVELOPMENT PLAN

WHEREAS Liberty Transit is required to evaluate their Transit Development Plan every five years as a prerequisite for the receipt of federal and state funding to provide transit agencies the opportunity to define public transportation needs, solicit input from stakeholders and the public, identify capital and operational deficiencies, and define courses of action to advance the mission and goals of the transit agency; and

WHEREAS the last plan was adopted in May 2018 and this five-year update to the Transit Development Plan will guide the City's continuing commitment to provide safe, reliable, and efficient transportation service; and

WHEREAS the Transit Development Plan was developed through a continuous, comprehensive, and cooperative planning process in coordination with state and local officials; and

WHEREAS the locally developed and adopted process for public participation has been followed in the development of the Transit Development Plan.

NOW, THEREFORE BE IT RESOLVED that the Mayor and City Council hereby adopts Liberty Transit's Transit Development Plan as the guide for transit planning activities going forward.

APPROVED this 20th day of June 2024.



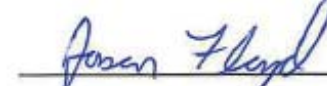
Karl A. Riles, Mayor



Vicky C. Nelson, Mayor Pro Tem



Diana F. Reid, Councilmember



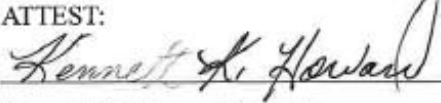
Jason R. Floyd, Councilmember



Dexter L. Newby, Councilmember



José A. Ortiz, Jr., Councilmember

ATTEST:


Kenneth K. Howard, City Manager



From The City Manager

Dear Citizens of Liberty County,

On behalf of the City of Hinesville, I am pleased to introduce to you the completed 2024 Liberty Transit, Transit Development Plan (TDP). This plan represents the next steps for Liberty Transit, enabling us to identify and overcome barriers and plan for the future. By recognizing existing deficiencies and providing alternative solutions, this document provides a strong framework for the expansion and reorganization of our transit system. An exceptional team of stakeholders, transportation professionals, and members of the public worked collaboratively with officials and leadership to make this process possible. Envisioning the future of Liberty Transit would be impossible without the support and encouragement of our community. A special “thank you” should be extended to all riders and members of the public who contributed and remained actively involved in the planning process.

Liberty Transit first began system implementation in 2010 and have since encountered our share of challenges and great successes. The global economic recession occurred during the first year of service and presented an immediate obstacle to our new program, which was nevertheless overcome through cooperation, collaboration, and proactive planning. More recently, in 2020 the COVID-19 pandemic represented an unprecedented challenge to transit operations and service. This TDP represents a milestone, being the first major planning update in the new post-COVID-19 environment. In this way this document serves to embody the ideals of reflection and perseverance, demonstrating how Liberty Transit intends to break down existing barriers and continue to offer efficient, safe, and equitable transit services that support our new and growing travel needs.

Now, with the adoption of this plan begins the work of implementing the vision of a truly accessible, efficient, and reliable transit system for a growing and evolving region. We maintain our commitment to providing safe, affordable, and reliable transportation to support our community's vision and continued growth. I would again like to thank all of those involved in the process of the development of this document, and the day-to-day operations of Liberty Transit. I hope that we can continue to grow and overcome challenges, in a way that serves our community and continues to make our city a great place to live, work, and play.

Kenneth Howard, City Manager, City of Hinesville

Table of Contents

1. Introduction & Background	4-15
1.1 TDP Requirements	7
1.2 Study Area	8-9
1.3 Existing Conditions	10-11
1.4 Transit Profile	12-17
1.5 Regional Context	18
1.6 Regional Context	19
2. Outreach & Engagement	20-29
2.1 Overview and Strategies	20-21
2.2 Outreach Techniques	21-26
2.3 Feedback	26-27
3. Vision, Mission, and Goals	30-36
3.1 Goals and Objectives	30
3.2 Goals 1-7	31-36
4. Key Findings	36-45
4.1 Engagement Findings	36-38
4.2 Existing Conditions	38-41
4.3 Financial Analysis	41-43
4.4 Peer Assessment	43-45
5. Initiatives, Strategies, and Tactics	46-61
5.1 Service Strategies	46-49
5.2 Service Scenarios	50-57
5.3 Strategies and Infrastructure	57-61
6. Implementation	52-75
6.1 Implementation Strategies	62-67
6.2 Financial Plan	68-71
7. Conclusions	76

List of Figures

1. Figure 1: Liberty Transit TDP Objectives	9
2. Figure 2: Liberty Transit Timeline	12
3. Figure 3: Components of the Liberty Transit Operating Environment	13
4. Figure 4: Liberty Transit System	15
5. Figure 5: Transit and Landuse Factors	16
6. Figure 6: 2033 TDP Propensity - Excluding Density	18
7. Figure 7: 2023 TDP Propensity - with Density Concentrations	18
8. Figure 8: Transit Markets and Demand	19
9. Figure 9: Keys Destinations That Act As Trip Generators	20
10. Figure 10: Employment Inflow/Outflow	21
11. Figure 11: Indirect vs Direct Public Engagement	23
12. Figure 12: Ridership Information	26-27
13. Figure 13: Engagement Phase I Summary	30
14. Figure 14 Engagement Phase II Summary	31
15. Figure 15: Population and Ridership Trends	40
16. Figure 16: Liberty County Commuting Characteristics, 2020	41
17. Figure 17: Percent of Population Below Poverty Line	42
18. Figure 18: Zero Car Households	43
19. Figure 19: 5 Year Trend for Operating Expenses	44
20. Figure 20: Passenger Trips Per Revenue Service Hour	45
21. Figure 21: 5-Year Trend for Unlinked Passenger Trips	45
22. Figure 22: Service Strategies	48
23. Figure 23: Scenario 2A	56
24. Figure 24: Scenario 2B	57

List of Tables

1. Table 1: Service Scenarios Evaluated	52-53
2. Table 2: Projected and Existing Operating Costs FY25-30	70
3. Table 3: Projected and Existing Operating Costs FY25-30	72

1. Introduction & Background



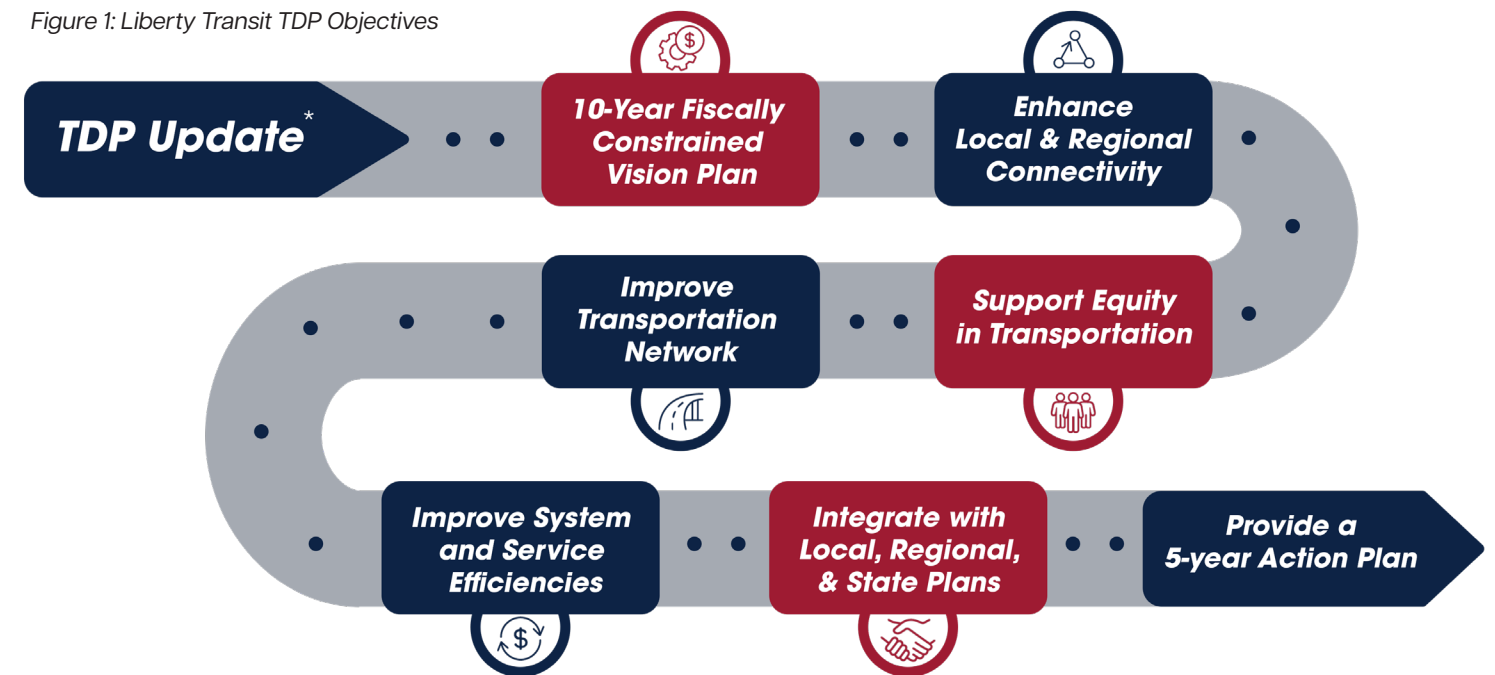
Introduction

The City of Hinesville provides public transportation through the Liberty Transit System which offers fixed-route and demand response/paratransit bus services in City of Hinesville, City of Flemington, City of Walthourville, and Fort Stewart Military Base. This study was initiated by the City of Hinesville to update the Liberty Transit Development Plan (TDP).

The TDP serves as the strategic guide for public transportation over the next 10 years and represents the transit agency's vision for public transportation during this period. The city is committed to providing safe, reliable and cost-effective transit service with a professional team of employees dedicated to customers' needs.

To accomplish this, the Liberty Transit System adheres to Federal Transit Administration (FTA) regulations, the Georgia Department of Transportation (GDOT) requirements, the Title VI, and Limited English Proficiency Program (LEP) requirements, the National Transit Database (NTD) requirements, and Sections 5303, 5307 and GDOT Transit Trust Fund program requirements to facilitate transportation.

Figure 1: Liberty Transit TDP Objectives



TDP Requirements

As a recipient of state and federal funding, Liberty Transit is required to carry out a TDP update every five years to ensure that the provision of public transportation is consistent with the mobility needs of the local communities. GDOT published a Transit Development Plan guidebook in July 2021, highlighting the specific components of a TDP.

Major components include the following:

- > Public participation
- > Visioning & Goals, Objectives, and Performance Setting
- > Documenting Existing Conditions
- > Needs Assessment, Identification and Analysis
- > Alternatives Development and Evaluations to Address Needs
- > Financial Planning
- > Recommendations and Implementation Plan

The Liberty Transit TDP update comprises all of the TDP planning components per the GDOT TDP guidebook.

The TDP

Transit is a central part of the fabric of the transportation network in Liberty County, so continually studying how it should progress in the future is critically important. The main objective of this study is to develop an update to the 2018 Liberty Transit Development Plan, as required by Federal and State law. However, upon completion, this TDP will serve as guidance for several aspects of transportation planning as detailed in Figure 1.

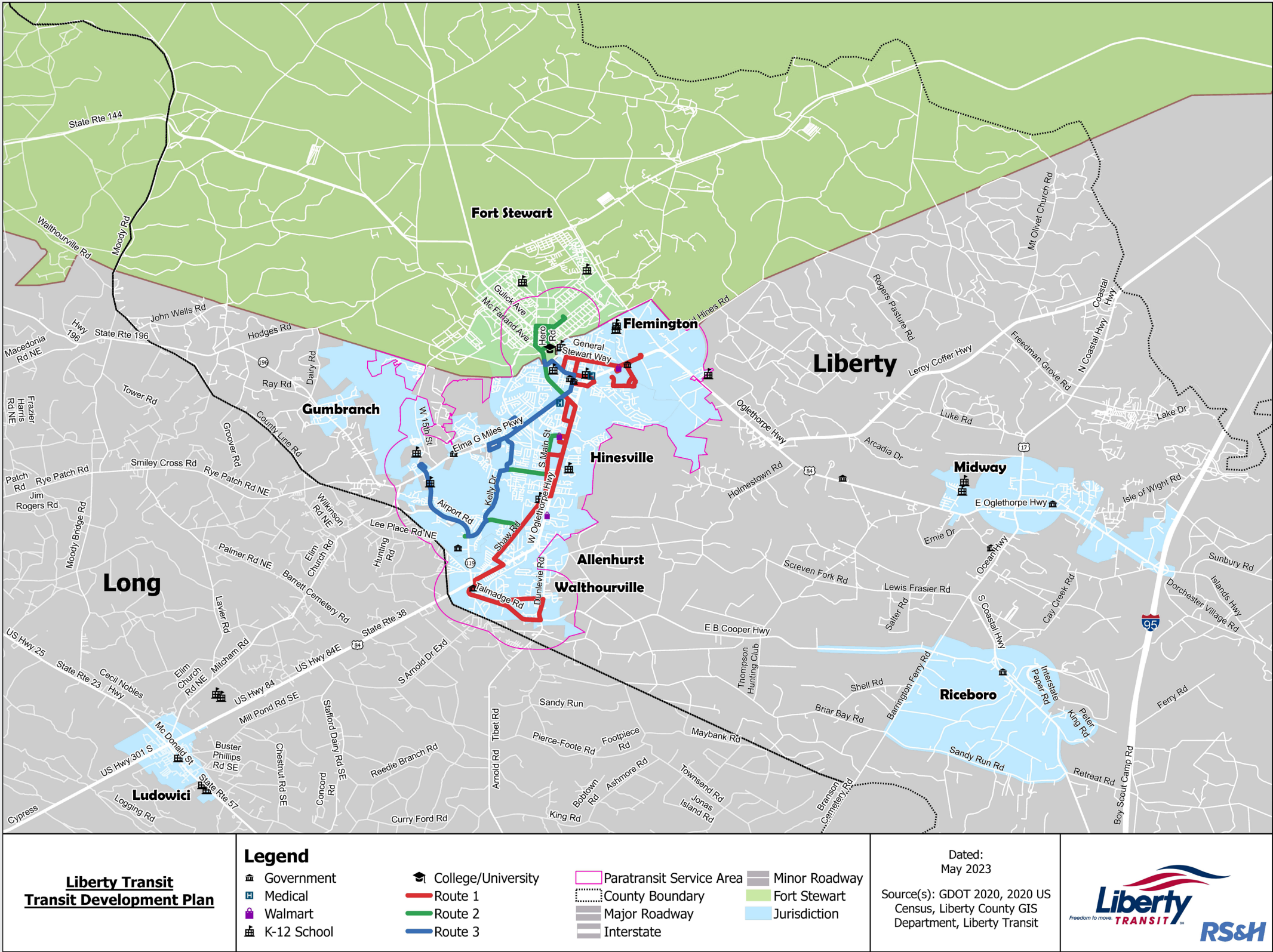
Liberty TDP Study Area

The study area for the TDP, as shown in Figure 2, is the entirety of Liberty County and the urbanized portions of Long County. Liberty County is located in Coastal Georgia and bordered by Bryan County to the north, McIntosh County to the south, Chatham County to the north-east, and Long County to the west. Liberty County includes seven municipalities: City of Hinesville, Town of Allenhurst, City of Flemington, Town of Gumbranch, City of Midway, City of Riceboro, and City of Walthourville. In addition, Fort Stewart-Hunter Army Airfield's cantonment area borders Hinesville city limits to the north.

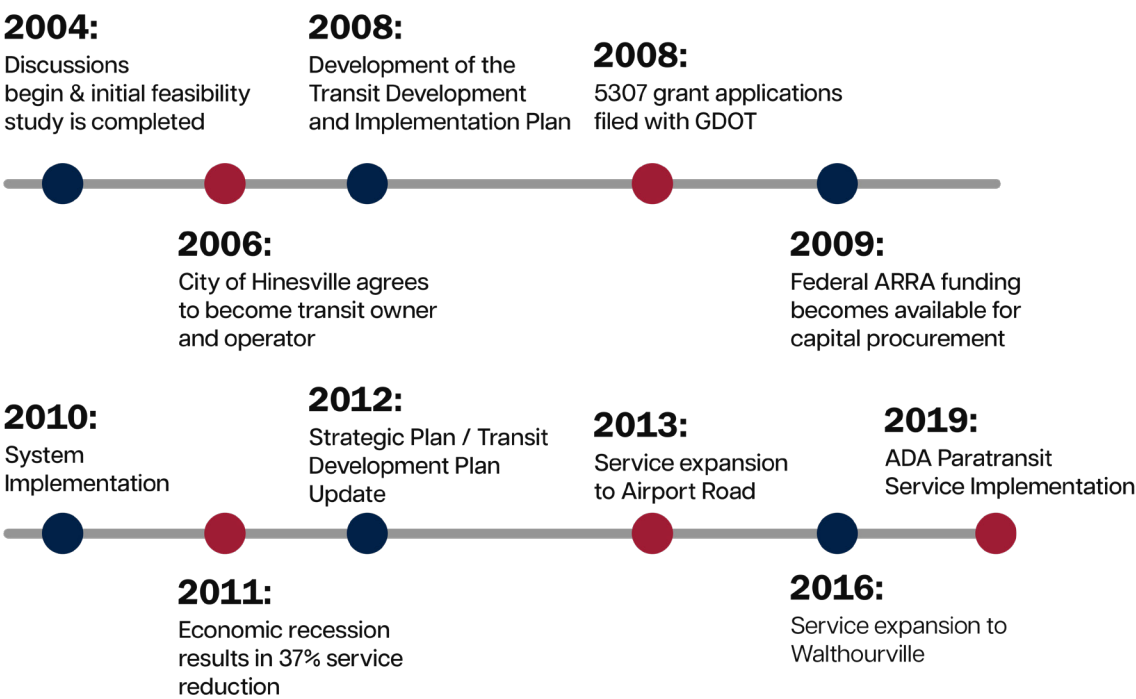
Major components include the following:

- > Total County Population (Liberty)
- > Total County Population (Long)
- > Urbanized Area Population (HAMPO)
- > Currently Served by Liberty Transit:
 - > Hinesville
 - > Flemington
 - > Walthourville
 - > Fort Stewart

Figure 2: Study Area Map



Timeline of Liberty Transit



Existing Plans and Policies

The study team reviewed local and statewide plans and policies to provide a foundation for the overall TDP, through learning from past experiences, avoiding mistakes and building upon effective strategies. It provides valuable historical context and data, enabling the TDP to be better tailored to current needs, changing demographics, and evolving transportation patterns.

