



Citibus Final Five-Year Service Plan

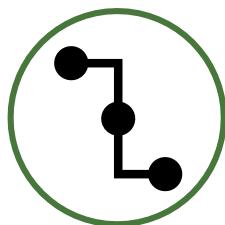
November 2024

LUBBOCK CITY COUNCIL PRESENTATION

FEHR  PEERS

AECOM

WHY IS THIS PLAN NEEDED? WHAT WILL IT DO?



TO IMPROVE SERVICE WHERE IT IS NEEDED MOST

Improve and expand service in areas with greatest potential demand based on analysis and previous input



TO ADJUST MICROTRANSIT

Pull back OnDemand to allow more resources for fixed routes



TO GROW RIDERSHIP

Serving existing riders while tapping into potential new riders – especially important to win back riders who stopped riding



TO BUILD MORE FREQUENT FIXED ROUTES

Provide higher frequency on routes that have or expect to have the highest ridership



TO BETTER SERVE TOP DESTINATIONS

Provide better connection to top destinations and use these locations for transfer between routes; South Plains Mall, TTU, Downtown, among others

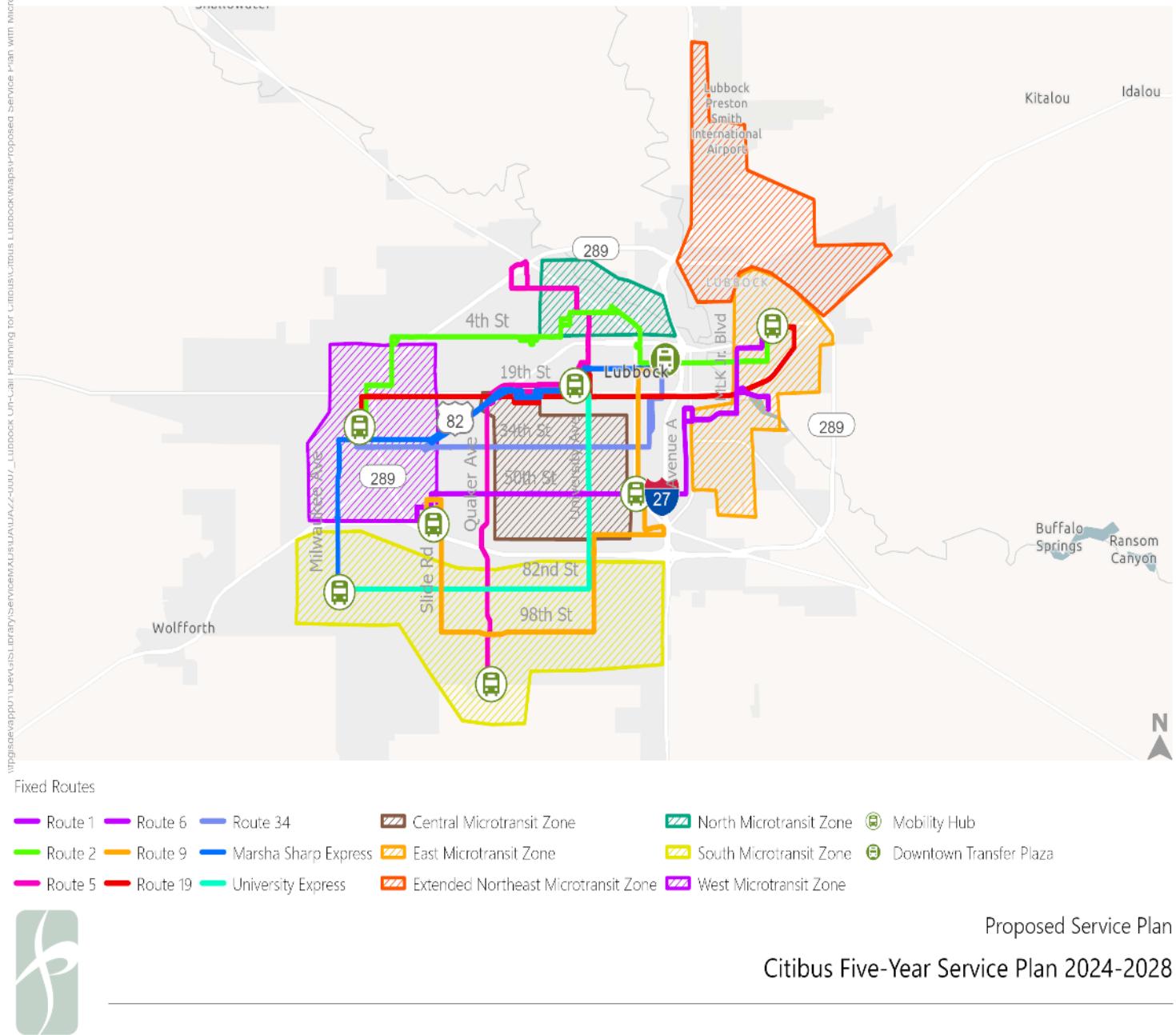
WHAT HAS OUR PROJECT APPROACH BEEN?

