



CHAPTER 1 INTRODUCTION

1.1 Introduction

Technical Memorandum 2 is the second of three technical reports for the Grand Island Area Metropolitan Planning Organization Regional Transit Needs Assessment and Feasibility Study. The three technical reports will ultimately be combined to form a final report, discussing the future of public transportation in the Grand Island area.

- Technical Memorandum 1 included the development of project goals and vision for transit service in Grand Island, a market analysis of the study area, and provided an overview of the existing transit service. Gaps and potential future demand for transit are also examined. Peer city data were collected and compared to Grand Island. The first round of public engagement was summarized.
- Technical Memo 2 presents the results of the online community survey and the ridership survey, along with a summary of the feedback received during the second round of focus group meetings. Round 2 public engagement focused on the presentation of transit alternatives. This memo also discusses the wide range of transit alternatives.
- Technical Memorandum 3 will include the Fiscally Constrained Plan, the Illustrative Plan, and an Implementation Plan.

Many different types of transit options are considered for the Grand Island region. Multiple alternatives are presented within this technical memorandum that provide distinct transit service options for residents, employees, and visitors in the community. This document presents alternatives developed in response to the needs identified by focus groups, the analysis of existing and future conditions for Grand Island, the results of an online community-wide survey, and the ridership survey. The alternatives were developed from several factors over the study period, including data from:

- Market analysis determining the underlying demand for transit
- Peer review that compared and contrasted experience of transit in communities similar to the Grand Island area
- Gap analysis evaluating how existing transit services met current and projected transit demand
- An extensive public engagement process, including targeted outreach to major employers, stakeholder groups, elected officials, and policy making groups
- Transit coordination with on-going pedestrian and bicycle planning efforts.



Central Community College Bike Share

The transit alternatives were presented and vetted by community leaders and stakeholders throughout July and August 2017. Technical Memorandum 3 will present the outcome of these discussions as the preferred alternative, and will provide additional details on the alternative and the implementation strategy.

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CHAPTER 2 COMMUNITY SURVEY RESULTS

2.1 Introduction

Chapter 2 analyzes both the online survey distributed to the Grand Island area community, and the transit rider survey distributed on the Hall County Public Transportation buses. The surveys were intended to not only assess the existing transit services according to riders and non-riders, but also gather customer satisfaction of transit within the community. In total, 267 respondents participated in the community survey, and 56 riders completed surveys in June 2017. English and Spanish versions were available for the community survey and an English version was available for the ridership survey. **Appendix A** includes the Transit Rider Survey and **Appendix B** includes the Online Community Survey.

Essential information was gathered in each of the surveys regarding ridership patterns, demographic characteristics, and how respondents felt about the existing and future transit services. While the two surveys were administered separately, a total of 13 of the 20 questions were included in both surveys. The majority of online community survey respondents had:

- higher employment rate (80 percent working full-time compared to only 15 percent of bus riders)
- higher income level (17 percent making less than \$25,000 annually compared to 79 percent of riders)
- owned more vehicles (90 percent having access to a vehicle compared to 15 percent of riders)
- used public transportation much less (nearly 75 percent of community respondents had never taken the bus)

A high rate of respondents from each survey believed public transportation was very valuable to the community today (48 percent of community respondents compared to 78 percent of riders), and agreed with the priorities for public transportation in the future (ranking the same top three improvements, such as adding scheduled bus routes, expanding service days and service hours).

Online Survey



Grand Island Community Survey

Regional Transit Needs Study

Please take our short survey today and make your voice heard! Your input will help ensure Hall County Public Transportation continues to meet the needs of the community! **Thank you for your participation!**

2.2 Online Community Survey

The community survey asks respondents how often they use public transportation in Grand Island. Approximately 75 percent of the respondents never use transit, as shown in **Figure 2.1**.

For those respondents using public transportation, the survey asked what the primary purpose of those trips were. This specific question asks respondents to mark all that apply, so percentages are based on the total number of individual responses, and not the number of people responding. While ‘home’, ‘shopping and entertainment’, and ‘medical’ trip purposes vary slightly, both ‘other’ and ‘work’ trips make up nearly half of all responses, as shown in **Figure 2.2**. Other locations included destinations such as the senior center, searching for employment, therapy, banking, family, social opportunities, and volunteering.

Figure 2.1: How often do you ride public transit?

How often do you ride public transit services in Grand Island?

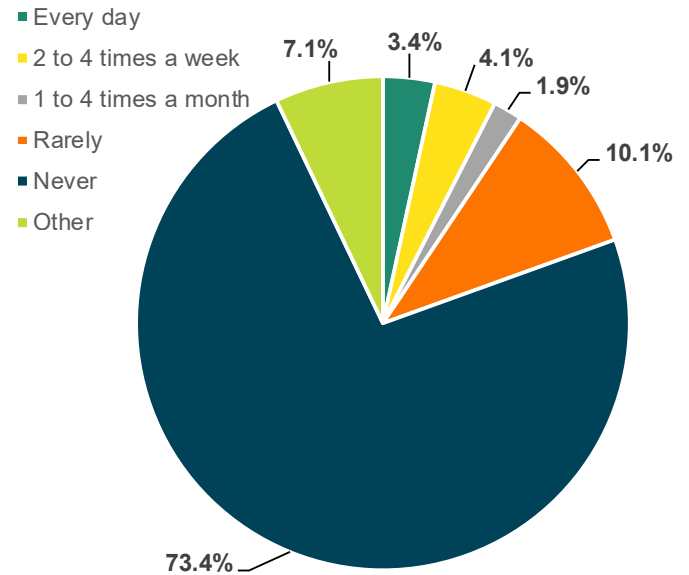


Figure 2.2: If you use public transportation, what is your primary purpose?

If you use public transportation, what is your primary purpose?

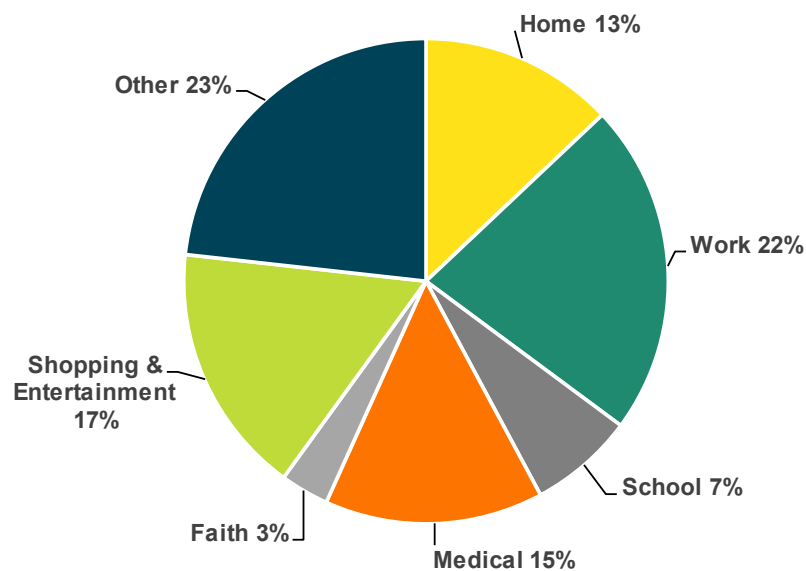
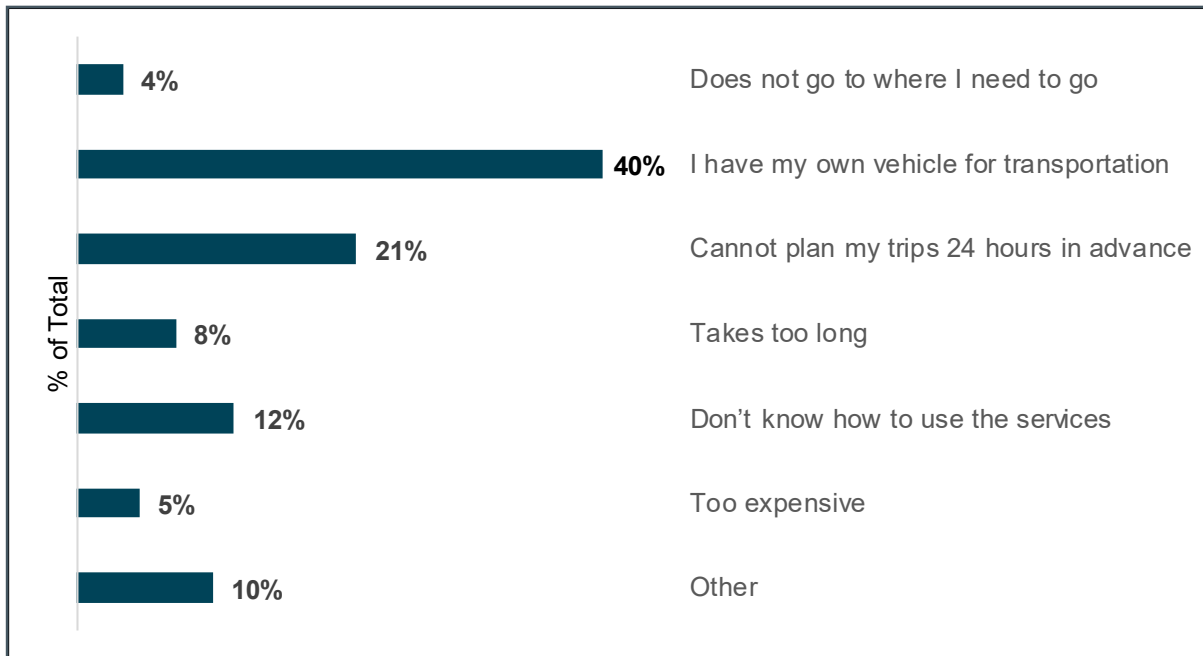


Figure 2.3: Reasons for not using Hall County Public Transportation

If you are not a bus rider, why do you NOT use Hall County Public Transportation?



Alternatively, respondents who reported not using public transportation said why they choose not to use the service, as shown in **Figure 2.3**. Access to personal vehicles and 24-hour advance trip planning were the top two reasons for not using the transit service. The survey affirmed availability of vehicles as a reason for not using public transportation when it was found that nearly 90 percent of community respondents both had a vehicle available to use and had a valid driver’s license. **Figure 2.4** and **2.5** illustrate the responses. The most common ‘other’ comment requested additional service time and days. Respondents also said they did not use public transportation services because of a lack of fixed-route type characteristics, such as bus stops, trip schedules, scheduled service, and defined frequency.

Figure 2.4: Vehicle availability

Do you typically have a vehicle available for travel?

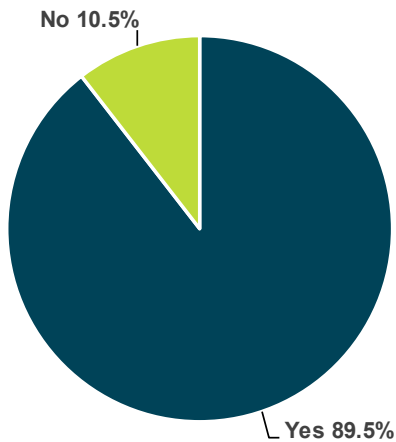
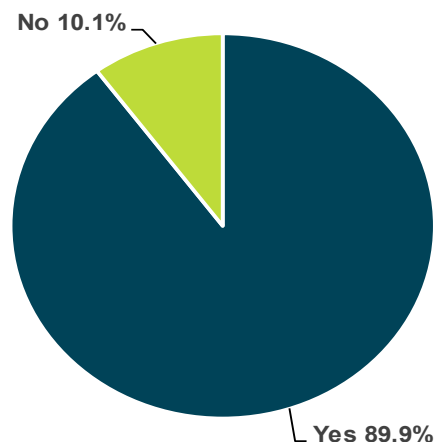


Figure 2.5: Driver's License

Do you have a valid driver's license?



2.2.1 Socio-economic Characteristics

In the community survey, several questions asked respondents' background, including gender, age, employment status, and annual household income.

Figure 2.6 shows most frequent age range was 36 to 50 years, while few respondents were under the age of 18 or over 65 years.

Figure 2.7 illustrates nearly 80 percent of respondents were employed full-time, with the next largest group (7 percent) were employed part-time.

The largest single group in regards to annual household income included those making over \$75,000. The remaining 60 percent was split between the four lower income brackets, with those earning between \$50,001 and \$75,000 making up the next largest group, as shown in **Figure 2.8**

Figure 2.6: Socio-economic Characteristics - Age

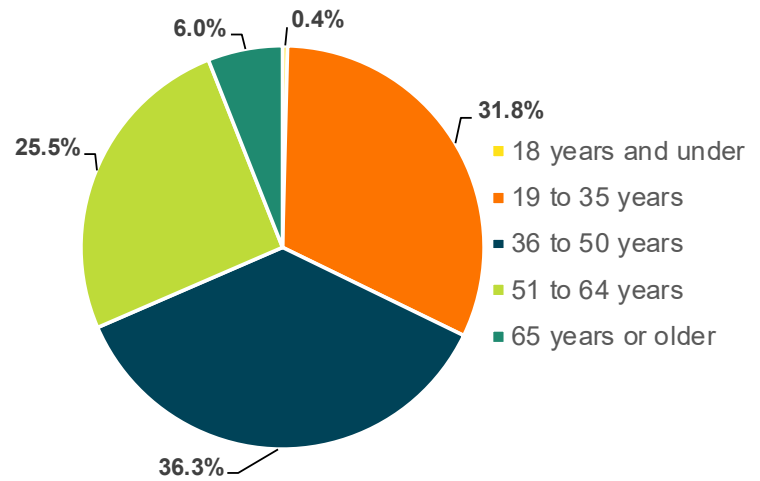


Figure 2.7: Socio-economic Characteristics - Employment

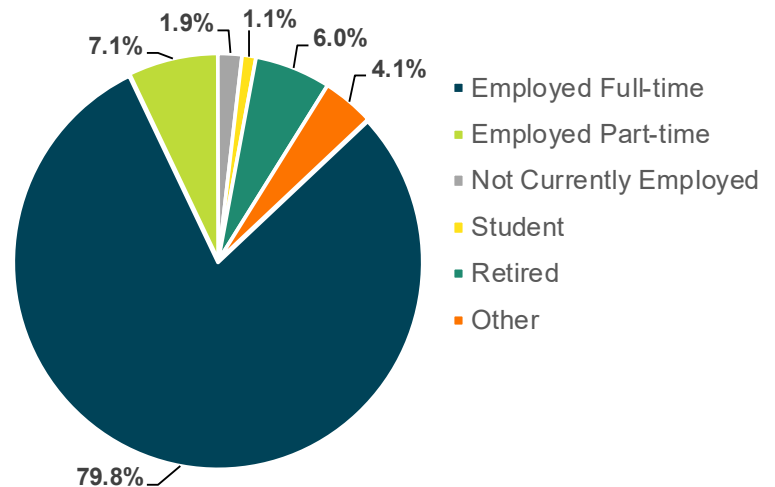
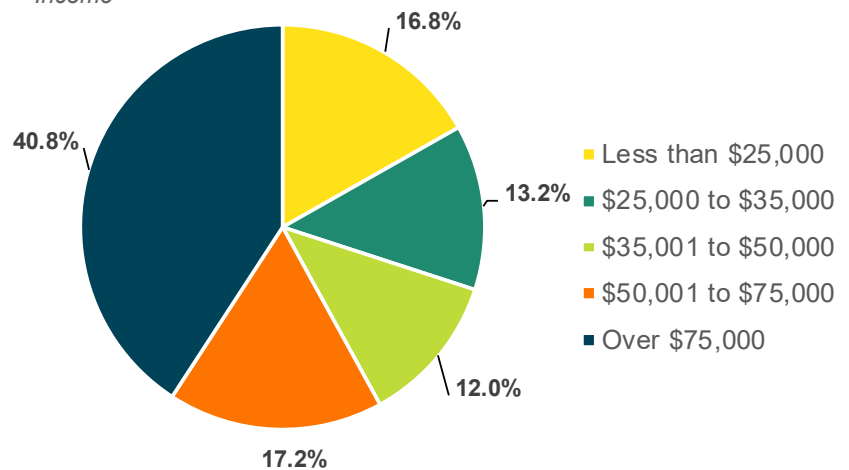


