



# Huntington Transit Impact Study

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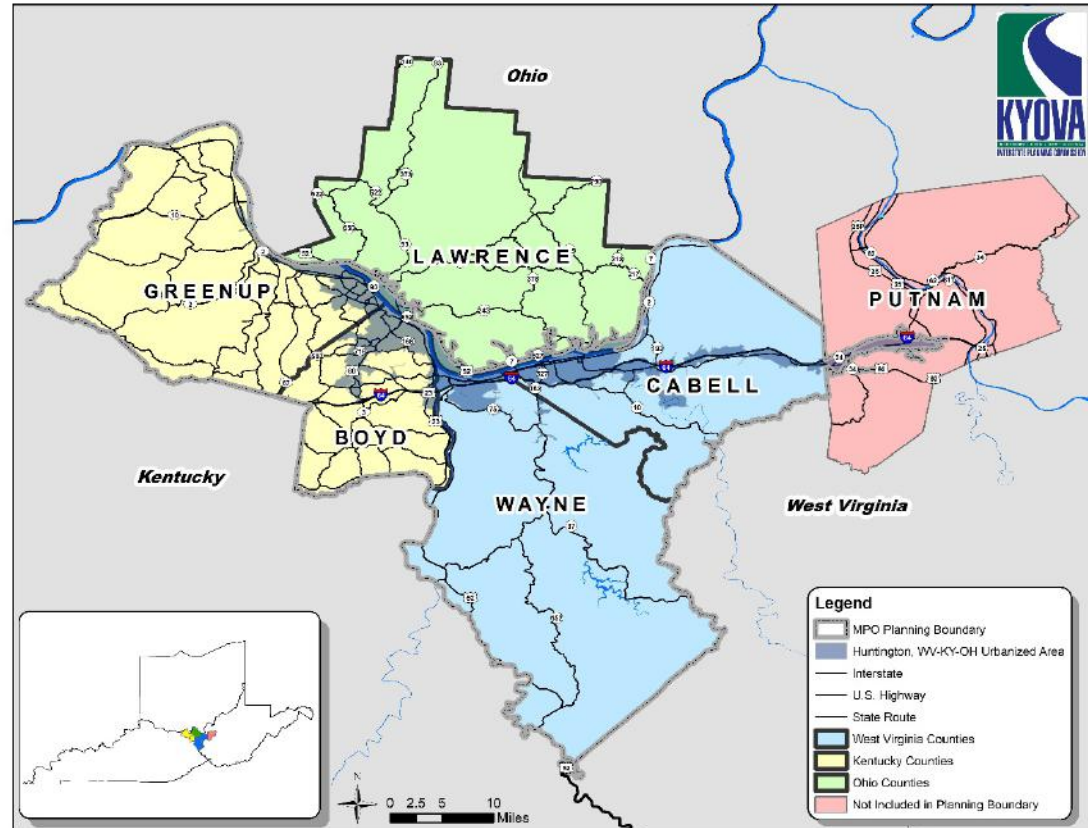
# KYOVA Interstate Planning Commission

- MPO for the Huntington, WV-KY-OH Urbanized Area

- TMA Designation in July 2012
- TMA Population: 202,637
- RIC assumes planning responsibilities for Putnam County portion

- 3 Transit Systems

- Tri-State Transit Authority (WV)
- Ashland Bus System (KY)
- Lawrence County Transit (OH)



# Tri-State Transit Authority (TTA)

- Located in Huntington, West Virginia
- Began fixed-route bus service in Huntington in 1972
- Opened the TTA Center in downtown Huntington in 1994 at the Greyhound bus terminal
- Now operates 14 fixed-routes
  - Routes stretch from Kenova to Culloden, a span of over 30 miles
  - Also operates Dial-A-Ride paratransit service
- Is the designated recipient for 5310 funds designed to aid seniors and those with disabilities
- Services Marshall University students with stops at high-demand destinations and late night service

# Purpose of the Study

- The study was jointly funded by KYOVA, TTA, and the WVDOT Division of Public Transit
- Last system-wide study was conducted in the early 90s
- Opportunity to:
  - Assess existing services
  - Identify potential efficiencies
  - Ensure limited resources are directed appropriately
- Examine connections to transit systems in Kentucky and Ohio

# Study Challenges

- Topography of TTA's service area is difficult to serve with public transit
- Commercial activity has shifted from downtown Huntington to US-60 corridor
- TTA serves a large geographic area, with several dispersed population centers
- Schedule adherence is an active issue on multiple routes

