



Strategic Planning



Today's Objectives

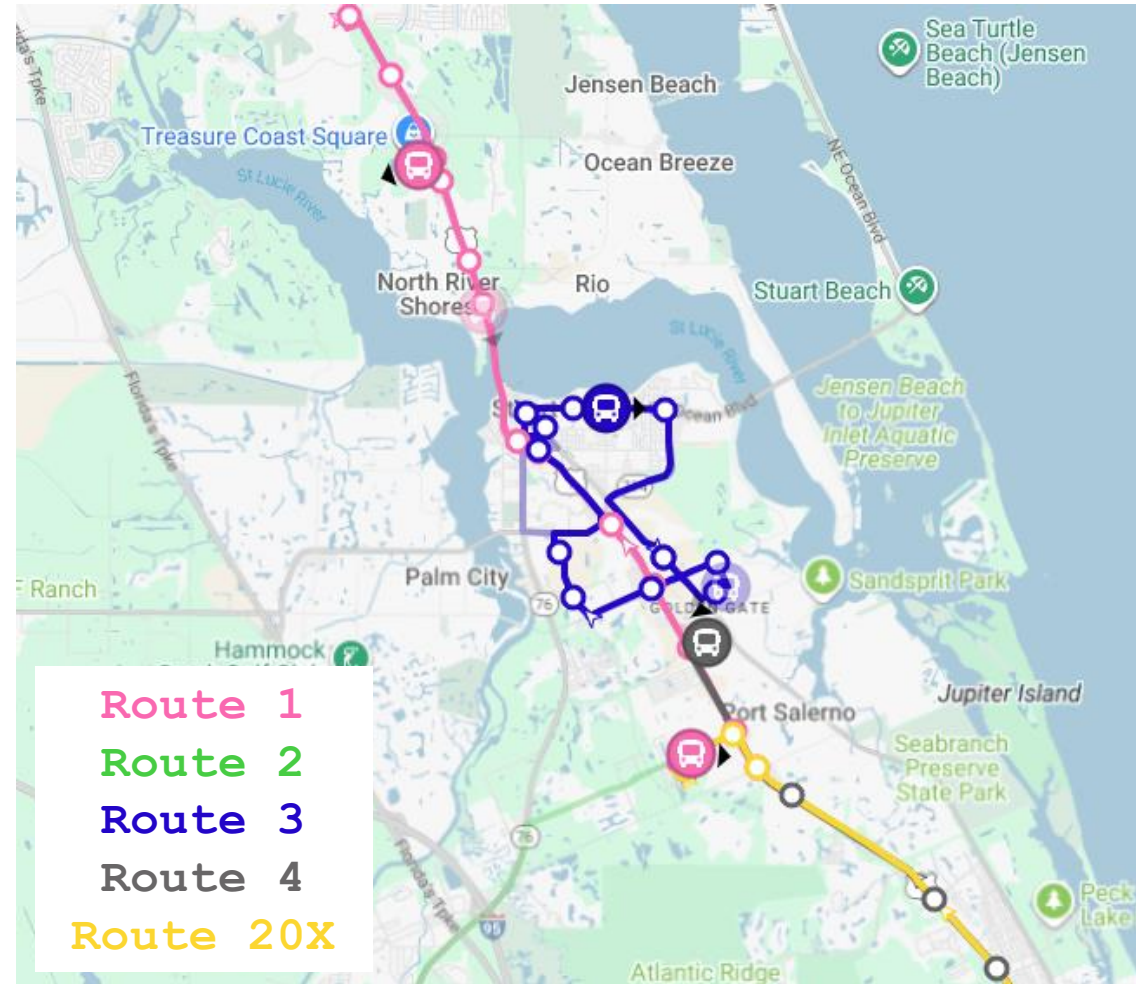
1. Where We Currently Are

2. Strategies for Enhanced Public
Transportation

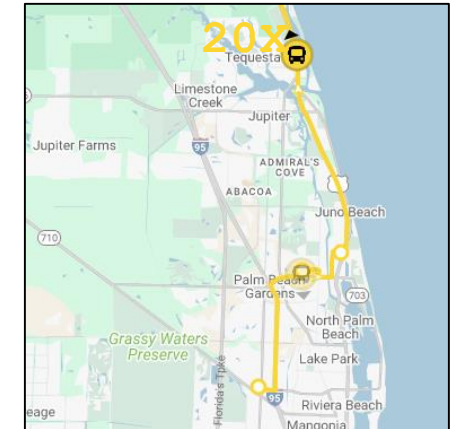
3. Next Steps

Today's Transportation System

- Five Fixed Routes
- Monday-Friday
- 6am-8pm
- 14 Buses
- 67 Bus Stops
- Regional Service
 - St. Lucie County (Route 1)
 - West Palm Beach (Route 20x)
- Martin County Transit
 - 30 Employees
 - Operators
 - Dispatchers
 - Mechanics
 - Supervisors