Figure 2.8: Socio-economic Characteristics - Household Income



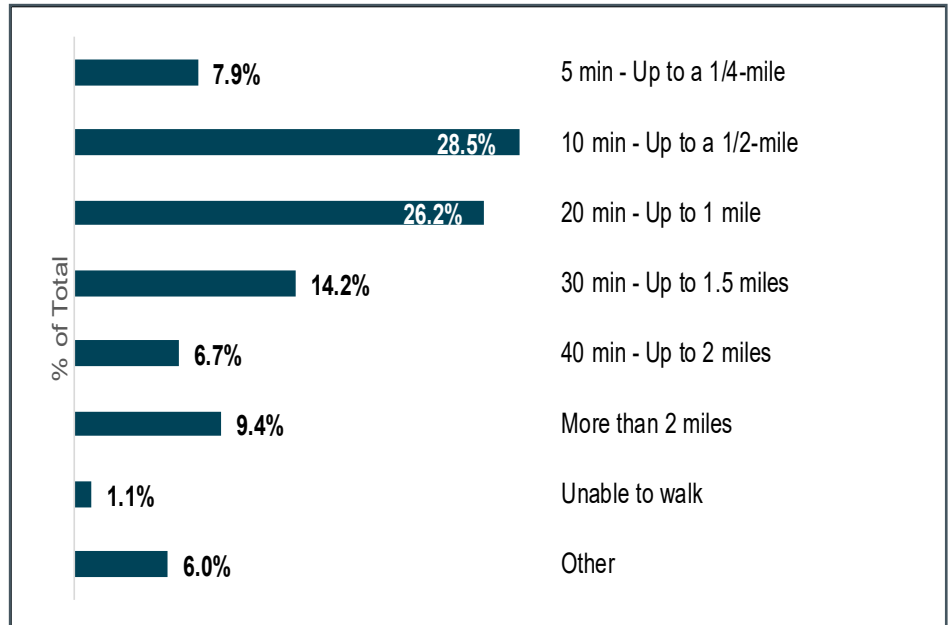
2.2.2 Bicycle/Pedestrian Elements

The next four questions concern bicycle and pedestrian elements for the Grand Island area. These elements help provide feedback for future intermodal connections, and will be shared with the bike/ped study currently underway.

In order to get an idea of how comfortable the community is with walking to common destinations, the survey asked respondents what distance they are comfortable walking. Over half of respondents said they would walk between a half-mile and a mile, but respondents were far less inclined to walk any more than one mile, as shown in **Figure 2.9**. When the community survey asked respondents to select their top three reasons keeping them from walking more often for short trips, distance was the most frequently chosen reason (21 percent). Other top reasons, include a preference to drive and/or driving out of habit, the need to transport other people, and weather conditions. **Figure 2.10** reflects these data.

Figure 2.9: Comfortable Walking Distance

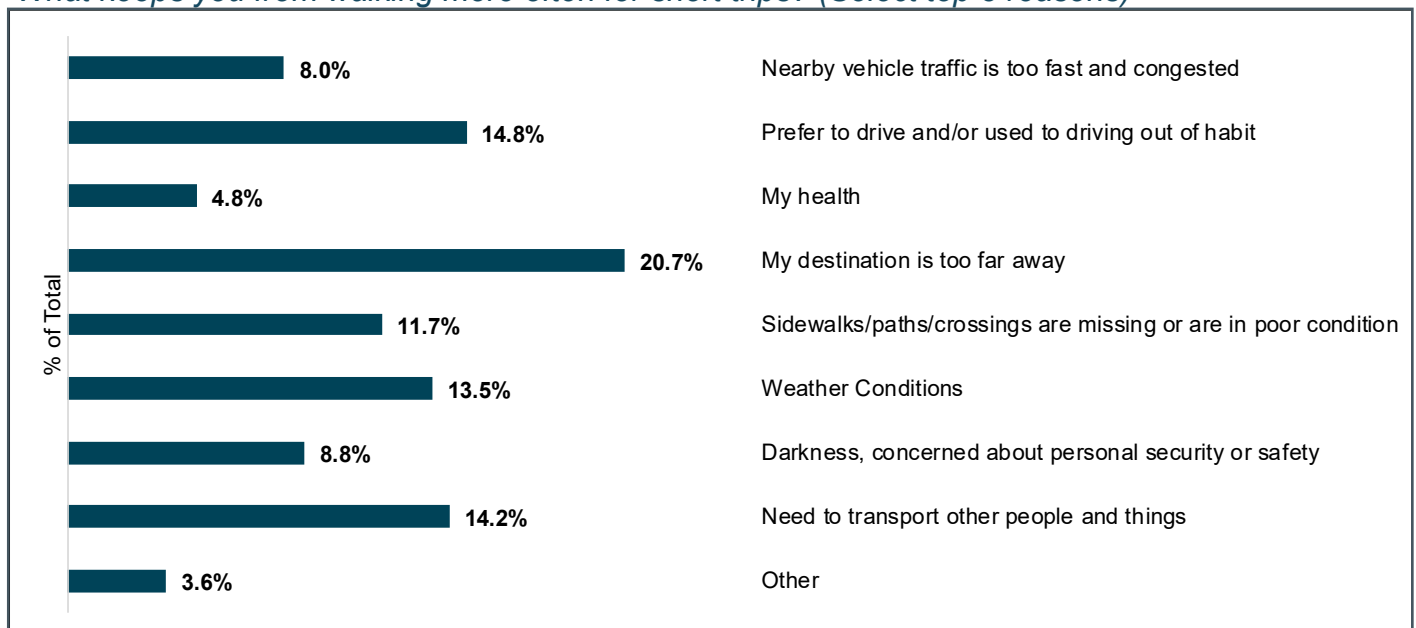
For a typical walk, what distance is comfortable for you?



When the community survey asked respondents to select their top three reasons keeping them from walking more often for short trips, distance was the most frequently chosen reason (21 percent). Other top reasons, include a preference to drive and/or driving out of habit, the need to transport other people, and weather conditions. **Figure 2.10** reflects these data.

Figure 2.10: Barriers to Walking

What keeps you from walking more often for short trips? (Select top 3 reasons)



Respondents were asked whether they considered walking, bicycling, or public transit as part of their decision of where to live or work. Approximately 60 percent of respondents reported neither option was an important consideration when choosing where to live or work. Bicycling and transit services experienced a similar level of consideration, with walking being the second most frequently selected option, shown in **Figure 2.11**.

Community respondents were asked if bike racks on buses would be an incentive for riders to use transit more often, shown in **Figure 2.12**. Over two-thirds of respondents either were unsure or did not consider bike racks to increase their interest in using transit.

The final bicycle/pedestrian question asked respondents to consider what specific locations they would like to see transit service and bicycle/pedestrian connections in Grand Island. **Figure 2.13** illustrates the most popular destinations, including downtown, the Conestoga Mall, the US-281 and south Locust corridors, as well as other activity centers such as health care facilities, schools, Walmart, parks, and grocery stores. The specific connections recommended are also displayed on the map.

Figure 2.11: Considerations on Housing Locations

Was walking, bicycling, or public transit service an important consideration in your choice of where to live or work? (Check all that apply)

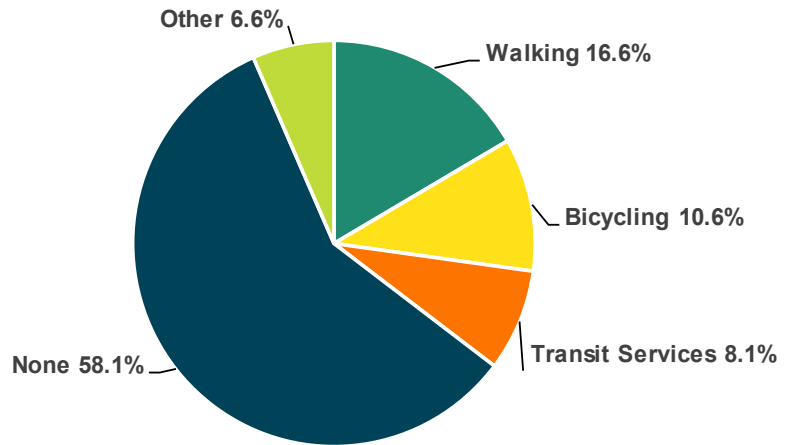


Figure 2.12: Bike Racks

If bike racks were available on Hall County Transit buses, would that be an incentive for you to ride transit more often?

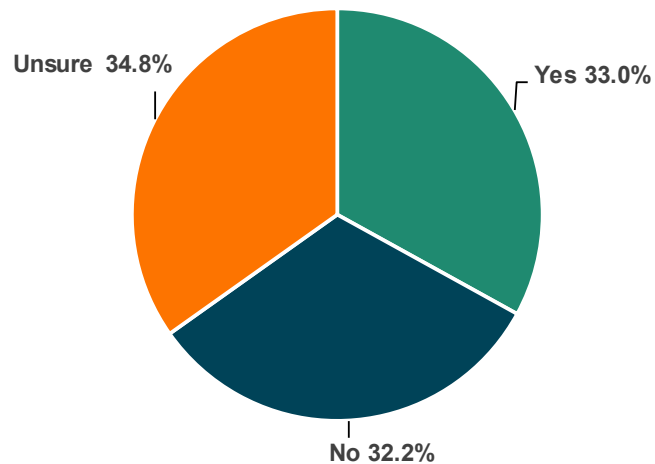
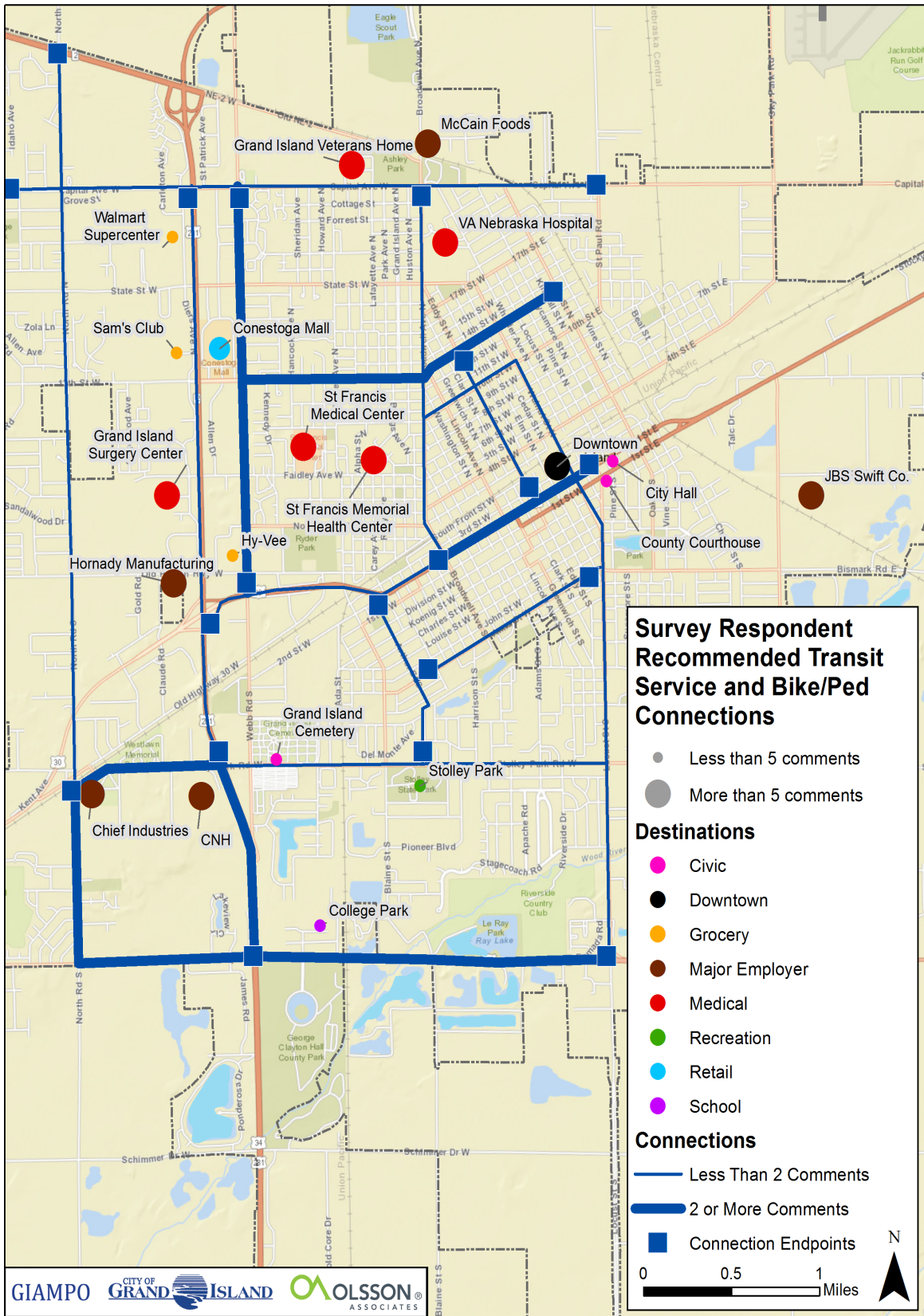


Figure 2.13: Specific Areas of Grand Island Requested by Survey Respondents For Transit Service and Bicycle/Pedestrian Connections



2.2.3 Transit Service Perceptions

When respondents were asked how valuable Hall County Public Transportation is for the community today, approximately 65 percent agreed the service is a valuable resource. **Figure 2.14** shows the responses. Approximately 36 percent of the remaining respondents ranked transit's value with a one, two, or three.

