

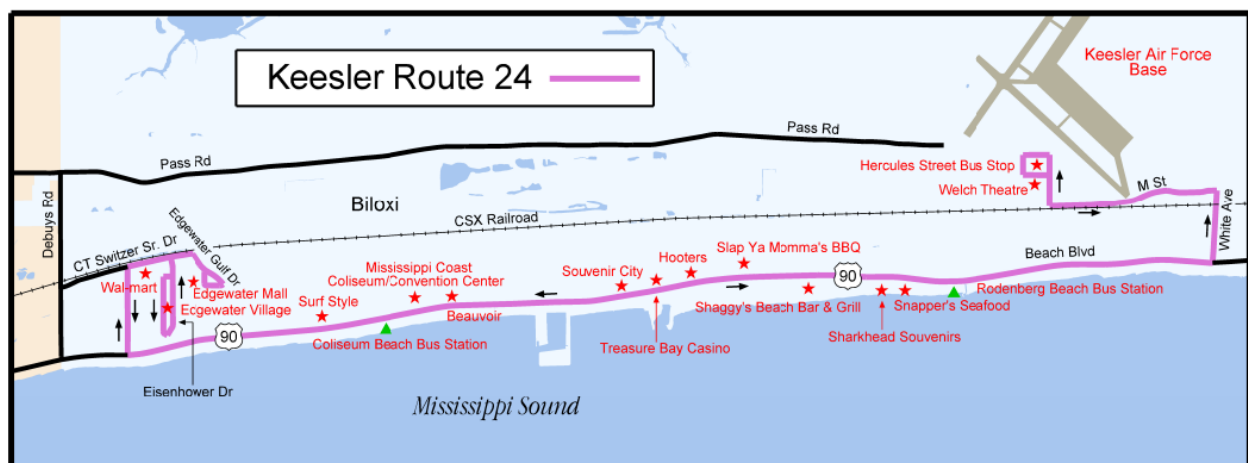
2017 COAST TRANSIT AUTHORITY SERVICE REVIEW

The Service Review Plan, which takes place annually, provides for a general evaluation of all transit services. The evaluation process guidelines include “service or portion of the service is not performing to an acceptable ridership level”. It has been determined that the Keesler Route#24 should be considered for elimination due to underperforming ridership.

CTA will make all attempts to reduce the impact on customers that rely on the transit service to their daily needs and will only implement the service change if they can demonstrate substantial justification for the proposed service change and show there are no alternatives that would have less impact on riders but would also still accomplish their goals.