# Study Opportunities

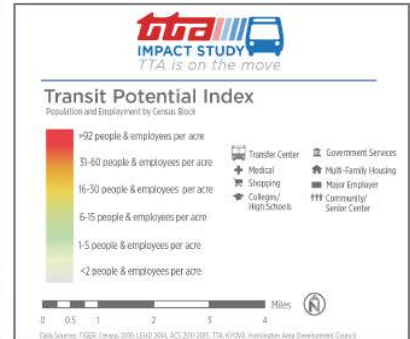
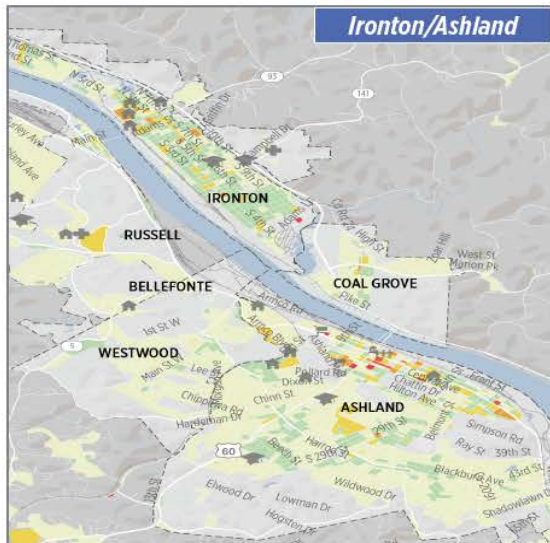
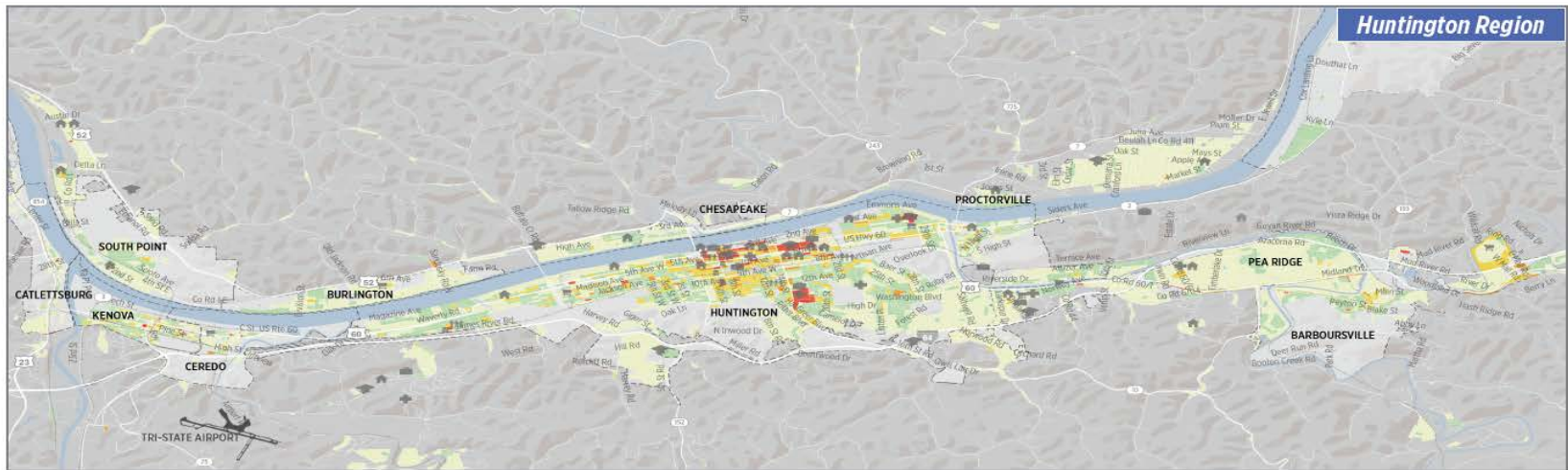
- Consolidate routes along US-60 to provide higher-frequency service along commercial corridor
- Increase service frequency on select high-ridership routes
- Increase engagement, awareness, and ridership among Marshall University students

# Transit Impact Study Approach

Three main focus areas of analysis:

1. What does the market say?
  - Population and employment densities
  - Demand of transit-dependent subgroups
  
2. What do the numbers say?
  - Ridership analysis
  - Service performance metrics
  
3. What do the people say?
  - Public engagement
  - Survey results

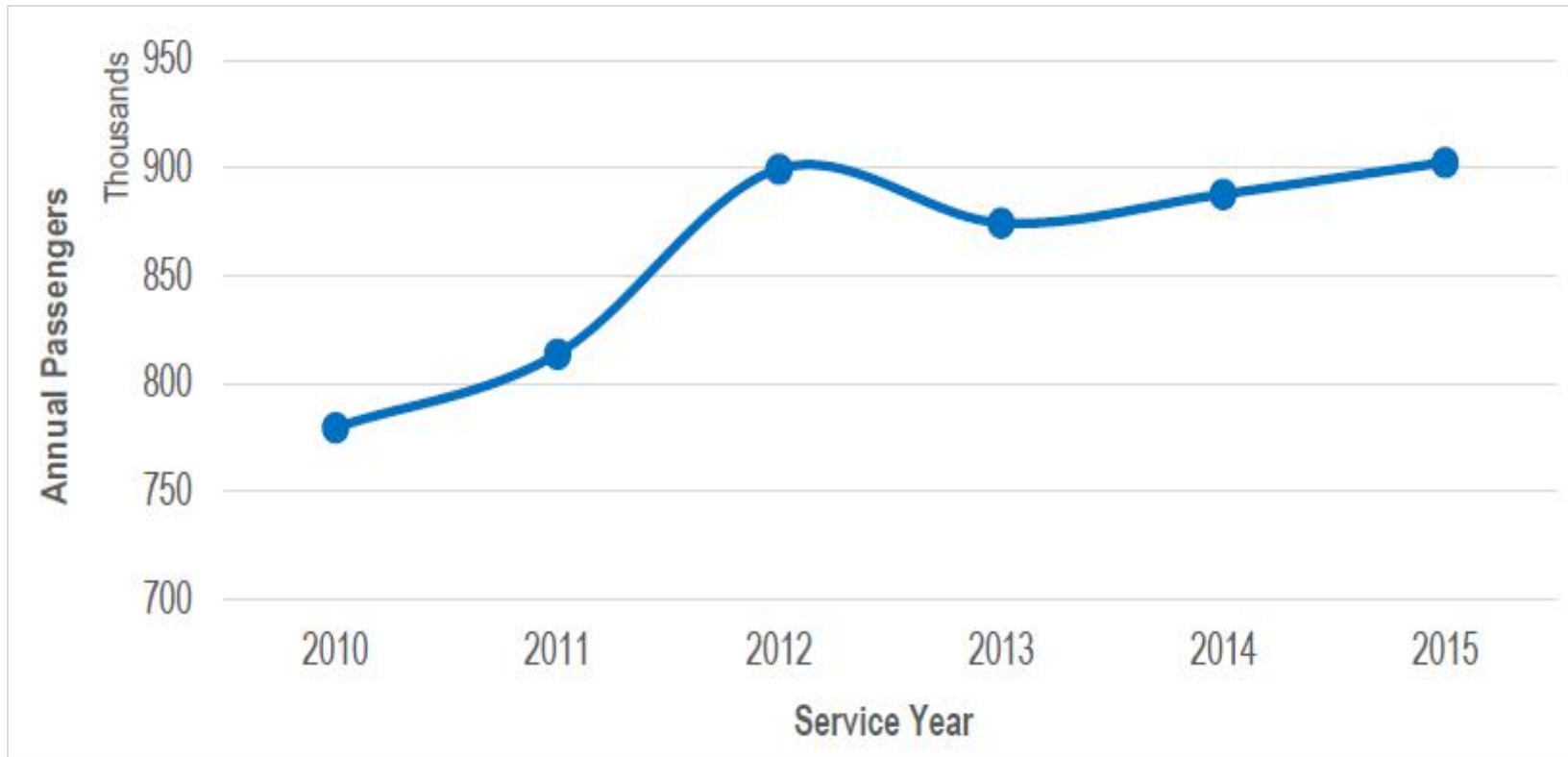
# Market Demand for Transit



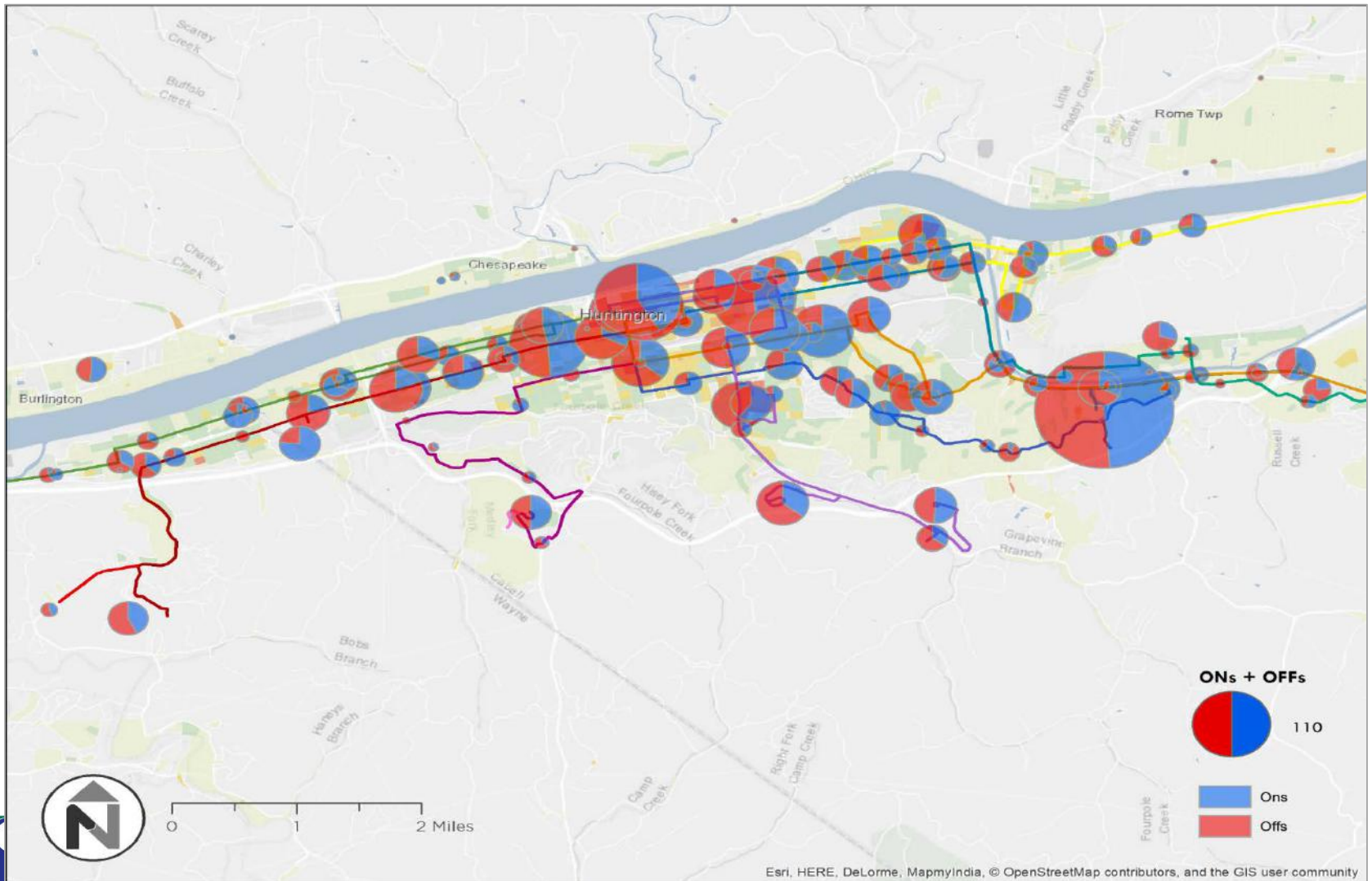


# Market Demand for Transit

Fixed-route ridership increased 16% from 2010-2015

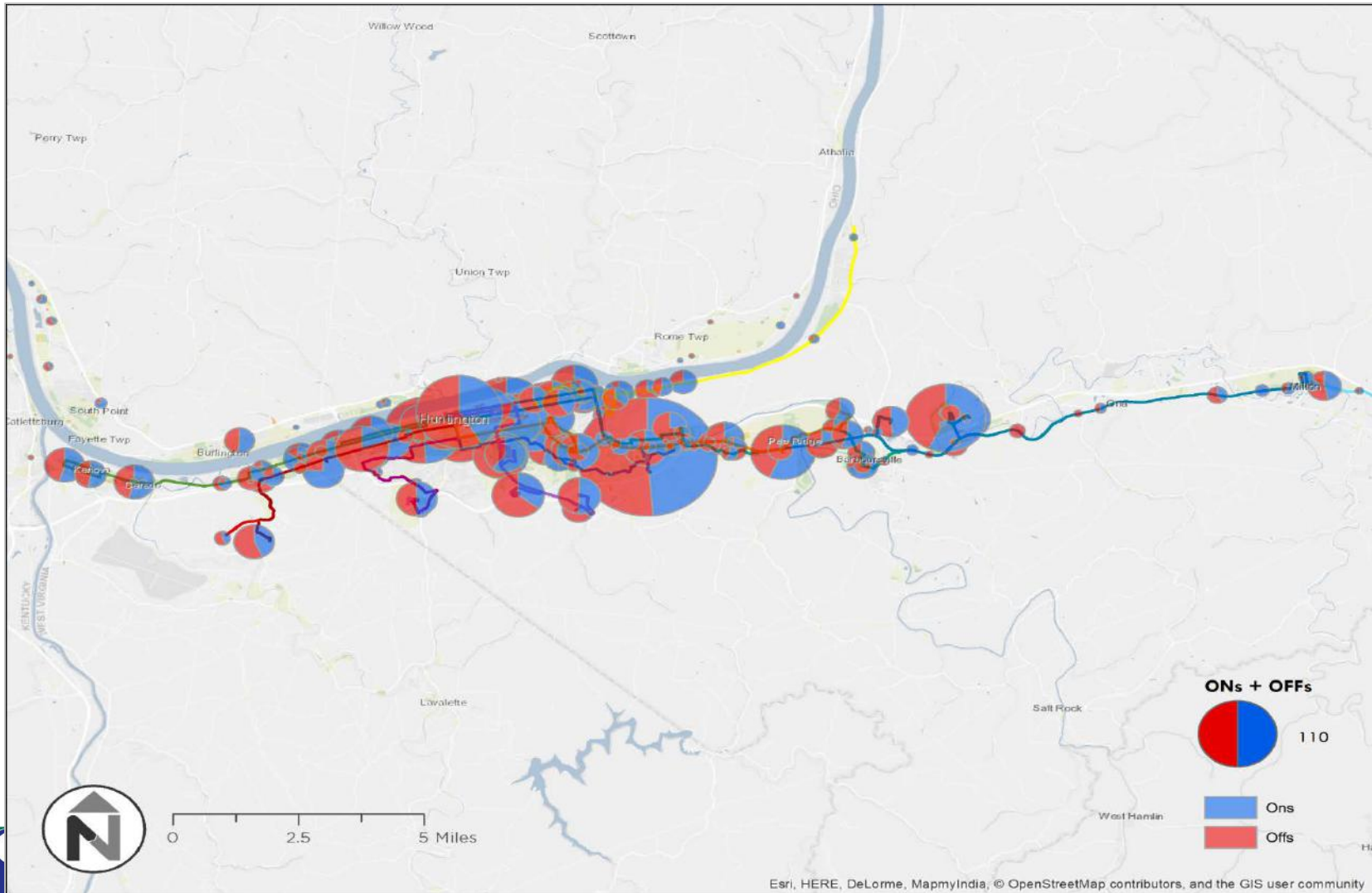