Documents Reviewed	Key Takeaways
> HAMPO 2045 Metropolitan Transportation Plan – 2020 > Liberty Transit TDP – 2018 > Liberty County 2040 Joint Comprehensive Plan – 2020 > Long County & the City of Ludowici Joint Comprehensive Plan – 2019 > Georgia Statewide Transit Plan – 2020 > DRAFT Coastal Regional Commission Regional TDP - 2024	> Population is growing within the urbanized areas of Liberty County, and adjacent Long County. > The region is positioned for substantial growth due to industrial expansion including the Hyundai Meta Plant. > Members of public, stakeholder, and peer agencies all recognize the need for a coordinated regional transit network. > Ridership and operational efficiencies still lag as a result of COVID-19. > Existing and future demand is not met with current transit services.

Current Conditions

Transit service functions best when it responds appropriately to the geographical, environmental, developmental, socioeconomic and land use factors present within the operating service area. All of these factors can impact the provision of services at varying levels and therefore it is crucial for transit service providers to understand them.

Figure 3 shows the key components that were evaluated as part of the existing conditions analysis and considered in the TDP recommendations. The full Existing Conditions Analysis can be found in Appendix A of this report and additional details can also be found in Chapter 4 “Key Findings”.

Figure 3: Components of the Liberty Transit Operating Environment



Transit Operations

Liberty Transit operates in the City of Hinesville, City of Flemington, City of Walthourville, and Fort Stewart Military Installation. The following services are currently offered by Liberty Transit.

Fixed Route Bus Service: Liberty Transit operates three fixed routes including Route 1 (Red), Route 2 (Green) and Route 3 (Blue). The fixed routes operate Monday – Friday from 6:00 AM – 7:40 PM with two limited-service extensions offered on Route 1.

ADA Paratransit Service: Demand response transit service is provided by Liberty Transit to persons qualifying under ADA. These services are provided to residents who live within ¾ mile on either side of the fixed-route system but are unable to access it due to an eligible disability. This Liberty Transit System service, also called “Demand-response Service” schedules trips via 24-hour advanced reservation appointments for passengers that meet eligibility criteria.

Who is eligible for Paratransit?

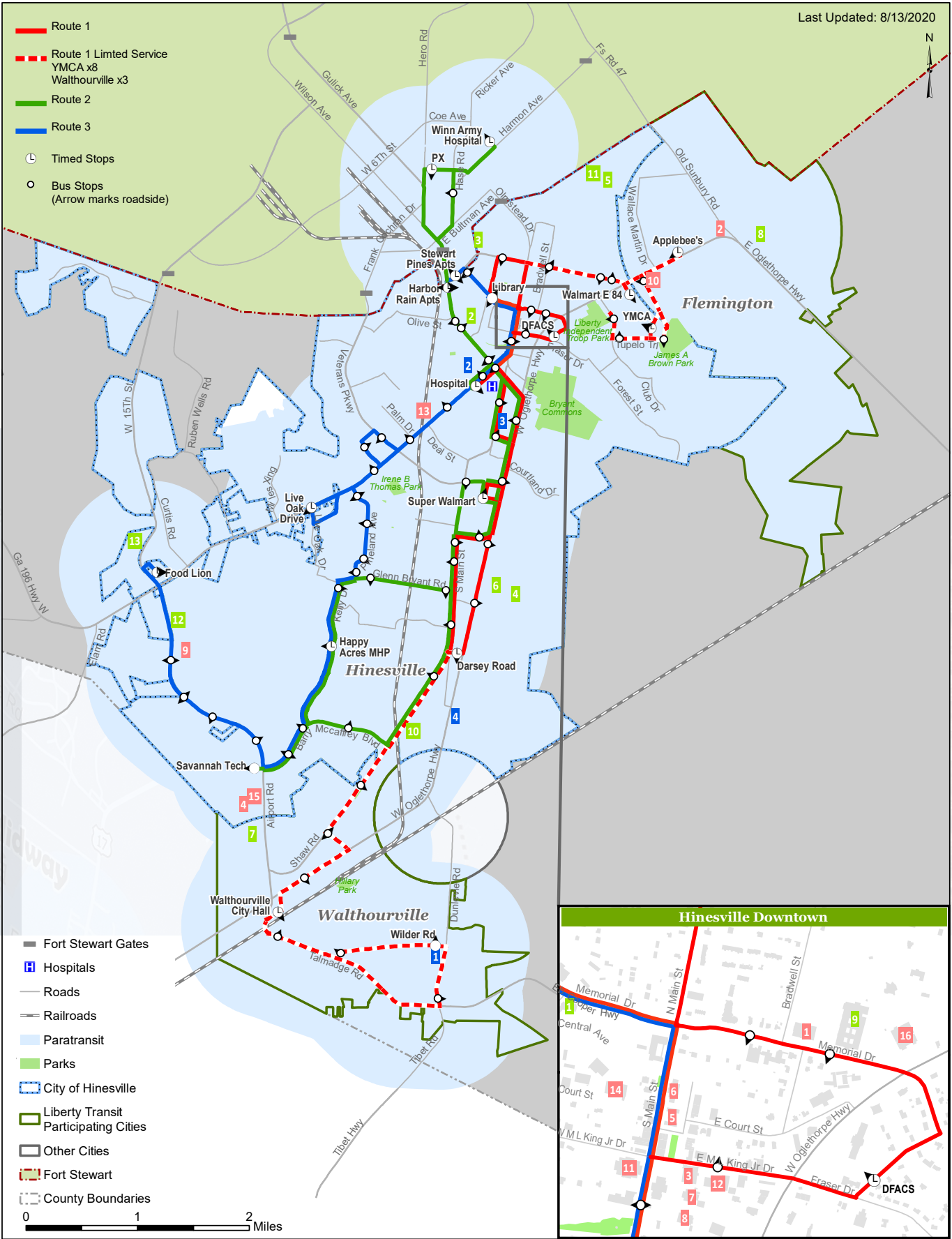
Eligibility determinations are based upon the bus-riding limitations caused by a disability.

Paratransit can be used by persons with disabilities who complete the eligibility process and are approved for service. During the eligibility process, an applicant must show that, because of the effects of a disability, he/she cannot get to or from a bus stop, get on or off a bus, or successfully complete a trip using a regular bus.

All the regular and paratransit buses have wheel chair lifts. If a rider uses a wheelchair, the driver will safely secure the chair.



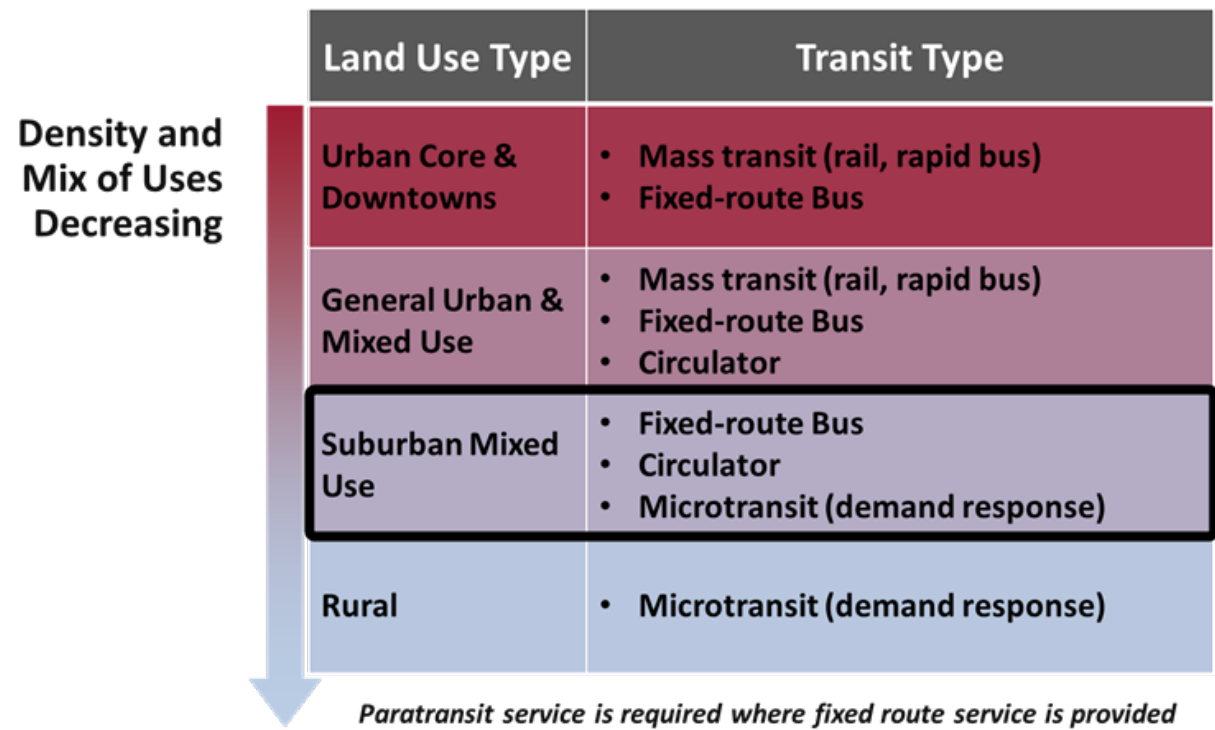
Figure 4: Liberty Transit System Map



Transit Thresholds

Population and employment locations and density play a critical role in the design of transit service strategies. Typical landuse and transit types are summarized below, with Suburban Mixed Use being the primary land use type found within the Liberty Transit study area.

Figure 5: Transit and Landuse Factors



Transit Propensity and Market Analysis

A transit market analysis helps identify locations where people are most likely to use transit, based on demographic and other population data and known characteristics of people who are typically frequent transit riders. In those areas, there may be more underlying demand for additional service.

Transit Propensity Factors:

- > Zero Vehicle Households
- > Median Household Income
- > Low Income Households
- > Supplemental Security Income
- > Age
- > Race and Ethnicity
- > Population Density
- > Employment Density

Analysis Definitions

Transit Propensity Analysis

A composite demand for transit based on adjusted population and employment density.

Transit Market Analysis

Defines targeted markets and identifies locations where concentrations of these markets are located within the study area.

Local Context

Since the 2018 TDP the Liberty Transit service area has seen steady increases in population and employment, with increasing densities in the urban core and within the surrounding region. This growth is a key evaluation factor to identify where demand is present and what level of service is most appropriate.

Locations of sufficient population and/or employment to support traditional hourly fixed route transit services are concentrated within the current Liberty Transit service area within the urban core of Hinesville. However, when evaluating for need without considering thresholds to support hourly fixed route services, populations are present throughout the service area.

Key Takeaways

- > Most of Hinesville, Flemington, and Walthourville can support 60 minute local fixed-route service, with some pockets exhibiting demand that could support 30-minute service.
- > Liberty Transit's existing fixed routes are currently located within ¼ mile of all areas exhibiting the highest levels of demand; however frequencies are not sufficient.
- > Areas within Liberty County are currently showing pockets of demand but are outside of the current service area. These areas include Midway and Riceboro.

Transit Markets and Demand

The project team established 4 key ridership markets including Transit Dependent, Medium Income Seniors, Transit Dependent Youth, and Military Veterans. The TDP then examined how well the system's existing three routes connect to key destinations. Figure 4 illustrates how well the existing routes meet the potential demand with 76% - 90% of destinations within a 1/4-mile.

The following figures show areas demonstrating the highest concentration of populations most likely to need and utilize public transit and the results of the market analysis. The market and demand assessment shown in Figures 5 and 6 shows that Liberty Transit is currently providing services in proximity to areas with the highest transit propensity and near the 4 key ridership market's points of origin and destination.