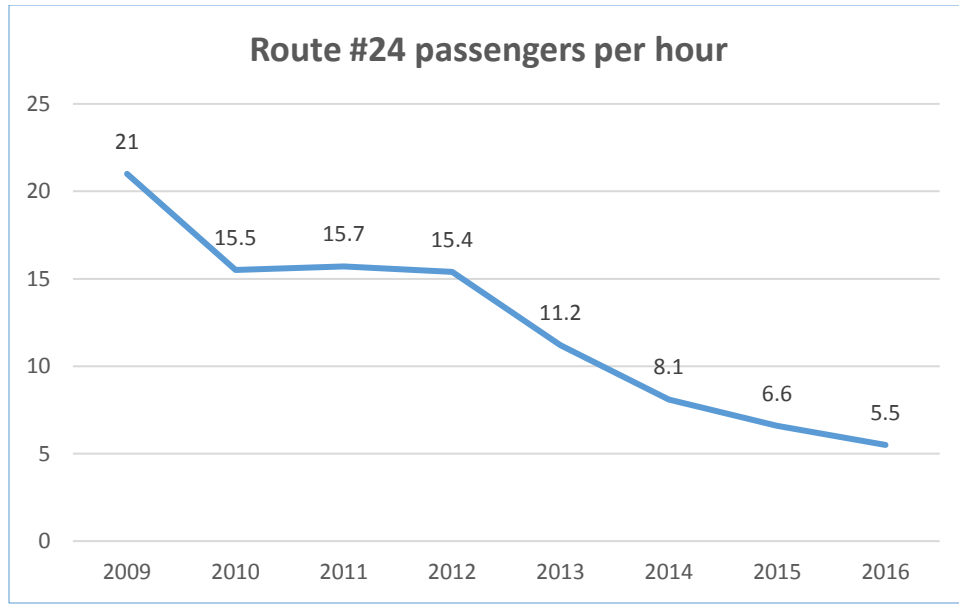
Route #24 Overview

The route operates from 5:30 PM to 9:25 PM on regular Fridays and 10:30 AM to 9:25 PM on down Fridays and Saturday. Route #24 is considered a “non-system route”, meaning it operates independently of the system routes which all connect at the Gulfport Transit Center and the Biloxi Transit Center. The route provides service from Keesler Airforce Base (KAFB) to the Edgewater Mall via Hwy 90 in Biloxi.



Route #24 Ridership

At one time the Keesler route was one of Coast Transit Authority's most popular routes. It enabled Airmen at KAFB to travel to the Edgewater Mall during their time off. Since the opening of the Promenade