Route



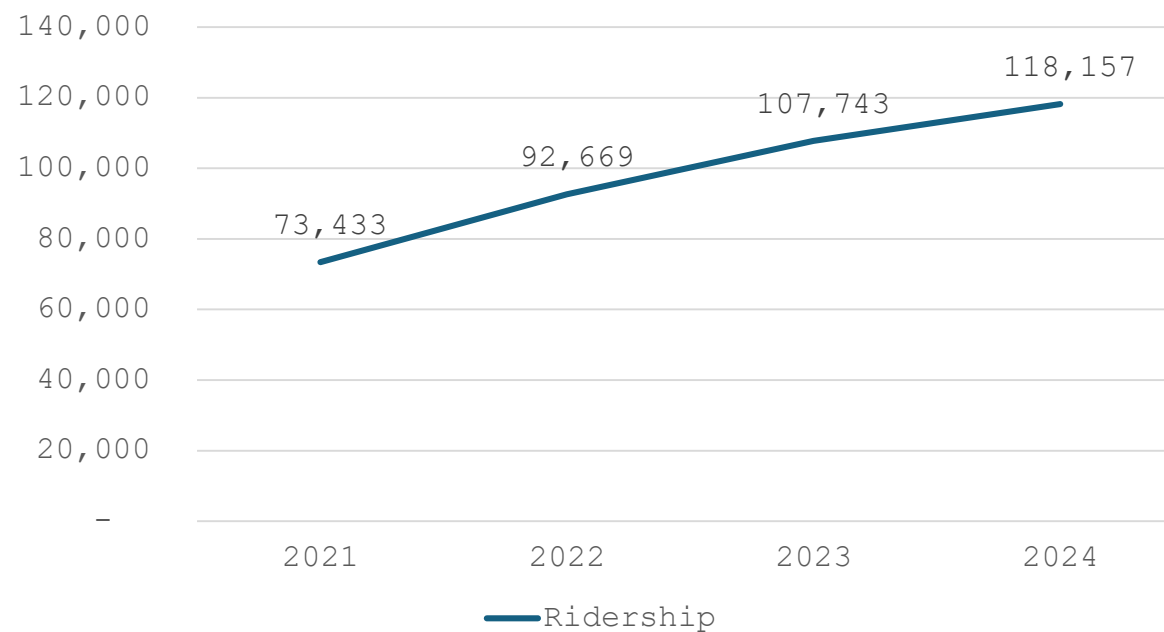
Route 2



Ridership



**Martin County Public Transit
Ridership
(FY21 - FY24)**



Strategies for Enhanced Public Transportation

Route
Optimization



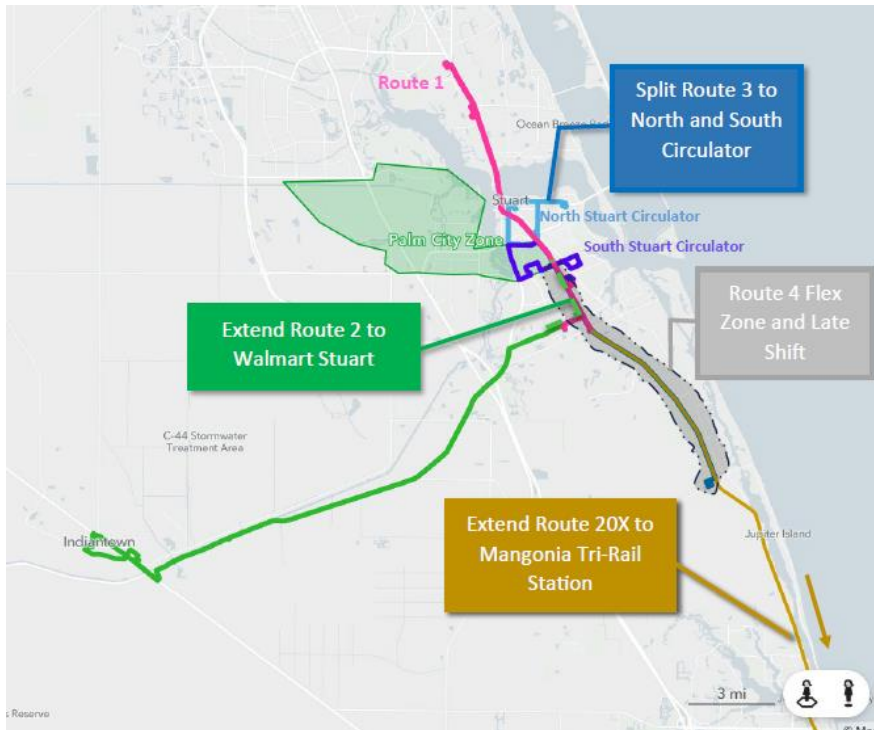
Funding



Community
Awareness



Transportation Development Plan (TDP) Review



- Required by FDOT every 5 years as part of Block Grant program
- Serves as a guiding document to direct future growth
- Outlines aspirational goals for system
 - Not all are cost feasible

Martin County Transit (MCT)

Alignment with the TDP

Route Optimizations

1. Route Optimization Study
2. Purchase Smaller Vehicles
3. Multiple Intermodal Hubs
4. Safety Improvements

Funding

1. New Funding Strategies
 - Service Development Grant
 - Corridor Grant for Enhancement
2. 5307 Capital Grant for Operating Expense

Marketing/Community

Awareness

1. Building Trust & Safety
2. Ride with Confidence
3. Community Events

Route Optimizations

Route Optimization Study Needed To:

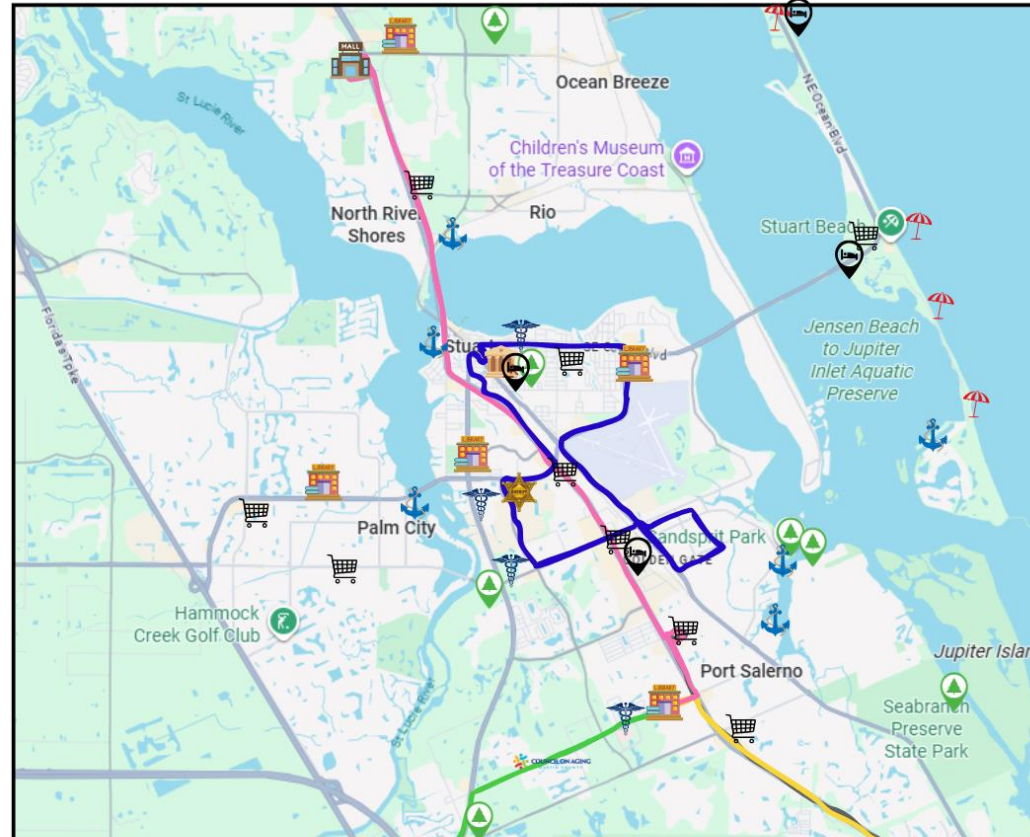
- Change/add routes
- Design microtransit zones
- Extend hours of service
- Add bus stops



Suggested Trip

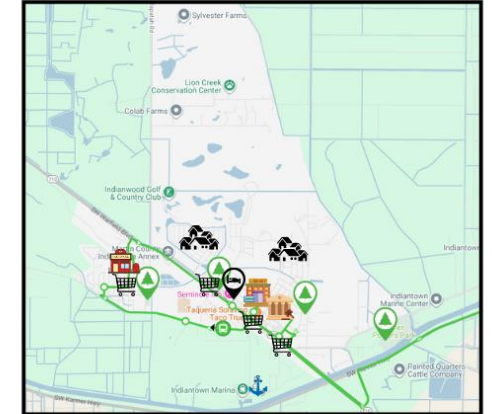
- Marinas
- Libraries
- Sheriff's Office
- Courthouse/Town Halls
- Post Offices
- Shopping Centers
- Housing Developments
- Health Facilities
- Hotels
- Public Parks/Recreation Centers
- Charter/High Schools
- Council on Aging
- Beaches

Stuart/Jensen Beach/Hutchinson Island/Palm City

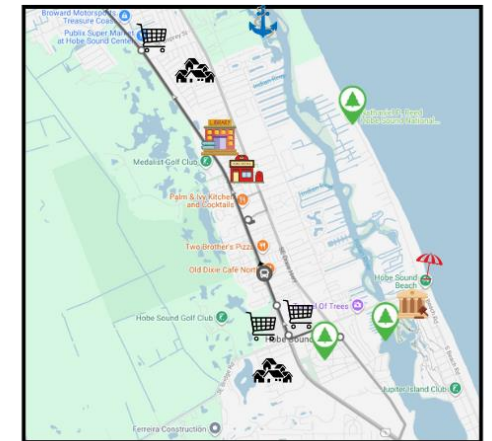


*This is a snapshot example, not an accurate depiction of all locations.

