



MPO TECHNICAL COMMITTEE MEETING

www.laredompo.org

Meeting Date & Time: December 7th, 2021 2:30 p.m.

Meeting Location: **El Metro Transit Center**

1301 Farragut St., 3rd Floor (West of the Elevators)

AGENDA:

1. Chairperson to call meeting to order.
2. Presentation by Stantec and Able City on the Comprehensive Operational Analysis of El Metro.
3. Discussion and recommendation on the Hachar-Reuthinger road project.
4. Update on the upcoming MPO Policy Committee meeting draft agenda.
5. Discussion of old or new business.
6. Adjournment.

RIDE EL METRO,
LOVE EL METRO!



EL METRO COMPREHENSIVE OPERATIONAL ANALYSIS



MEETING AGENDA

Project Scope

Outreach and Engagement Summary

Background and Existing Performance Review

Short-Term Network Recommendations

Long-Term Recommendations

Supporting Recommendations and KPIs

Next Steps



PROJECT SCOPE

A plan to optimize and improve El Metro's services regarding:

- Efficiency and Effectiveness
- Routes
- Schedules
- Frequency
- Accessibility

Task 1: Stakeholder Engagement

- First round of public engagement
- Second round of public engagement
- Third round of public engagement

Task 2: Background Data Analysis

Task 3: System Efficiency and Effectiveness Review

Task 4: Gap Analysis

Task 5: El Metro Network Plan

Task 6: Supporting Recommendations

Task 7: Implementation Plan

Task 8: Scheduling and Run Cutting



PUBLIC AND STAKEHOLDER OUTREACH

ROUND 1 | Listening



370+ online surveys

- 231 El Metro riders
- 119 non-riders
- 21 El Lift riders



Virtual public meeting



3 stakeholder and focus group meetings with:

- advocacy groups
- active transportation and community development organizations
- college representatives
- public officials and other leaders

ROUND 2 | Creating



Downtown Transit Center Pop-up

- 35+ riders



Stakeholder meeting:

- Council members
- El Metro executive leadership
- Representatives of City of Laredo Public Works
- Laredo MPO
- City of Laredo Engineering Department
- South Texas Development Council

ROUND 3 | Informing



Texas A&M International University Pop-Up

- 30+ students



Stakeholder meeting



Downtown Transit Center Pop-up

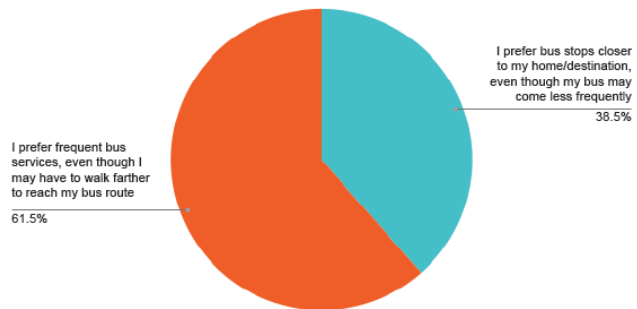
- 30+ riders



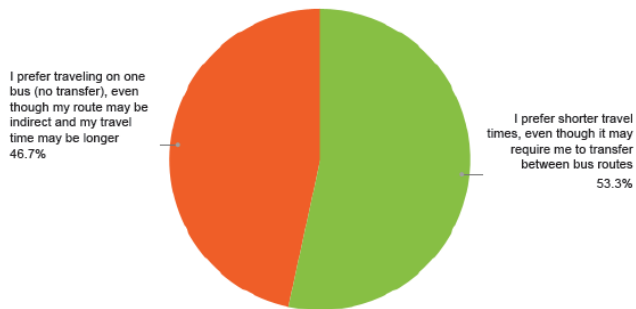
Riders

RIDER PRIORITIES

Frequency and Walking Distance

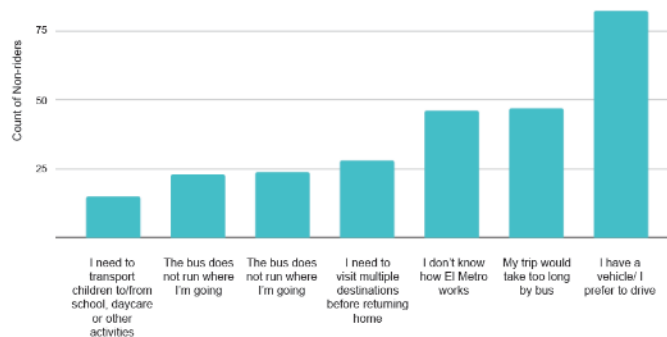


Travel Time and Transfers



Non-Riders

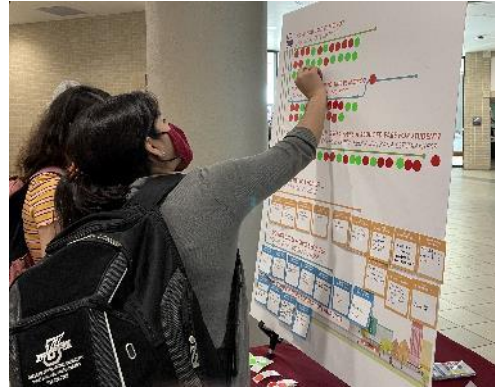
Reasons for not using El Metro



Knowledge of nearest bus stop



PUBLIC AND STAKEHOLDER MEETINGS



Key Topics:

- Low frequency of existing routes
- Lack of pedestrian infrastructure and crossings (unsafe access to transit)
- Land use should support transit
- Desire for app to purchase fares
- Accessibility improvements for people with a disability
- Greater community education is needed to increase awareness of El Metro services and how to ride
- Coordination with local and regional stakeholders/plans



BACKGROUND & EXISTING CONDITIONS

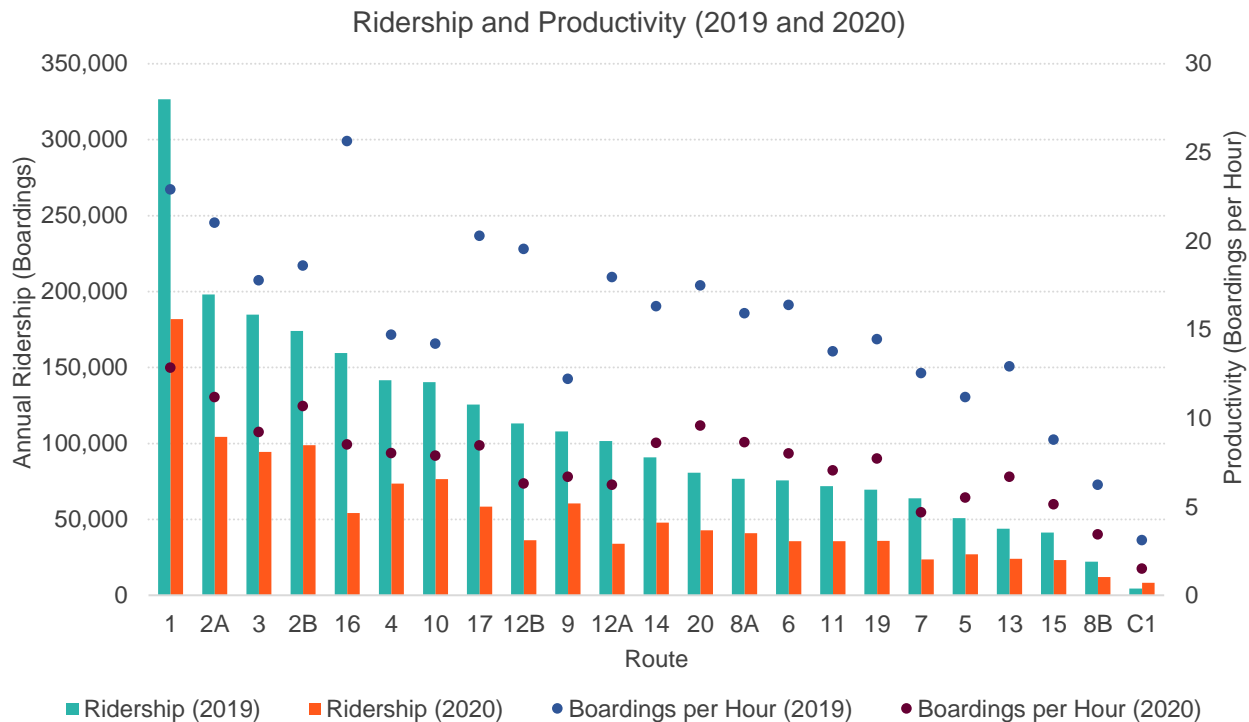
ANALYSIS

- Laredo's **older core is dense and mixed-use**, providing good conditions for productive transit. Otherwise, **post-WWII developments are designed with vehicles in mind**—not easy for transit to serve effectively
- **Three key routes** that are the most frequent carry **27% of ridership**
- El Metro's key markets are **transit critical populations, students, seniors, and people with few alternatives** to transit for mobility needs.



RIDERSHIP AND PRODUCTIVITY

- 4 routes carry nearly 1/3 of all ridership
- The most productive routes are 16 and 1
- The routes with the greatest ridership in 2019 also had the greatest ridership in 2020