Shopping Center in late 2009 and additions to the Lakeview Village Shopping Center in D'Iberville, ridership has declined. These new destinations have diminished the popularity of Edgewater Mall as a primary destination for airmen in their spare time.



System-wide Service Standards

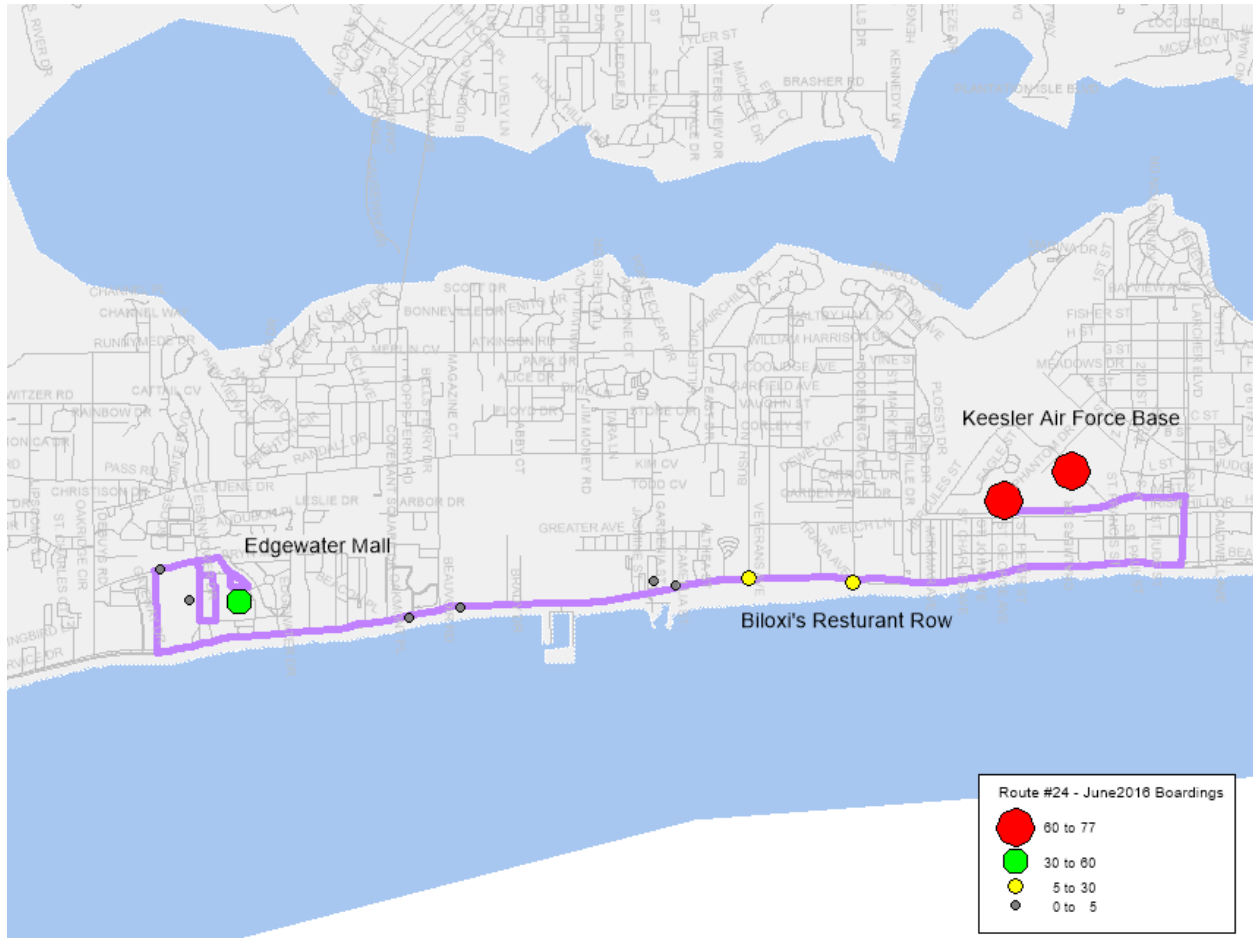
In 2016 the CTA Board of Commissioners adopted standards that guide decision making for the fixed route system. These include standards for vehicle load, vehicle headway, on-time performance, service availability, direct travel, bus stop spacing, bus stop location, distribution of amenities, vehicle assignment and standards that define underperforming routes.