- Use Data to Understand How to Improve Ridership and Effectiveness
- Reduce Reliance on Downtown Transfer Center as Transfer Point
- Introduce Smaller, Distributed Mobility Hub Connection Points
- Retool Microtransit to Work with Fixed Route, not Against
- Make Fixed Routes Work Better and Restore as Primary Way to Move Riders
- Listen to the Community and Riders

FINAL PLAN

Highlights

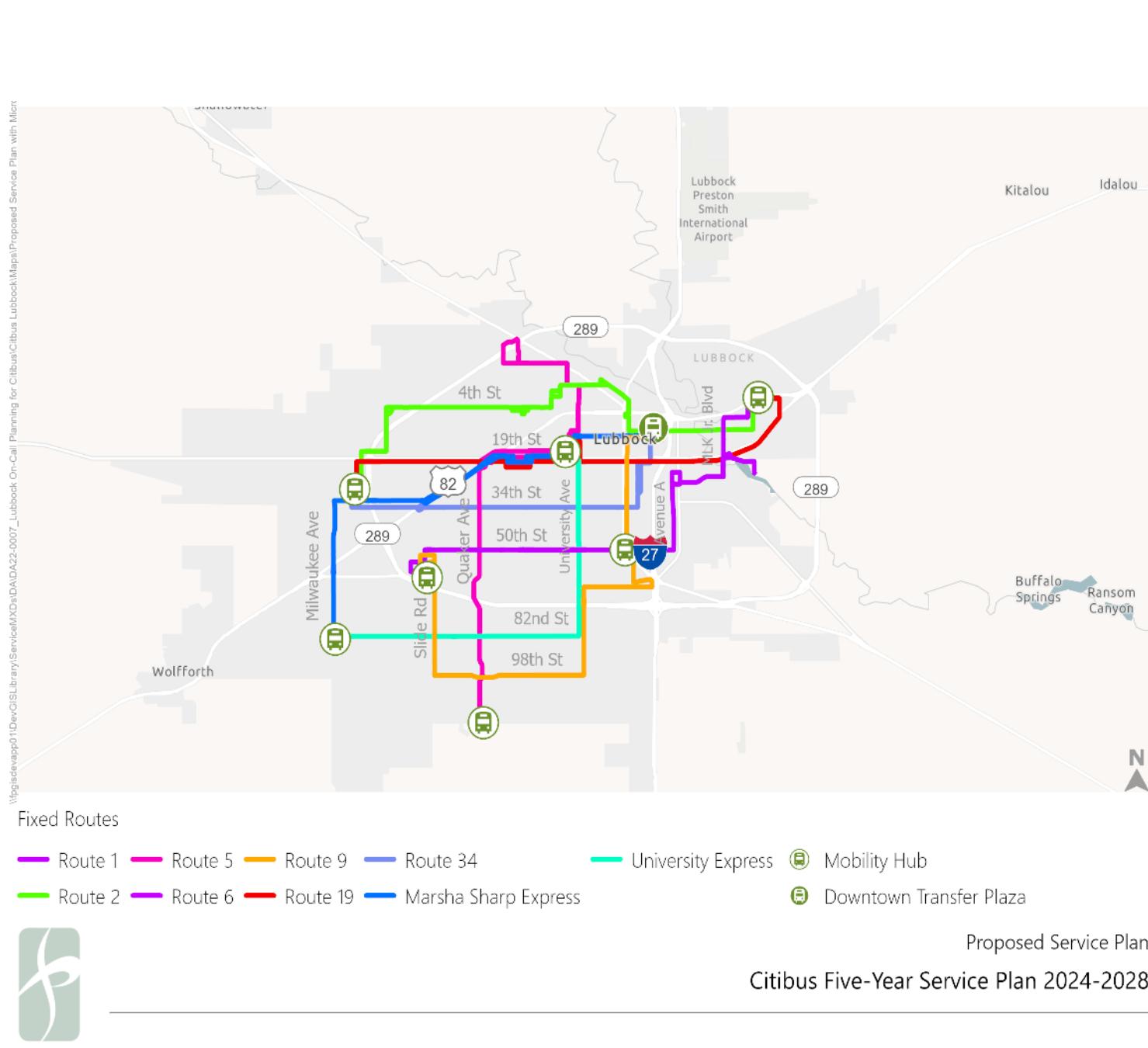
- Fixed route service increased
- New connections
- New areas served
- New routes
- Retooled microtransit