Figure 6: 2033 TDP Propensity - Excluding Density

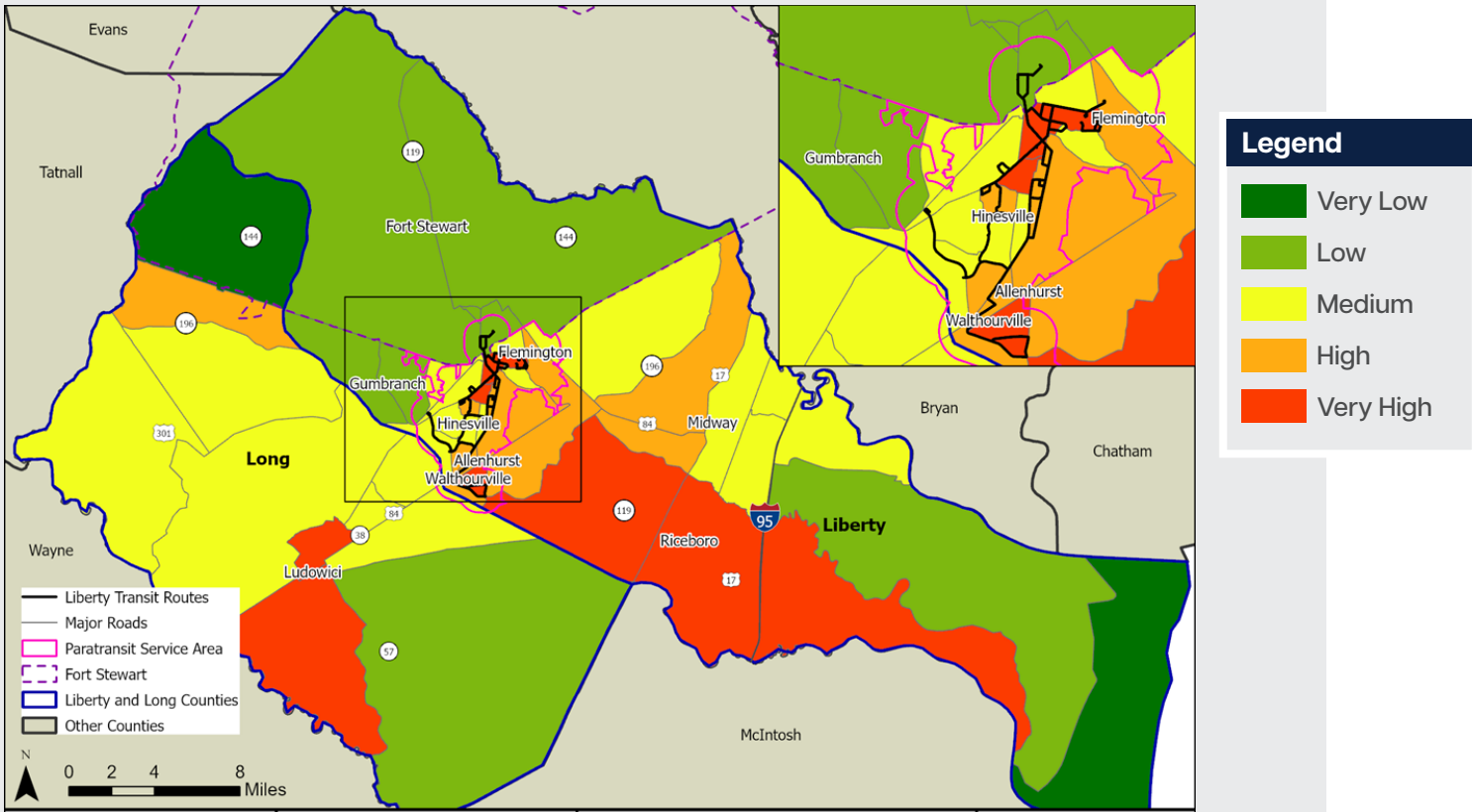


Figure 7: 2033 TDP Propensity - with Density Concentrations

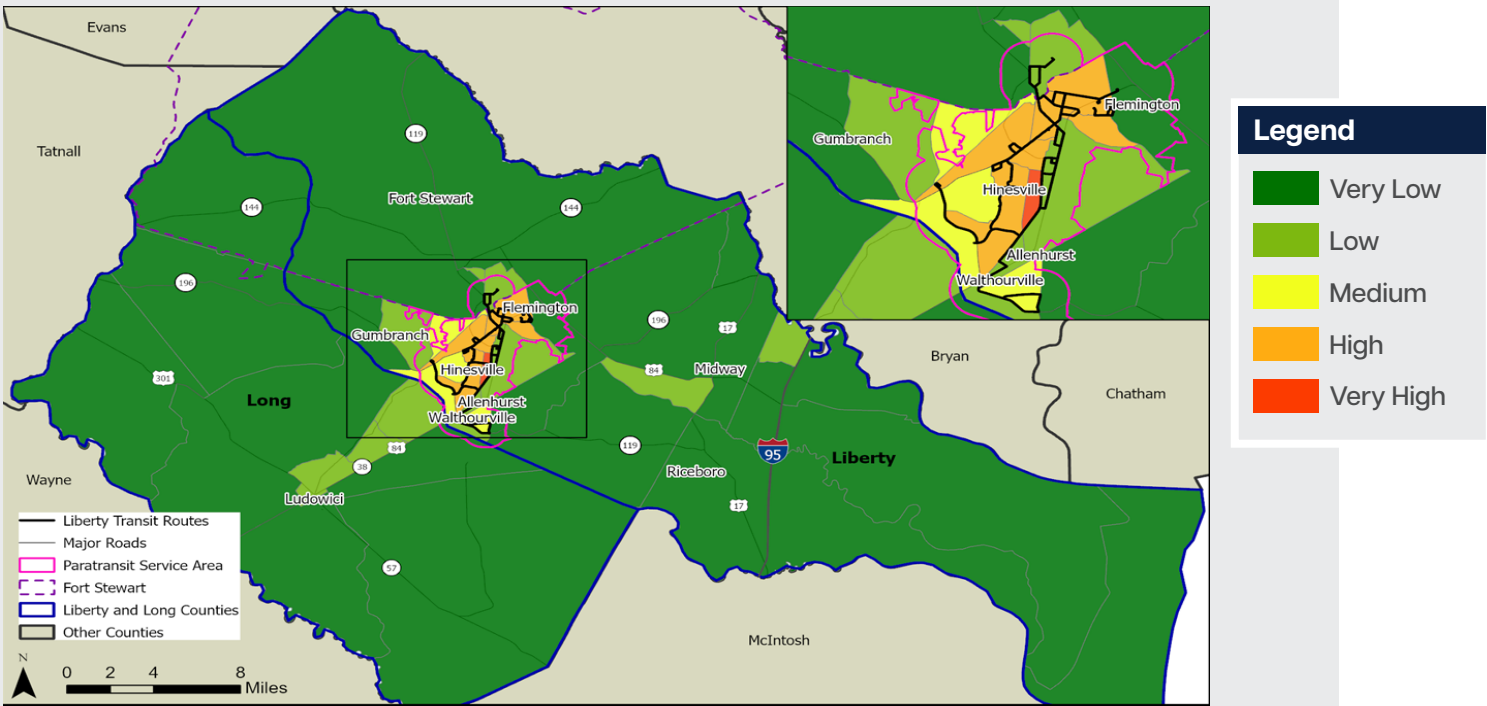
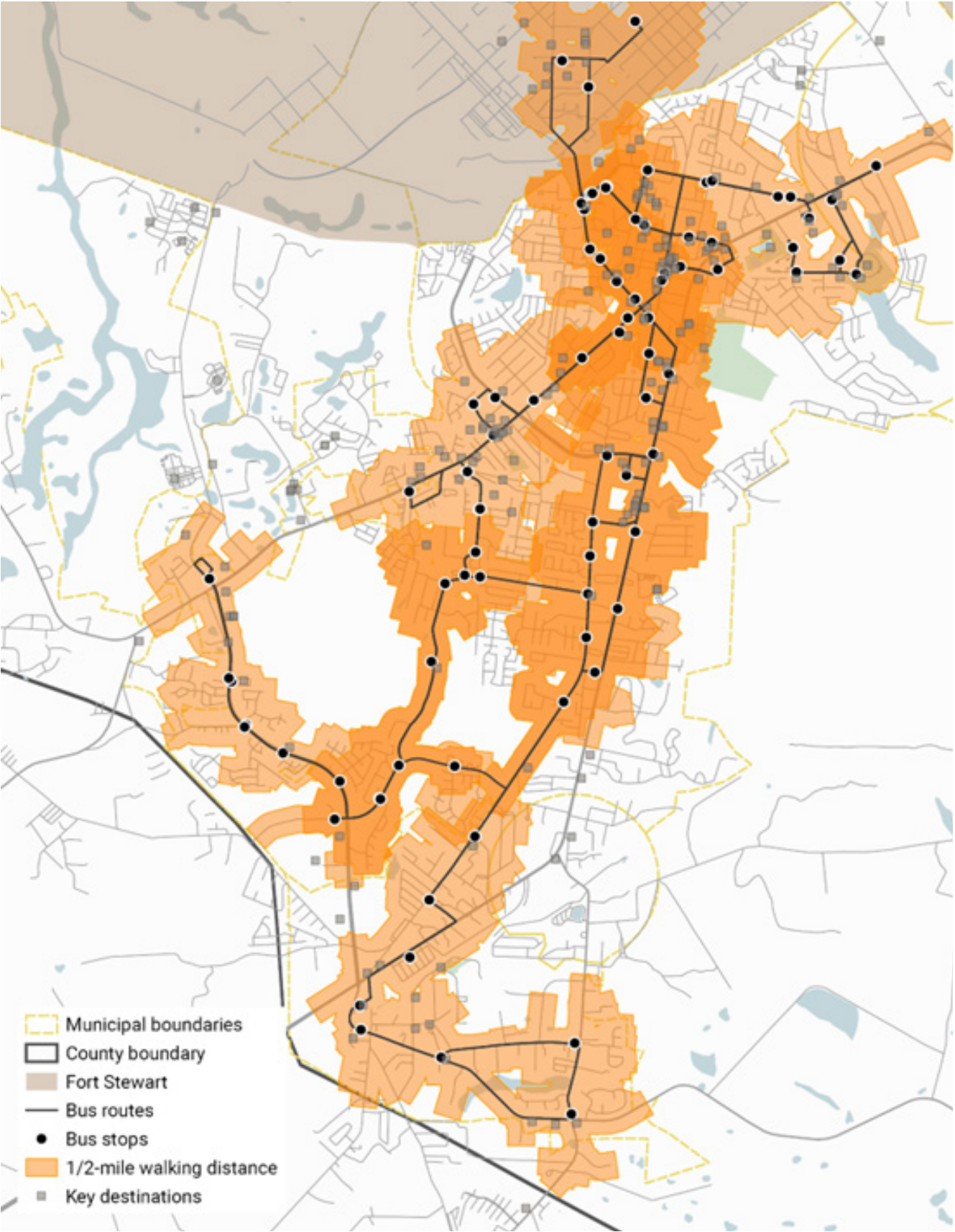


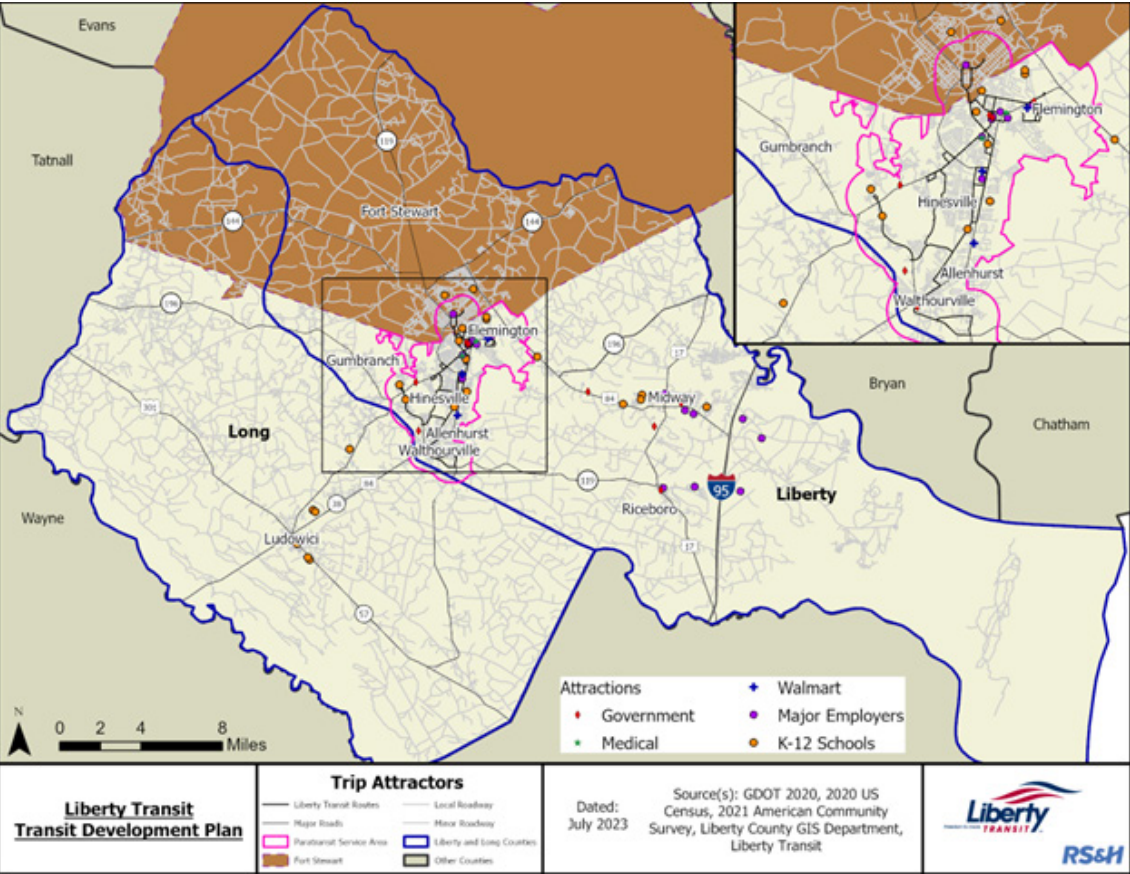
Figure 8: Transit Markets and Demand



Regional Context

Analysis of transit markets focuses on trip generators and trip attractors. Trip generators are land uses from which trips originate, such as residential areas, and as such are also referred to as origins. Trip attractors refer to major local destinations, including employment and activity centers as well as projected future development areas, and are therefore also called destinations. Figure 7 shows key destinations throughout the County that act as key trip generators.

Figure 9: Keys Destinations That Act As Trip Generators



Key Takeaways

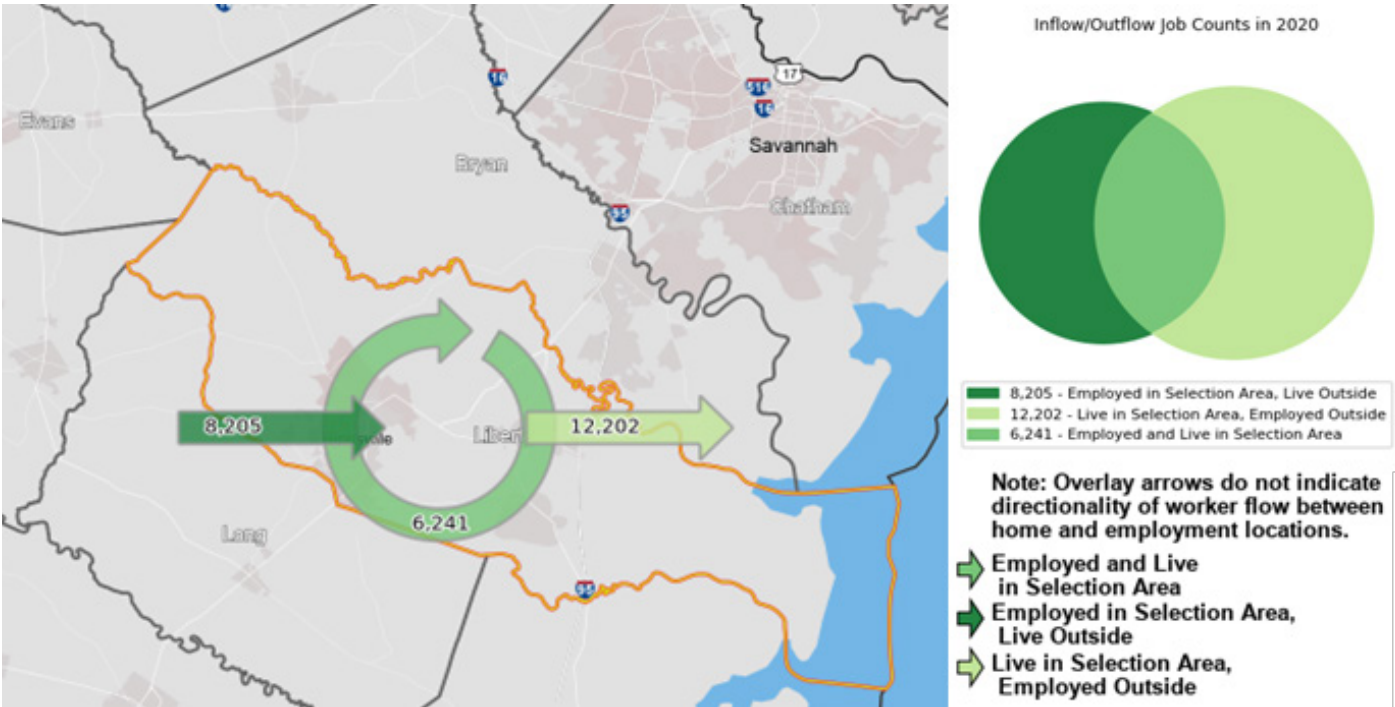
- > Major employers in Hinesville, Flemington and Walthourville are currently served by Liberty Transit.
- > Trip generators along US 84 in Long County, Midway, and Eastern Liberty County and US 17 in Riceboro are outside of the current service area.
- > Existing clusters of trip attractors are expanding and densifying, with future development also primarily anticipated to occur along key corridors and established districts.

Commuter Patterns

Assessing commuting patterns is important for evaluating existing services and the possible need to establish regional connections.

- > Over 78.6% of Liberty County's nearly 46,110 workers, live in the county
- > The most common inflow and outflow is between Chatham County and Liberty County with over 1,411 residents leaving Liberty County for work in Chatham County.
- > Liberty County residents typically work within the county, but more workers commute from Liberty County than external counties commute to Liberty County.
- > Over 8,250 workers travel to the county for work daily while 12,202 leave for work outside the county. The figures below provide more details on the inflow and outflow commuting patterns for the county.

Figure 10: Employment Inflow/Outflow



2. Outreach & Engagement



Overview and Strategy

The Liberty TDP included a robust public and stakeholder engagement process to identify growing transit demands within the study area. The objective was to engage the local community in the planning process for Liberty Transit’s future improvements, ensuring that the transit system aligns with the needs and expectations of its riders and potential riders. The inclusion of vulnerable populations including Environmental Justice (EJ) communities was an area of emphasis throughout the TDP engagement process.

The project team leveraged traditional, digital, and social media methods to reach the targeted audience. Additional information can be found in the Appendix B “Public and Stakeholder Engagement” of this report.

Key Engagement Objectives

- > Engage Underepresented Groups
- > Identify Community Service Providers
- > Involve Community Stakeholders
- > Tie into Existing Community Events
- > Leverage Online Engagement Platforms

Engagement Definitions

Environmental Justice
“ Just treatment and meaningful involvement of all people, regardless of income, race, color, national origin, Tribal affiliation, or disability, in agency decision-making ”

Title VI
“ Prohibits recipients of federal financial assistance from discriminating based on race, color, or national origin in any program or activity. ”

Source: www.epa.gov

Strategies

- > Workshop/Meetings
- > Pop-up events
- > Social Media Outreach
- > Cross-Marketing and Email Campaigns
- > Stakeholder Interviews
- > Targeted Community Outreach
- > Project Fact Sheet
- > Project Survey

A Phased Approach

Phase 1: focused on getting key stakeholders and the general public to share their perspectives on the transit system and learn more about current offerings as well as the TDP process. Public meetings, including community events and workshops, provided platforms for face-to-face discussions and the exchange of ideas.

Phase 2: focused on getting feedback on the proposed service changes and recommendations to the challenges and needs voiced in Phase 1.

Communication and Outreach Techniques

To fully engage with the community stakeholders and facilitate active participation for the Liberty Transit TDP process, a series of hands-on/direct or hands-off/indirect activities were used:

Figure 11: Indirect vs Direct Public Engagement



Indirect Public Engagement

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



Direct Public Engagement

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



Surveys



An on-board rider survey as well as general public survey were conducted during the TDP process to obtain feedback related to the demographics, travel patterns, preferences, and habits of current riders.