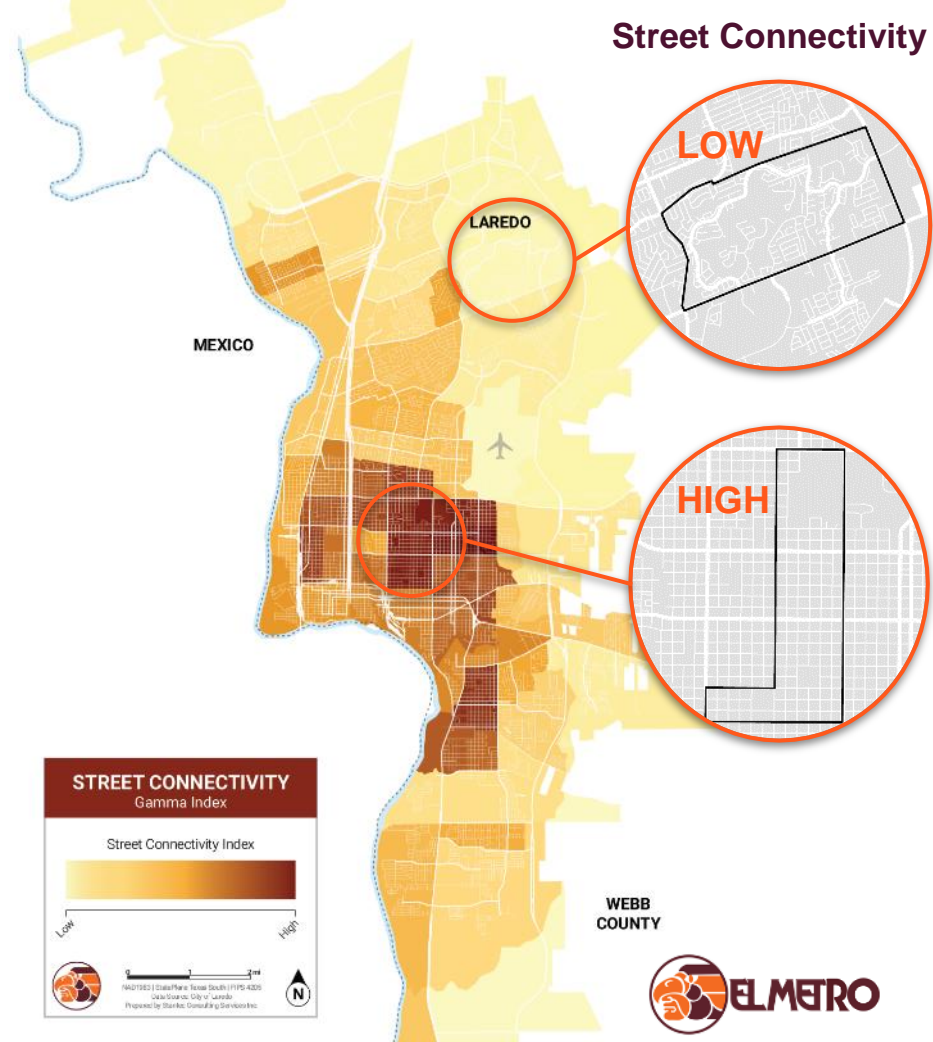


CHALLENGES

Rail Crossings



Street Connectivity



EL METRO NETWORK PLAN

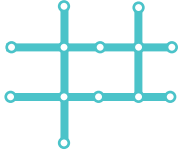
VISION AND OBJECTIVES



STRENGTHEN CORE SERVICES



PLAN FOR THE FUTURE



SIMPLIFY THE NETWORK



MAKE TRANSIT INCLUSIVE AND ACCESSIBLE



MATCH SERVICE LEVELS WITH DEMAND



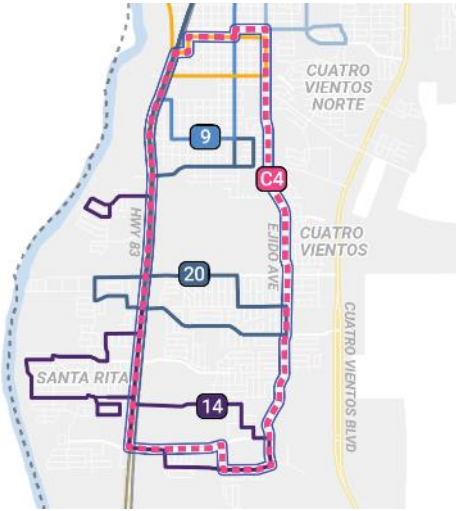
CREATE SEAMLESS CONNECTIONS



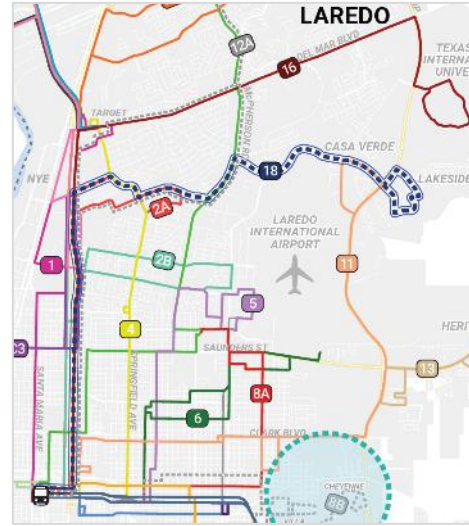
ATTRACT RIDERS TO TRANSIT



New circulator C4



New route to Lakeside, route 18