# Ridership by Stop: Central Huntington

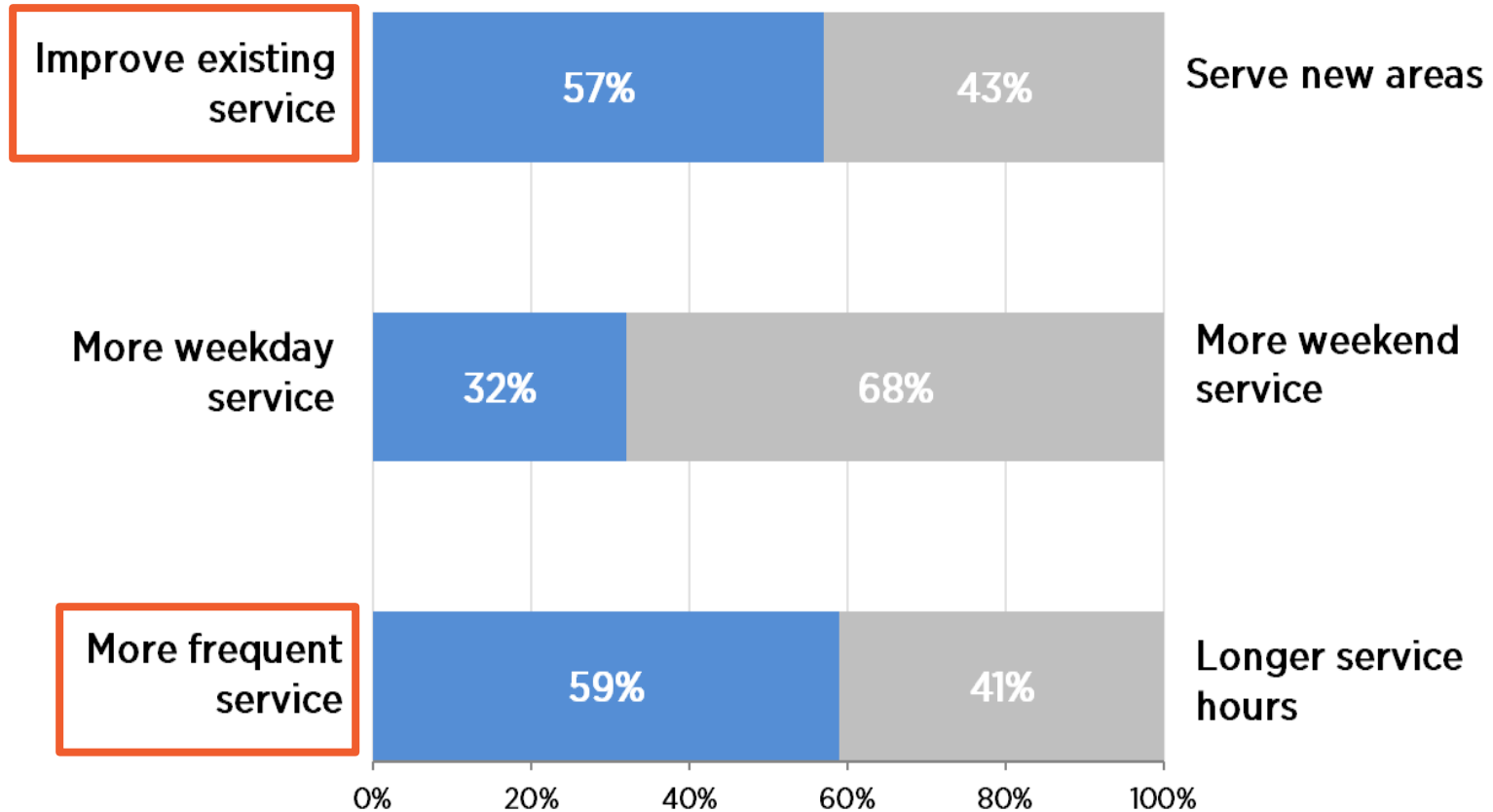


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# Ridership by Stop: Greater Huntington



# Survey Results



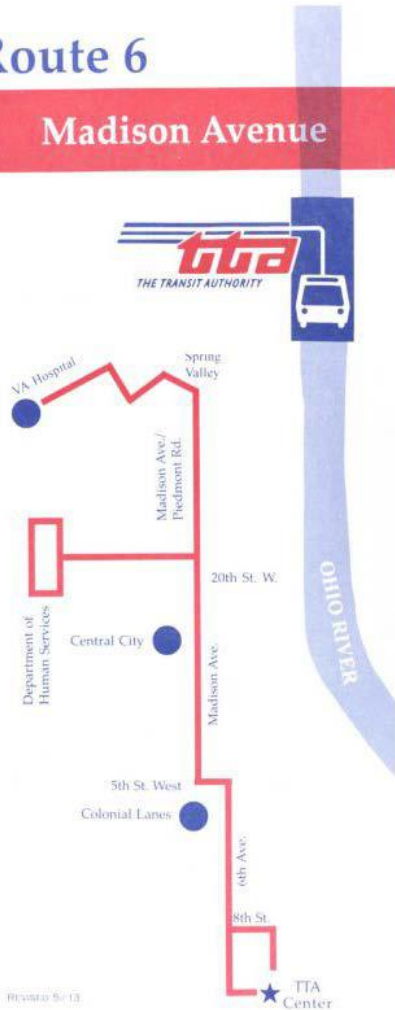
# Guiding Service Principles

- Service should be *simple*
- Service should operate at *regular intervals/frequencies*
- Routes should operate along a *direct path*
- Routes should be *symmetrical*
- Routes should serve *well-defined markets*
- Service should be *well-coordinated*