Surveys were available online and in print, and were promoted and distributed through socialmedia and during outreach activities including City Council workshops, stakeholder meetings

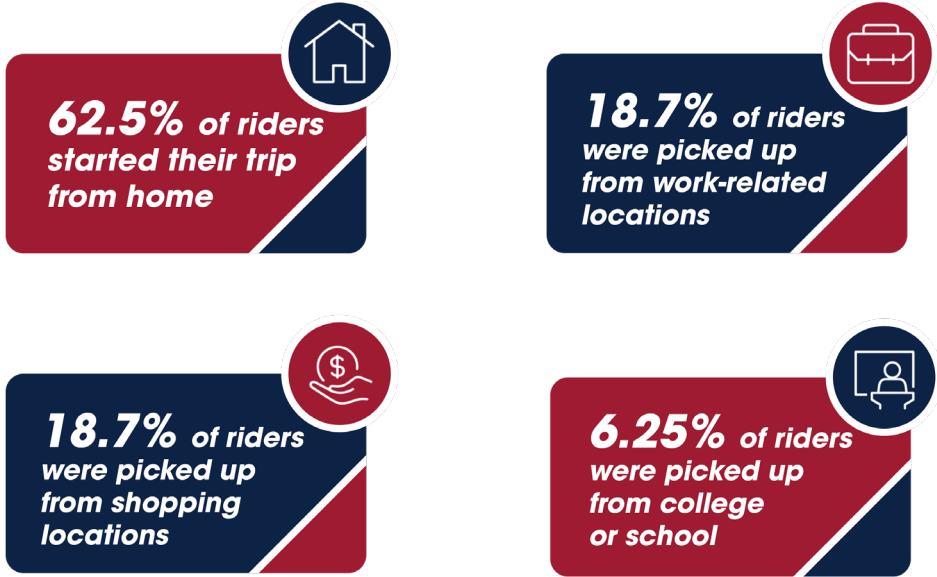


Figure 12: Ridership Information

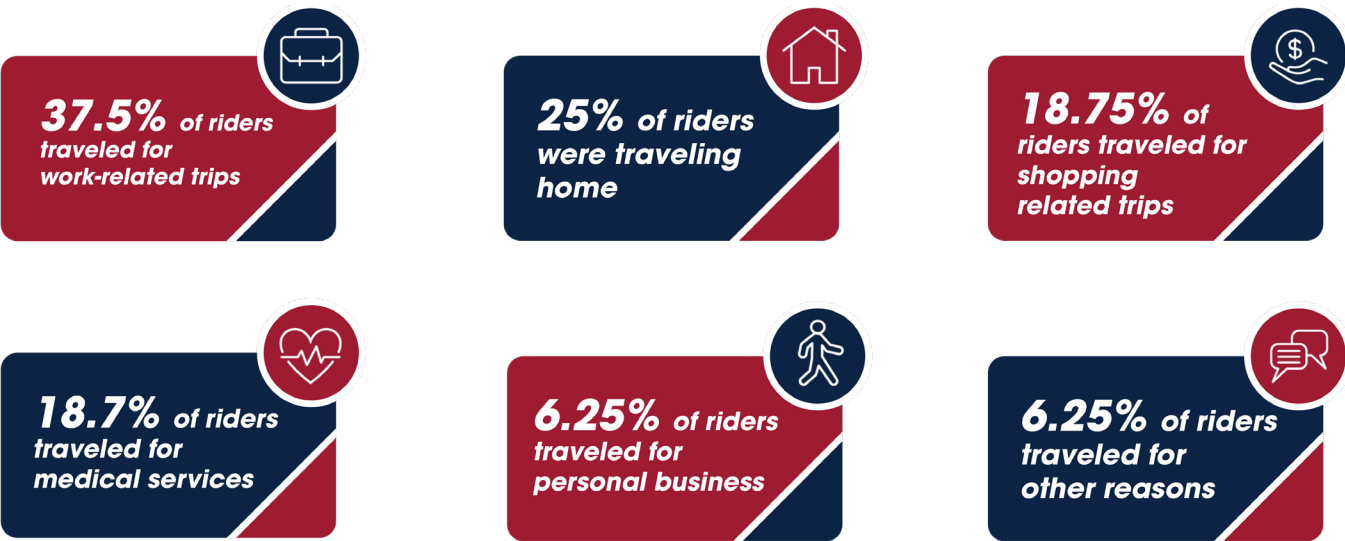
The survey sample exceeded the original goal, achieving scientific significance for a population of Liberty County’s size and reinforcing the validity of the findings. With a total of 1,462 surveys collected, the project team not only met but surpassed the goal of 300 surveys, providing a robust data set for analysis. In total, 1,462 responses were collected, comprising 86 from the print-out survey and 1,376 from the online survey.

It is worth noting that this sample size of 1,462 significantly exceeds the standard random sample of 384 recommended by the Public Relations Society of America for populations less than 100,000. This data collection effort ensured a comprehensive and statistically significant representation of the community’s opinions.

Workshops/Meetings

A series of stakeholder committee meetings and city council workshops were hosted to gather feedback from the key stakeholders as well as share TDP updates throughout the process.

Additionally, the Liberty Transit Steering Committee (TSC) which consists of chief elected officials from participating local governments, partnering agency representatives, and key Liberty Transit staff were provided with monthly updates and presentations at project milestones. This helped to guide and set the parameters for the TDP process.



Pop-up Meetings: In phase 1 the project team focused efforts on pop-up meetings to engage directly with community members to gather valuable insights. These pop-up activities were strategically integrated into existing community gatherings to maximize participation. The TDP project team partnered with stakeholders to promote attendance at these events thus expanding awareness of the public input opportunities. The project team conducted 5 pop-up events that contributed to nearly 115 surveys being completed.

- > Hinesville Farmers Market June 1, 2023
- > Hinesville Farmers Market June 8, 2023
- > Hinesville Block Party June 10, 2023
- > Liberty County Manna House Food Drive June 21, 2023
- > Liberty County Manna House Food Drive June 30, 2023

Social Media: Online presence played a pivotal role in our outreach. Information about the pop-up meetings and online survey was disseminated through the existing websites and social media accounts listed below. Through these channels, we were able to connect with a wider online audience, including those who might not have been able to attend the physical events.

- > Liberty Transit website www.libertytransit.org
- > City of Hinesville Facebook www.facebook.com/HinesvilleGA
- > City of Hinesville Instagram www.instagram.com/HinesvilleGA Liberty
- > Live Oak Public Library Instagram www.instagram.com/liveoakpl

Cross-Marketing and Email Campaigns

To expand reach, the project team selected collaborative partnerships with stakeholders who actively participated in cross-marketing efforts, including email campaigns that targeted a broad spectrum of community members. Email campaigns that targeted a broad spectrum of community members. This collaborative approach fostered a sense of community involvement. Additionally, phone calls were made to reach out to specific demographics, ensuring that our message reached as many potential riders as possible. This tactic proved to be the most successful in soliciting survey responses and gathering feedback.

Stakeholder Interviews: Understanding local conditions is an important part of a TDP and should include insights and opinions of community decision-makers and leaders towards transit and its role in the community. To obtain this information, a total of 3 individual stakeholder interviews were held during phase II of the public engagement outreach, while others were invited to participate in stakeholder workshop #2. All interviews followed a similar format using an interview guide that was developed with a list of questions and topics to steer the discussions.

Community Feedback

During the public engagement campaign, the project team garnered valuable insights into the community’s transportation needs and aspirations. A summary of key aspects that the community wishes to see incorporated into the new transit plan include:

Additional Modes of Transportation: Respondents expressed a desire for transportation options beyond traditional buses to cater to varying needs. These suggestions included options such as bike-sharing, ridesharing, and carpooling services to complement the traditional bus services.

Clean and Well-Maintained Vehicles: The community emphasized the importance of having clean and well-maintained vehicles to ensure a comfortable and pleasant riding experience.

Expanded Service Hours: To better accommodate residents’ schedules, there is a demand for earlier morning and later evening services, allowing for increased accessibility throughout the day.

Weekend Service: Many residents expressed the need for transit services on weekends, recognizing that transportation needs extend beyond the workweek.

Increased Service Frequency: The community highlighted the importance of more frequent services overall to reduce waiting times and enhance convenience.

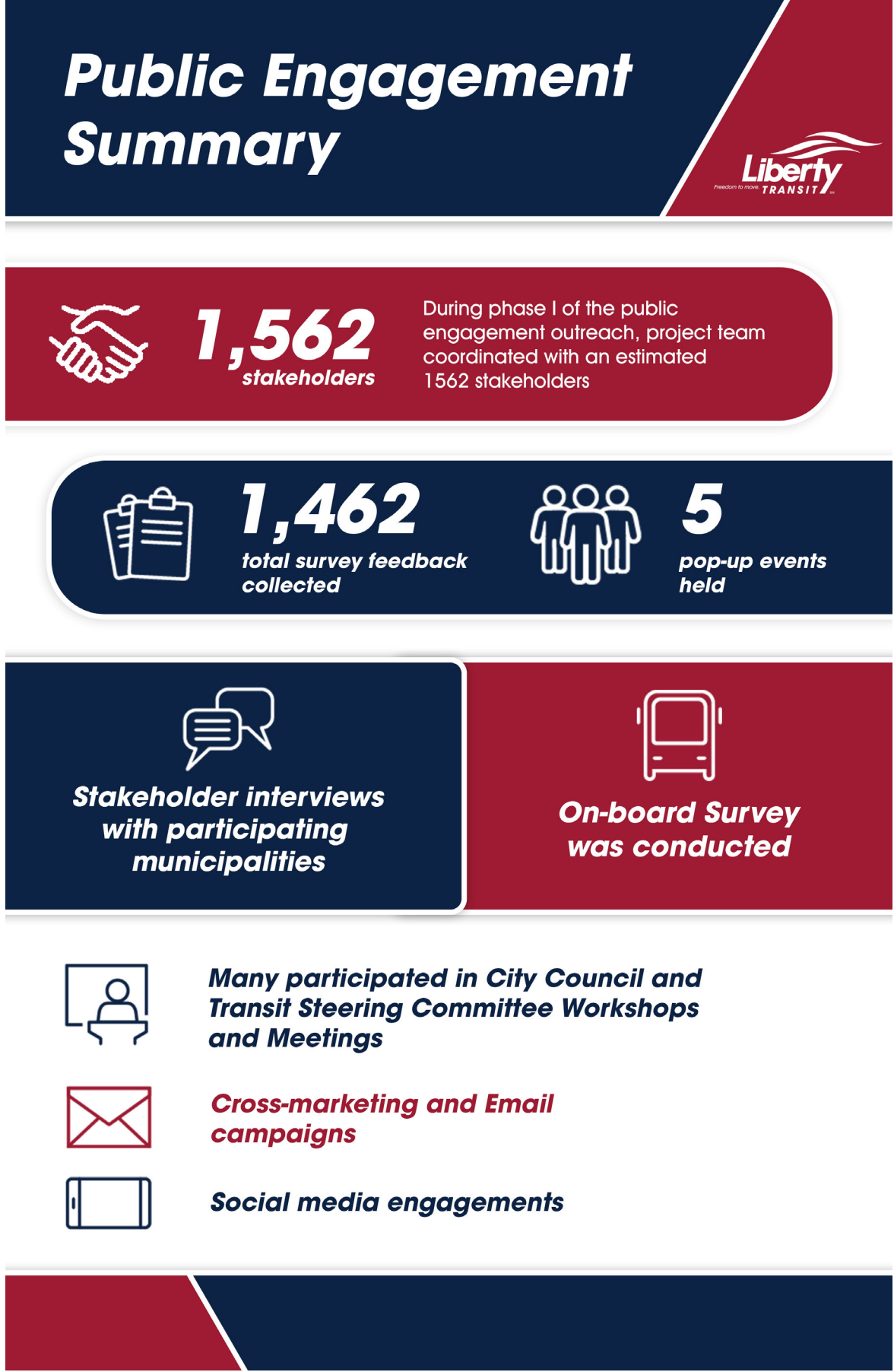
Enhanced Information: Residents called for improved communication, both at bus stops and online, to access real-time information about routes and schedules.

Safety Improvements: Safety was a recurring concern, with respondents advocating for enhancements to security measures and safer transit stops.

Service Expansion: Community members expressed interest in expanding transit services to reach new areas, ensuring broader coverage of Liberty County as well as neighboring counties of Long, Bryan, and Chatham.

On-Board Wi-Fi: There was a desire for on-board Wi-Fi availability to enable passengers to stay connected during their journeys.

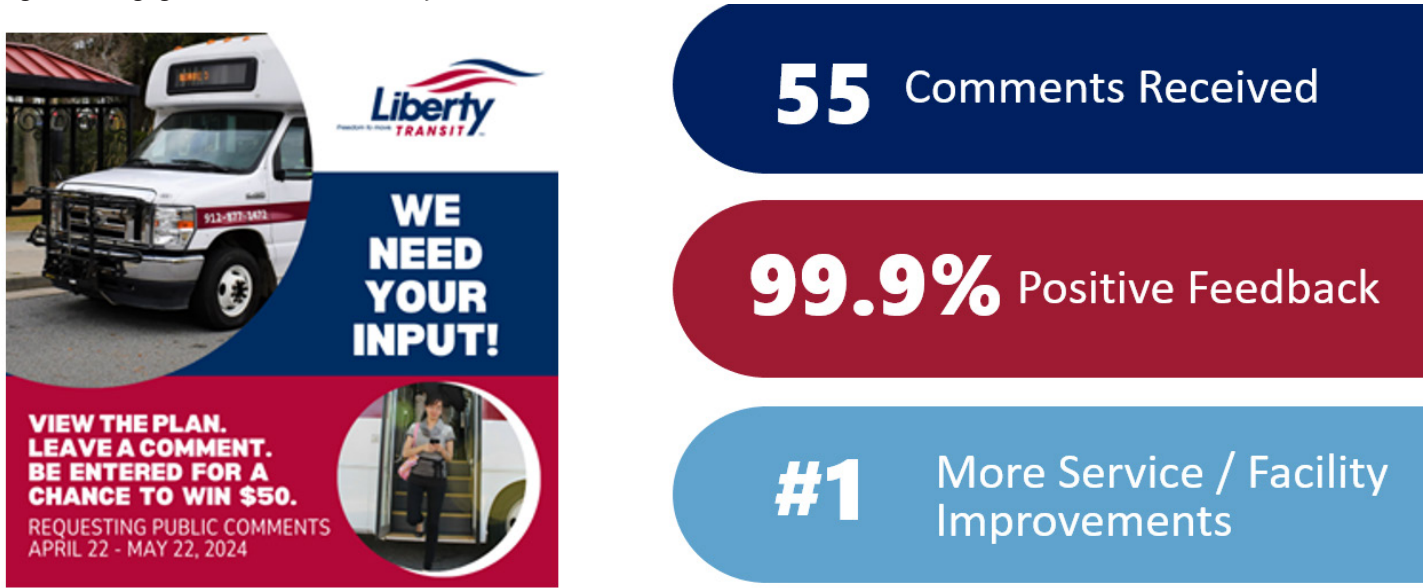
Figure 13: Engagement Phase I Summary



Phase II Activities

- Digital Publications:**
Including, flyers, social media posts, and website posts.
- > Flyers
 - > Social media posts
 - > Website posts
- In-person pop-up presentations:**
- > Rotary club
 - > HAMPO TCC & PC
 - > Radio interview

Figure 14: Engagement Phase II Summary



3. Vision, Mission, & Goals



Goals and Objectives

Goals and objectives are an integral part of any transportation plan because they provide the policy direction to achieve the community’s vision. The goals and objectives presented in this section were prepared based on a careful review of the goals, objectives, and initiatives presented in the previous TDP, and a review of key findings in this TDP to ensure consistency with the direction of Liberty Transit as well as other local and regional planning efforts. This section presents the updated goals and objectives to support the community’s vision for transit services over the next 10 years.

MISSION

“The mission of the Liberty Transit System is to enhance the quality of life for residents, visitors, soldiers and families by providing safe, environmentally friendly and cost effective transportation options.”



Goal 1

MAXIMIZE OPERATIONAL AND SERVICE EFFICIENCIES

Objective 1 - Increase the number of one-way, fixed-route passenger trips by an average of three percent annually.

- > Expand opportunities for multimodal travel and improve bicycle and pedestrian access by implementing the TDP capital improvements.
- > Implement the performance monitoring program that addresses performance standards for fixed-route service.
- > Develop a targeted marketing program to engage local businesses in advertising programs to promote use of transit.
- > Implement an education campaign to targeted demographics to promote use of transit and educate on how to use the services, technology, and facilities provided by Liberty Transit.

Objective 2 - Increase frequency on high performing routes to 30 minutes or less by 2030 to improve the user experience and attractiveness of transit.

- > Maintain APC system for tracking ridership, on-time performance, and bus stop utilization data.
- > Evaluate and modify fixed-route bus service that falls below 75 percent of the system-wide average for passenger trips per revenue hour.



Goal 2

IDENTIFY PARTNERSHIP OPPORTUNITIES TO ENHANCE REGIONAL TRANSIT CONNECTIVITY

Objective - Support and participate in local and regional economic development and transportation planning efforts, including the HAMPO MTP.

- Continue developing local partnerships to ensure long-term viability of public transportation options in Liberty County.
- Coordinate with other County and City Departments including Downtown Development Authority and Visitor & Convention Bureau to align strategies and advance efforts that support transit.
- Coordinate regional planning efforts, developing strategies to strengthen connectivity within transportation networks, promote corridor development, and preserve spaces for transportation and transit use.
- Explore developing private partnerships to promote public transportation options, improve ridership, and potentially increase private funding for transit in Liberty County.



Goal 3

MAINTAIN A STATE OF GOOD REPAIR FOR THE LIBERTY TRANSIT FLEET AND FACILITIES.

Objective - Maintain the fleet in a state of good repair.

- Operate a fixed-route fleet of vehicles with an average age of less than seven and a half years.
- Maintain a vehicle replacement program that is consistent with GDOT Transit Asset Management (TAM) Plan
- Evaluate existing and future facility needs and establish future investment strategies for expansion.



Goal 4

IDENTIFY OPPORTUNITIES TO SUPPORT ECONOMIC AND TRANSIT-ORIENTED DEVELOPMENTS (TODS).

Objective 1 - Increase job availability, convenience, and sense of community for residents without increasing sprawl or air pollution and congestion.

- Support the establishment of a long-term, city-owned, and city-wide vision for TOD.
- Measure access to transit and consider setting city targets for new developments.
- Help Identify where to apply TOD and the appropriate density and development mix.
- Support updated regulations to align land use and planning regulations with transit strategies and invest in attractive public transport.

Objective 2 - Provide support for sustainable development of transportation and land use system that integrates residential, retail, and employment land uses.



Goal 5

IDENTIFY AND PRIORITIZE RESILIENT TRANSIT SUPPORTIVE INFRASTRUCTURE AND TECHNOLOGY INVESTMENTS.

Objective 1 - Incorporate resilience as a factor in short and long-term processes for capital improvement decision-making.