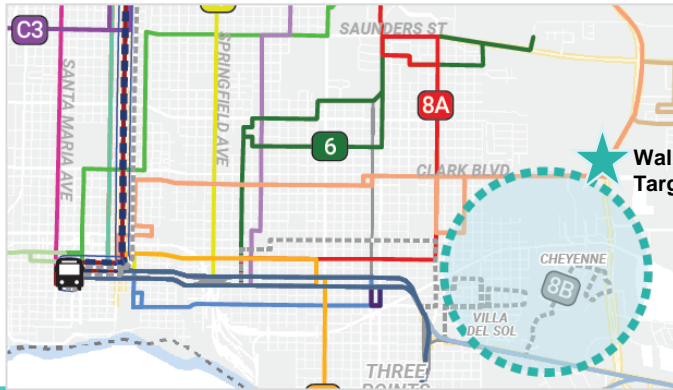


SHORT-TERM NETWORK RECOMMENDATIONS PROPOSED NETWORK MAP

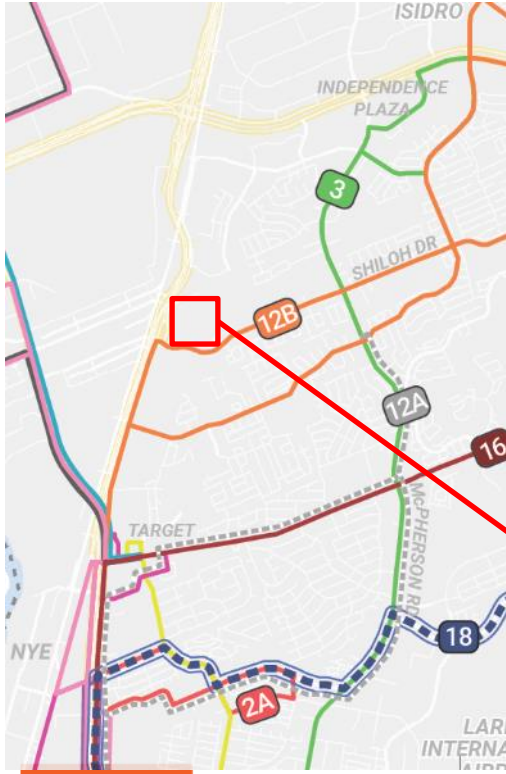
FEATURES

- More areas served
- Now serving Lakeside, Jacaman Rd, Cuatro Vientos, Ejido Ave
- New circulator (C4) and microtransit services

Potential microtransit concept to replace 8B



LONG TERM NEEDS: NORTH HUB

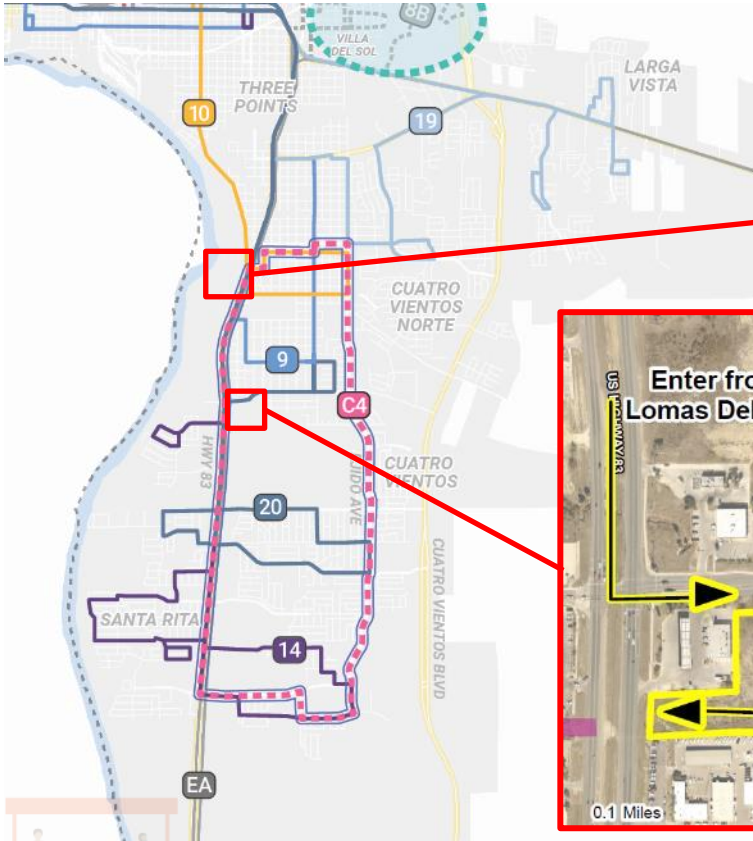


PURPOSE

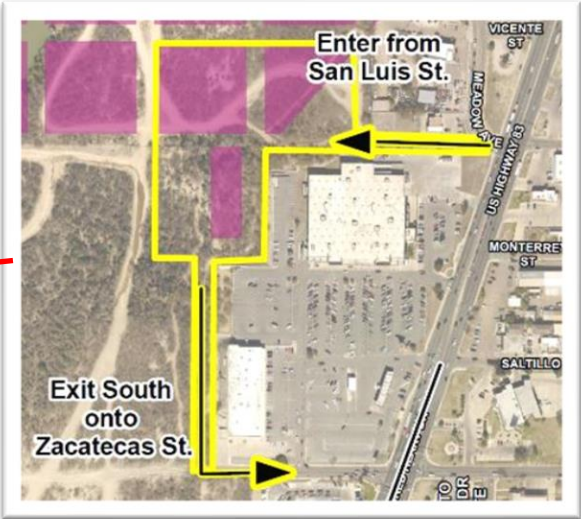
- To facilitate transfers between bus lines that is accessible
- Better waiting experience for customers
- Multimodal hub