Figure 2.15 shows the prioritized improvements suggested from survey respondents. The most important improvements included adding scheduled bus routes within Grand Island, expanding service hours, and expanding service days.

Figure 2.14: Value of Hall County Public Transportation

On a scale of 1 to 5, (1 = Not Valuable, 5 = Very Valuable), how valuable do you think Hall County Public Transportation is for our community today?

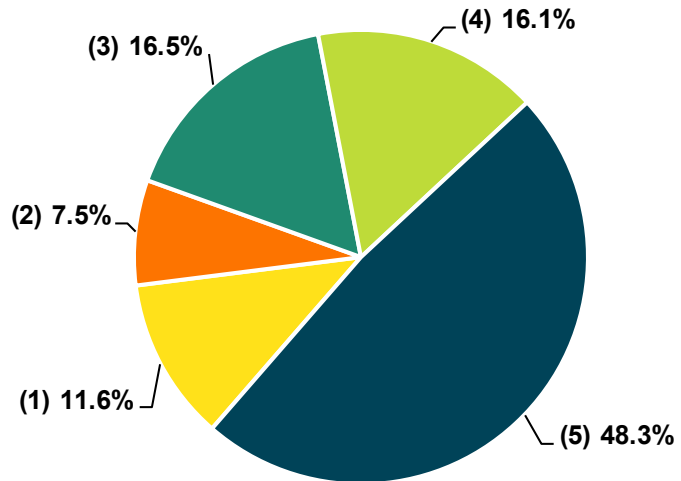


Figure 2.15: Priority of Hall County Public Transportation Improvements

How would you prioritize improvements to Hall County Public Transportation in the short range, 1-3 years? (1= most important, and 8= least important)

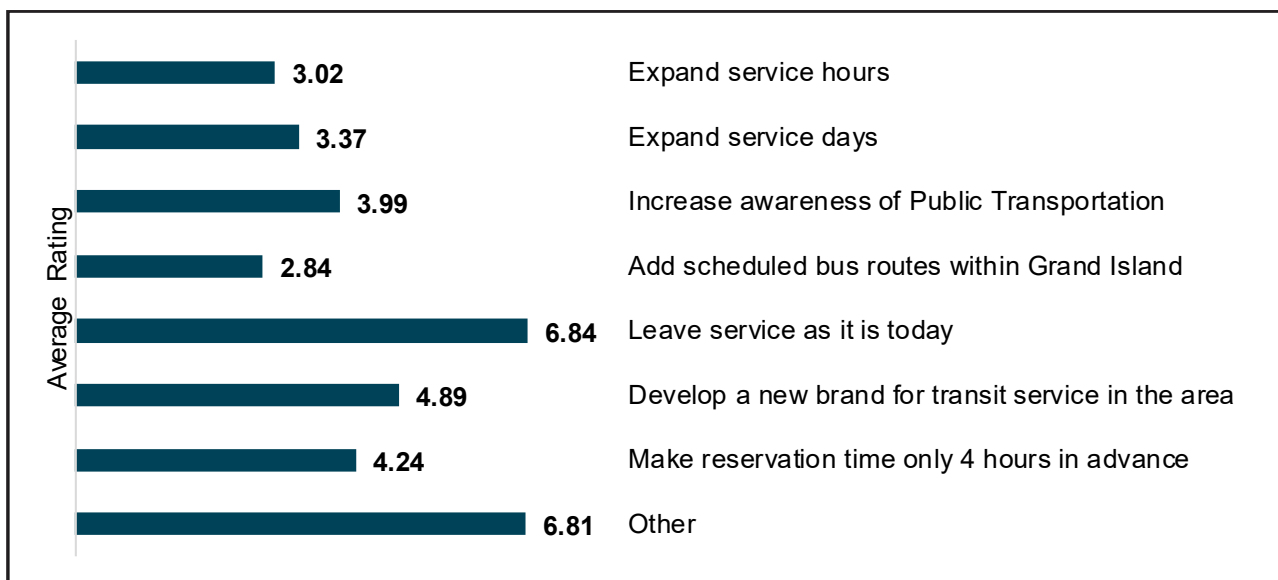


Figure 2.15 also shows increasing awareness as the fourth priority for transit. Over 100 comments were submitted, suggesting social media and the internet as the preferred media (34 percent). Approximately 15 percent prefer television, radio, newspaper or fliers for advertisements. To increase the level of service, respondents suggested removing the 24-hour reservation requirement and implementing a fixed route system.

The survey asked respondents what the greatest benefit Hall County Public Transportation offers to the community. Of the 140 answers received, 18 percent of respondents considered those residents who do not have access to a vehicle receive the greatest benefit from the service. The elderly population was the second highest response benefiting from services, with the disabled, low-income and students falling close behind. Respondents also considered the specific trip type as a benefit to the community. While medical trips received the most attention, other beneficial trip purposes included commuting to work and shopping.

The survey also asked residents to describe how they believe the community perceives Hall County Public Transportation. Of the 205 total responses, the majority of comments received followed themes involving a lack of awareness of the available service, or that existing service is for the elderly, disabled or low-income. Perceptions also indicated that existing services should be increased. Refer to the word cloud in **Figure 2.16** for a visual representation of the comments received. The larger the words appear, the more times they were used to describe the community's perception.

The survey form also allowed residents to leave additional comments regarding Hall County Public Transportation. Most comments were generally positive reaffirming the importance of public transportation in the community. Other responses discussed personal stories about their own situation or someone else they know who depended on the transit services to meet their daily needs. Other comments included the following opportunities to improve the existing services:

- Convert demand-response service to fixed route
- Remove the 24-hour reservation requirement
- Expand service hours and days
- Change the age restrictions
- Additional bicycle/pedestrian options
- Additional promotion for the service
- Additional bilingual services

Figure 2.16: Perception of Hall County Public Transportation

What is the perception in the community of Hall County Public Transportation?



2.3 Transit Rider Survey

A transit rider survey was completed in June 2017. The drivers for Hall County Public Transportation handed out surveys to riders who completed while on the bus. Fifty six completed surveys were returned.

Approximately 22 percent of the respondents use transit every day, with 46 percent using the bus 2 to 4 times per week, as shown in **Figure 2.17**.

The survey asked transit riders how they would travel if public transportation were not available. Just over one-third said they would not make the trip, as shown in **Figure 2.18**. The second highest response was "Take an alternative mode of transportation."

Transit riders were asked how valuable public transportation is within the community. Over 84 percent stated Valuable or Very Valuable, as shown in **Figure 2.19**. Just under 10 percent stated transit as Not Valuable.

Figure 2.17: Other Transportation Options

How often do you ride public transit services in Grand Island?

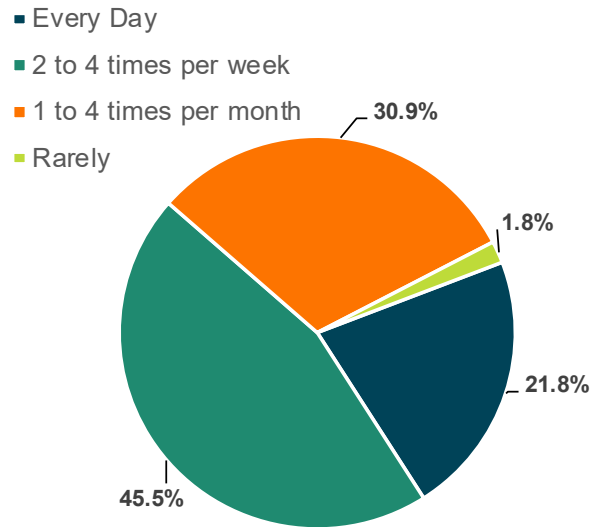
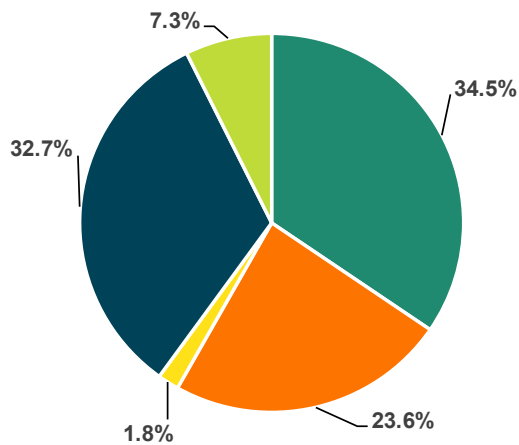


Figure 2.18: Other Transportation Options

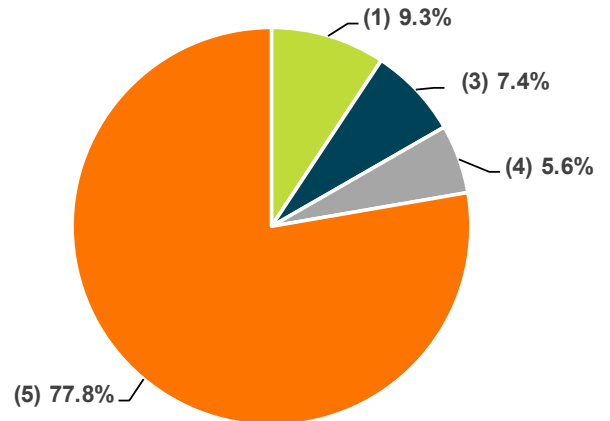
If public transportation was not available, you would:



- Not make this trip.
- Call friend or family.
- Look for alternative destination or place to go.
- Take an alternative mode of transportation.
- Other

Figure 2.19: Value of Hall County Transportation Today

On a scale of 1 to 5 (1 = Not valuable, 5 = Very Valuable), how valuable do you think Hall County Public Transportation is for our community today?



Riders reported their origin and destination on the rider survey. Nearly 89 percent were originating from home, as shown in **Figure 2.20**. The most common destinations were medical appointments, work and other. **Figure 2.21** also shows school, social trips, and home for common destinations. **Figure 2.22** shows 85 percent of transit riders do not have a vehicle available for travel. Approximately 30 percent have a valid driver's license, as shown in **Figure 2.23**.

Figure 2.20: Origin of Trip

Where is your origin?

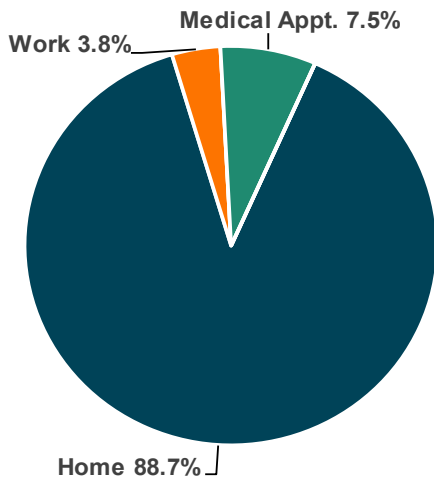


Figure 2.21: Destination of Trip

Where is your destination?

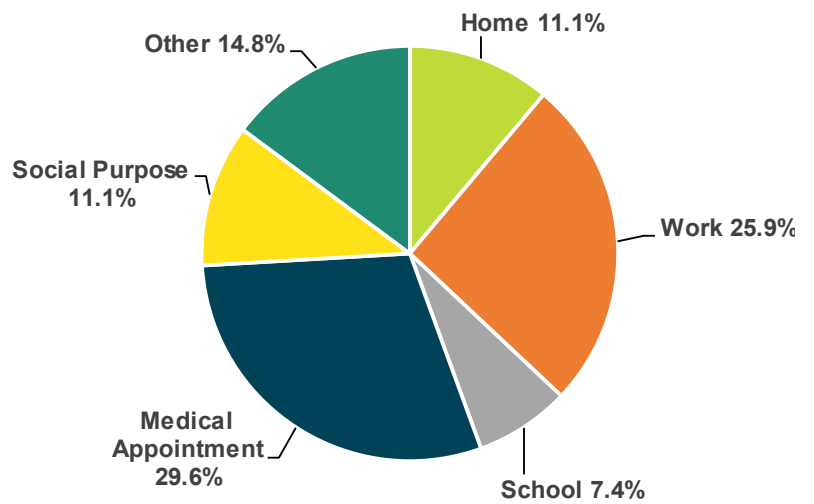


Figure 2.22: Availability of Vehicle

Do you typically have a vehicle available for travel?

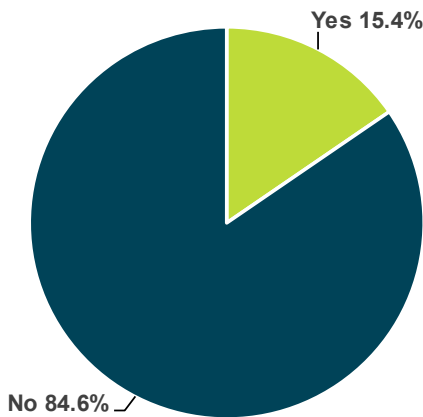
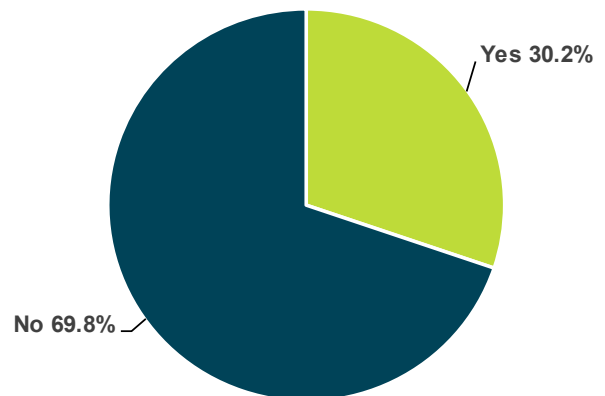


Figure 2.23: Possession of Driver's License

Do you have a valid driver's license?