Objective 2 - Implement the best available technologies and innovations to improve the reliability and efficiency of the transportation system.

- Number of transportation improvements projects that result in the deployment and operation of new technologies.



Goal 6

IMPROVE ACCESS AND REDUCE BARRIERS FOR FIRST AND LAST MILE CONNECTIVITY.

Objective 1 - Improve service accessibility for non-motorized modes (e.g., bicycle, pedestrian connections).

- > Identify deficiency of non-motorized access at various transit bus stops across the service area.
- > Enhance non-motorized trails within the transit service area.

Objective 2 - Match transit service coverage with passenger demand.

- > Number of average daily boardings per mode.
- > Hours of transit service/service population.

Objective 3 - Improve service for transit dependent population.

- > Improve Service coverage of transit supportive areas include zero car household, low-income households, population age 18 years old and under, population age 65 years old and over, minorities and population density.

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Goal 7

PRIORITIZE SAFE AND EQUITABLE ACCESS TO PUBLIC TRANSPORTATION.

Objective - Provide transit service which ensures ease of transfer between modes of travel and appropriate access for all potential users to all areas of the city.

4. Key Findings



Key Findings

Several key findings were identified by the TDP planning process and have been considered and incorporated into the recommendations found in Chapter 5. These findings are summarized as major takeaways from the Engagement Process, Existing Conditions Analysis, Operational and Financial Analysis, and Peer Assessments.

Engagement Findings

FLEXIBILITY

- > New service models / types (on-demand)
- > Improved frequencies (shorter wait times)
- > Extended hours and days of service

INFORMATION AND TRAINING

- > Rider training
- > Real-time bus location information
- > Better advertising

ACCESS

- > Expansion within current service area
- > Increased frequency of bus stops
- > Improved access to employment and education opportunities

SAFETY

- > First and last mile connectivity (sidewalks)
- > Improved bus stops (lighting / surveillance)
- > Well maintained vehicles

CONNECTIVITY

- > Regional connections to Bryan and Chatham Counties
- > Local connections to Riceboro and Midway
- > Central transportation hub where passengers can access multiple modes of transportation.

What We Heard From The Public

#1 Purpose

Provide access to employment and shopping

91%

Desire more flexible service

#1 Trip Type

Work

#1 Desired Destination

Savannah

Stakeholder Feedback

- 

Partnerships to support service expansions.
- 

Support access to jobs countywide.
- 

Supporting Transit Oriented Development within the current service area.
- 

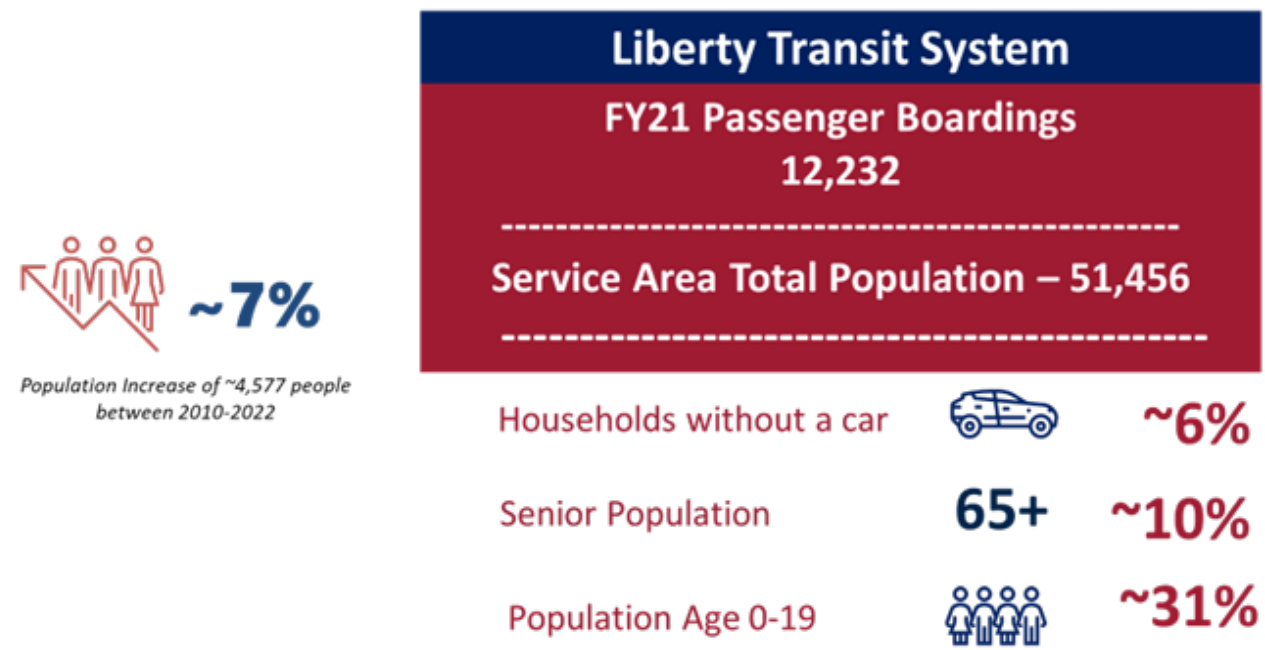
Multimodal transportation hub(s) to support growth.
- 

Measure and promote economic development associated with transit.

Existing Conditions Key Findings

The Existing Conditions Report (Attachment A) conducts a comprehensive analysis of Liberty County’s population, demographics, transportation trends, and local economy to establish an understanding of the study area at the time the project was conducted. The following infographic depicts key analysis findings.

Figure 15: Population and Ridership Trends

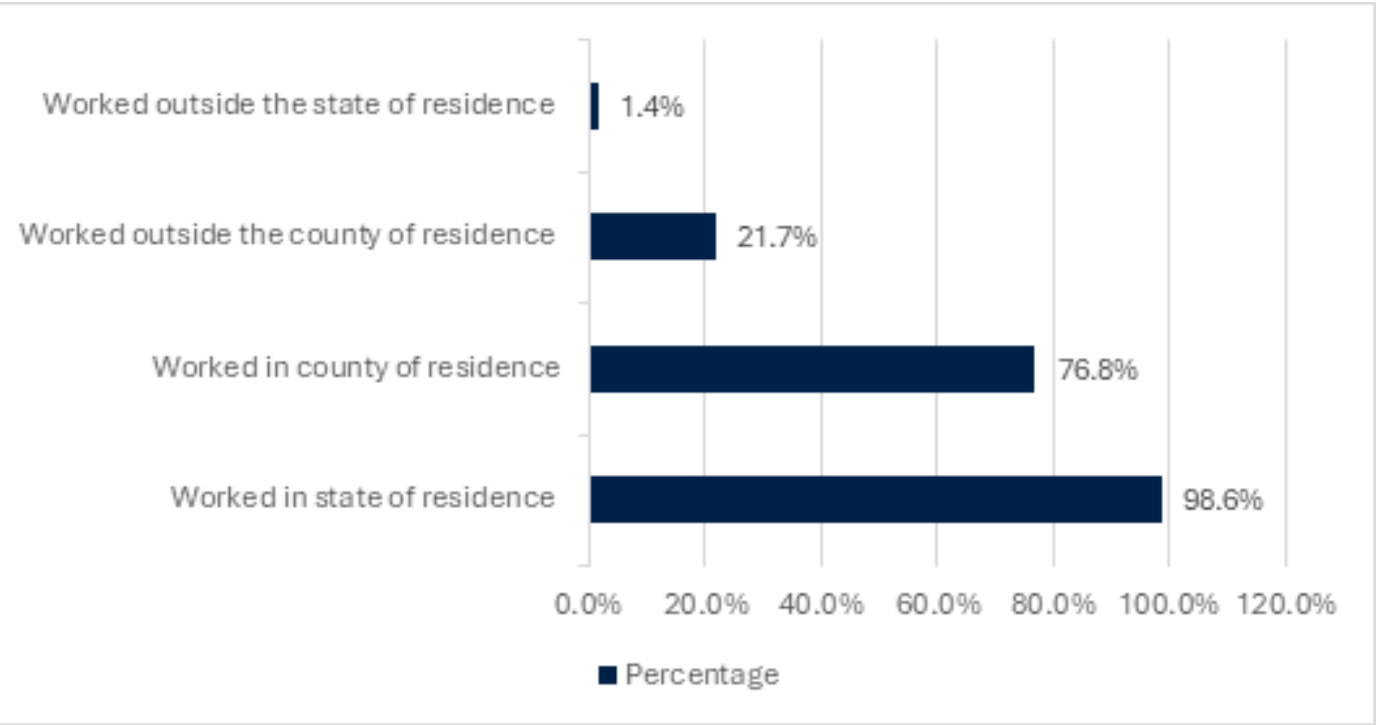


Commuting Patterns

Assessing commuting patterns is important for evaluating existing services and the possible need to establish regional connections. As mentioned in the previous section of this analysis, over 78.6% of Liberty County’s nearly 46,110 workers, live in the county. The most common inflow and outflow is between Chatham County and Liberty County with over 1,411 residents leaving Liberty County for work in Chatham County

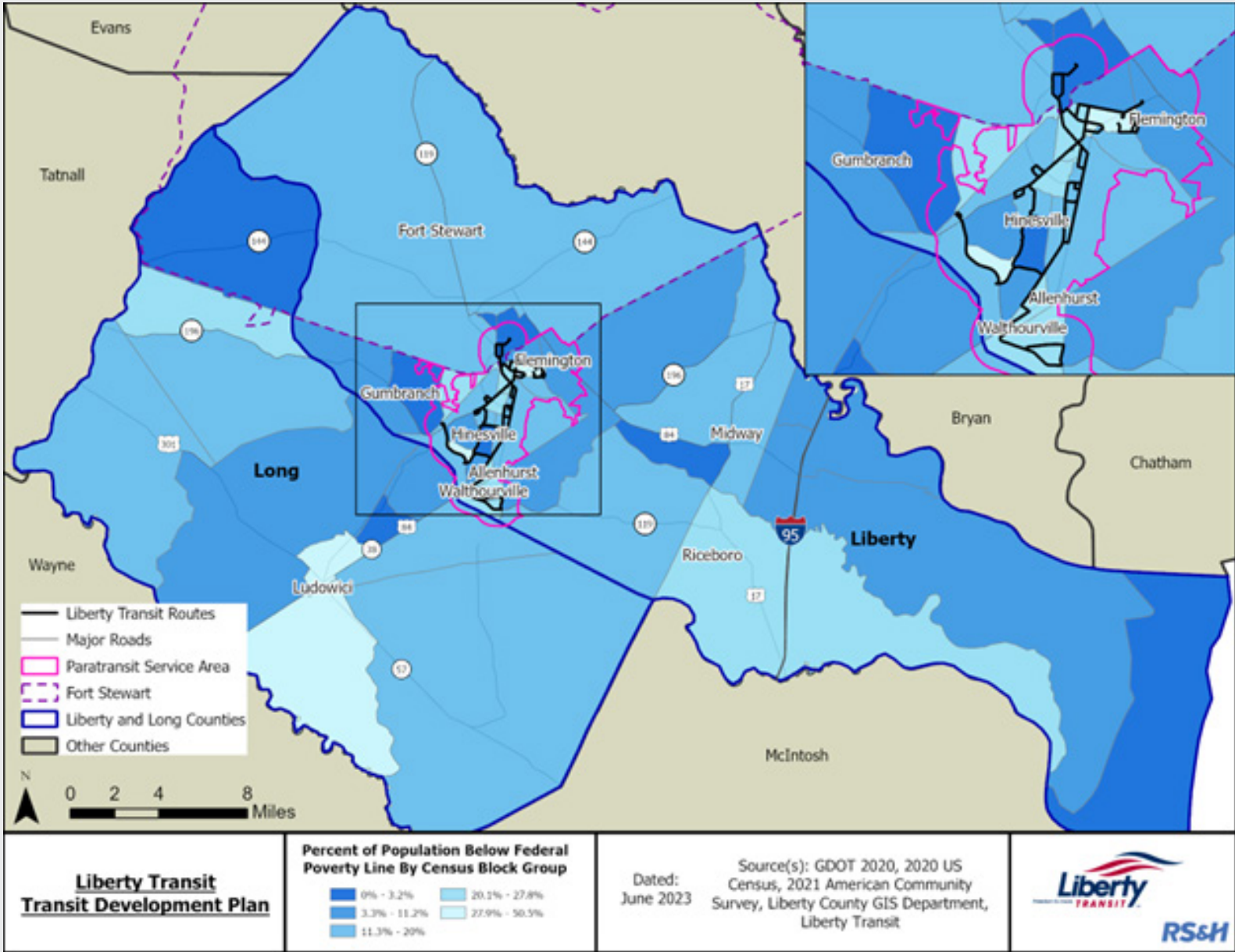
These statistics support the need to enhance services within the Liberty Transit service area to support work based trips within the County, and enhance regional connections to surrounding activity centers.

Figure 16: Liberty County Commuting Characteristics, 2020



Source: 2020 ACS-5 Year Estimates

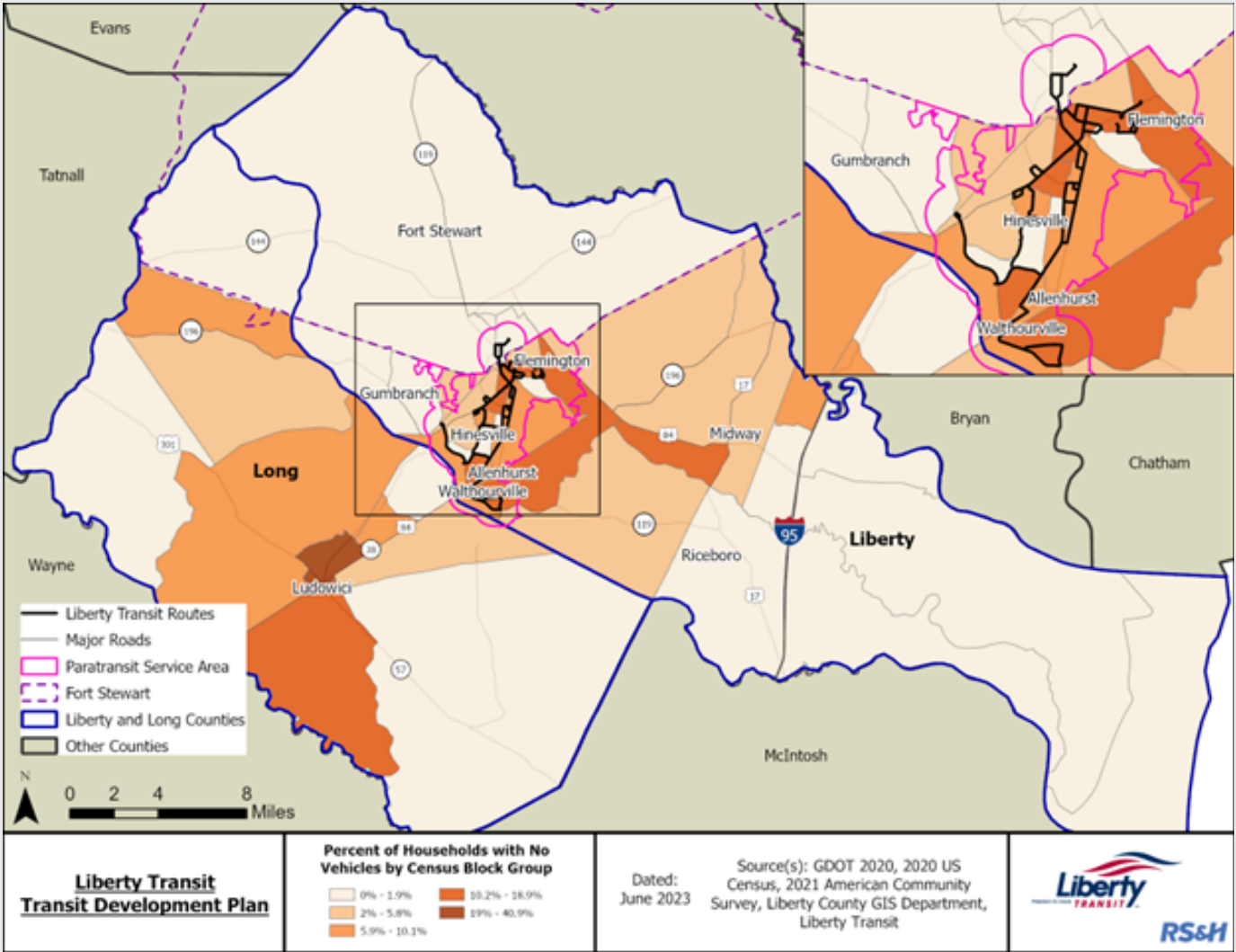
Figure 17: Percent of Population Below Poverty Line



Demographic Factors

Two key demographic factors include populations falling below the Federal poverty level and households without access to a vehicle. These are the most vulnerable and marginalized populations that are statistically most likely to rely on public transportation. The following figures show heavy concentrations of impoverished populations without access to a vehicle living within the study area.

Figure 18: Zero Car Households



Operational and Financial Analysis Key Findings

The Liberty Transit system has experienced consistent levels of local and federal investment over the last 13 years with key capital and operational improvements occurring in first and last mile infrastructure projects and implementation of ADA Paratransit Service. No improvements or increases to fixed route transit services have occurred since the 2018 TDP adoption.

As a result of static system growth, ridership levels have remained low and have not fully rebounded from COVID-19’s effects.