LONG TERM NEEDS: SOUTH HUB



Option 1



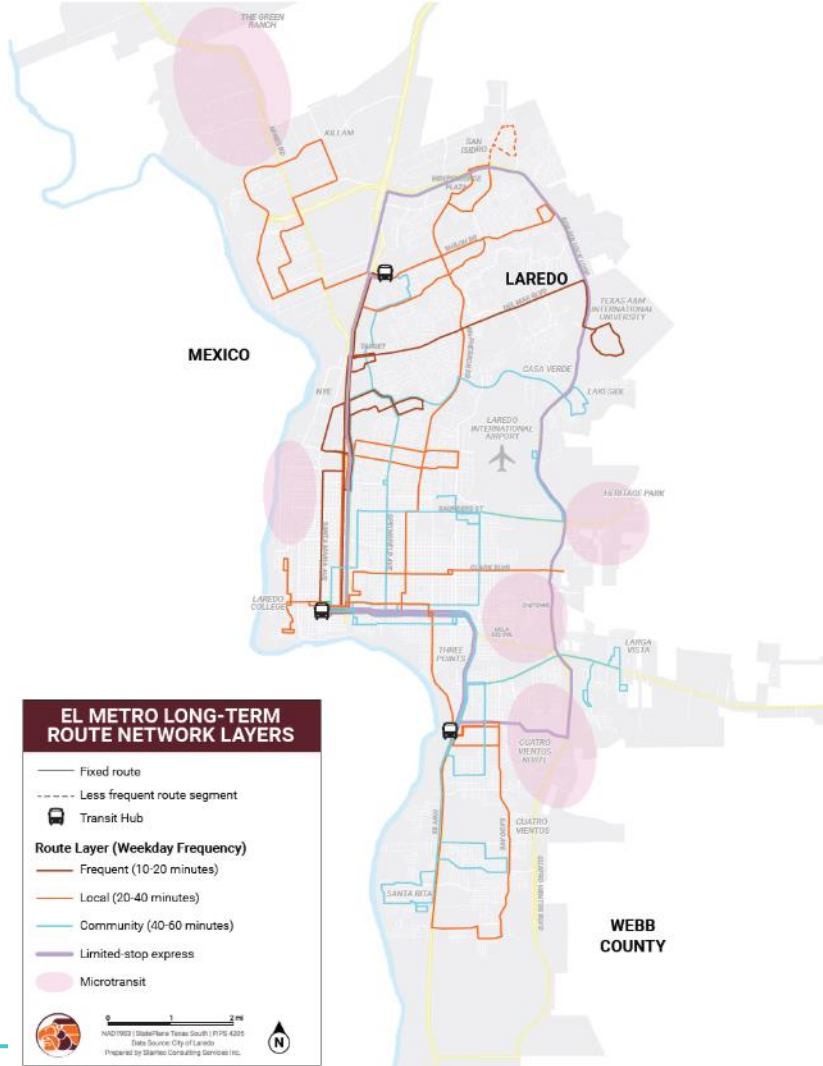
Option 2

LONG-TERM NETWORK CONCEPTS

PROPOSED CONCEPT

FEATURES

- Uses pulsing at multiple hubs to support shorter waiting times, more access to opportunities, improved frequency on key routes
- Simplifies routing, reduces redundancy, and adopts a service hierarchy to enhance legibility of the network
- Leverages ‘family of services’—fixed-route, paratransit AND microtransit
- Maintains productive routes of current network (like routes 1, 2A/B, 16, etc.)



EL METRO COA PLAN

GOALS



IMPROVE TRANSIT SERVICE – incrementally improve transit service through strategic actions targeting reliability and frequency, while preparing for network restructuring after open new hubs



ENHANCE THE CUSTOMER EXPERIENCE – to help grow ridership, El Metro needs to focus on riders as customers. Improve waiting conditions, trip planning and wayfinding, and rationalizing the fare structure.



EXPAND EL METRO'S VALUE TO LAREDO – foster a transit-first vision through collaboration with city partners and community organizations



SUPPORTING RECOMMENDATIONS

A. Improve Transit Service

1. Implement route adjustments
2. Create data collection and usage plan
3. Develop and adopt transit service guidelines
4. Pilot microtransit services
5. Establish transit priority infrastructure task force
6. Develop NextGen bus network
7. Address shortcomings with El Lift

B. Enhance Customer Service

1. Develop bus stop program
2. Conduct a fare strategy and revenue study
3. Improve accessibility for all ages and abilities and improve customer service
4. Improve trip planning tools

C. Expand El Metro's Value to Laredo

1. Implement branding and marketing plan
2. Implement working group of El Metro staff and city partners
3. Implement partnership programs for passes and transportation
4. Expand El Metro's internal resources and capacity



MEASURING PERFORMANCE

A. IMPROVE TRANSIT SERVICE

- Increase average speed
- Improve frequency and span of service
- Increase access to destinations

B. ENHANCE THE CUSTOMER EXPERIENCE

- Increase ridership and boardings per revenue hour
- Increase customer satisfaction and on-time performance
- Increase vehicles in good state of repair
- Increase percent of stops and vehicles that are ADA-compliant
- Decrease travel cost as a share of income