2.3.1 Socio-economic Characteristics

Information collected from transit riders taking the on-board survey included characteristics such as gender, age, employment status, annual household income, and ethnicity. A selection of characteristics are detailed below.

Figure 2.24 shows female respondents made up two-thirds of all riders taking the survey.

The age of respondents for the rider survey, shown in **Figure 2.25**, reports 67 percent above age 50. Sixteen percent of the transit survey respondents were between age 19 to 35 and another 16 percent age 36 to 50 years.

Figure 2.26 shows approximately half of the respondents were retired. Nearly 79 percent of transit riders said their annual household income is less than \$25,000, as shown in **Figure 2.27** on the following page. The Department of Health and Human Services' poverty distinction is approximately \$25,000 for a family of four. Transit riders who selected the 'other' option specified their employment status as disabled.

Figure 2.24: Characteristics - Gender

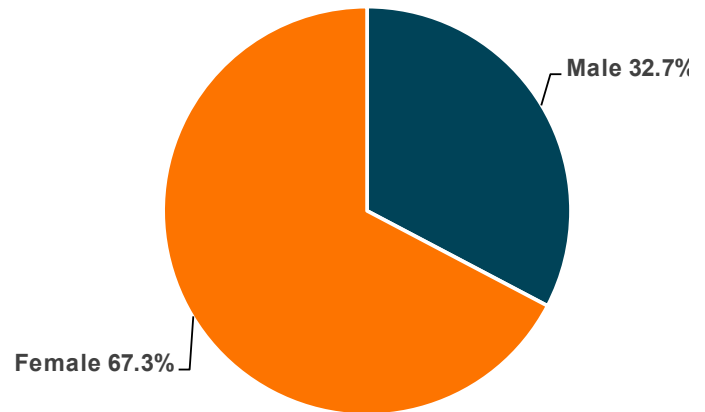


Figure 2.25: Characteristics - Age

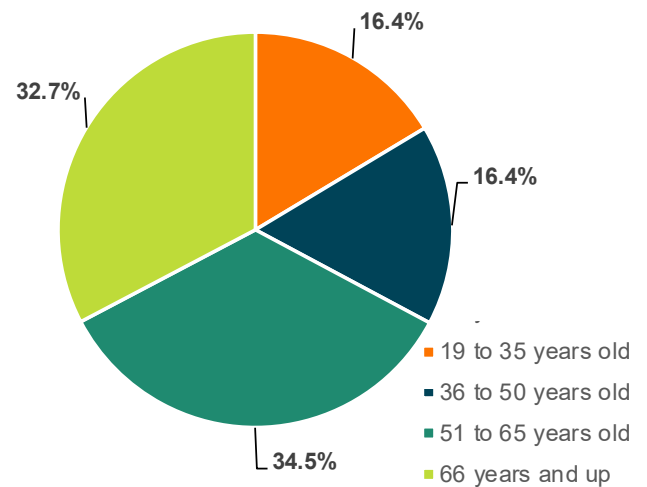


Figure 2.26: Characteristics - Employment Status

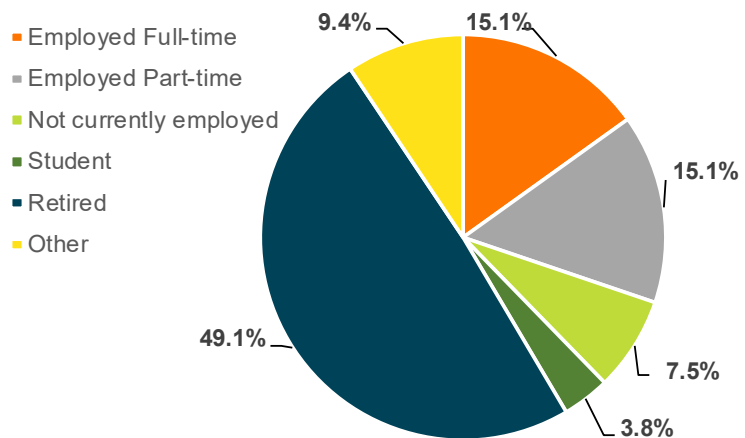


Figure 2.28 shows 72 percent of the respondents were Caucasian. The second most common ethnic group was Hispanic/Latino.

The survey asked riders if they had a disability or special need requiring special assistance. The largest single group (45 percent) said they did not have any special needs or required any accommodations, as shown in **Figure 2.29**. The second highest response at 29 percent was from transit riders with a mobility disability.

Figure 2.27: Characteristics - Household Income

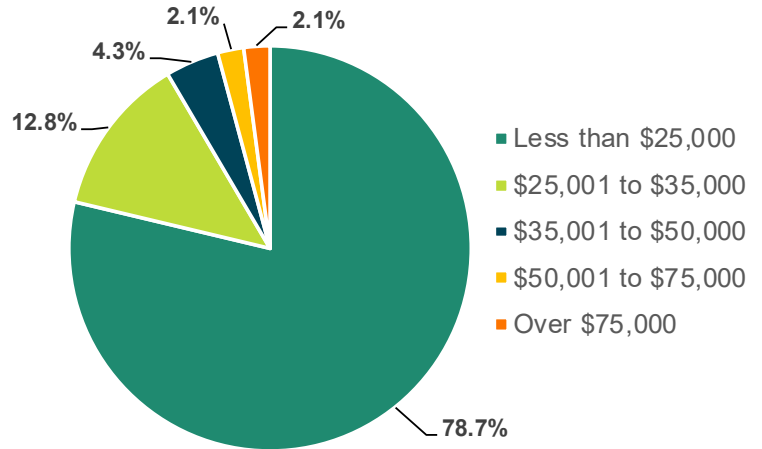


Figure 2.28: Characteristics - Ethnicity

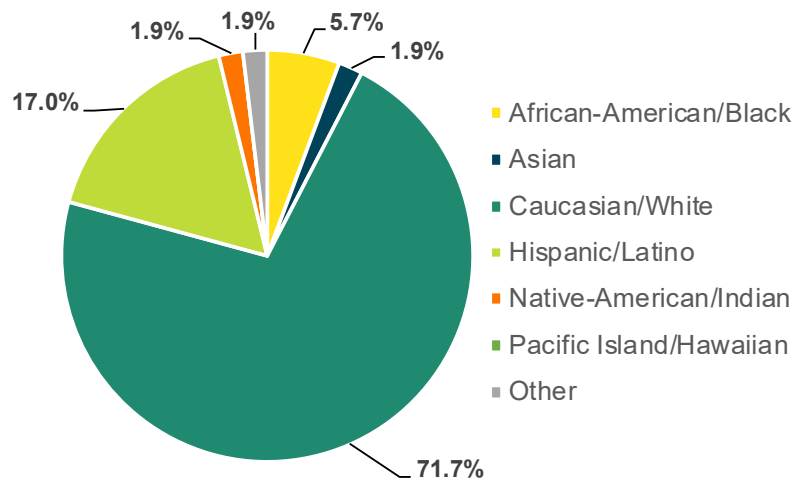


Figure 2.29: Disability and Special Assistance

What disability or special need do you require assistance with?

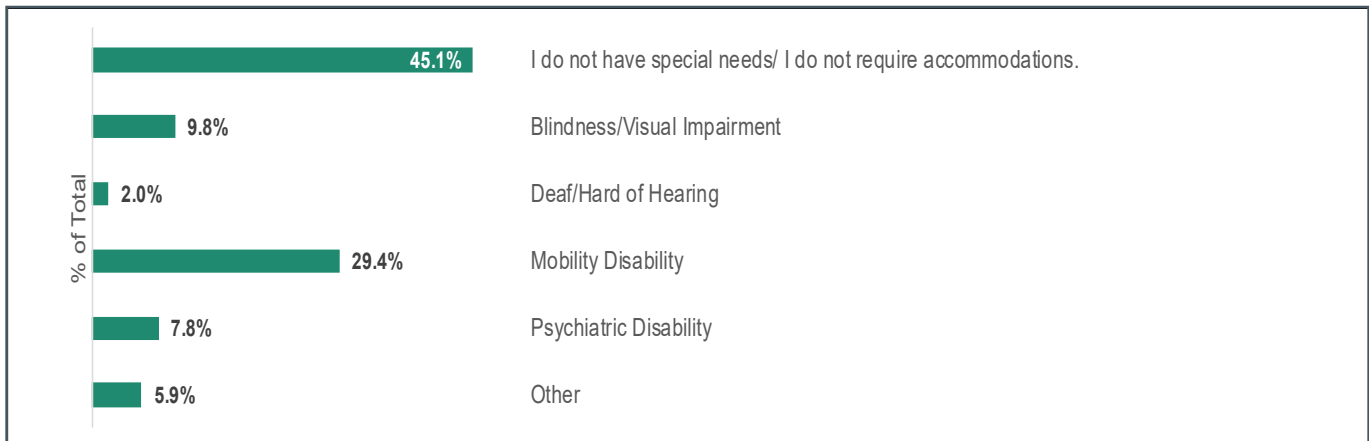
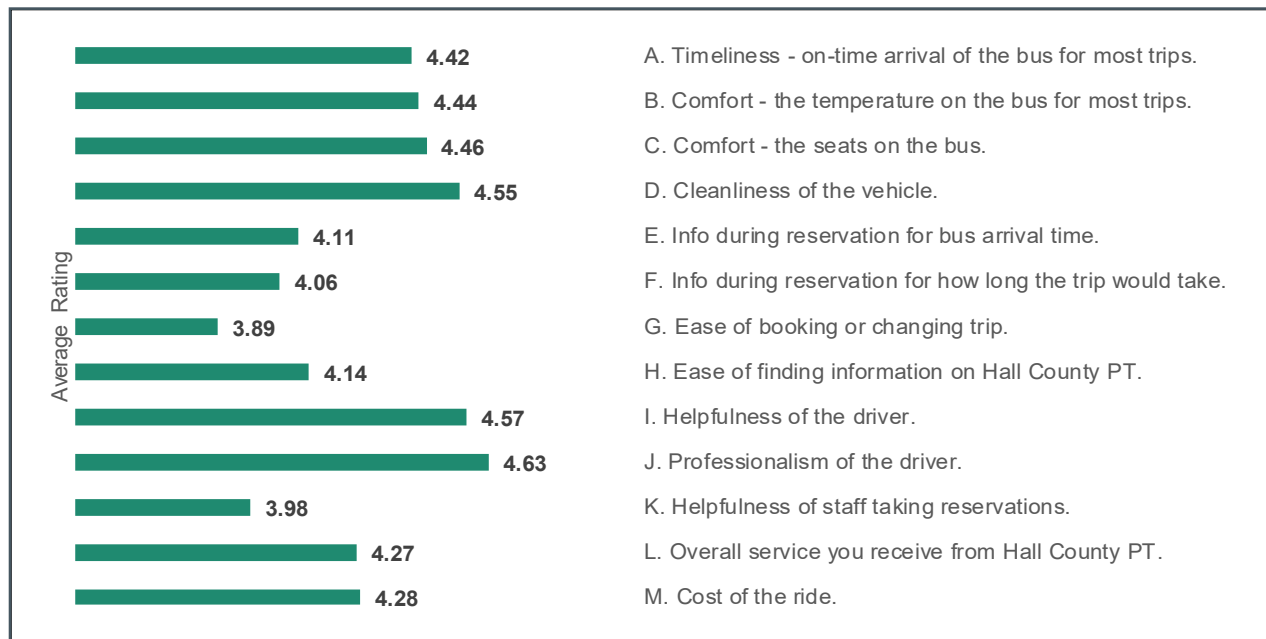


Figure 2.32 Aspects of Hall County Public Transportation

Please rate the following aspects of Hall County Public Transportation.



Transit riders ranked aspects of Hall County Public Transportation, as shown in **Figure 2.32**. Possible answers ranged from very satisfied to neutral to very dissatisfied. The higher values signify a higher rate of satisfaction, and the lower values correspond to a lower rate of satisfaction. The most satisfied and least satisfied aspects are listed below.

Most Satisfied Aspects

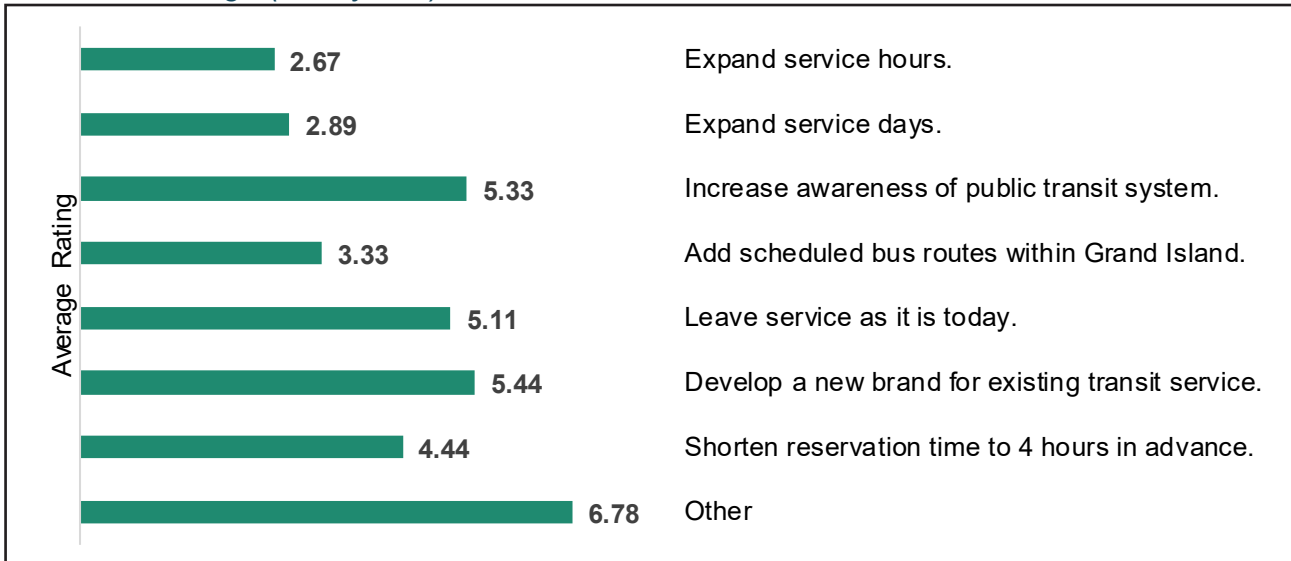
- Professionalism of the driver (4.63)
- Helpfulness of the driver (4.57)
- Cleanliness of the vehicle (4.55)
- Comfort - the seats of the bus (4.44)
- Comfort - the temperature of the bus (4.44)

Least Satisfied Aspects

- Ease of booking or changing a trip (3.89)
- Info during reservation for how long the trip would take (4.06)
- Info during reservation for bus arrival time (4.11)
- Ease of finding information on Hall County Public Transportation (4.14)
- Overall service you receive from Hall County Public Transportation (4.27)

Figure 2.33 Priority Improvements

How would you prioritize improvements to Hall County Public Transportation in the short range (1 - 3 years)?



