



FACT SHEET - SEPTEMBER 2016

WHAT IS A TDP?

A transit development plan (TDP) documents the current performance of a transit system, identifies potential new services, and evaluates performance of the proposed changes. The M Transit TDP will consider the following:

- ▶ **Routes** - analyze performance of existing and new routes
- ▶ **Demographics** - summarize and map current and forecasted population and employment
- ▶ **Ridership** - count existing and forecast future riders with modeling software
- ▶ **Operations** - identify opportunities to increase efficiency
- ▶ **Finance and Funding** - analyze current revenue sources, identify potential new funding sources, and forecast future revenues



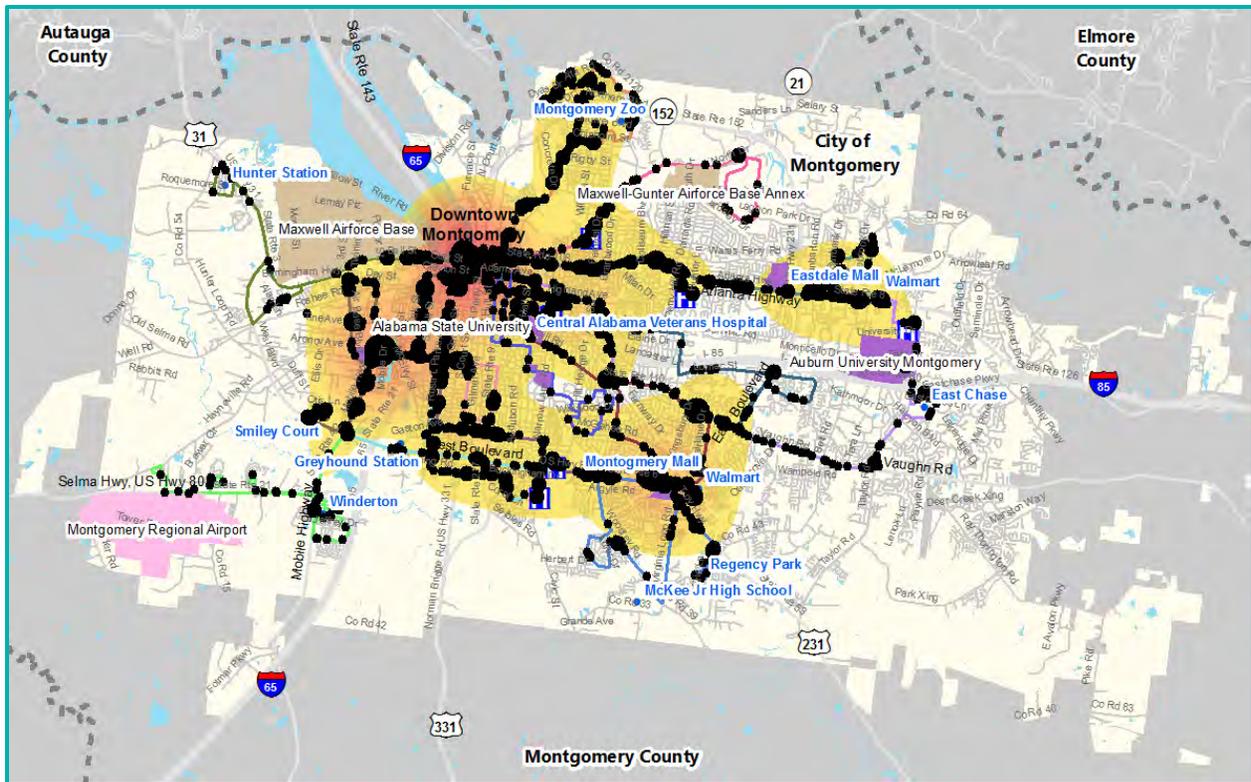
Optimized System M Transit Routes

GOALS OF THE TDP

The TDP goals provide a framework for decision making. They are key to identifying potential new transit services and evaluating system performance. Both the public and stakeholders were involved in the development of goals and their input was critical to the process. The goals are:

1. Enhance the integration of transit services to **support the economy** and support local land uses
2. Provide high quality mobility options with **safe, efficient service**, and multimodal connectivity
3. Ensure a high level of **customer service** through effective communication and public engagement
4. Maximize existing funding sources and assets to provide **cost-effective service**
5. Maintain **reliability** of the transit system service through a state of good repair





Heat Map of Existing Ridership

The map of existing ridership, above, shows major trip ends are at the transfer centers, Downtown Montgomery, Once Center, Eastdale Mall, Rosa Parks Avenue, and Atlanta Highway. Dark red indicates a higher concentration of trip ends, while light yellow is a lower density of trips. Black dots are bus stops, with larger dots showing higher ridership.

OPTIMIZED SYSTEM

Based on the TDP goals and M Transit System performance evaluation, the below service changes are recommended to enhance the M Transit system.

New service to:

- ▶ Veterans Affairs Hospital
- ▶ Chantilly Parkway
- ▶ Hyundai Manufacturing
- ▶ East and West Boulevards

Reduction in service to:

- ▶ Hunter Station
- ▶ Woodley Park

- ▶ Allendale

PERFORMANCE

- ▶ Increased employment access **supports economic development**
- ▶ 35% increase in ridership with a **0.4% increase in costs**
- ▶ Reduced trip cost **increases efficiency**
- ▶ Higher ridership **generates more fare revenue**

FOR MORE INFORMATION

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