FINAL FIXED ROUTE PLAN

Highlights

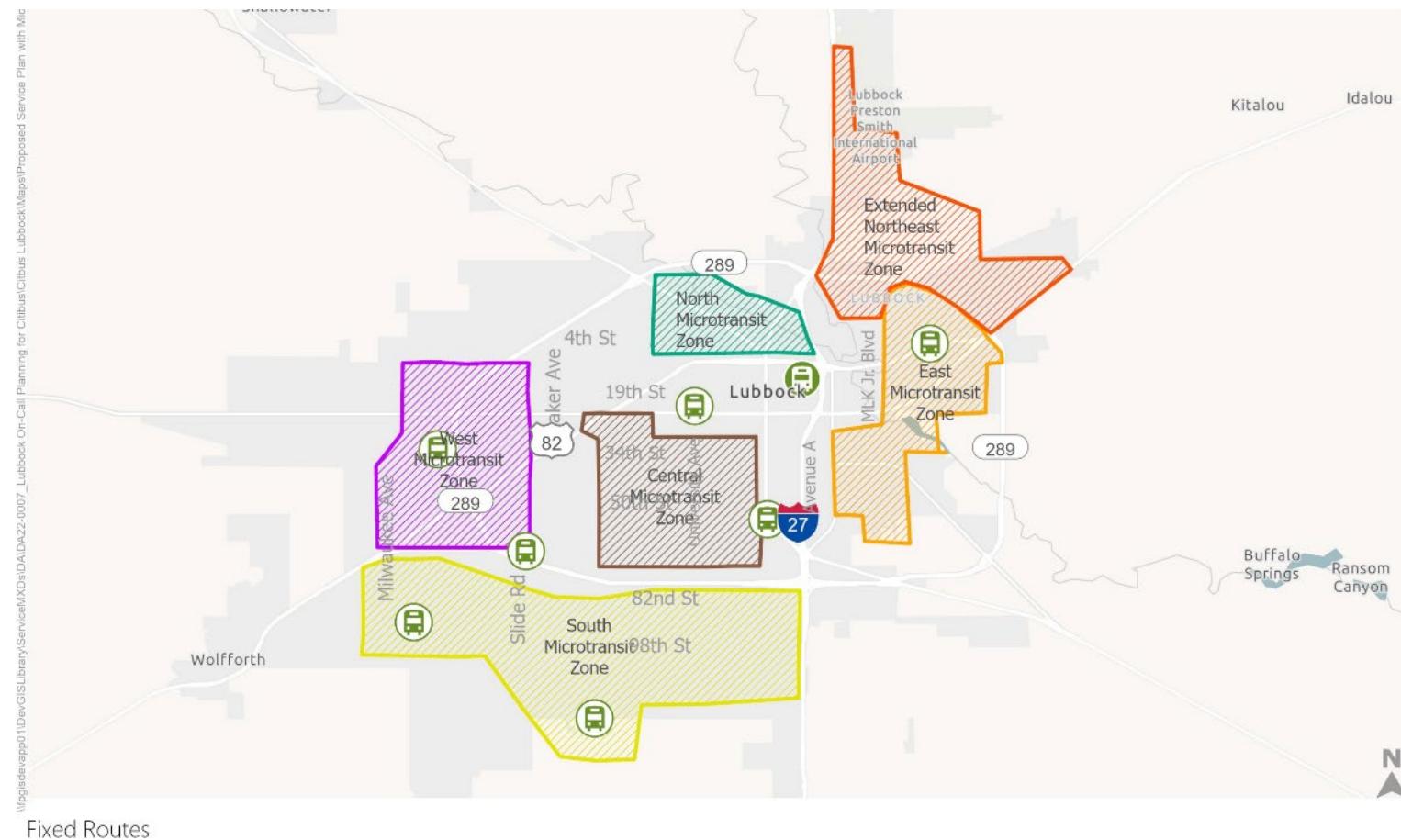
- Extension of service to north, south, southwest, and west
- Express routes added
- Improved frequencies for key connections with buses every 30 minutes peak
- Direct east-west connections and north/northeast to south/southwest connection