Since productive fixed route service is very important to CTA and local jurisdictions, it is recommended that all CTA routes operate above a minimum productivity threshold. This threshold is used to identify routes that are underperforming as well as being instrumental in evaluating new routes. In the case of existing services, the standards are used to identify any underperforming routes that fall below the minimum productivity thresholds are be subject route reconfiguration or elimination. The ultimate alternative for existing underperforming routes is the reinvestment of those resources into stronger transit markets.

The adopted minimum threshold is 7 passengers boarding per vehicle-hour for individual transit routes. As you can see from the ridership history graph above, Route #24 ridership has been below this threshold since 2015 and is continuing the downward trend.

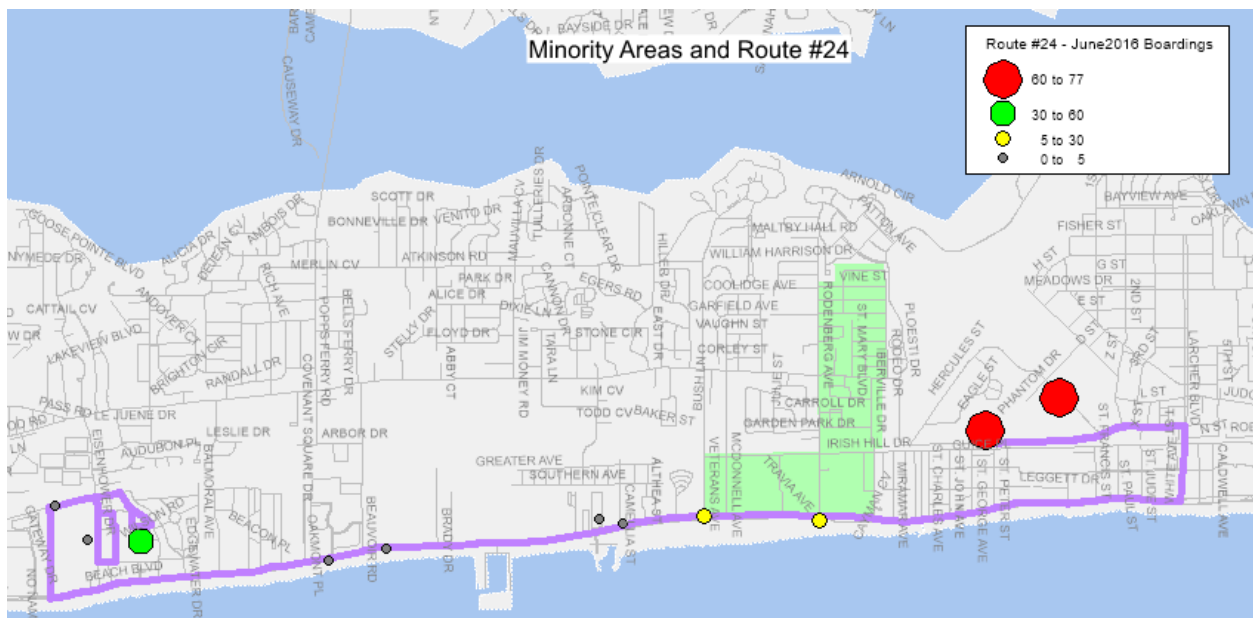
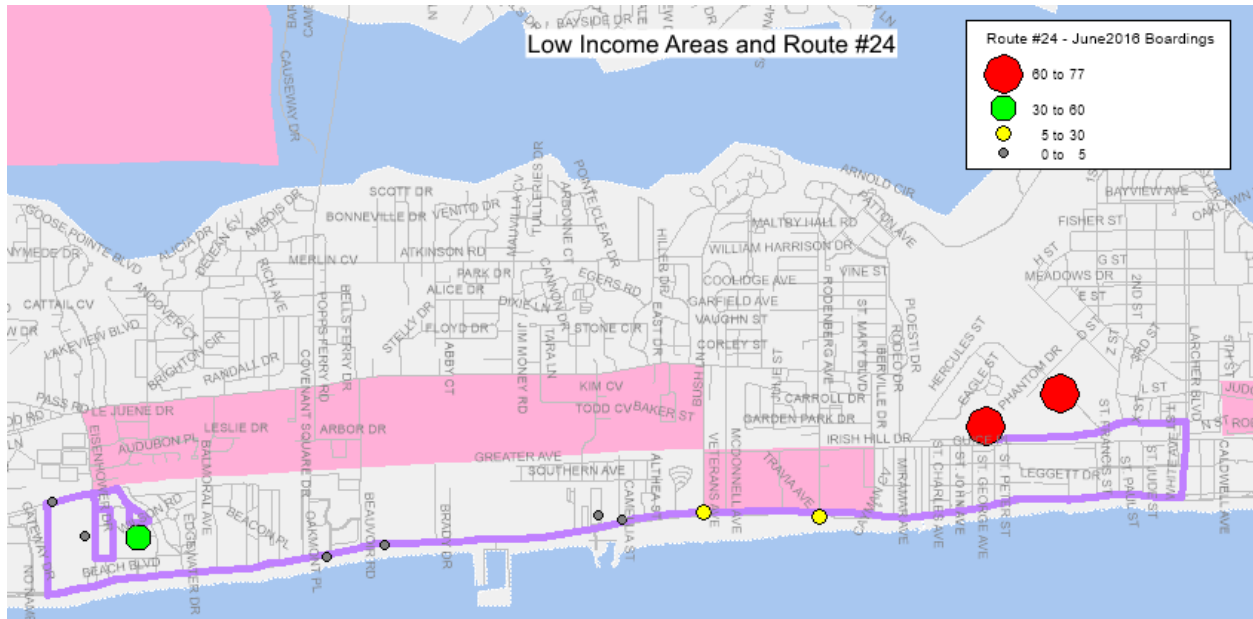
Ridership Analysis

The map below shows the origin and destinations that are being accessed by Route #24. This route is primarily being used by Keesler Airmen to access the Edgewater Mall with a few minor exceptions. Some of the ridership is going to Biloxi's Restaurant Row between Veterans Ave and Rodenberg Ave.