Satisfaction ratings help prioritize opportunities for Hall County Public Transportation to improve the rider experience. The transit rider survey gathered input on ways to improve transit service in the short term. Riders were asked to prioritize these short range improvements to Hall County Public Transportation by ranking from most important to least important (1 = most, 8 = least). **Figure 2.33** shows the results; however, it should be noted 9 of the 56 respondents (16%) answered this question. The most important priority was expanding service hours, followed closely by expanding service days and scheduled service. These three improvements were also prioritized in the top three for the online community survey respondents as well. The lower priority choices were:

- Develop a new brand for existing service
- Increase awareness of public transit system
- Leave service as it is today

Transit riders could make additional comments regarding Hall County Public Transportation at the end of the survey. While most of the comments were generally positive statements reaffirming the importance of public transportation in the community, other responses offered suggestions to increase service on the weekends, and add more vehicles when demand is at its highest.



CHAPTER 3 PUBLIC ENGAGEMENT - ROUND TWO

3.1 Introduction

The second round of focus groups meetings was held in Grand Island on August 2-3, 2017. This chapter presents a brief review of the Round Two public engagement conducted thus far for the Regional Transit Needs Assessment and Feasibility Study. These opportunities are critical to the process and study and allow the project team to openly engage the community. Understanding the voice of the community ensures the final product reflects and encapsulates the goals and visions set out at the beginning.

The Round Two focus group meetings were made up of citizens from many different stakeholder groups, unlike the first round of focus group meetings where stakeholder groups met independently of each other. Community participation, surveys, and discussion were facilitated at the Olsson Associates Grand Island Office. A meeting was also held with the Transportation Advisory (TAC). Community participation provides Hall County Public Transportation, the City of Grand Island, and GIAMPO the opportunity to hear the community's opinions of the several different transit alternatives. With the vision and goals in mind, stakeholders were asked to participate in discussion and surveys to rate each of the different alternatives.



Round Two Focus Group Meeting

3.2 Focus Group Meetings

A series of focus group interviews were conducted on August 2-3, 2017, at the Olsson Associates office in Grand Island, 201 E 2nd St. Stakeholders included:

- Transportation providers
- Government Partners
- Nonprofit organizations
- Elected officials
- Faith-based organizations
- Human service agencies
- Major Employers
- Educational Services
- Elderly services
- Bicycle/Pedestrian partners
- Grow Grand Island partners
- Ethnic Heritage partners

The purpose of the Round Two focus group meetings was to present the different alternatives and for stakeholders to provide feedback. The feedback collected during the Round 2 engagement will feed directly into the final recommendations for the study.

The focus group meeting format involved facilitated discussion, community participation, and the completion of a survey in which the stakeholder was asked to rate each transit alternative based on certain criteria. Each session lasted approximately 45 minutes. The meetings began with a brief informal presentation followed by discussion and the survey. The schedule of focus group meetings is shown in **Table 3.1.**




Table 3.1: Focus Group Meeting Schedule

Date	Time	Activity	Location
Wed., August 2, 2017	8:00am - 8:30am	Set up	OA Office
	8:30am - 9:15am	Focus Group Meeting	OA Office
	9:30am - 10:15am	Focus Group Meeting	OA Office
	10:30am - 11:15am	Focus Group Meeting	OA Office
	11:30am - 12:15pm	Focus Group Meeting	OA Office
	12:30pm - 1:15pm	Focus Group Meeting	OA Office
	1:30pm - 2:15pm	Focus Group Meeting	OA Office
	2:30pm - 3:15pm	Focus Group Meeting	OA Office
	3:30pm - 4:15pm	Focus Group Meeting	OA Office
	4:30pm - 5:15pm	Focus Group Meeting	OA Office
	5:30pm - 6:15pm	Focus Group Meeting	OA Office
	6:30pm - 7:15pm	Focus Group Meeting	OA Office
	7:30pm - 8:15pm	Focus Group Meeting	OA Office
Thurs., August 3, 2017	8:00am - 8:30am	Set up	OA Office
	8:30am - 9:15am	Focus Group Meeting	OA Office
	9:30am - 10:15am	Focus Group Meeting	OA Office
	10:30am - 11:15am	Focus Group Meeting	OA Office
	11:30am - 12:15pm	Focus Group Meeting	OA Office
	12:30pm - 1:15pm	Focus Group Meeting	OA Office
	1:30pm - 2:15pm	Focus Group Meeting	OA Office
	2:30pm - 3:15pm	Focus Group Meeting	OA Office
	3:30pm - 4:15pm	Focus Group Meeting	OA Office
	4:30pm - 5:15pm	Focus Group Meeting	OA Office
	5:30pm - 6:15pm	Focus Group Meeting	OA Office
	6:30pm - 7:15pm	Focus Group Meeting	OA Office
	7:30pm - 8:15pm	Focus Group Meeting	OA Office

Prepared surveys were distributed to each focus group member and then comments were recorded. The responses received throughout the public engagement process help the local project team identify what aspects of the designed alternatives were attractive and unattractive for the community of Grand Island and Hall County. Below is a copy of the survey and additional comment card provided to each focus group participant.

Focus Group Survey

Comment Sheet – Grand Island Transit Study

1. How effective does this transit option meet the goals/objectives? (3 = Very; 2 = Somewhat; 1 = Not)			
	3	2	1
Goal 1: Efficiently provide mobility options to area residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 2: Enhance economic activity by improving access to employment for area residents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 3: Coordinate with local organizations for public transportation options, while being good stewards of the public dollar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Knowing the ridership projections for this transit service, how effective do you think this option is for our region for the investment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. How effective is this transit option by gauging the number of activity centers served?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. How effective is this transit option serving the Greatest Transit Need areas in the region?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. How effective is this transit option providing access to job sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Knowing the cost estimates for this transit option, how likely is this transit option to be implemented in the next 5 years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. When is a realistic time frame for this transit option?			
<input type="checkbox"/> 1-3 Yrs	<input type="checkbox"/> 4-5 Yrs	<input type="checkbox"/> 5-10 Yrs	<input type="checkbox"/> Not Sure

Focus Group Additional Comment Sheet

Comment Sheet – Grand Island Transit Study

1. In the short-term, pick 2 of the 5 additional services that may be realistic for implementation?

2. Which would you select as the TOP additional service to focus on first?

3. Would you seriously consider using rideshare or vanpool services for your commuting?

Yes No Not Sure

4. What would you suggest as a starter route for the Commuter Service?

Why?

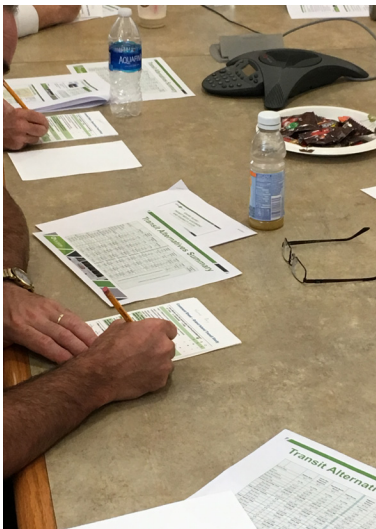
5. Do you think Grand Island would be a good pilot community to test autonomous vehicle technology? Yes No

Why or Why Not?

6. Does this transit option meet the goals/objectives?

Commuter Service	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not Sure
Regional Airport Service	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not Sure
Rideshare Program	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not Sure
Vanpool Program	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not Sure
Autonomous Vehicle Technology	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not Sure

Participants completed surveys and comment cards



3.3 Summary of Focus Group Meetings

Focus group attendees provided detailed and conclusive responses regarding the multiple transit options. The following text and figures provide a summary of the overall comments from the second round of public engagement. Each participant completed a survey for three of the four main alternatives (Fixed Route, Same Day Demand Response, and Flexible Routes), as well as the five additional services (Regional Airport Service, Commuter Service, Rideshare, Vanpool, and Autonomous Vehicle Technology).

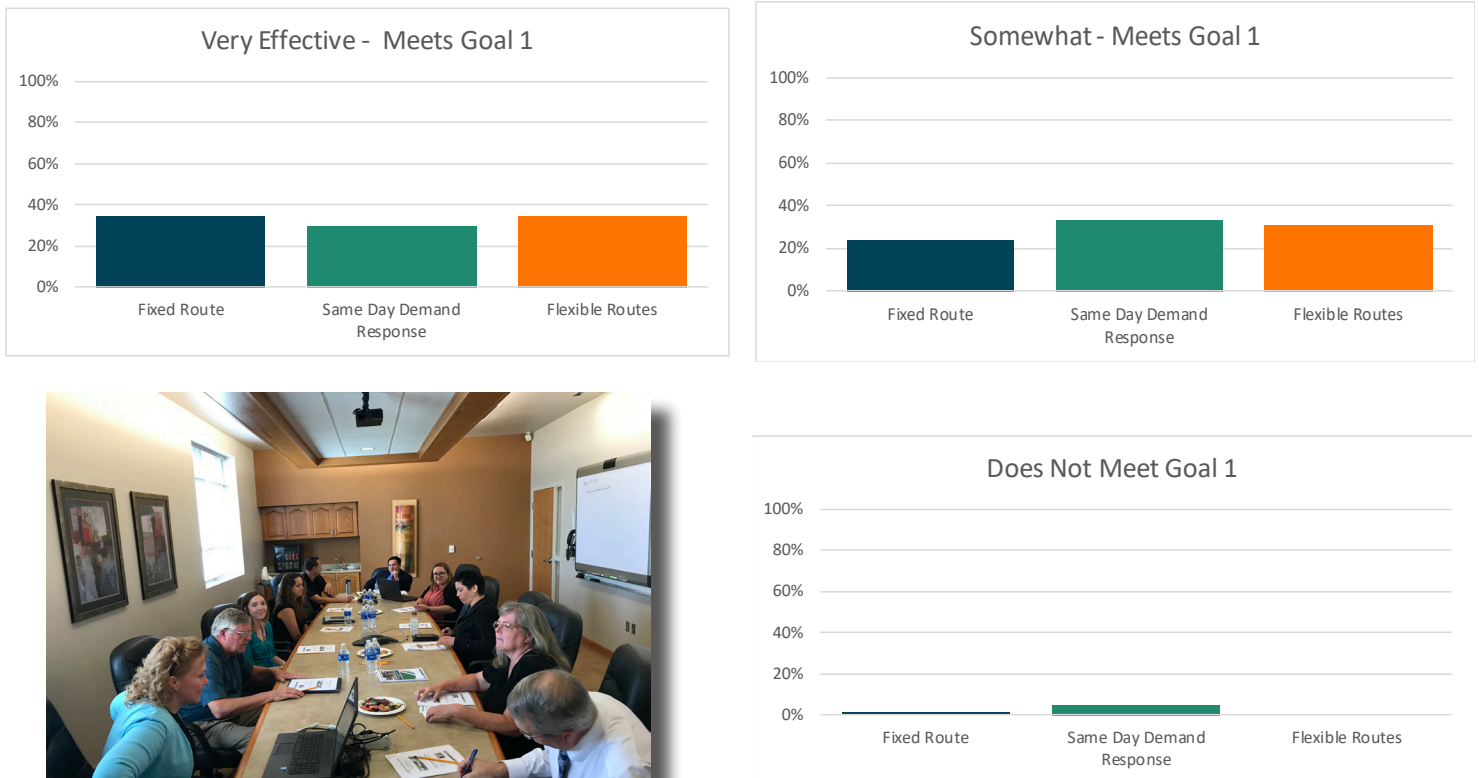
The following discussion provides overall feedback from the focus group attendees, which was approximately 280 total comments from attendees. The summary is a result of aggregating all comment cards received. Attendees were asked to score by how effective the question may be. The comment card is shown on page 21 and 22 of this report.

Question 1: How effectively does this transit option meet the goals/objectives?

Goal 1: Efficiently provide mobility options to area residents.

Thirty-five percent of respondents believed Fixed Route Service and Flexible Route Service very effectively met Goal 1, while 30 percent believed Same Day Demand Response met Goal 1. **Figure 3.1** shows the results for this question.