Indiantown



Hobe Sound



Purchase Mixed Fleet to Adapt to Development of System

Heavy Duty Bus



~\$550,000

Cutaway Vehicle



~\$200,000

Microtransit Vehicle



~\$80,000

*Contracted rideshare for
certain trips*

Intermodal Hubs

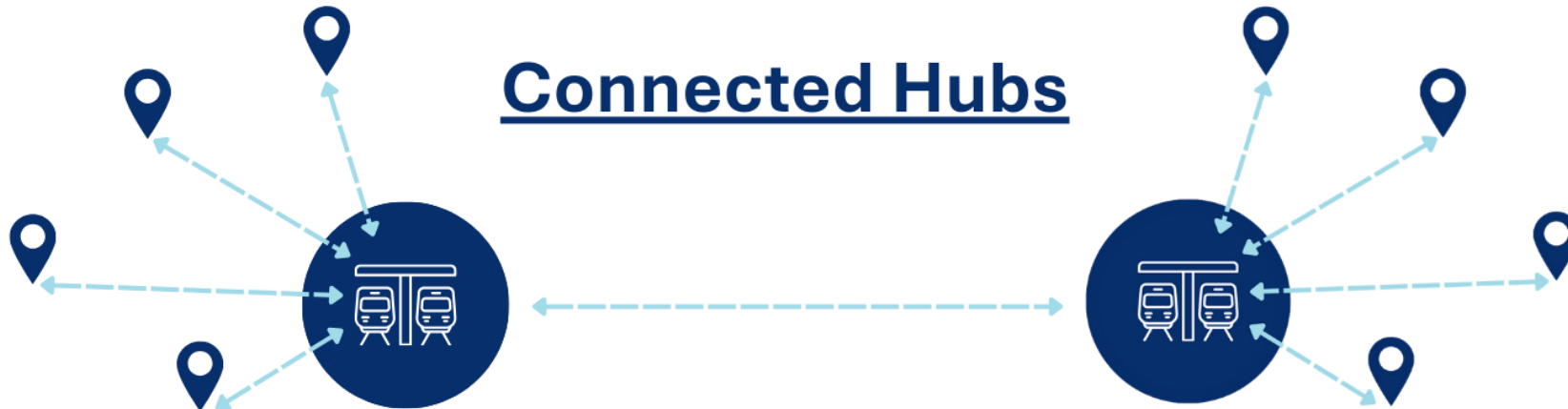
Direct Link



Hub & Spoke



Connected Hubs



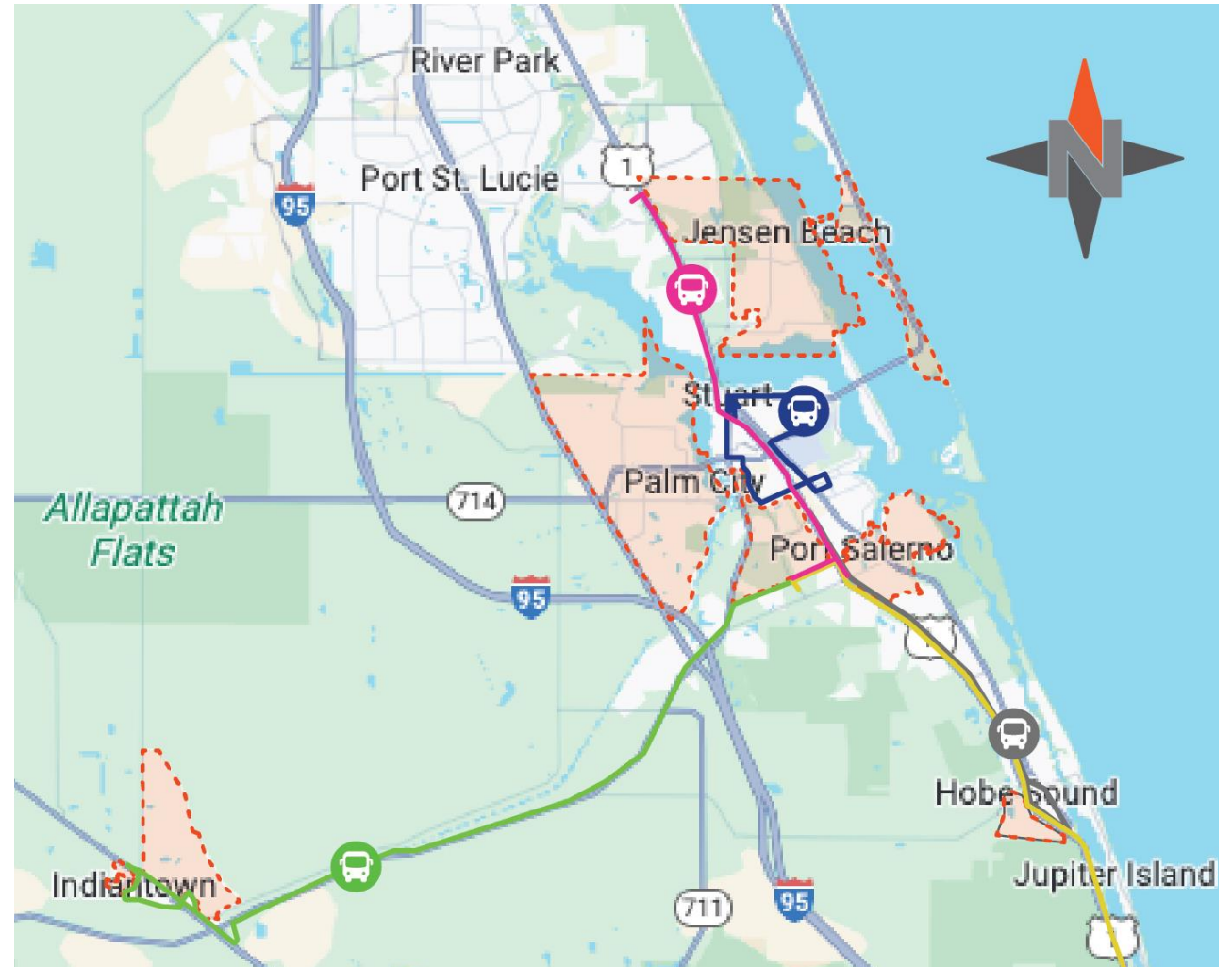
Intermodal Hubs



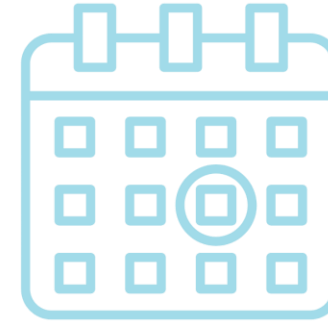
Microtransit



- Focuses on transit desert areas
- Test and evaluate ridership demand
- Expands access and connectivity
- Collects data and rider feedback to inform future route planning and expansion
- Microtransit System Choices:
 - Door-to-door within zones
 - First mile, last mile



Extended Service



- **Extended Hours** - Extended hours past the current 6 a.m. to 8 p.m. fixed route service to better meet the needs of Service Industry riders
- **Weekend Service** - Add Saturday routes
 - Indiantown Shuttle
- **Holiday Service** - Open on more holidays for essential travel

Safety



- **Voice Annunciators** – Clear stop announcements without driver distraction
- **Automated Counters** – Track ridership safely and efficiently without driver distraction
- **Additional Cameras** – 360° coverage inside & outside buses

Current Transit



\$2M annually **Urbanized Area Formula Grant (Section**

\$175K 5307)

annually **Non-Urbanized Area Formula Grant (Section**

\$118K 5311)

annually **Buses and Bus Facilities Formula Grant**

\$390K (Section 5339)

annually **FDOT Block Grant**

\$3.8M Total Funding - \$156K

\$1M annually Fare revenue
Local Funding 2024

\$156K for Transit for the fiscal year 2024 (Section 5307)

Fare Free

- Fare Free Lowers Operating Costs for oversight
- Faster Boarding and safer for drivers
- More Federal & State Funding
 - FDOT Block Grant funding is tied to ridership
 - No fares = more riders
 - More riders = more FDOT Block Grant funding