FINAL MICROTRANSIT ZONES

Highlights

- Six zones total
 - North, South, West, and East for Phase 1
 - NE Extended and Central for Phase 2
- Move longer distance trips to Uber and Lyft (goal of moving 30-50% of total trips)



Fixed Routes

- Central Microtransit Zone
- Extended Northeast Microtransit Zone
- South Microtransit Zone
- Mobility Hub
- East Microtransit Zone
- North Microtransit Zone
- West Microtransit Zone
- Downtown Transfer Plaza

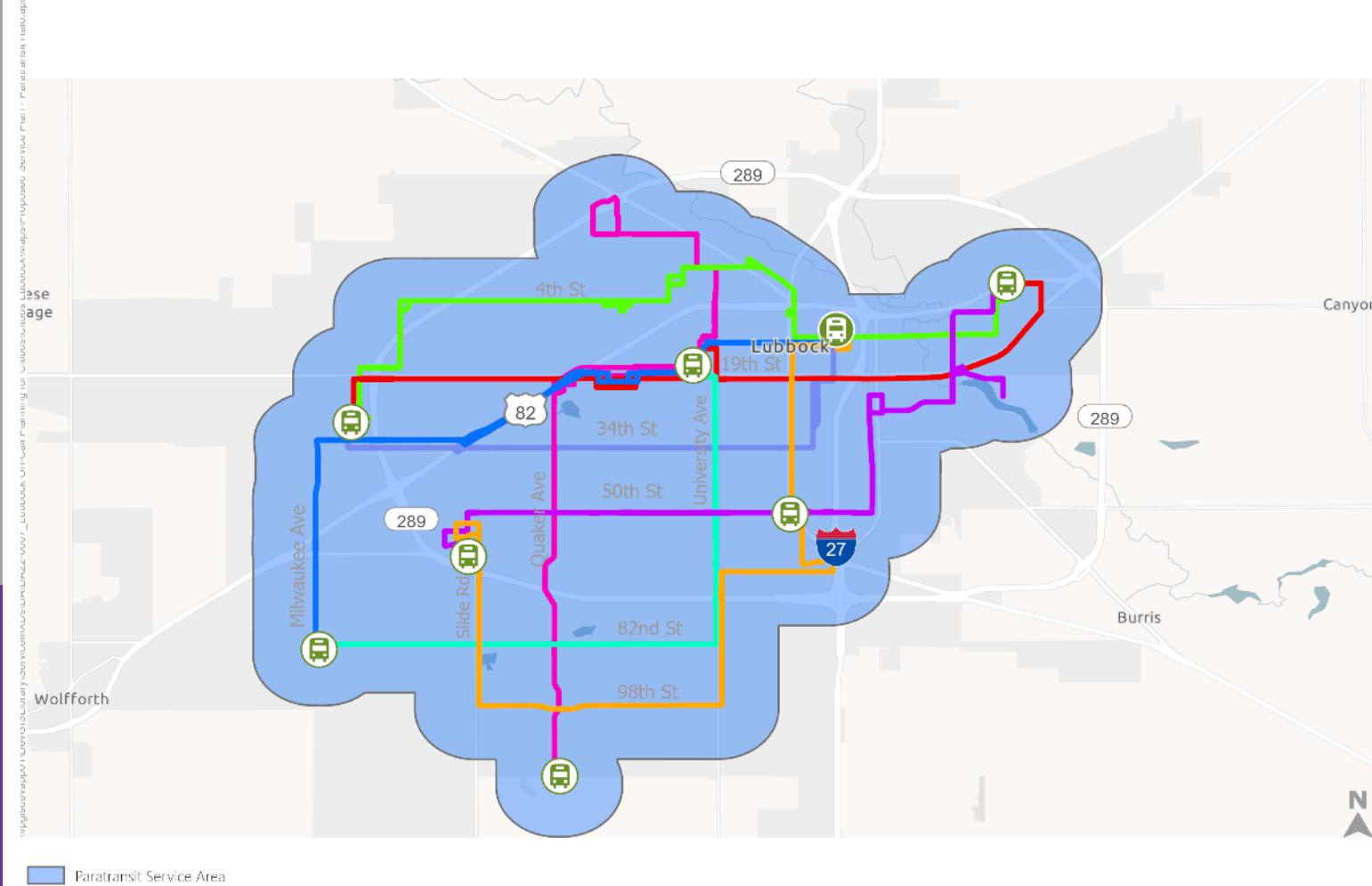
Proposed Service Plan

Citibus Five-Year Service Plan 2024-2028

FINAL PARATRANSIT ZONE

Highlights

- Smaller zone, similar to 2019
- Extended zone citywide, similar to previous
- Move 10-15% of opt-in trips to Uber/Lyft



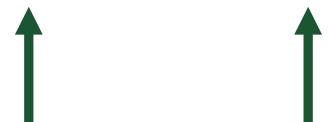
Proposed Service Plan - Paratransit Accessibility

Citibus System Vision

IMPLEMENTATION SCENARIOS

- Goal: 2024-2025
- Stretch: 2026 or beyond (requires 6-7% additional resources)
- ***NOTE – If resources are less than anticipated, the recommendation is to eliminate microtransit zones and focus on the fixed route recommendations of this plan***

Hours by service	2019	2023	2025 Goal Scenario	2026-2028 Stretch Scenario
Fixed Route	78,000-82,000	52,000-54,000	65,000	76,000
OnDemand	n/a	20,000-23,000	17,000	13,000
Paratransit	38,000-40,000	44,000-46,000	40,000	40,000
TOTAL	116,000- 122,000	116,000- 123,000	122,000	129,000



Achievable within current hours budgeted but requires more \$ due to rising costs

Requires additional investment of 6,000 hours, or \$500-\$600k

Implementation Phasing



Phase 1 (years 1-2)

EXPRESS ROUTES

- Implement all express routes at AM/PM weekday peak of 30-minute freq. M-F

CORE ROUTES

- Implement all core routes at 30-minute peak and 60-minute off-peak freq. M-Sa

LOCAL ROUTES

- Implement all local routes at 60-minute freq. M-Sa

MICROTRANSIT

- Implement N, S, E, and W zones



Phase 2 (years 3-5)

EXPRESS ROUTES

- Fill in midday gap and run express routes at 30-minute freq. all day M-F

CORE ROUTES

- Fill in midday gap and run core routes at 30-minute freq. all day M-F and 60-minute on Sa.