Figure 3.1: Question 1, Goal 1 Results



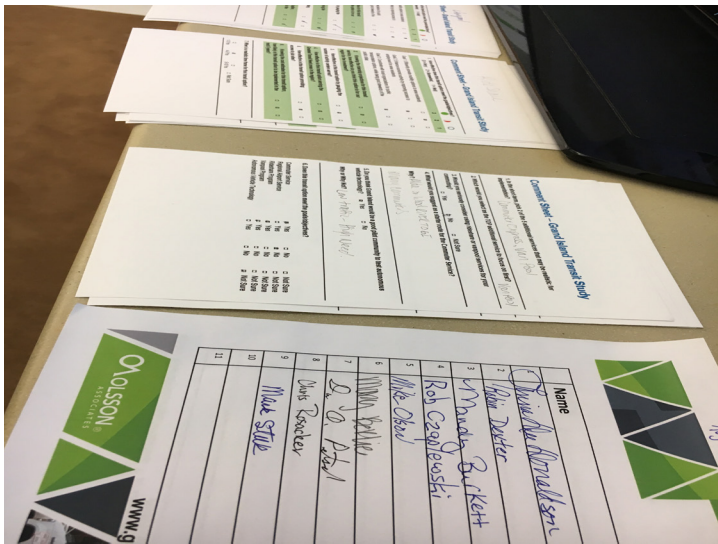
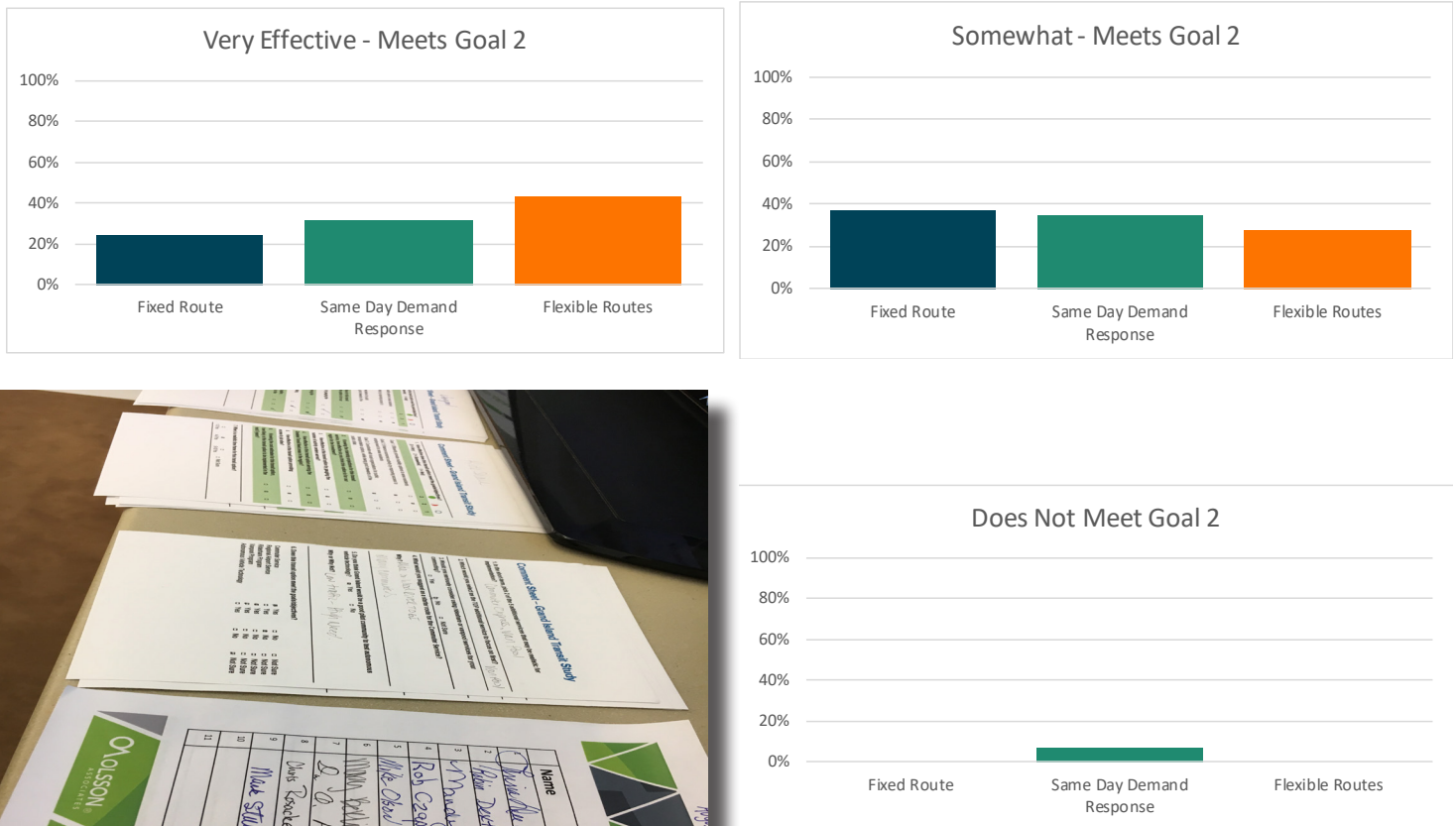
Round 2 Focus Group Meeting

Question 1: How effectively does this transit option meet the goals/objectives?

Goal 2: Enhance economic activity by improving access to employment for area residents.

Goal 2 focuses on access to employment. Focus group members scored the Flexible Route highest for being most effective meeting the goal. The Same Day Service scored second highest. It should be noted the members of the Transportation Advisory Committee (TAC) during the July 20, 2017 meeting, scored Same Day Demand Response Service as very effectively meeting Goal 2. **Figure 3.2** shows the responses.

Figure 3.2: Question 1, Goal 2 Results



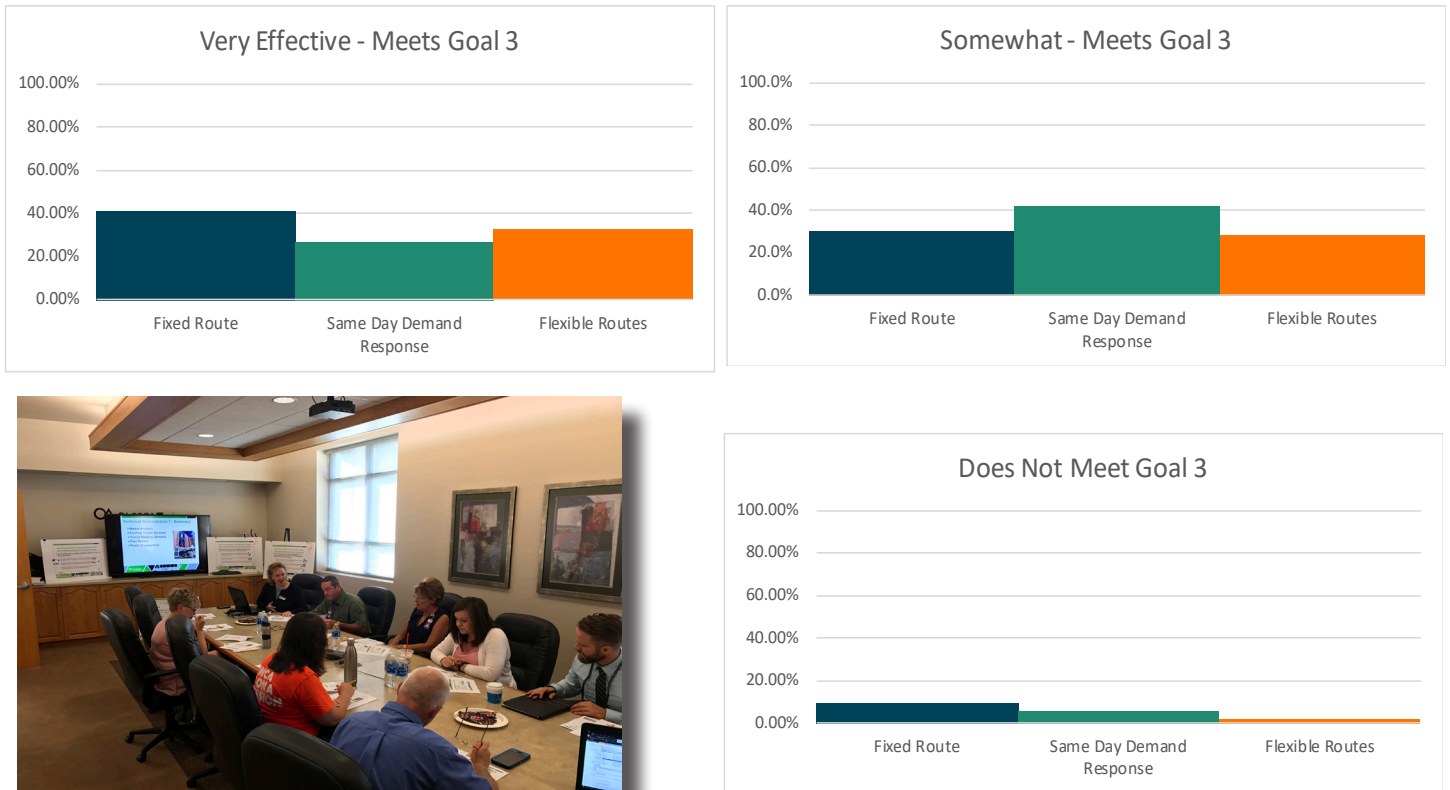
Round 2 Focus Group Meeting Score Cards

Question 1: How effectively does this transit option meet the goals/objectives?

Goal 3: Coordinate with local organizations for public transportation options, while being good stewards of the public dollar.

Goal 3 focuses on working with the community to give the best possible service in the most realistic and responsible fashion. **Figure 3.3** shows respondents ranked the Fixed Route Service option for being the most effective meeting Goal 3, with Flexible Route Service closely following. The Same Day Service option scored highest for somewhat meeting Goal 3. There were very few responses stating the services do not effectively meet Goal 3 criteria.

Figure 3.3: Question 1, Goal 3 Results

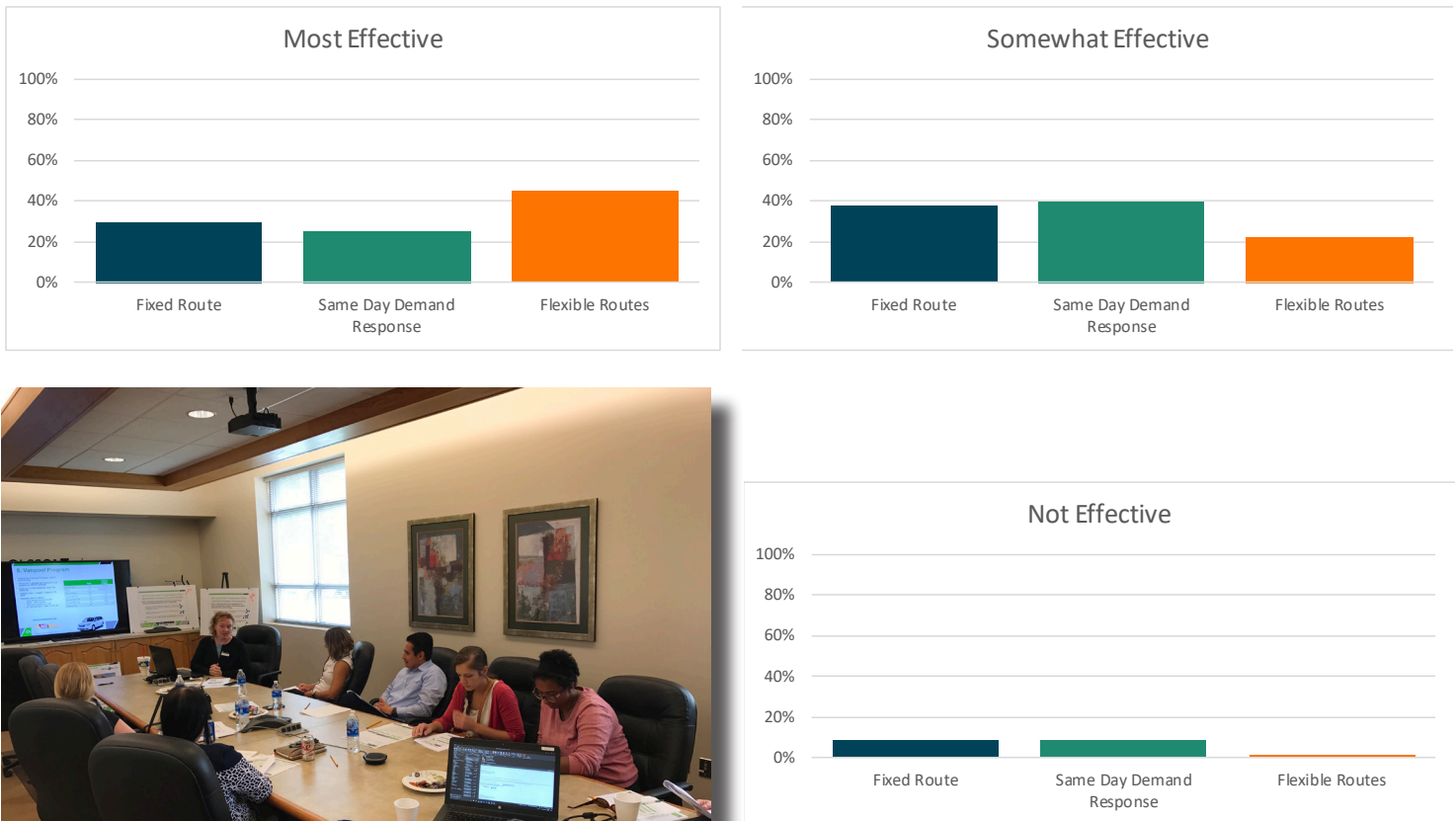


Round 2 Focus Group Meeting

Question 2: Knowing the ridership projections for this transit service, how effective do you think this option is for our region for the investment?

Forty-five percent of respondents scored the Flexible Route Service as the most effective transit alternative. Through discussion, many focus group participants viewed the investment in Flexible Route Service as an appropriate stepping stone to one day having Fixed Route Service. No participants believed that Flexible Route Service was Not Effective for the investment. Twenty-five percent of participants believed Same Day Demand Response as the most effective alternative for the investment. **Figure 3.4** shows the responses.

Figure 3.4: Question 2 Results

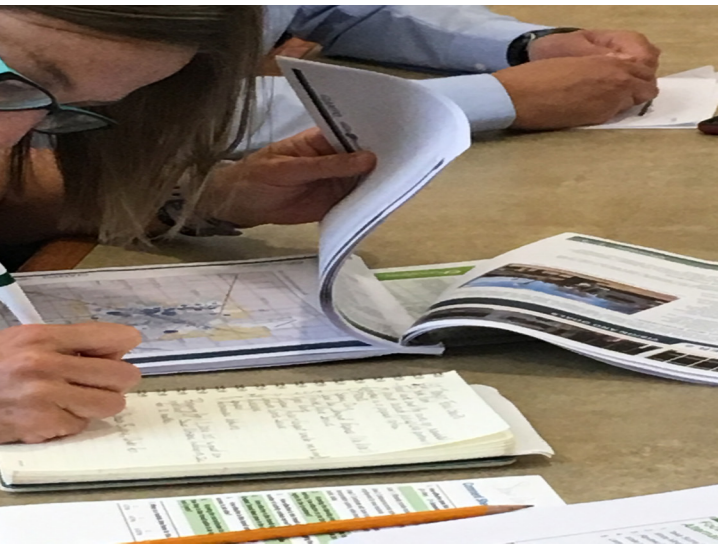
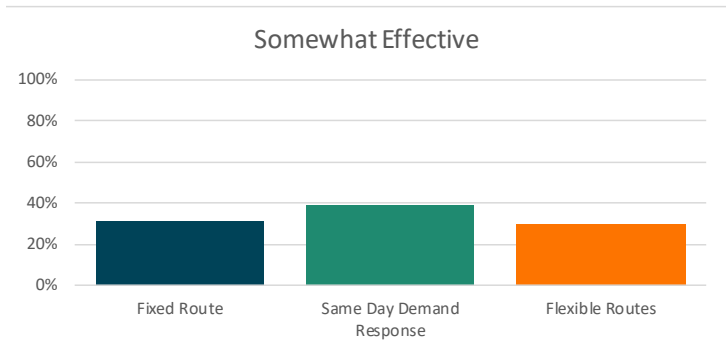
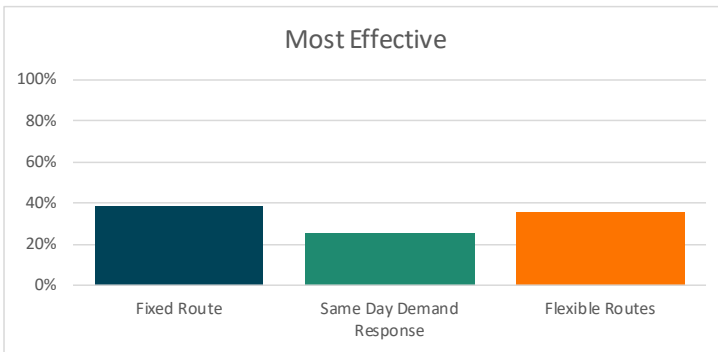


Round 2 Focus Group Meeting

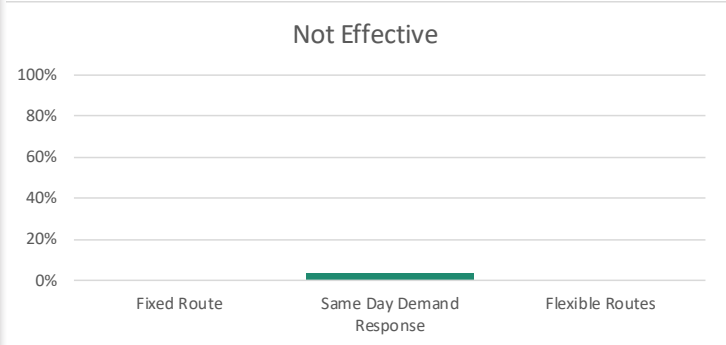
Question 3: How effective is this transit option by gauging the number of activity centers served?