System Productivity Changes

- > Unlinked Passenger Trips (MB): -6%
- > Annual Revenue Miles: +3%
- > Total Annual Operating Expense: -5%
- > Cost / Revenue Hour: -8.7%

Key Takeaways

> Ridership is suppressed as a result of minimal service span and frequency.

> COVID-19 had devastating effects on transit usage, but ridership is rebounding

> While cost to operate the system has decreased, ridership has also declined.

Figure 19: 5 Year Trend for Operating Expenses

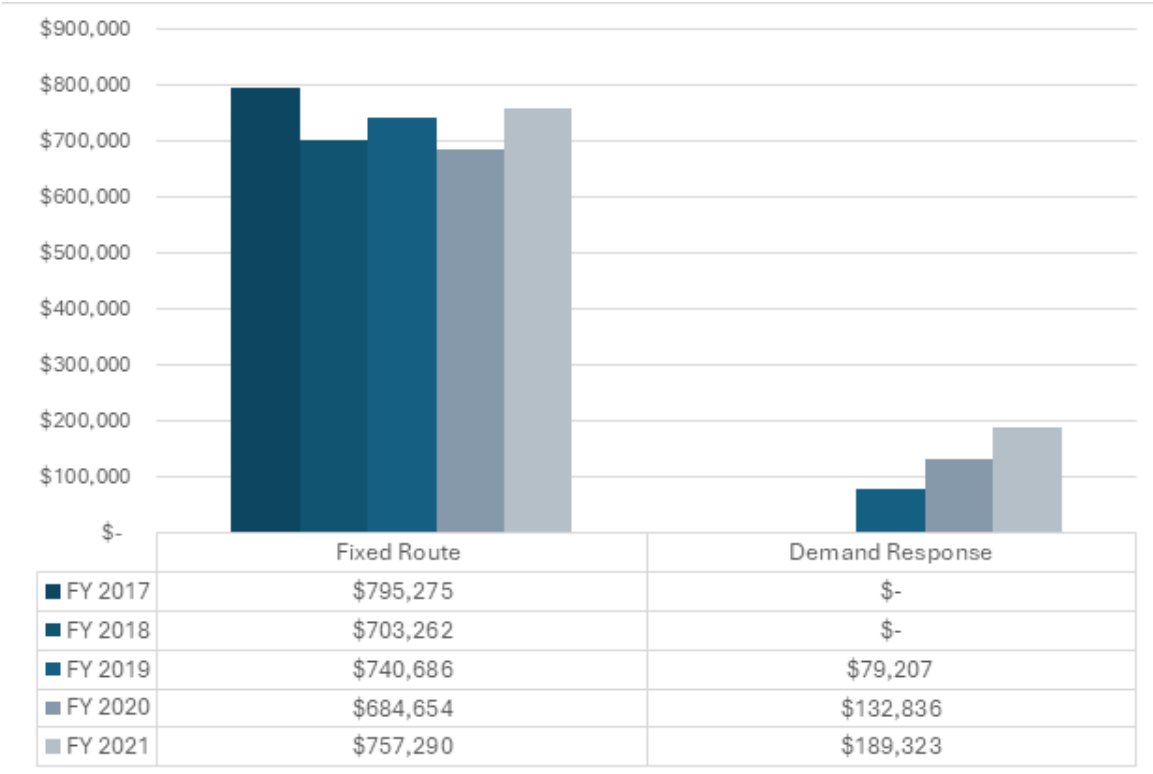


Figure 20: Passenger Trips Per Revenue Service Hour

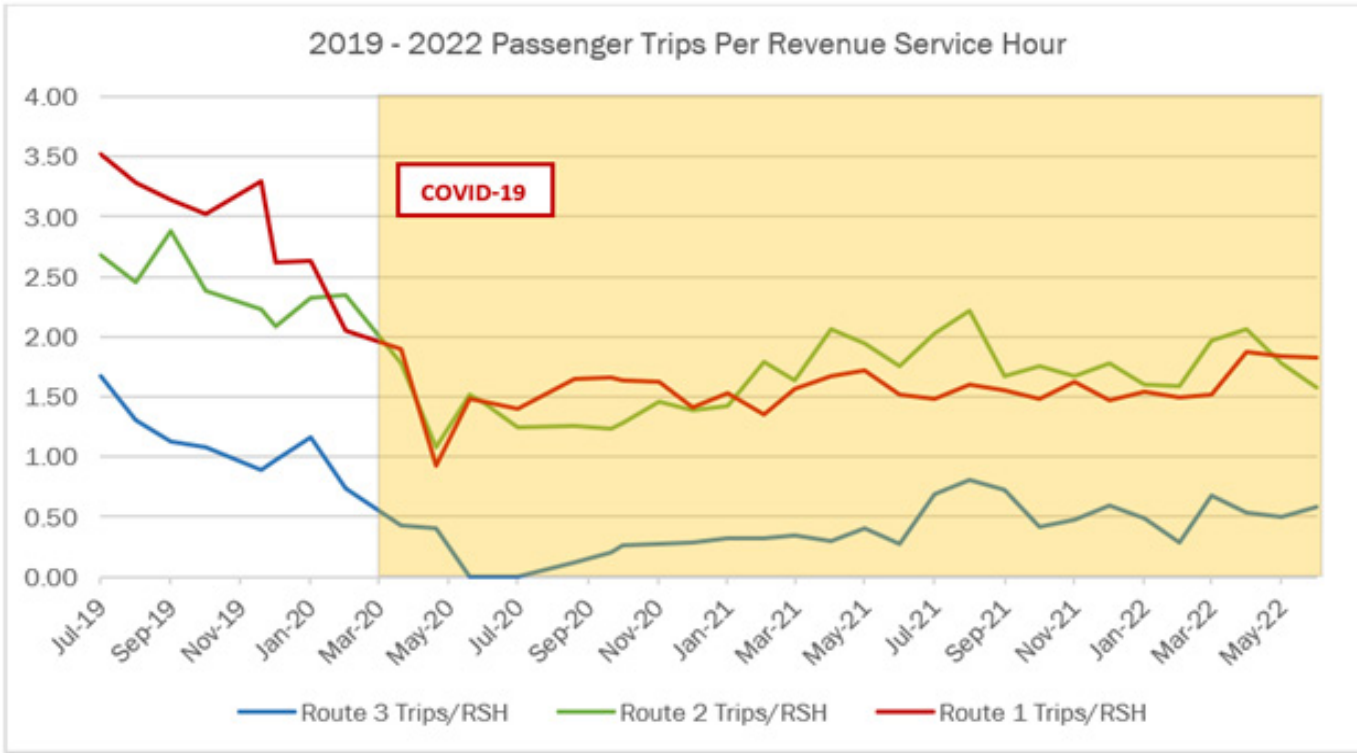
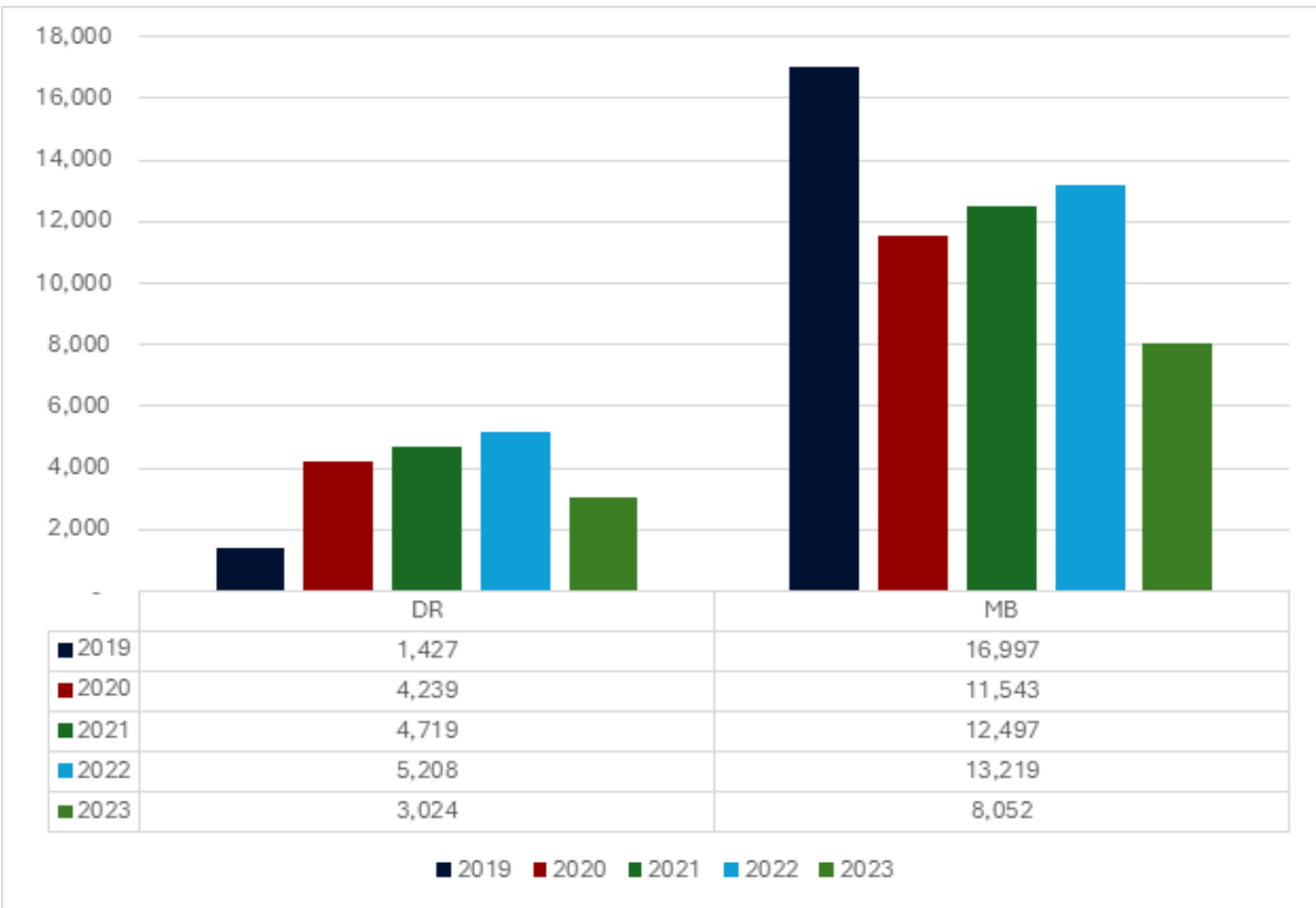


Figure 21: 5-Year Trend for Unlinked Passenger Trips



Source: National Transit Database (NTD)

Peer Assessment Key Findings

The fixed-route peer system selection was conducted using 2017-2021 NTD available data. The agency data were then compared with that of Liberty Transit. The group of possible peers was assessed and selected through an objective assessment of nine standard key variables.

- > Geography (southeastern US)
- > Average speed (revenue miles/revenue hours)
- > Passenger trips
- > Revenue miles
- > Service area population
- > Service area population density
- > Total operating expense
- > Vehicles operated in maximum service (VOMS)
- > Revenue hours

Seven (7) agencies were selected for use in evaluating Liberty Transit’s comparative performance.

- > City of Jonesboro, AR
- > City of Pine Bluff, AR
- > City of Gainesville, GA
- > City of Rome, GA
- > City of Anderson, SC
- > City of Bristol, TN
- > City of Dunlap, TN

A comprehensive peer analysis can be found in Appendix A, but the following key factors were identified.



> Unlinked Passenger Trips = 12,232
(lowest amongst peers)



> Annual Operating Expenses = \$757,290 (2nd lowest amongst peers)



> Cost per Revenue Hour = \$84.58
(3rd highest amongst peers)



> Farebox Recovery = 1.3 (lowest amongst peers)



> Annual Revenue Service Hours = 8,954
(3rd lowest amongst peers)

In conclusion, Liberty Transit can use these comparative service characteristics to learn from the successes and challenges of peer agencies, adapt to changing industry standards, and ultimately deliver improved and sustainable transportation solutions to their riders and communities.

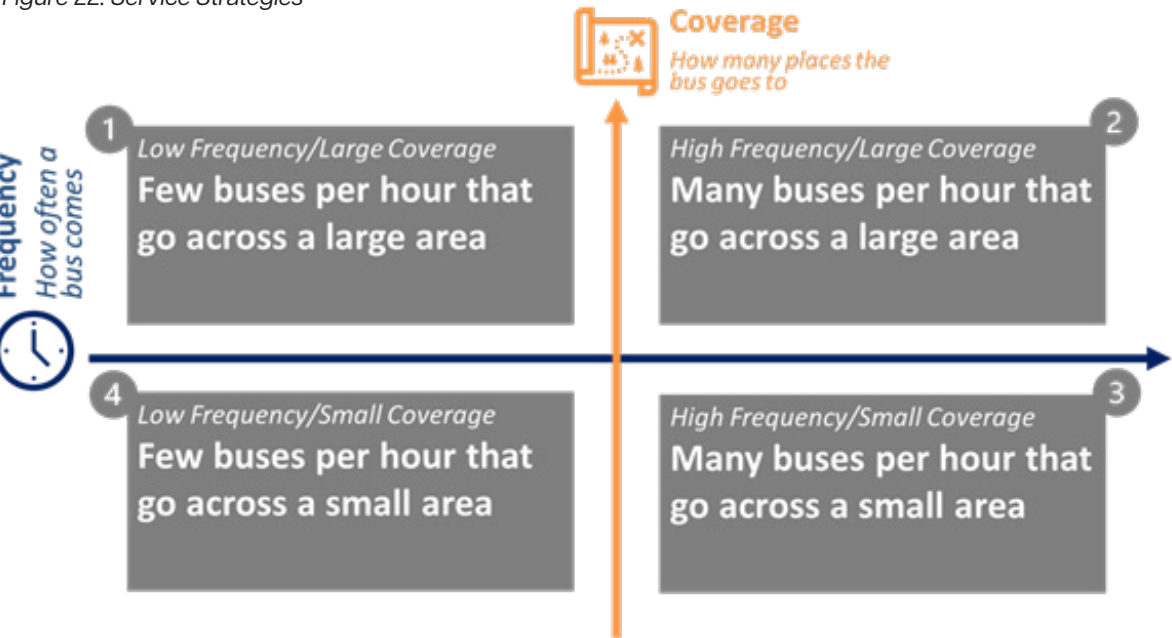
5. Initiatives, Strategies, and Tactics



System and Service Strategies

The proposed recommendations are presented through the system and services strategy framework. This process focuses on developing and implementing strategies to deliver effective and efficient transit service by identifying who needs the services, where they can be best located, what mode works best for the community, and how to fund them. The following figure shows four differing service strategies with variations in geographic coverage and service frequencies. These varying combinations of service characteristics have direct impacts on efficiency and cost for the transit system.

Figure 22: Service Strategies



The system and services strategy calls for substantial investments to improve service delivery, speed, and accessibility. This includes modifications and additions to the fixed route service, expanding operating hours to include Saturday service to provide more flexibility and service for passengers, and introducing Microtransit zone service to cater to the needs of the less dense portions of the service area.

PROPOSED SOLUTIONS

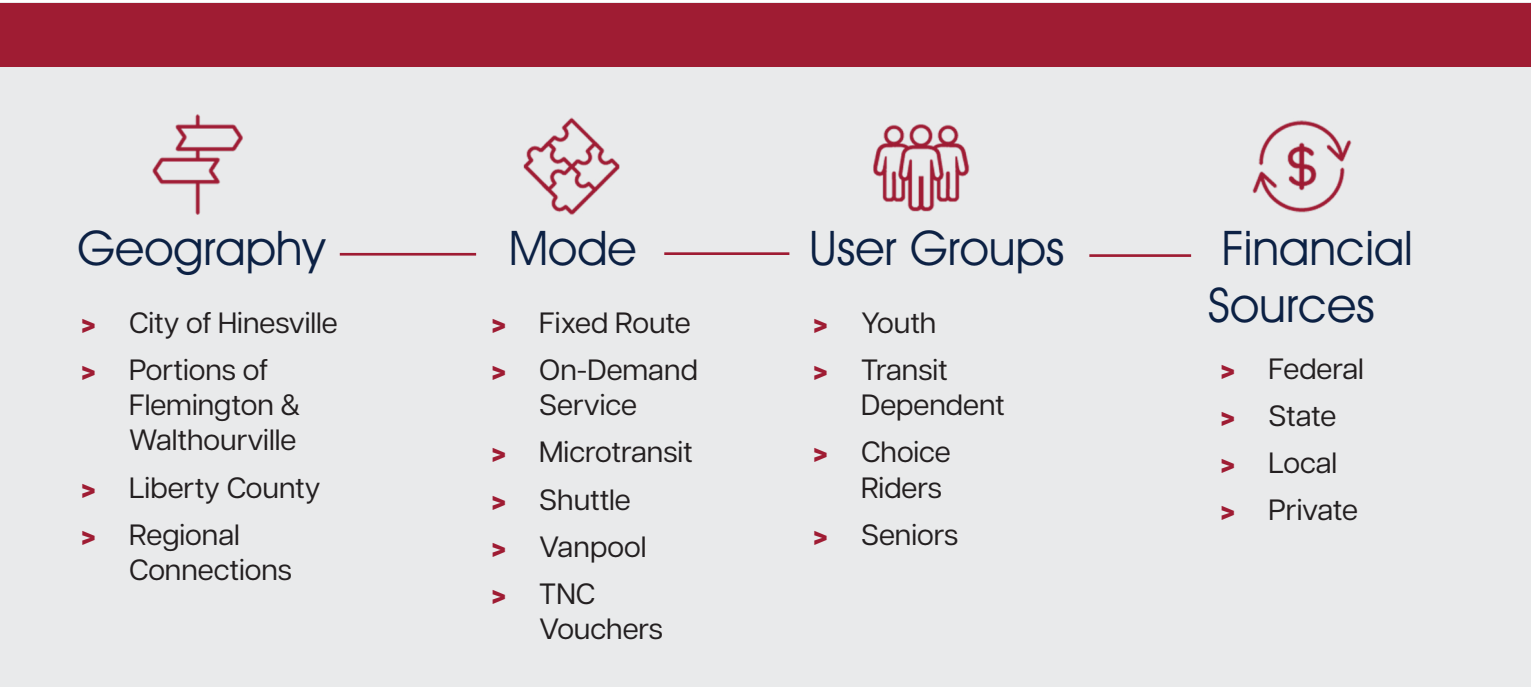
The solution framework to implement the transit system service strategies is organized as follows:

- > Transportation Services
- > Capital & Infrastructure
- > Policies & Partnerships
- > Technology & Innovation

SYSTEM AND SERVICE STRATEGY FRAMEWORK

The framework in this chapter considers a series of questions that help define transit user groups, transit service areas, transit modes, and funding to provide transit service.