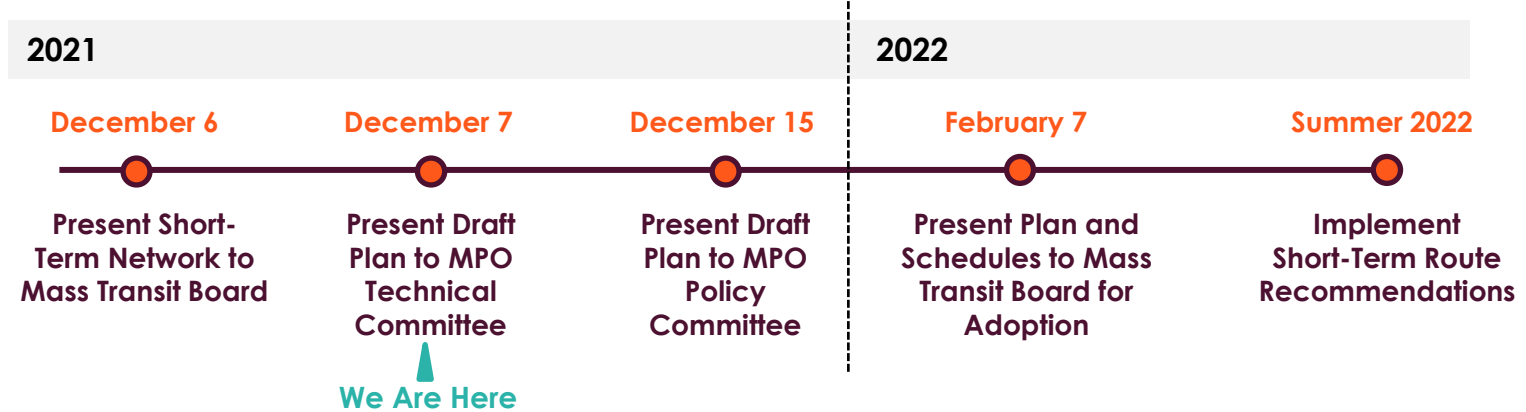
C. EXPAND EL METRO'S VALUE TO LAREDO

- Increase transit mode share
- Increase operating and capital funding per capita/decrease net cost per passenger boarding
- Increase partnerships with local stakeholders
- Increase fare programs with local employers and school districts
- Increase percent jobs and population within ½-mile of frequent transit service
- Decrease per capita VMT



KEY NEXT STEPS

- Scheduling and run cutting of short-term network proposals
- Present final report to MPO Committees
- Revise plan and/or schedules (incorporating feedback from El Metro and MPO)
- Present to Mass Transit Board for adoption
- Implement short-term route recommendations



Thank you and discussions



TEAM



El Metro Staff



Sasha Pejcic Project Manager
Brian Putre Deputy Project Manager
Michele Colley Task Lead
David Verbich Task Lead



Mario Pena Principal
Viviana Frank Principal
Frank Rotnofsky Principal
Leslie Aboumrad Project Manager
Paola Sofia Fernandez Community Engagement
Brenda Tijerina Community Engagement



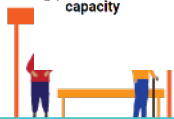
IMPLEMENTATION PLAN

	2022	2023	2024	2025	2026
A. Improve Transit Service					
A1 Implement route adjustments/service changes	Implement short-term network changes (route adjustments; south circulator). Identify opportunities to increase frequency on key corridors.	Examine opportunities to improve weekend service; other off-peak service.	New services to be identified through process established by service guidelines.		
A2 Create targeted data collection and usage plan	Develop data collection and analysis plan to inform decision making	Hire IT staff to collect and analyze data. Procure vehicles equipped with APC-AVL tech.	Continuously collect, analyze, and use data to inform routing, service levels, and new/removal of service		
A3 Develop and adopt transit service guidelines	Develop transit service guidelines. Adopt guidelines.	Use data to refine service guidelines.	Continuously measure service based on guidelines and adjust as needed. Identify priority routes/areas for more (or less) service when resources become available (or constrained).		
A4 Pilot microtransit services	Pilot microtransit in 2 areas	Monitor and refine microtransit areas Expand the number of microtransit zones			
A5 Establish a transit priority infrastructure task force		Establish task force; develop recommendations	Begin implementation		Study need for BRT
A6 Design NextGen bus network	Develop a new network to account for North and South hubs.	Open North Hub; rollout new routes	Adjust routing as needed. Develop South hub design; Apply for funding	Open South Hub; rollout new routes	Adjust routing as needed
A7 Address shortcomings with EI Lift	Refine software parameters to improve efficiency of trip booking. Train dispatchers and schedulers on optimized software. Increase shared trips.	Targeted travel training of conditionally eligible riders. Leverage investments of improved accessibility of bus stops and fixed-route service infrastructure.	Explore opportunities for increasing the use of fixed-route of riders with disabilities (trip-by-trip eligibility).		