Participants viewed maps with relevant activity centers in Grand Island and were asked to rate how effective the transit alternatives were in serving these areas. Thirty-eight percent of respondents scored Fixed Route Service “Most Effective”, while 35 percent believed Flexible Route Service was “Most Effective”. During focus group discussion, it was strongly stated JBS needed to be included in the Flexible Route service area and have options of scheduled service during major shift changes. **Figure 3.5** shows the responses.

Figure 3.5: Question 3 Results



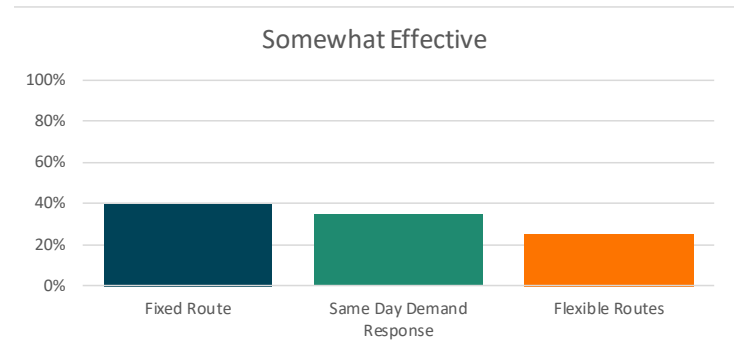
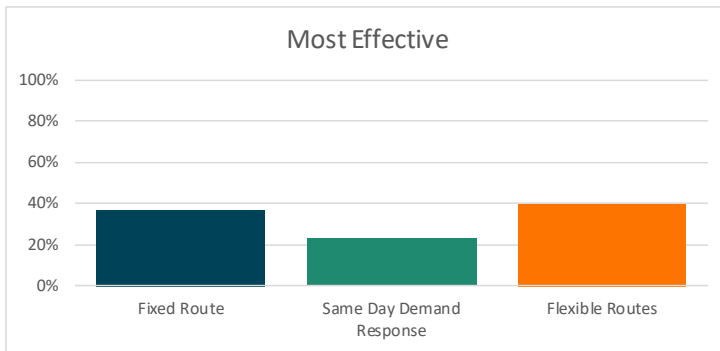
Round 2 Focus Group Meeting



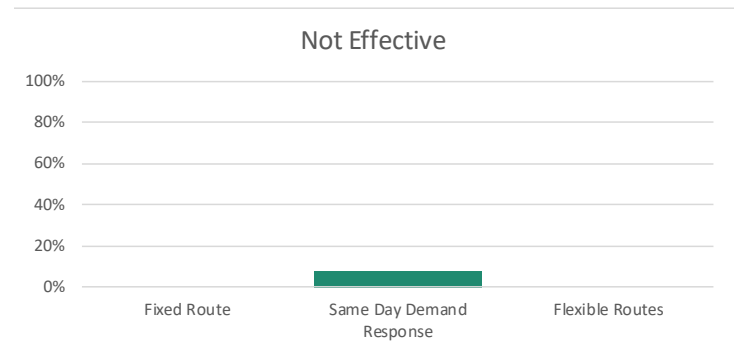
Question 4: How effective is this transit option by serving the Greatest Transit Need areas in the region?

Approximately 75 percent of focus groups respondents scored Flexible Route Service and Fixed Route Service as most effective. The TAC scored Same Day Demand Response service as the most effective. Attendees suggested more transit needs in the future for areas of Grand Island west of Highway 281. **Figure 3.6** shows the results.

Figure 3.6: Question 4 Results



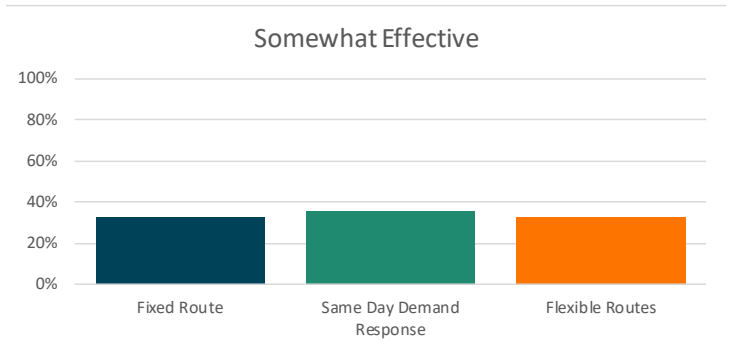
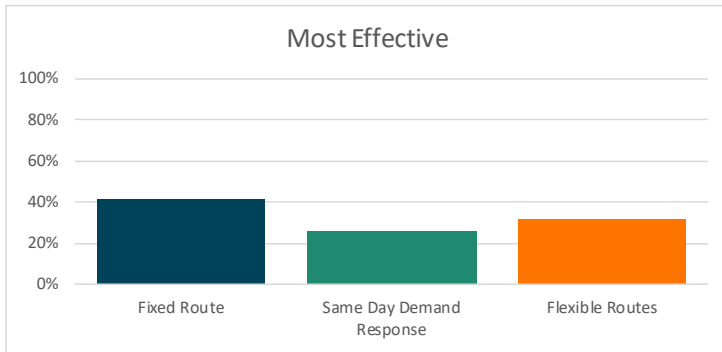
Round 2 Focus Group Meeting



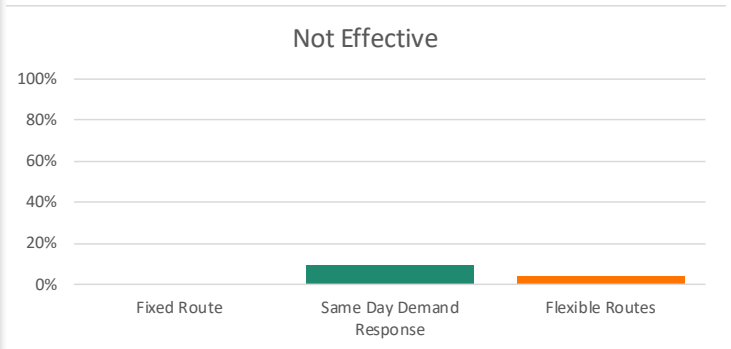
Question 5: How effective is this transit option providing access to job sites?

Forty-one percent of participants believed Fixed Route was most effective, while Flexible Route Service was the next highest with 32 percent. Nine percent of respondents believed Same Day Demand Response would not be effective. Many people expressed they would have ranked Flexible Route Service higher if it provided direct access to JBS. **Figure 3.7** shows the results.

Figure 3.7: Question 5 Results



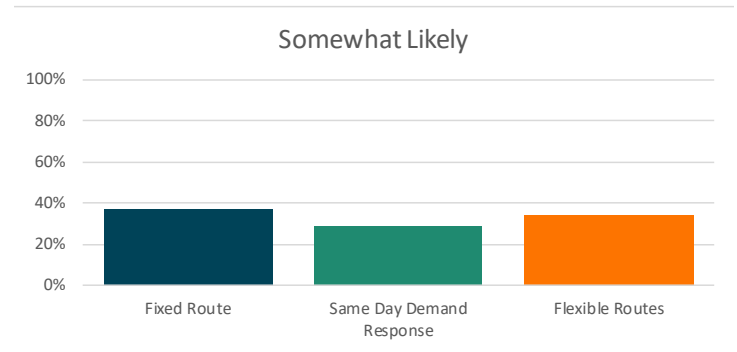
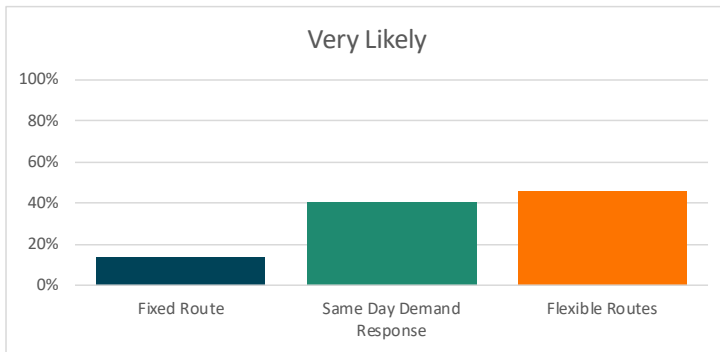
JBS Headquarters



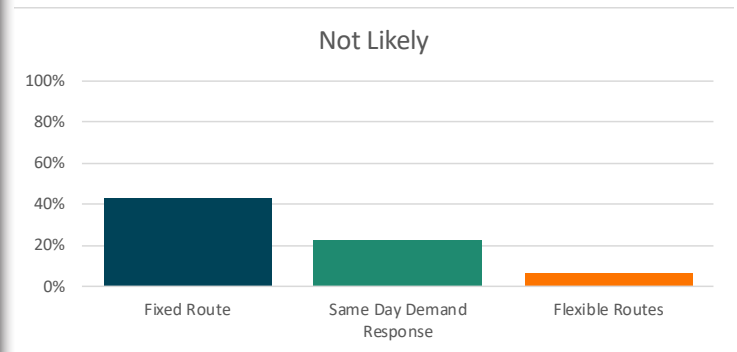
Question 6: Knowing the cost estimates for this transit option, how likely is this transit option to be implemented in the next 5 years?

Most respondents agreed Same Day Demand Response and Flexible Route Service could be implemented in the next five years. The lower cost of Same Day Demand Response and Flexible Routes made implementation more realistic in the next five years. Forty percent believed the cost and planning of a Fixed Route system would make implementation not likely in the next five years. **Figure 3.8** shows the results below.

Figure 3.8: Question 6 Results



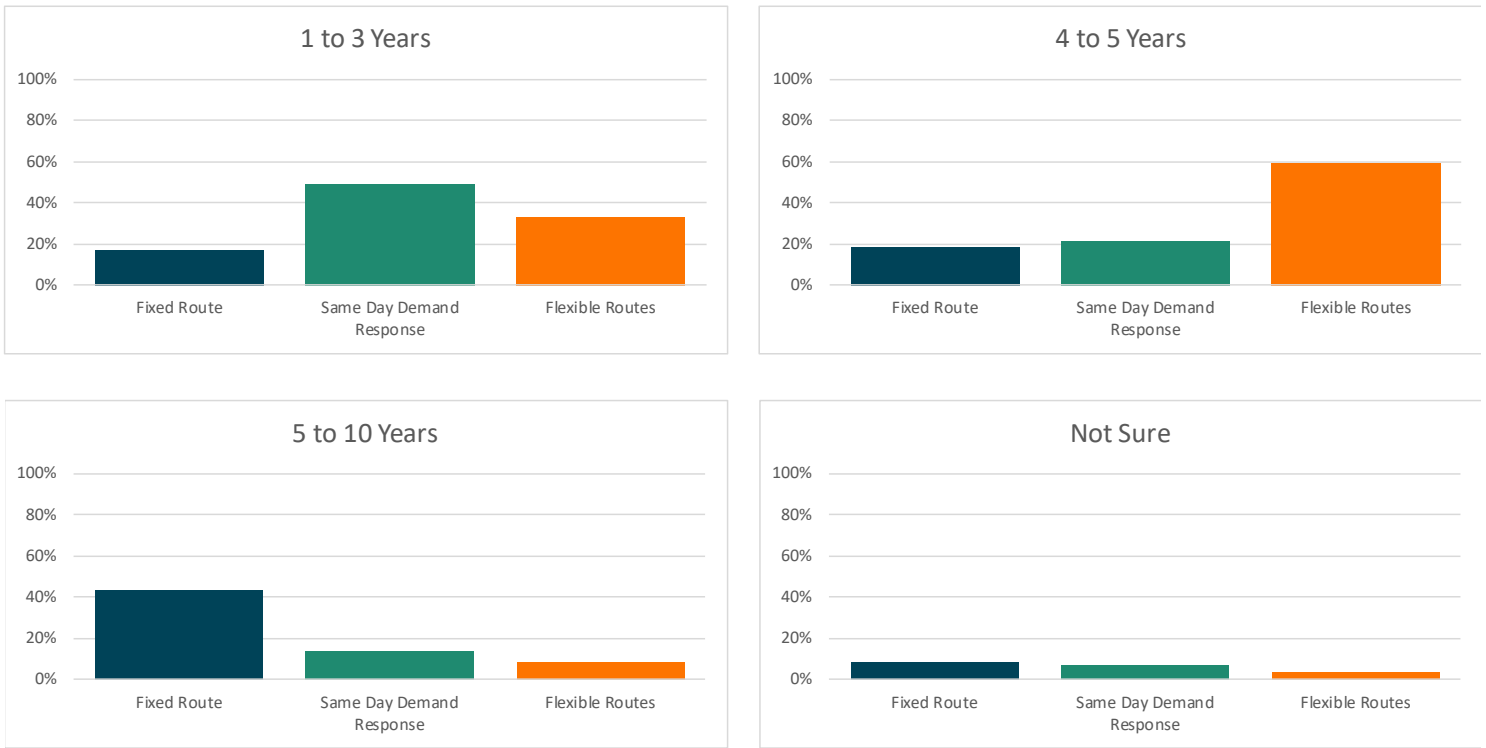
Round 2 Focus Group Meeting



Question 7: When is a realistic time frame for this transit option?