Current Fare

Routes 1, 2, 3, & 4

- Full Fare \$1.50
- Senior & Disability Fare \$0.75
- All-Day Pass \$3.00

Commuter Express 20X

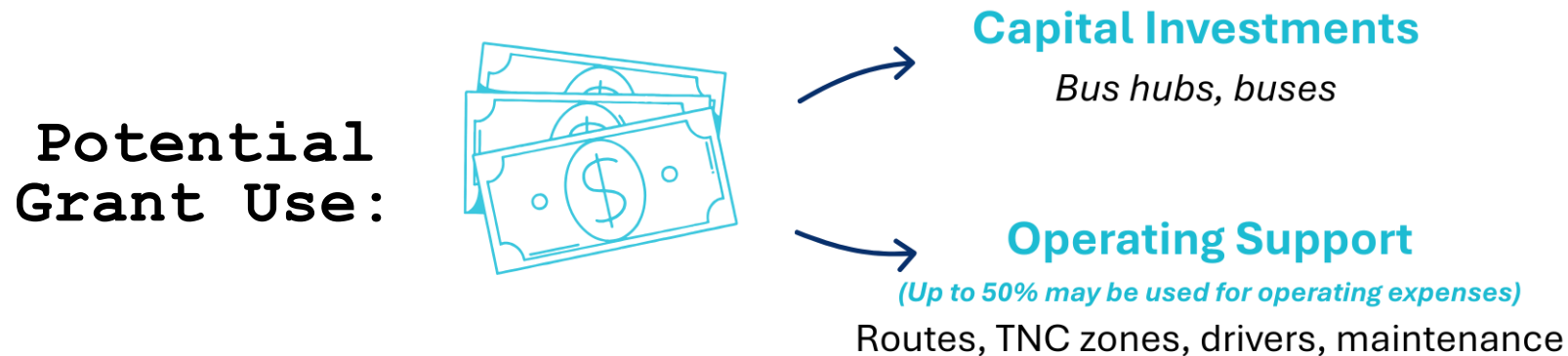
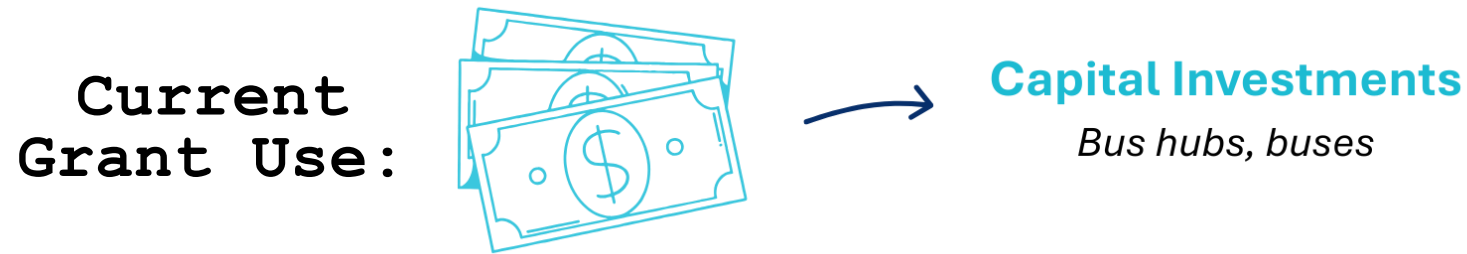
- Full Fare \$2.00
- Senior & Disability Fare \$1.00

ADA Paratransit

- Full Fare \$3.00



Leverage Federal 5307



Community

Building Trust & Safety

- **Safe & Secure Transit**

- Highlighting audio/visual cameras
- Partnership with Sheriff's Office
- Building community partnerships
 - Outreach to nonprofits, community leaders, chambers of commerce, civic organizations, etc.
- Face-to-face feedback with community members/riders
- Improvements to safety and visibility at bus stops and shelters



Stronger Branding

- Improve public recognition and create a clear, consistent identity for Marty.



MCT Next Steps

- Route Optimization/Bus Stops/Microtransit/Additional Routes
- Safety Improvements
- Grant Exploration for Funding Solutions

**THANK
YOU**



QUESTIONS?