# Guiding Service Principles

## Route 6

### Madison Avenue



## Route 6

### Madison Avenue / DHHR / Piedmont Road / VA Hospital

Weekday and Saturday (Leaving Town) ▶▶▶▶

TTA CENTER	W. 5TH ST. MADISON	SPRING VALLY RD. PIEDMONT	VETERANS HOSPITAL	DHHR	1ST ST 6TH AVE	TTA CENTER
----	----	6:20	----	----	6:30	6:45
6:45	6:50	6:55	7:10	7:20	7:30	7:45
7:45	7:50	7:55	8:10	8:20	8:30	8:45
8:45	8:50	8:55	9:10	9:20	9:30	9:45
9:45	9:50	9:55	10:10	10:20	10:30	10:45
10:45	10:50	10:55	11:10	11:20	11:30	11:45
11:45	11:50	11:55	12:10	12:20	12:30	12:40
*12:45	*12:50	*12:55	*1:10	*1:20	*1:30	*1:40
1:15	1:20	1:25	1:40	1:50	2:00	2:15
2:15	2:20	2:25	2:40	2:50	3:00	3:15
3:15	3:20	3:25	3:40	3:50	4:00	4:15
4:15	4:20	4:25	4:40	4:50	5:00	5:15
5:15	5:20	5:25	5:40	5:50	6:00	6:15
6:15	6:20	6:25	6:40	6:50	7:00	7:10

(Schedules Read From Left to Right)

\* Indicates weekday only.

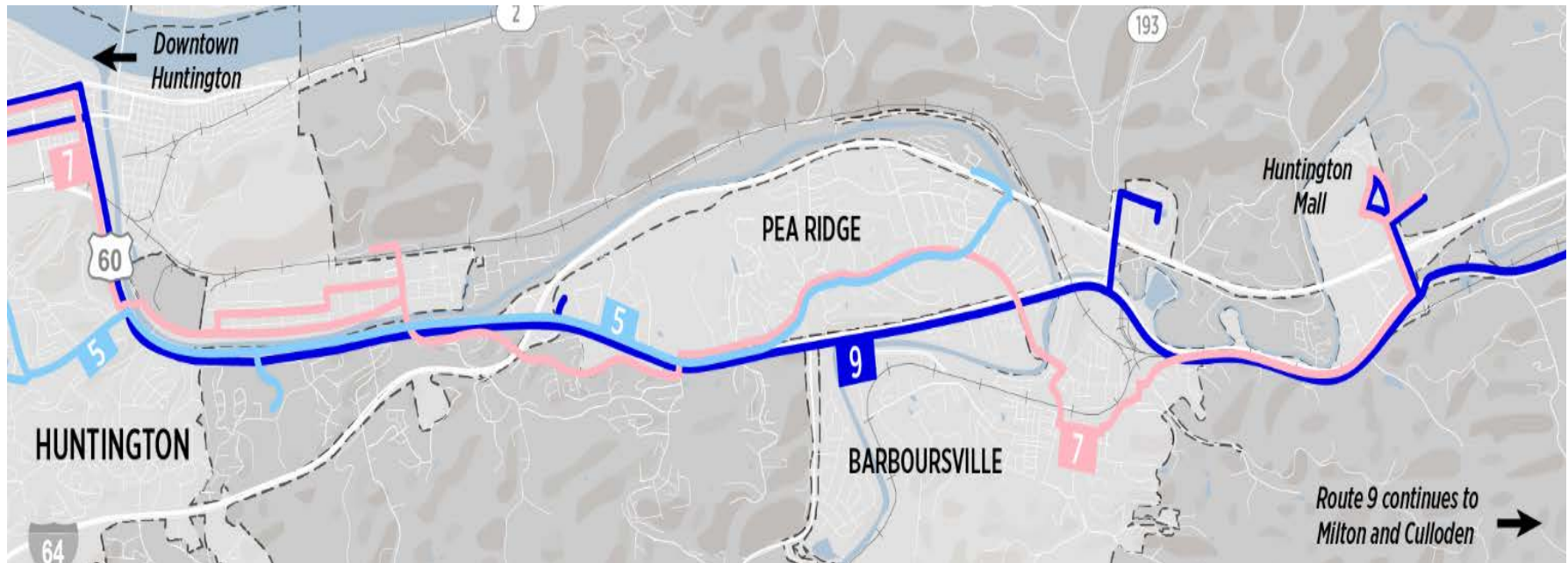
# Recommendations

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- Improve directness of service to address on-time performance
- Reduce uncoordinated duplication of service on US-60
- Improve frequency to every 30 minutes on two routes