- > Who are we trying to serve?
- > Where is the service needed and feasible, both now and in the future?
- > What mode best fits the needs and goals of the community?



Transportation Services

Service strategies for the TDP were organized into five (5) distinct categories based on the types of service recommended. Fixed route services operate on a set schedule with designated stops and set frequencies. Microtransit services are mobile application enabled demand responsive services that operate within a given span and are designed to be more flexible than traditional fixed route bus services.

Demand response services are similar to Microtransit but require 24 hours advanced reservations and are typically reserved for rural populations and ADA disabled passengers. Regional circulators are designed to cover significant distances with limited stops. Carpool and Vanpool programs offer maximum flexibility for employment based trips and typically allows passengers to access employment outside of the current service area.

Service Strategy Categories

-  > Fixed Route – Operates with 30-90 minute frequency
-  > Microtransit Service Zones – service with smaller vehicles that connect to fixed route network, zonal
-  > Demand Response – reservation based service for individuals who need ADA accessible service
-  > Car / Vanpool – can be implemented with corporate partnership and individuals driving on select days
-  > Regional Circulators – Limited stops, provides greater geographical coverage to communities outside of the urban core

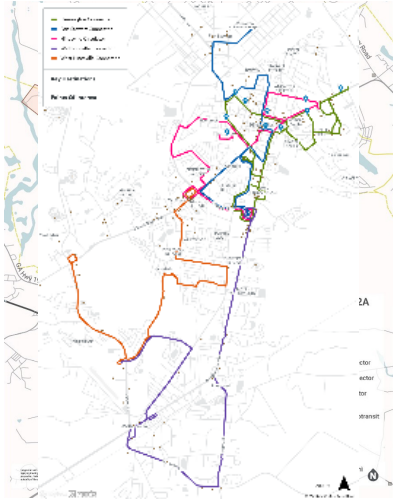
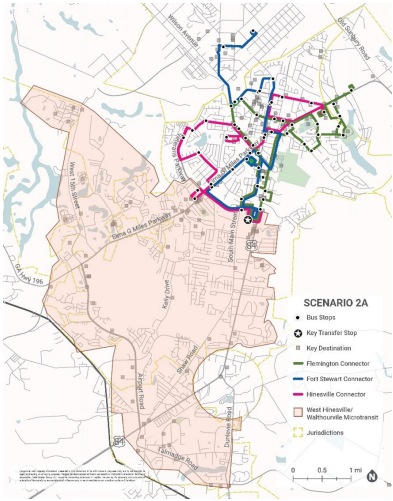
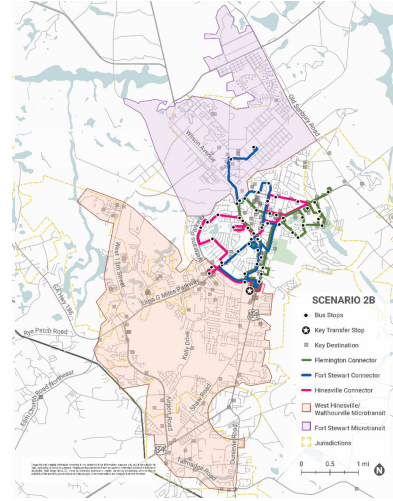
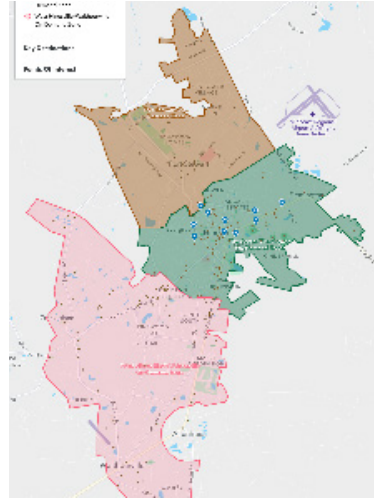
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Service Scenarios Evaluated

The following scenarios were all developed as part of the alternatives development and evaluation phase of the TDP. They provide a variety of transit strategies, with different benefits/limitations for each type of service.



Table 1: Service Scenarios Evaluated

	Scenario 1	Scenario 2A	Scenario 2B	Scenario 3
				
Service Type	Fixed Route	Fixed Route, Microtransit	Fixed Route, Microtransit	Microtransit
Population	18,800	30,300	31,700	35,200
Estimated Annual Trips	34,350	37,192	41,456	32,084
Peak Vehicles	5	5	6	4
Revenue Service Hours	17,954	18,945	23,105	15,680
Revenue Service Miles	270,442	220,208	232,147	94,02

Preferred Alternative

Transportation Services: Scenario 2A and 2B

The evaluation of Service Strategy Scenarios 1, 2A, 2B and 3 resulted in the selection of a preferred alternative. The Hinesville City Council convened to review the technical analysis and engagement results, and selected Scenarios 2A and 2B as the Locally Preferred Alternatives. Both versions of Scenaro 2 include a combination of microtransit and fixed route services with 2A providing service to Hinesville, Flemington, and Walthourville with fixed route transfers to Fort Stewart and 2B adding microtransit services to Fort Stewart.

The Preferred Alternative includes three fixed-route connectors that will provide riders with 60 minute service to key destinations in Hinesville’s core (generally northeast of Veterans Parkway). Compared to the existing services, these routes improve frequencies to key destinations, while operating with the existing three buses.

2A Service Characteristics

- > Mon - Friday 6:00 AM - 7:00 PM
- > Addition of Saturday service,
- > 60 Minute Headway

2B Service Characteristics

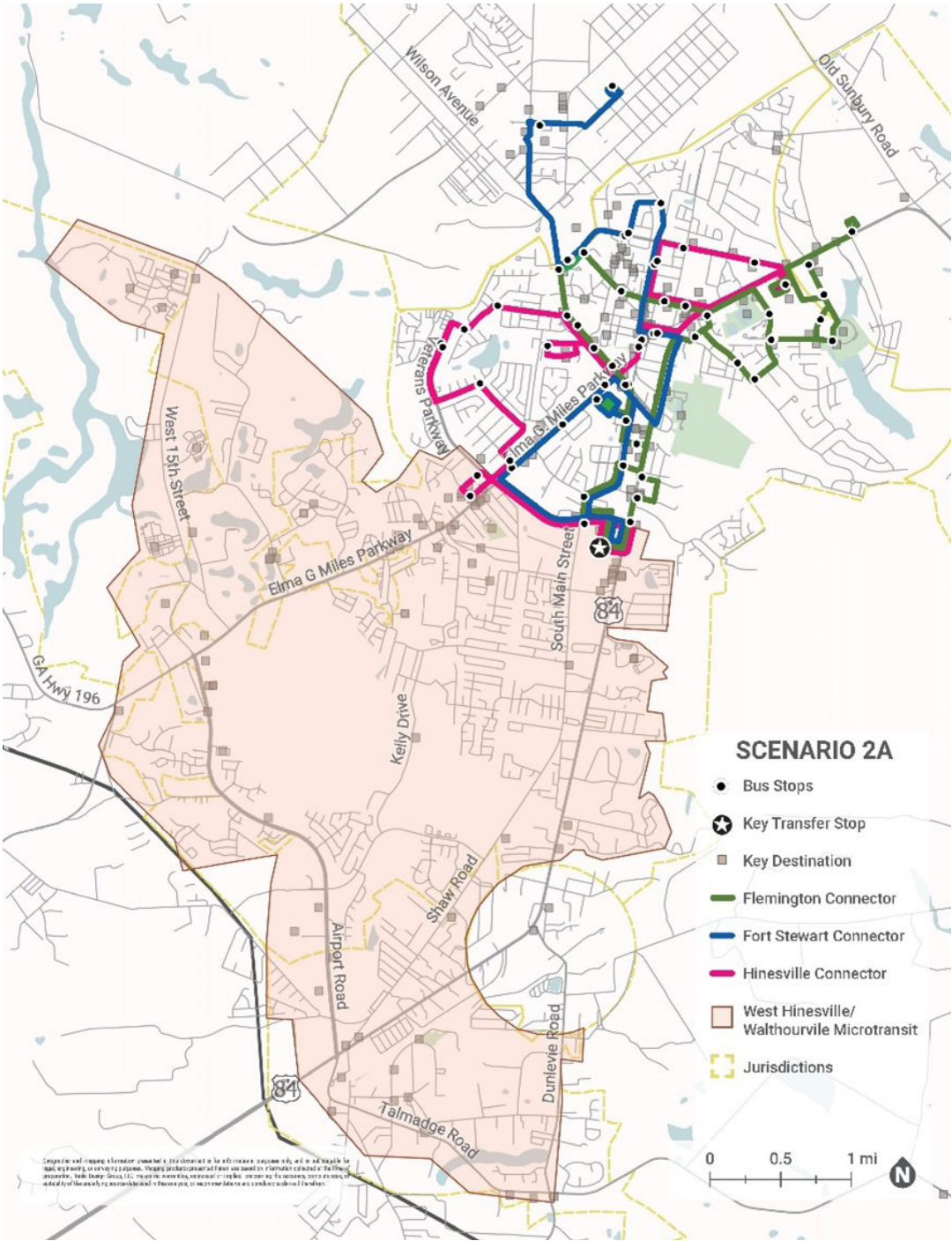
- > Mon - Friday 6:00 AM - 7:00 PM
- > Addition of Saturday service,
- > 60 Minute Headway

The following figures show the proposed service alignment and zones for scenarios 2A and 2B.

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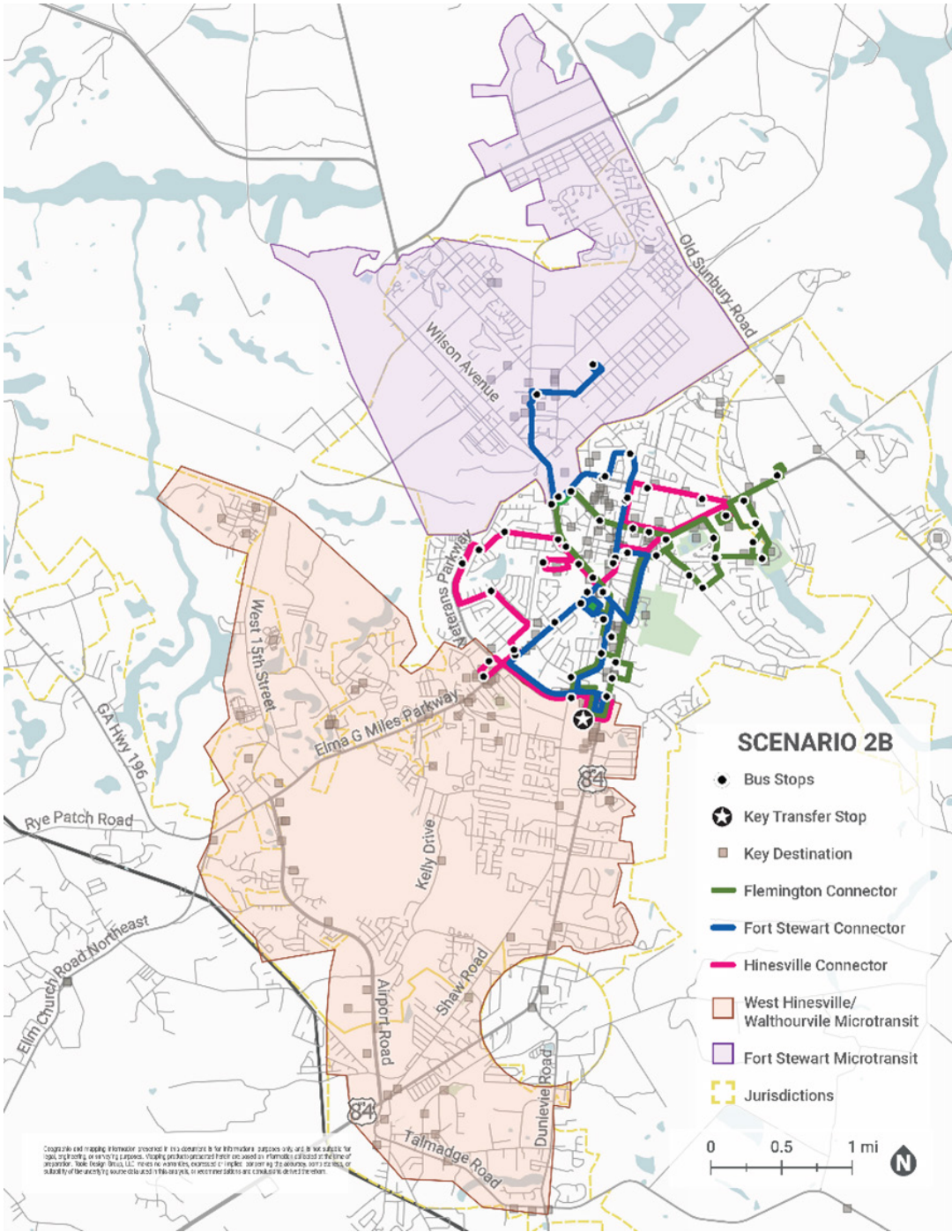
Scenario 2A

Figure 23: Scenario 2A



Scenario 2B

Figure 24: Scenario 2B

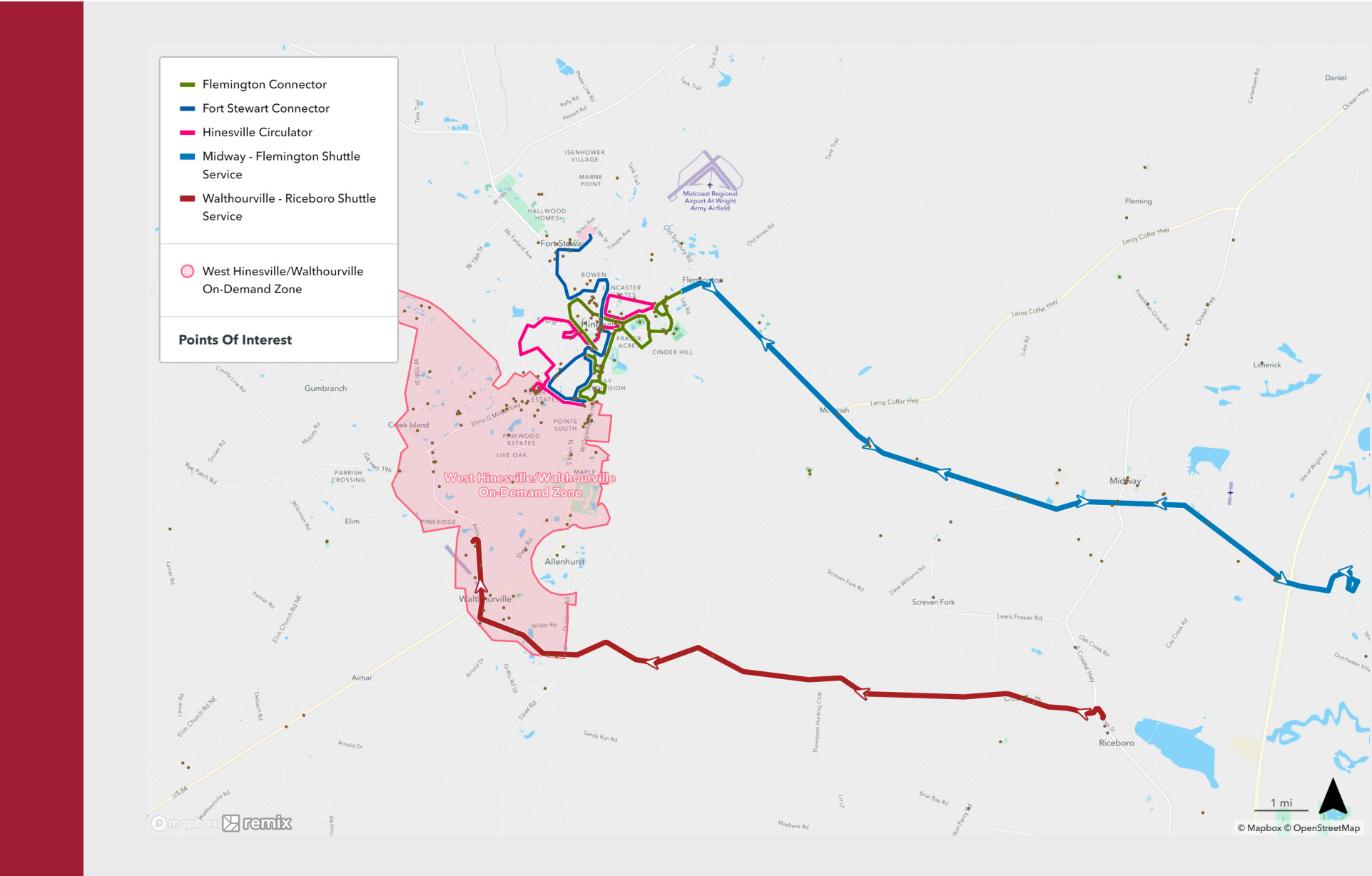


Transportation Services: Regional Connections

Regional connections help foster the bridge between those in the immediate service area and individuals who live outside of the service area, but are frequent visitors, employees, or tourists. Riceboro and Midway are home to industrial facilities which heavily employ people who live in Hinesville. Providing an employment shuttle to those destinations increases the employment in the region by providing service to transit-dependent populations looking for work.