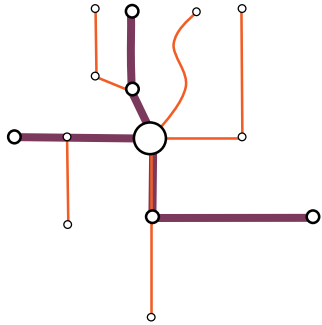


IMPLEMENTATION PLAN

	2022	2023	2024	2025	2026
B. Enhance the Customer Experience					
B1 Develop bus stop program (stop balancing, signage needs, infrastructure and accessibility needs)	Develop accessibility program for bus stops. Work with marketing plan to improve stop visibility/signage.	Address bus stop accessibility. Develop bus stop consolidation plan.	Removal/consolidation of bus stops.	Install more shelters and benches. Implement stop signage refresh.	
B2 Conduct a fare strategy and revenue study	Pilot fare promotions, like free ride Fridays, discounts for cyclists using transit, and others.	Launch next generation fare study for policy review, fare media, and revenue generation (parking, etc.).	Implement fare changes		
B3 Improve accessibility for all ages and abilities and improve customer service	Develop training plan for operators with input from accessibility advisory committee. Develop customer service training plan for operators.	Rollout training for operators on accessibility and customer experience.	Bus stop accessibility improvements	Continual training refresher sessions.	
B4 Improve trip planning ability	Improve customer information – Update route map and materials online. Improve bus tracking. Update GTFS feed regularly.		Coordinate with marketing and branding strategy to create unified look for schedules, maps, etc.		
C. Expand El Metro's Value to Laredo					
C1 Implement a marketing plan to enhance brand recognition	Identify quick wins for improved brand visibility, marketing, and community partnerships. Implement quick-wins.	Develop a branding and marketing strategy. New Marketing staff (or planner/marketer) will lead this effort. Develop new website.	Implement strategies and recommendations from marketing plan (new bus stop signage, etc.)	Refresh El Metro's brand.	
C2 Implement a working group of El Metro staff and city partners	Working with the MPO, City, and others, establish transit working group to foster transit-first vision in Laredo. Examine improved opportunities for connections with El Aguila and Greyhound.	Require developers to include travel demand strategy. Enhance integration with cycling by launching a Bike+Transit study.	Expand biking parking at major bus stops/transfer areas. Collaborate with the City on Active Transportation campaigns.	Working with Owners having jurisdiction, determine ways to regulate parking supply/price to encourage more transit use. Collaborate with the City and other stakeholders to beautify key bus stops.	
C3 Implement partnership programs for passes and transportation with schools, employers, events, etc.	Develop a long list of potential partners, like schools, business, events, and others that travel demand and would benefit from bus service. Narrow down the list.	Design a partnership strategy by stakeholder group (can leverage the marketing strategy/plan development)	Implement partnership strategies, like discounts, bus pass promotions, event shuttles, etc.		
C4 Expand El Metro's internal resources and capacity	Hire at least two key staff: a planner/marketing role; Transit Systems Manager	Develop a Strategic Plan that provides a vision and path for the agency, including an analysis of roles, staffing, etc. Hire dedicated marketing staff. Hire dedicated grants/funding staff.	Develop and launch training programs for staff in technical roles, with appropriate refreshers.		

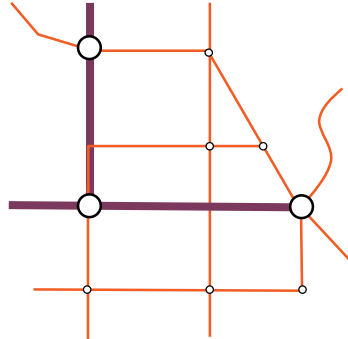


NETWORK CONCEPTS



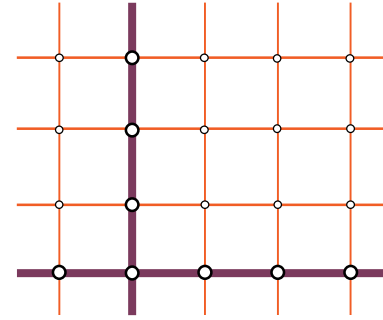
RADIAL

- Used in cities with strong downtown core
- Provides one-seat rides
- Requires passengers to go downtown to connect (fewer crosstown connections)
- Lower frequency (service from downtown to everywhere)



MULTI-HUB

- Trunklines connect key hubs, making crosstown travel and transfers outside downtown easier
- More efficient use of resources by reducing duplication (compared to radial)
- Supports transit-oriented development around hubs



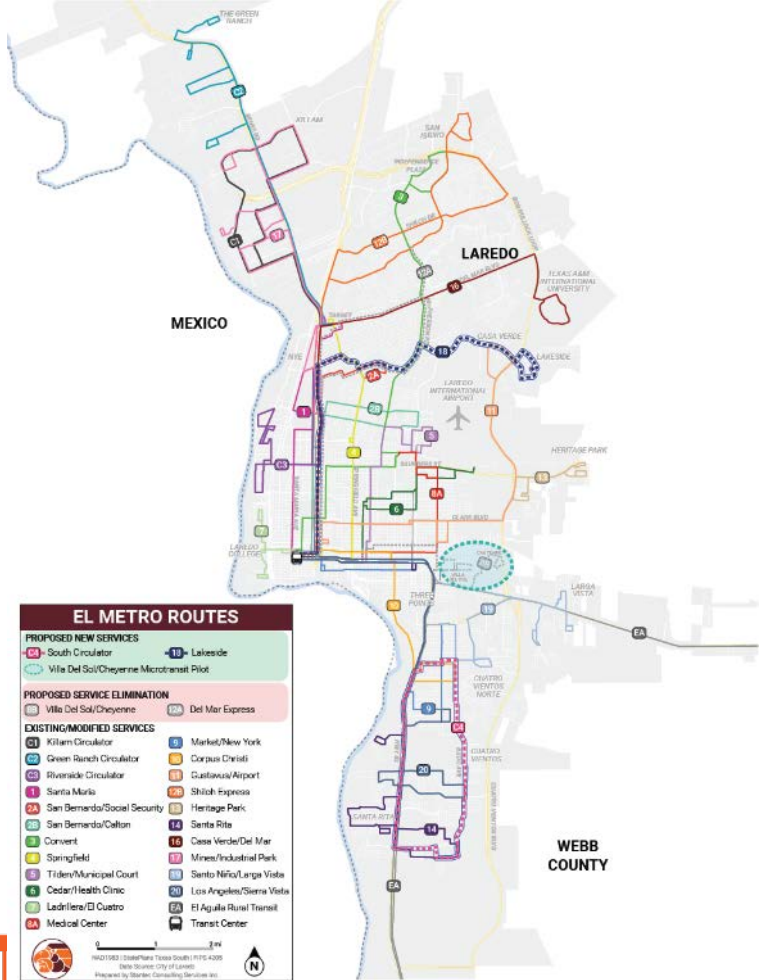
GRID

- Requires street network grid
- Relies on transfers between high-frequency routes (requires density to support high frequency)
- Provides connections between different destinations (not just to/from downtown)



SHORT-TERM NETWORK RECOMMENDATIONS

PROPOSED NETWORK MAP



FEATURES

- More areas served
- Now serving Lakeside, Jacaman Rd, Cuatro Vientos, Ejido Ave
- New circulator and microtransit services

3. Discussion and recommendation on the Hachar-Reuthinger road project.



MPO POLICY COMMITTEE MEETING

www.laredompo.org

Meeting Date & Time: December 15th, 2021 at 1:30 p.m.