# Recommendations

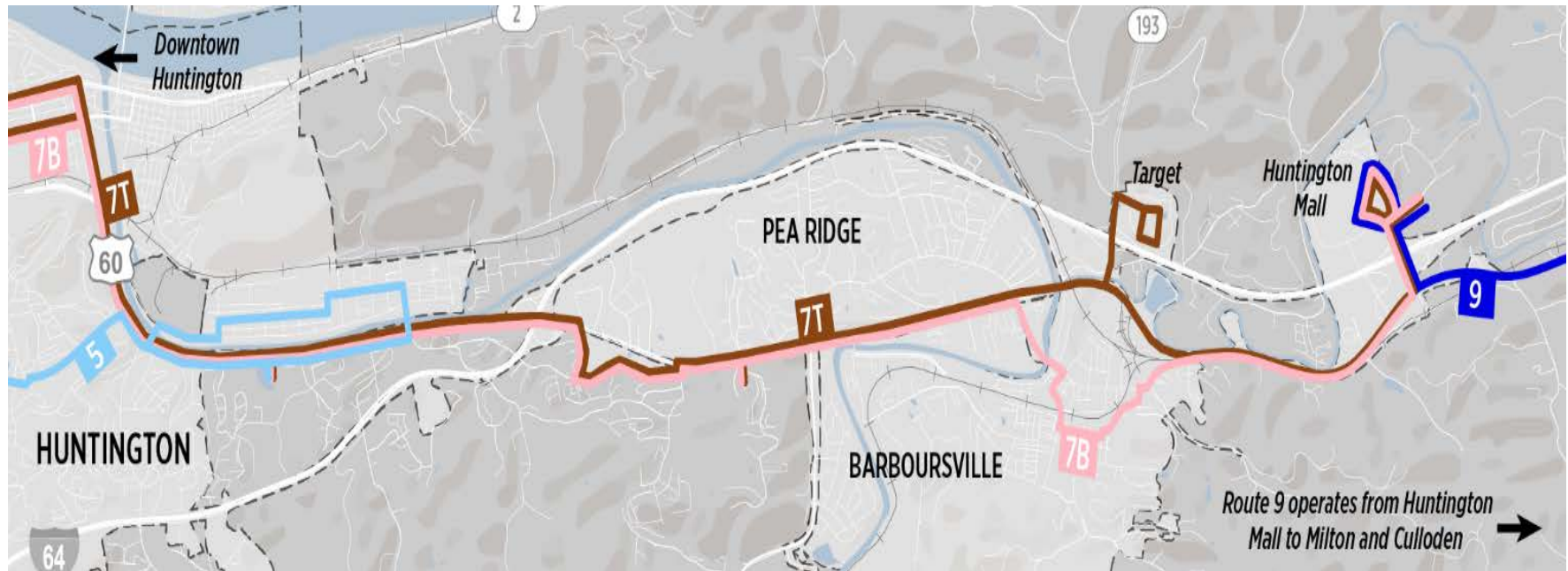
## Existing service on the US-60 corridor





# Recommendations

## Proposed service on the US-60 corridor



# Recommendations

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- Unfunded Priorities
  - Add frequency during the weekday daytime
  - Improve nighttime service
  - Explore possible partnerships with ride-hailing services
    - TNC (Uber/Lyft/taxi) partnerships
  - Add Sunday service

# Recommendations

- Innovative Solutions to Improve Transit
  - Designated bus stops
  - Bus turnouts on US-60 corridor
  
- Passenger Enhancements
  - Real-time bus arrival information
  - Capital improvements
  - Pedestrian enhancements

# Conclusion

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- TTA is a vital service for many Huntington residents
- Focus existing resources and investments on high-ridership corridors and routes
- Focus future resources on improving nighttime service frequency and span, and improving passenger amenities



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