A general consensus from focus group attendees was Same Day Demand Response would be the quickest to implement within 1 - 3 years. Participants believed there were less barriers to implementation, as it is the most similar to the transit service provided in Grand Island today. Sixty percent believed Flexible Route Service in Grand Island could be implemented in 4 - 5 years. Finally, 43 percent believed Fixed Route Service could be implemented in Grand Island in 5 - 10 years. **Figure 3.9** shows the results.

Figure 3.9: Question 7 Results



3.4 Additional Alternatives Comment Form Summary

Participants completed comment sheets for the five additional transit services. Participants were asked to pick two of the five services that may be realistic for implementation. The two most popular choices were the Rideshare Program (54%) and the Commuter Express Routes (45%). **Figure 3.10** shows respondents priority for the additional services.

Focus group participants were asked if they would seriously consider using Rideshare or Vanpool services for commuting. Less than five percent responded they would consider it. Even though members of the focus group were not interested in rideshare themselves, they understood the importance of having these services available.

Focus Group participants were also asked to weigh in on discussions of Autonomous Vehicle Technology. **Figure 3.11** shows the results when people were asked if they would consider Grand Island a good pilot community to test autonomous vehicle technology.

Finally participants were asked to answer if the five additional transit services met the goals and objectives of the study. The Rideshare service had the highest response with 61 percent believing the service does meet the goals of the study. The Regional Airport Service scored lowest, with 52 percent saying this service did not meet the study's goals and objectives. **Figure 3.12** shows the results on the following page.

Figure 3.10: Top Service Priority

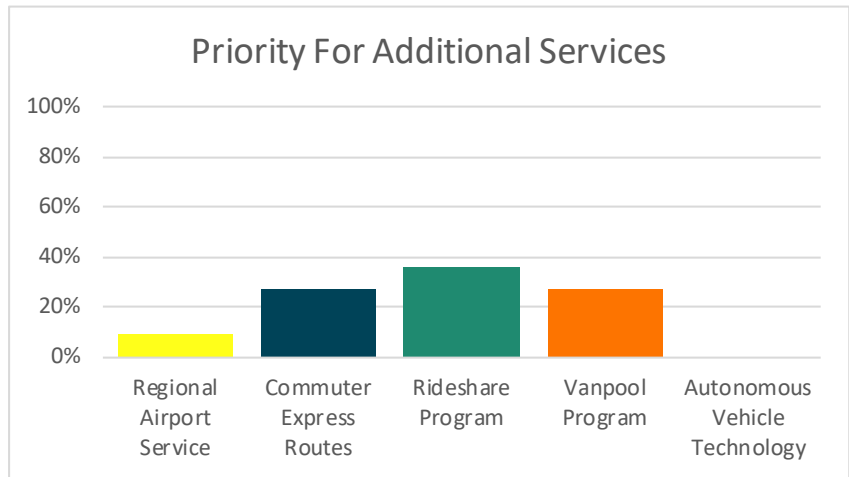


Figure 3.11 Autonomous Vehicle Technology

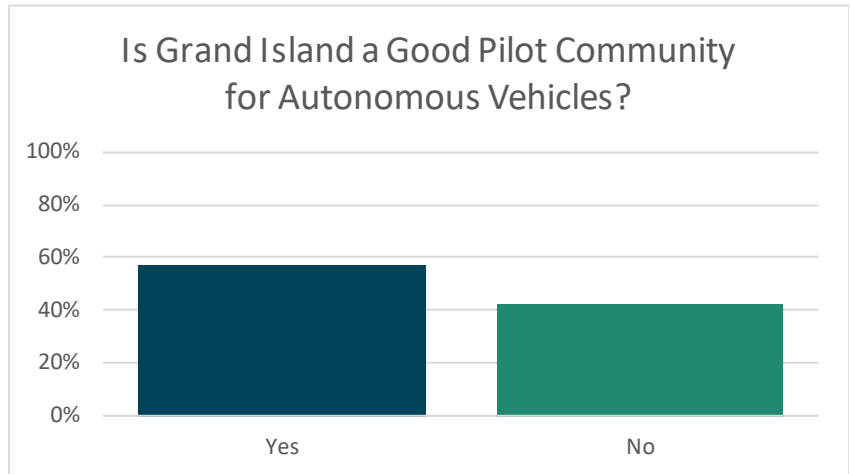
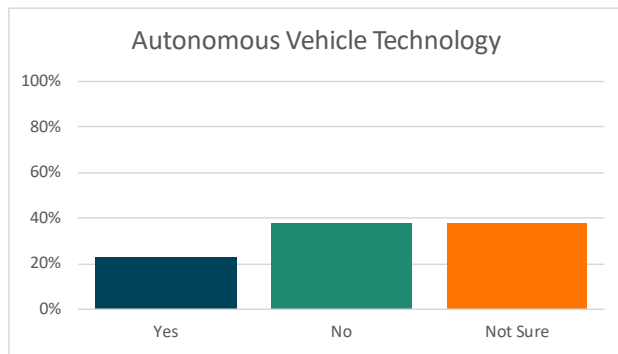
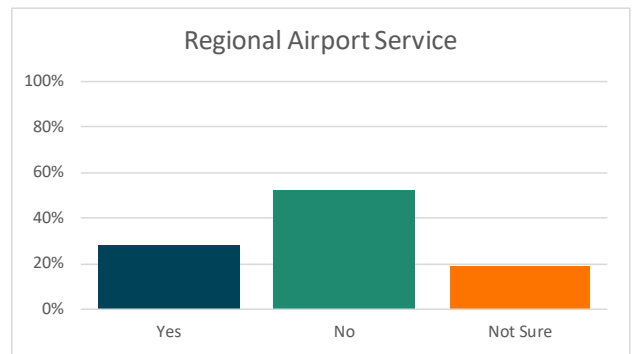
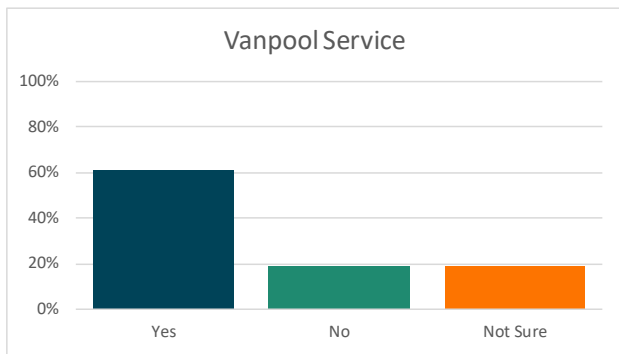
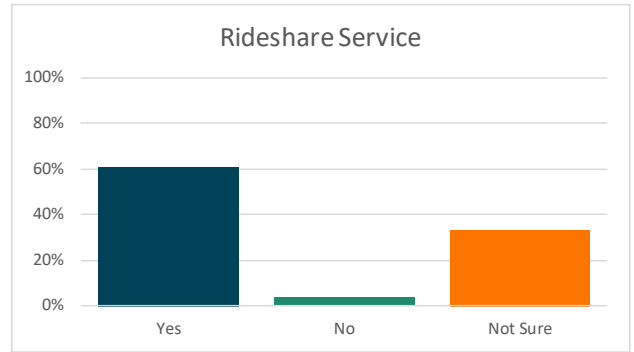
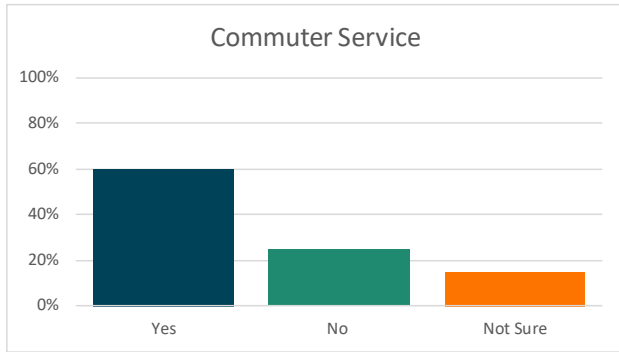


Figure 3.12: Do the Additional Transit Services Meet the Goals/Objectives?



3.5 Transit Bus Rider Survey - Future Alternatives

The second round of public engagement included a transit rider survey distributed on Hall County Public Transportation requesting opinions on potential future transit alternatives. The Transit Rider Survey is shown in **Appendix C**, with results from the 65 completed surveys summarized in the following section. The survey was distributed by drivers from August 23, 2017 - September 4, 2017.

The first two questions of the survey asked about scheduled bus service and curbside pickup, shown in **Figures 3.14** and **3.15**. Question 1 asked riders which service would be best for the community. Question 2 asked if there was a difference between what riders believed was best for the community and what their personal preference was. For both questions, curbside pickup was preferred over scheduled bus service by at least a three to one ratio.

Other commuting transit alternatives considered by riders included vanpool and rideshare programs. The results shown in **Figure 3.16** on the following page, reveal approximately 70 percent said a vanpool or rideshare would not be a viable commute option or were unsure at this time. For existing transit riders, a vanpool or rideshare would be a viable alternative for approximately 30 percent of the respondents.

Question 4 asked transit riders to choose between either new service to Kearney/Hastings or enhanced bus service within Grand Island, and over 80 percent of respondents preferred enhanced bus service within the city of Grand Island, as shown in **Figure 3.17**. Riders were asked in Question 5 how often they need to go to the airport. Approximately 90 percent of respondents, summarized in **Figure 3.18**, on the following page, said they travel to the airport no more than once a year.

Question 6 of the survey asked riders to review two potential bus routes operating every 60 minutes. The routes were shown on the back of the survey. Approximately one-third of the respondents stated the two routes would be a good alternative for them. Respondents were also asked "Why or Why Not?" the two bus routes would be a good travel alternative. Comments included the routes would get people to important places they needed to go. Some transit riders said the routes were too far from their home or their destination.

Figure 3.14: Question No. 1

In the next five years in Grand Island, what service do you think is best for the community?

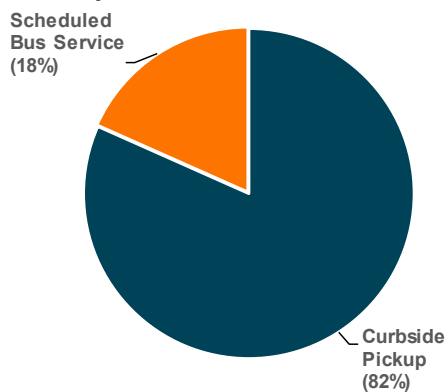


Figure 3.15: Question No. 2

What would you prefer?

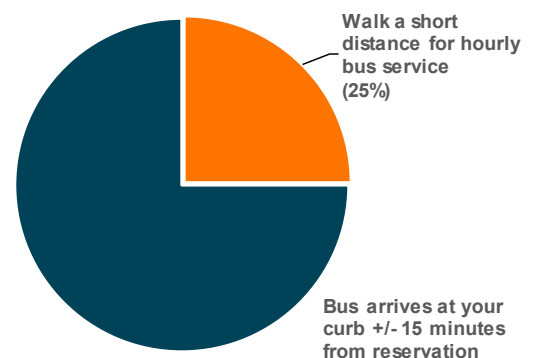


Figure 3.16: Question No. 3

Would a vanpool or rideshare program be a viable future option for your typical transit commute?

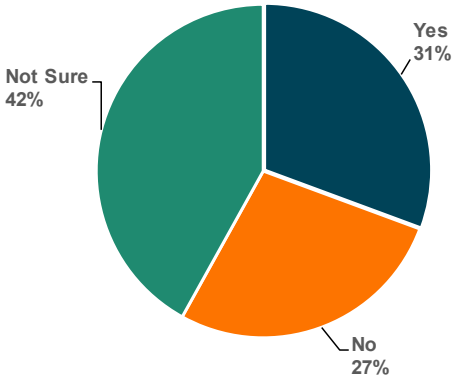


Figure 3.17: Question No. 4

What would you prefer?

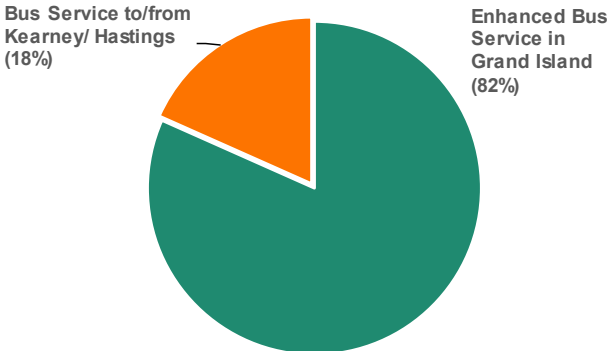


Figure 3.18: Question No. 5

How often do you need to go to an airport?

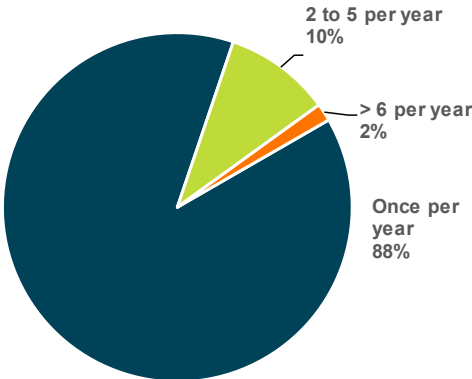
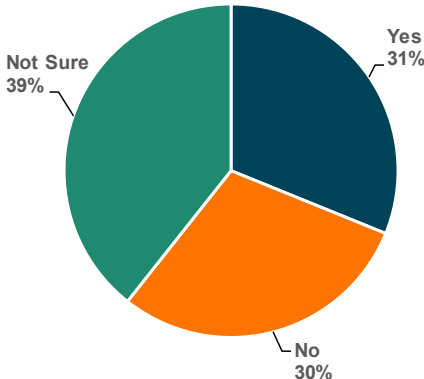


Figure 3.19: Question No. 6

Below are two bus routes in Grand Island that would operate every 60 minutes. Would these bus routes be a good alternative for you?



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