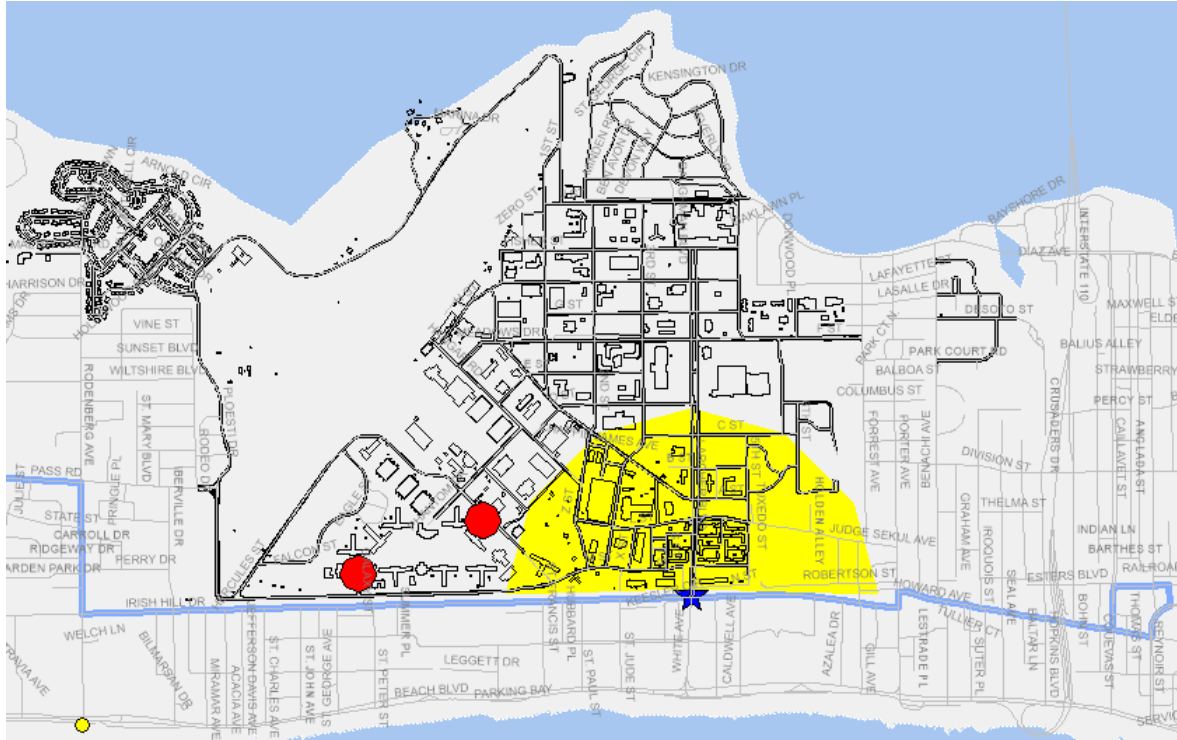
Environmental Justice

Anytime a CTA route is proposed for elimination or a major route adjustment is considered, potential impacts to Environmental Justice communities are considered. The maps below show that Route #24 does cross through a low-income and minority area. Since this route is primarily used to provide service between Keesler and the Edgewater Mall there are few other customers using the Route #24 bus. Customers from these areas are most likely using CTA's Beachcomber route, which will remain in place to serve the communities identified on the maps.



Alternatives

Keesler Airmen that wish to use transit to the Edgewater Mall and Biloxi's Restaurant Row can do so by using Route #34. A bus shelter is provided on Irish Hill Drive just outside Keesler's White Avenue gate. The westbound Route #34 bus travels from this stop to the Edgewater Mall every 45 minutes. The map below (indicated in yellow), shows originations inside KAFB that are within reasonable walking distance (.5 mile) to the bus stop at White Avenue. The map also shows that the current bus stops for Route #24 are outside of this walking shed. If public transit is still a desired mode of travel for Keesler Airmen, then the administration may consider transporting Airmen to the bus stop at White Avenue or even providing bicycles to ride to the bus stop.



Summary

Based on ridership data and field observations, it appears that the popularity of the Route #24 bus has diminished due to the emergence of more popular destinations. The Airmen seem to be choosing taxis or Uber to access these destinations. While Route #24 is still a viable option for those traveling to the Edgewater Mall, ridership has decreased to the point that it is not reasonable to continue using valuable transit resources for this purpose.

- Elimination of this service will not have disparate impact to minority populations or a disproportionate burden on low-income populations.
- Elimination of this service will not have an effect on the rest of the CTA fixed route system.
- There is an alternative in place to if Keesler Airmen want to use public transit to access the Edgewater Mall and other destinations.
- The reinvestment of Route #24 resources should be reinvested into stronger transit markets.