LOCAL ROUTES

- Continue 60-minute service M-Sa

MICROTRANSIT

- Continue zones from Phase 1 and add Central and NE Extended Zone



Phase 3 (year 5 and beyond)

EXPRESS ROUTES

- Consider 15-minute peak freq. and Saturday service

CORE ROUTES

- Consider later night service and limited Sunday service

Consider

MICROTRANSIT

- Continue zones from Phase 1 and add Central Zone

Supporting Recommendations

- **Rebrand Citibus to reflect new direction, build community awareness/excitement**
- **Invest in marketing/outreach before, during, and after launch**
- **Monitor and adjust routes and zones as needed**
- **Develop trip planning tools for existing riders to see how their trips are changing**
- **Continue to integrate GoPass capabilities with Spare Labs microtransit platform for seamless trip planning and fare payment**

Pre-Launch Activities

- **Testing system operations and making final tweaks and adjustments**
- **Training drivers**
- **Developing new printed schedules and online resources**
- **Offering travel training to existing riders**
- **Readyng the required increased number of fixed route buses**
- **Developing a new service hotline for customer questions**
- **Intensive advertising and community engagement**
- **Possibly unveiling of new name and brand to coincide with launch of service**



THANK YOU

Questions?

SUPPORTING SLIDES – ROUTE DETAILS

FEHR  PEERS

CORE ROUTES

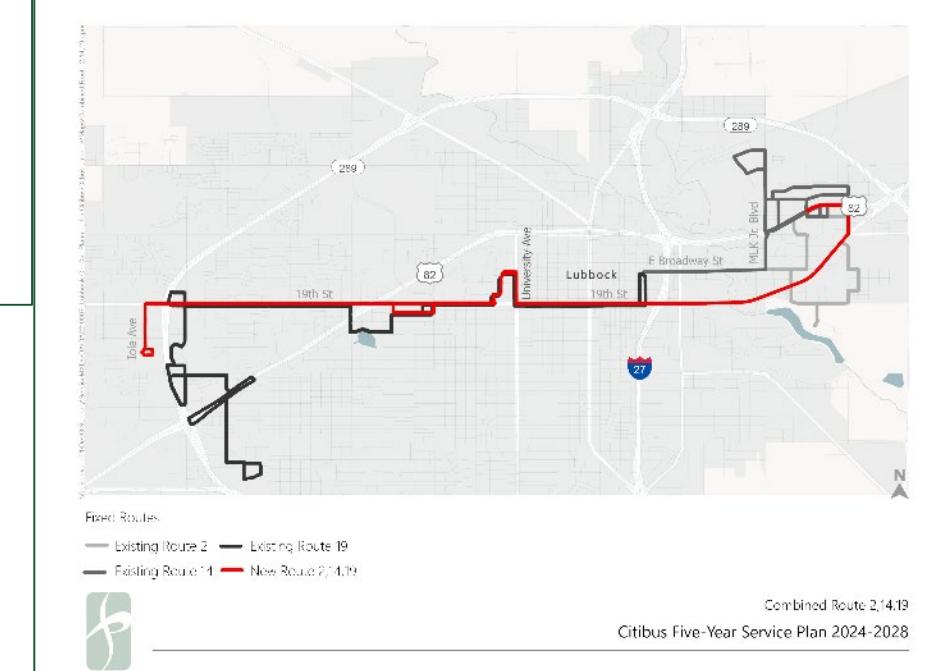
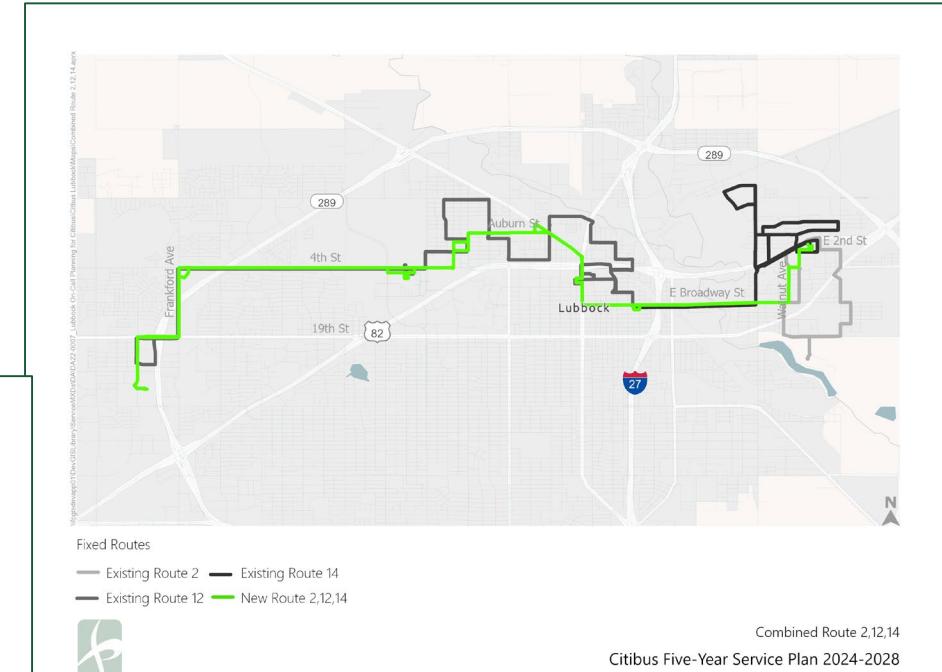
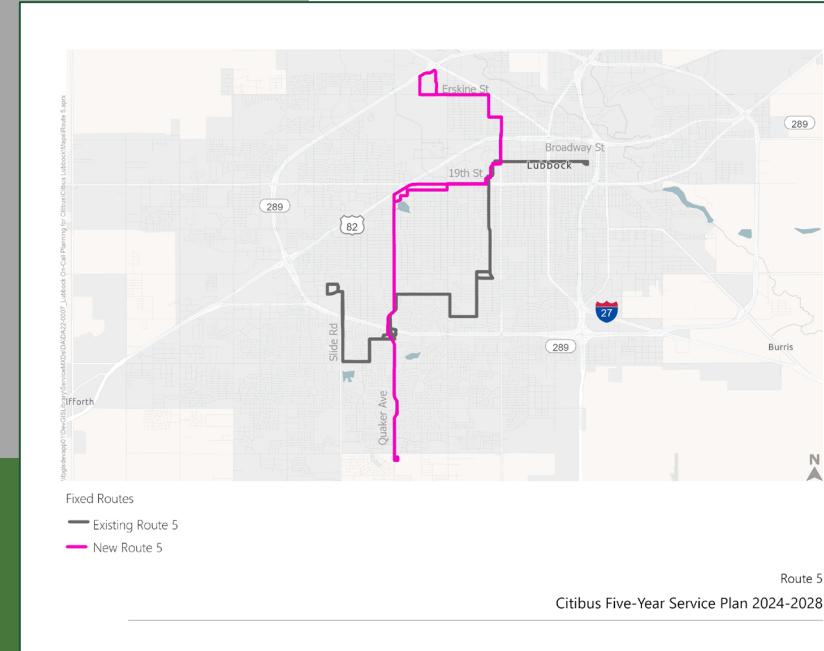
UPDATED ROUTE 5