This is a map of a potential add-on service, shuttle service to Midway from Flemington, and Riceboro, from Walthourville/Hinesville. These services would connect to existing transit services operated by Liberty Transit

Regional Service Options



Capital Infrastructure

Mobility Hubs

A mobility hub is a place where people can connect to multiple modes of transportation to make their trip as safe, convenient, and reliable as possible. These transit facilities will allow drivers to use the restroom, provide protection from the weather, and a safe waiting area for riders. In addition, a mobility hub can also provide transfers to other regional services, including Greyhound and Coastal Regional Coaches.

Liberty Transit does not currently have a dedicated multimodal transit center to serve as a Level I Mobility Hub. This critical infrastructure is a recommended priority for the system to meet current needs and serve as a foundational investment for future system growth.

- > Albany
- > Douglas
- > Athens

Bus Stop Improvement Program (BSIP)

A BSIP can provide a better understanding of where bus stop infrastructure investments are needed and provide policies and implementation strategies specific to these improvements.

Vehicle Operations, Storage, and Maintenance

Replacement & Expansion of Rolling Stock

- > Maintain state of good repair for current rolling stock
- > Procure expansion buses, vans, and support vehicles
- > Identify secure storage and maintenance locations for expanded Liberty Transit fleet and service vehicles.

Capital Planning

Capital Planning

- > TDP 5-year update
- > EV Charging Study
- > Fleet electrifications / zero emissions study
- > Carbon Reduction Program/Study

Policies and Partnerships Strategies

Strategic Partnerships

- > Maintain current service partnerships with Walthourville, Flemington, and Coastal Regional Commission.
- > Explore expanded partnerships with Fort Stewart.
- > Explore regional partnerships with Long County, Brian County, Chatham County and Glynn County.
- > Engage with new local public and private partners including Midway, Riceboro, Liberty County Economic Development Authority, and private industries.

First & Last Mile Infrastructure Program Expansion

- > Grant funding for multimodal infrastructure improvements

Update to Local Codes and Ordinances

- > Transit Review of Development Plans
- > Access Easements
- > Strategic Transit Oriented Development (TOD) Plans

Marketing, Promotions & Awareness

- > Event Shuttles Program
- > Fare Free Promotions
- > Update to Rider Information Documents / Website
- > Biannual Open House

Technology & Innovation

Investments in innovative and modern technology will allow for a better experience for riders and simplify logistics and data collection for operators. The investments that Liberty Transit should prioritize are listed below.

- > Fare Collection
 - > Fare free pilot program for Fixed Route and ADA Paratransit services
 - > Fare collection options for microtransit services
- > iMobile App
 - > Complete trip planning, mobile fare payment
- > Real Time Information Technology
- > On-board WiFi Services

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6. Implementation



Implementing the Plan

The implementation plan provides an outline of the actions required to carry out the recommendations identified in the TDP. The first section contains a list of key implementation strategies, followed by the list of recommendations scheduled for the next five years (fiscal). The implementation schedule breaks out by fiscal year the timeline of recommendations, which helps to show what activities occur over multiple years. Greater detail is included for the short-term recommendations than for the long-term recommendations.

It is important to note that this schedule has been constructed using currently available information with regard to service and system priorities and funding constraints. Additional resources or changing priorities may alter this schedule and Liberty Transit can address these changes when developing the annual transit system budget.

The Implementation Plan includes four components that help bring forth the recommendations of the TDP, outlined on the following page.

Strategies

-  > Financial Phasing
-  > Initiate New Partnerships
-  > Procurement & Talent Acquisition
-  > Implementation

Schedule

-  > Short Term (0-2 years)
-  > Long Term (5-20 years)
-  > Mid term (2-5 years)

Financial Plan

-  > Potential Funding Sources
-  > Scenario Cost Projections
-  > Project Annual Revenue Service Hours
-  > Capital Expenditures

Monitoring Program

-  > SMART Approach
-  > Performance Monitoring
-  > Quantitative Performance Monitorings

Implementation Strategies

The following list outlines the key strategies that will be beneficial for Liberty Transit in implementing the TDP plan recommendations.

- > Financial Phasing
 - > Begin implementing recommendations using available resources.
 - > Seek new grant sources for recommended TDP services and initiatives.
- > New Partnerships
 - > Arrange meetings with both new and existing partners to explore opportunities and address potential barriers. Potential partnerships may include Tradeport East, Savannah Tech, and other private business enterprises who would benefit from improved transit services.
 - > Formalize partnerships by drafting agreements, contracts, and memoranda.
- > Procurement & Talent Acquisition
 - > Create advertisements for competitive procurement bids (including Microtransit TPO) and open staff positions.
 - > Acquire vehicles, support equipment, and technology.
 - > Recruit, train, and maintain transit personnel.
- > Implementation
 - > Prepare public information strategies and service roll-out schedule.
 - > Advertise planned changes, and host public meetings / rider training events.
 - > Complete bus stop signage, ride guide, website, and mobile app updates.
 - > Launch service changes.

Implementation Schedule

The TDP improvements are listed below by year, and broken out by short term, mid term, and long term improvements. Contextualizing the recommendations by phase will help assist in overall time line for implementation.

The short-term service framework primarily aims to introduce new Microtransit service, revise existing fixed route alignments, and maintain ADA paratransit. These efforts are crucial while Liberty Transit prioritizes critical capital investments and secure grant funding for new and expanded services. It is expected that cost-neutral improvements outlined in the Liberty Transit fiscal budget will commence implementation within the first 12-18 months following the adoption of the TDP.

Short Term Recommendations FY 2025 - 2026

Operational

- > Initiate Fare Free Pilot Program and Ridership Campaign
- > Initiate Marketing, Public Information, and Training Campaign
- > Develop New Ride Guides and Upgrade Liberty Transit Website
- > Initiate New Fixed-Route Alignments
- > Initiate Microtransit Pilot Program

Policy & Administrative

- > Initiate Policy, Contractual, and Implementation Planning Activities
- > Coordinate with Targeted Agencies and Secure Implementation Partnerships
- > Apply for New Formula and Discretionary Grants

Capital

- > Purchase / Install Short-Range Optimization Bus Stop Amenities
- > Purchase Service Expansion Vehicles - Short-Range

Planning

- > Conduct Bus Stop Improvement Program (BSIP)
- > Conduct Electric Vehicle Charging Infrastructure Analysis

Capital

- > Initiate BSIP Phase I Recommendations
- > Procure Remote Ticket Sales Vending Station/s
- > Procure Expansion Support and Replacement Support Vehicles

Planning

- > Perform First Mile and Last Mile Accessibility Study
- > Conduct Site Selection Study (Mobility Hub Analysis)
- > Perform Regional Vanpool Study
- > Complete Transit Development Plan Update

Long Term Recommendations FY 2030+

Capital

- > Initiate Site Development for Mobility Hub
- > Perform NEPA and Site Design for Mobility Hub

Mid Term Recommendations FY 2027 - 2029

Operational

- > Initiate Microtransit Pilot Program - Zone 2

Policy & Administrative

- > Apply for new formula and discretionary grants
- > Develop Transit Oriented Development Policy and Ordinance
- > Prepare and Negotiate On-Call Consultant Services
- > Apply for New Formula and Discretionary Grants

Financial Plan

A financial plan was developed to help understand unfunded and funded needs for Liberty Transit. The financial plan analyzes costs and revenues for operational and capital needs, over a five-year period. The proposed financial plan provides additional sources of revenue for operations and capital funding for Liberty Transit over the next five years.

Current Revenue Sources

Liberty Transit currently receives funding on the Federal and local level, and revenue through passenger fees and advertising revenue. The funding programs sources are listed below:

- > FTA Section 5307 Urbanized Area Formula Program funds
- > Local match (City of Flemington, City of Walthourville)

There are federal funding programs and state (Georgia) programs that Liberty Transit can apply to and seek funding, for operations and capital improvements. The table below lists funding programs that can be utilized to diversify the funding stream of Liberty Transit and provide additional sources of revenue.

For FY 2024, the expenses and revenues are based on Liberty Transit’s adopted budget for the fiscal year, as well as the City of Hinesville’s budget report. The FY 2025 budget is based on the projects that are scheduled for implementation in the first full year of the updated TDP. The projected revenue service hours are listed in the table below.

Table 2: Projected Annual Revenue Service Hours FY25-29

Projects	FY2025	FY2026	FY2027	FY2028	FY2029
	Projected Annual Revenue Service Hours				
Current Level of Service - Three Fixed-Route	8,930	8,930	8,930	8,930	8,930
Current Level of Service - Demand response ADA paratransit	1,735	1,735	1,735	1,735	1,735
Total Current Level of Service	10,665	10,665	10,665	10,665	10,665
	Projected Annual Revenue Service Hours				
TDP Recommendations					
Flemington Connector, Hinesville Connector, Fort Stewart Connector Routes (includes Saturday service)	11,405	11,405	11,405	11,405	11,405
Demand Response ADA paratransit	1,735	1,735	1,735	1,735	1,735
West Hinesville - Walthourville Microtransit Pilot	7,540	7,540	7,540	7,540	7,540
Fort Stewart Microtransit Pilot	4,160	4,160	4,160	4,160	4,160
Total Proposed Transit Revenue Hours w/o Fort Stewart Microtransit (Scenario 2A)	20,680	20,680	20,680	20,680	20,680
Total Proposed Transit Revenue Hours w/ Fort Stewart Microtransit (Scenario 2B)	24,840	24,840	24,840	24,840	24,840

The following budget table lists out the planned operating budget for the next five fiscal years. It includes both Scenario 2A and Scenario 2B, as well as the existing operating service with no modifications for FY 2025. A annual escalation rate of 1.05% was applied to each revenue source and cost of operation.

Current Revenue Sources

Capital investments, such as rolling stock and the proposed Mobility Hub, are detailed in the table below. In order to keep the transit system in a State of Good Repair (SGR), system assets must be maintained and kept in decent condition. This requires the purchasing of new fleet vehicles periodically; Liberty Transit has recently purchased new cutaway vans in 2020 but will need to purchase additional vehicles to maintain a good spare ratio and to meet the demand with the new proposed services.

Table 3: Projected and Existing Operating Costs FY25-30

	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030
Existing Operating Service						
Fixed Route Bus & Paratransit	\$1,052,454					
City Operating Overhead	\$204,629					
Scenario 2A: Fixed + Microtransit						
Fixed Route Bus & Paratransit		\$895,637	\$1,056,496	\$1,091,428	\$1,117,344	\$1,143,916
Microtransit		\$603,200	\$646,130	\$661,234	\$676,835	\$693,034
City Operating Overhead		\$200,016	\$214,251	\$219,260	\$224,466	\$229,604
Scenario 2B: Fixed + 2 Microtransit						
Fixed Route Bus & Paratransit		\$895,637	\$1,056,496	\$1,091,428	\$1,117,344	\$1,143,916
Microtransit		\$936,000	\$1,002,615	\$1,026,053	\$1,050,417	\$1,075,398
City Operating Overhead		\$200,016	\$214,251	\$219,260	\$224,466	\$229,604
Total Operating Cost						
Existing Operating Service	\$1,257,083					
Scenario 2A: Fixed + Microtransit		\$1,798,853	\$1,926,877	\$1,971,922	\$2,018,746	\$2,066,755
Scenario 2B: Fixed + 2 Microtransit		\$2,131,653	\$2,283,362	\$2,336,741	\$2,392,227	\$2,449,118
Fares and Marketing	\$20,461	\$20,929	\$21,423	\$21,924	\$22,445	\$22,962
Net Operating Cost	\$1,236,622					
Scenario 2A: Fixed + Microtransit		\$1,777,924	\$1,905,453	\$1,949,966	\$1,996,301	\$2,043,792
Scenario 2B: Fixed + 2 Microtransit		\$2,110,724	\$2,261,939	\$2,314,817	\$2,369,783	\$2,426,156
*Federal Operating Revenues	\$766,705					
Scenario 2A: Fixed + Microtransit		\$1,102,313	\$1,181,381	\$1,208,999	\$1,237,707	\$1,267,151
Scenario 2B: Fixed + 2 Microtransit		\$1,309,649	\$1,402,402	\$1,435,187	\$1,469,265	\$1,504,217
Net Local Cost	\$490,378					
Scenario 2A: Fixed + Microtransit		\$696,540	\$745,496	\$762,923	\$781,039	\$799,604
Scenario 2B: Fixed + 2 Microtransit		\$823,004	\$880,960	\$901,555	\$922,962	\$944,902

Monitoring Program

In keeping with the nationwide trends in utilizing a performance-based planning approach, the TDP performance monitoring program utilizes the FTA recommended SMART approach. The SMART approach is defined as:

- > **S**pecific: Goals should be clearly defined and focused, leaving no room for ambiguity or confusion.
- > **M**easurable: There should be tangible criteria for assessing progress and determining when the goal has been achieved.
- > **A**chievable: Goals should be realistic and within reach, considering available resources and constraints.
- > **R**elevant: Goals should align with broader objectives and be meaningful to the overall mission or purpose.
- > **T**ime-bound: Goals should have a defined timeframe or deadline for completion, providing a sense of urgency and accountability.

Quantitative Performance Monitoring

According to The FTA Performance Measures for Public Transit Mobility Management, the following data must be collected in order to measure the performance of an urban transportation system.

- > Revenue hours (All Modes)
- > Revenue miles (All Modes)
- > Vehicle hours (All Modes)
- > Vehicle miles (All Modes)
- > Passengers / Trips (All Modes)
- > Passenger miles (All Modes)
- > Operating expense (All Modes)
- > Accidents—major and non-major (All Modes)
- > Requested trips (DR and Flex)
- > Scheduled trips (DR and Flex)
- > Completed trips (DR and Flex)
- > Cancellation—advanced, same day, and late (DR and Flex)
- > No-show (DR and Flex)
- > Missed trip (DR and Flex)
- > Trip denial (DR and Flex)
- > Trip length (All Modes)
- > Travel time
- > Complaints

The collected information is used to develop industry standard performance measure variables including the following examples.

- > Operating cost per passenger trip and mile
- > Operating cost per vehicle hour and mile
- > Passenger revenue per total operating cost or fare recovery ratio
- > Unlinked Passenger trips per vehicle hour and miles
- > Accidents per 100,000 miles
- > No-shows per scheduled trips
- > On-time pick-ups to total pick-ups (on-time performance)
- > Complaints per 1,000 passenger trips
- > Average trip length
- > Average vehicle travel time
- > System speed
- > Response time
- > Trip denials per trip requested
- > Vehicles operated at maximum services (VOMS)
- > Regular service days for each month

While much of the required data is already routinely collected for Liberty Transit, it is important to note that this data is needed for effective and accurate quantitative reporting and can be collected for enhanced performance monitoring.

7. Conclusions



Conclusions

Obtaining the support of decisionmakers who approve the Liberty Transit budget that is required to implement the TDP is only the first step in a longer process of bringing the TDP findings and recommendation to fruition. This section provides key elements to consider as Liberty Transit implements its plan to successfully grow the system and achieve the goals that are outlined in this TDP.



Maximize Operational and Service Efficiencies

- > Eliminate underperforming route segments and introduces higher efficiency service options system wide.



IDENTIFY PARTNERSHIP OPPORTUNITIES TO ENHANCE REGIONAL TRANSIT

- > Provides service expansion opportunities for Riceboro, Midway, and Fort Stewart.
- > Introduces employment based transportation options county-wide.
- > Creates public-private partnerships opportunities.



MAINTAIN A STATE OF GOOD REPAIR FOR THE LIBERTY TRANSIT FLEET AND FACILITIES.

- > Recommends replacement and expansion of fleet vehicles.
- > Introduces mobility hub and maintenance facility investments.



IDENTIFY OPPORTUNITIES TO SUPPORT ECONOMIC AND TRANSIT-ORIENTED DEVELOPMENTS (TODS).

- > Provides a path for regulatory and incentive based growth that supports transit ridership.



IDENTIFY AND PRIORITIZE RESILIENT TRANSIT SUPPORTIVE INFRASTRUCTURE AND TECHNOLOGY INVESTMENTS.

- > Prioritizes procurement of website upgrades, mobile phone application with real-time tracking technology, integrated fare collection, and enhanced technologies such as on-board wi-fi.



IMPROVE ACCESS AND REDUCE BARRIERS FOR FIRST AND LAST MILE CONNECTIVITY.

- > Continued prioritization of Bus Stop Improvement Program (BSIP) and investments in transit supportive infrastructure.



PRIORITIZE SAFE AND EQUITABLE ACCESS TO PUBLIC TRANSPORTATION.

- > Recommends expanded service area with flexible service models in areas with limited first and last mile infrastructure.
- > Invests in areas with high concentrations of protected populations.
- > Connects low-income and zero-car households with employment opportunities.