MERGED ROUTE 2/12/14

MERGED ROUTE 2/14/19

Highlights

- Core routes: direct connections, simplify, consolidate, and make routes shorter
- 30-minute peak frequency Monday-Friday
- 60-minute frequency Saturday
- 6am – 8pm service

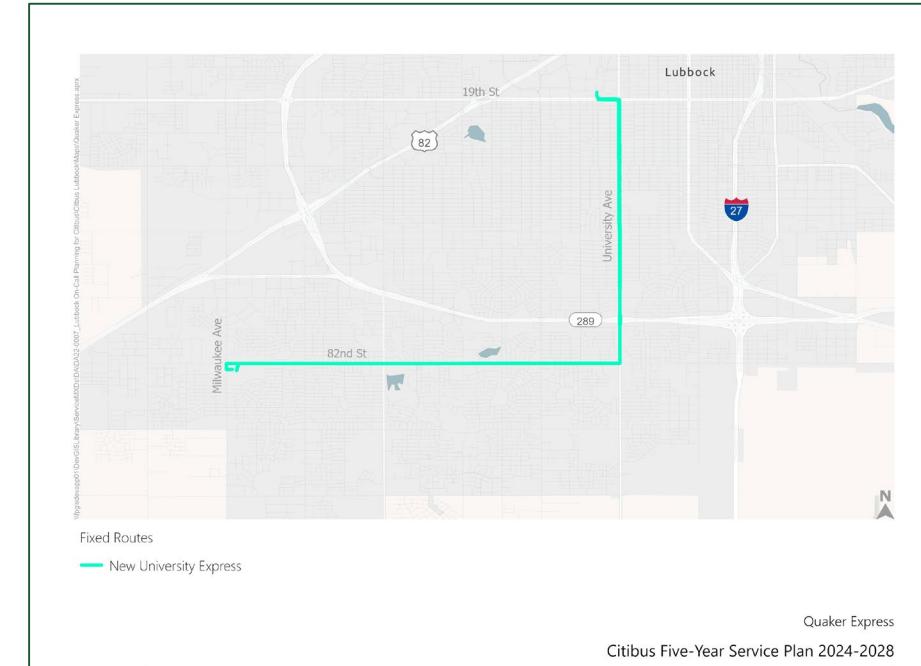
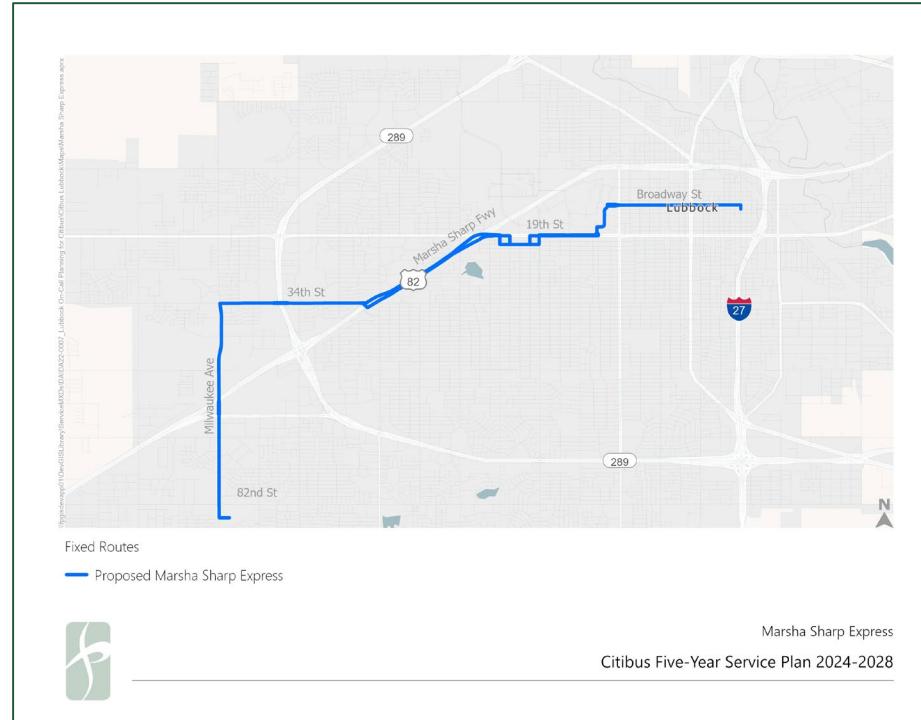


EXPRESS ROUTES

NEW MARSHA SHARP EXPRESS NEW UNIVERSITY EXPRESS

Highlights

- Express routes: limited stops and peak connectivity
- 15–30-minute peak frequency
- Monday-Friday, AM and PM hours only
- Marsha Sharp Express: connection from Downtown/TTU to Milwaukee and Southwest Lubbock
- University Express: North/South connection along University and then East/West along 82nd to Milw.



LOCAL ROUTES

UPDATED ROUTE 9

UPDATED ROUTE 34

CONSOLIDATED ROUTE 1/6

Highlights

- Neighborhood routes: providing consistent base level connections
- 60-minute all-day frequency
- Monday-Saturday, 11-12 hours per day