Meeting Location: City of Laredo Council Chambers, 1110 Houston St., Laredo, Texas 78040

Meeting Link: <http://laredotx.swagit.com/live>

Laredo TV: Spectrum TV channel 1300

AGENDA:

- I. CHAIRPERSON TO CALL MEETING TO ORDER
- II. CHAIRPERSON TO CALL ROLL
- III. CITIZEN COMMENTS

Speakers are required to fill out witness cards, which must be submitted to MPO Staff no later than 1:45 p.m. the day of the meeting. Speakers shall identify themselves at the microphone. Comments are limited to three (3) minutes per speaker. No more than three (3) persons will be allowed to speak on any side of an issue. Should there be more than three (3) people who wish to speak on a specific issue, they should select not more than three (3) representatives to speak on their behalf. The presiding officer may further limit public on the interest of order or time. Speakers may not transfer their minutes to any other speaker. Comments should be relevant to MPO business and delivered in a professional manner. No derogatory remarks shall be permitted.

IV. ITEMS REQUIRING POLICY COMMITTEE ACTION:

- A. Approval of the minutes for the meeting held on November 17th, 2021.
- B. Discussion with possible action on the River Road Project.
- C. Discussion with possible action on the Hachar-Reuthinger Road project.

V. REPORT(S) AND PRESENTATIONS (No action required).

MPO POLICY COMMITTEE MEETING AGENDA

- A. Presentation by Stantec and Able City on the Comprehensive Operational Analysis of El Metro.
- B. Update by MPO staff on the request to compile a list of previous plans and studies conducted by or for the MPO.
- C. Status report by the Regional Mobility Authority (RMA).

VI. DIRECTOR'S COMMENTS

VII. ADJOURNMENT

NOTICE INFORMATION:

Notice of this meeting was posted at the municipal government offices, 1110 Houston Street, Laredo, Texas, at a place convenient and readily accessible to the public at all times. Said notice was posted 72 hours before the meeting date and time. The agenda and meeting information was also posted online at <http://www.laredompo.org/agendas-minutes/>.

All meetings of the MPO Committee are open to the public. Persons who plan to attend this meeting and who may need auxiliary aid or services such as: interpreters for persons who are deaf or hearing impaired, readers of large print or Braille, or a translator for the Spanish language are requested to contact MPO Staff at 956-794-1613, or via email at aguijano@ci.laredo.tx.us prior to the meeting so that appropriate arrangements can be made. Materials in Spanish may also be provided upon request.

Disability Access Statement: This meeting is wheelchair accessible. The accessible ramps are located at 1110 Victoria and 910 Flores. Accessible parking spaces are located at City Hall, 1110 Victoria.

Ayuda o Servicios Auxiliares: Todas las reuniones del Comité del MPO están abiertas al público. Personas que planean asistir a esta reunión y que pueden necesitar ayuda o servicios auxiliares como: interpretes para personas con discapacidad auditiva, lectores de letra grande o en Braille, o un traductor para el idioma español deben comunicarse con el personal del MPO al 956-794-1613 o por correo electrónico aguijano@ci.laredo.tx.us antes de la reunión para que se puedan hacer los arreglos apropiados. Material en español está disponible mediante una petición.

Declaración de Acceso a la Discapacidad: Esta reunión permite el acceso a personas en silla de ruedas. Las rampas de acceso están ubicadas en 1110 Victoria y 900 Flores. Los espacios de estacionamiento para discapacitados se encuentran por la calle Victoria.

Información en español: Si usted desea esta información en español o si desea explicación sobre el contenido, por favor llámenos al teléfono (956) 794-1613 o comunicarse con nosotros mediante correo electrónico a aguijano@ci.laredo.tx.us.

POLICY COMMITTEE MEMBERSHIP:

City of Laredo Representatives:

MPO POLICY COMMITTEE MEETING AGENDA

Honorable Pete Saenz, Mayor and LWCAMPO Chairperson
Honorable Ruben Gutierrez, Jr., City Councilmember, District V
Honorable Dr. Marte Martinez, City Councilmember, District VI

County of Webb Representatives:

Honorable Tano E. Tijerina, Webb County Judge and LWCAMPO Vice-Chairperson
Honorable Jesse Gonzalez, Webb County Commissioner, Pct. 1
Honorable John Galo, Webb County Commissioner, Pct. 3

Laredo Mass Transit Board Representative:

Honorable Vanessa Perez, City Councilmember, District VII

State Representative:

Mr. David M. Salazar, Jr. P.E., TxDOT District Engineer

Private Sector Representative (Member at Large):

Mr. Humberto "Tito" Gonzalez, Jr., P.E.

Ex-Officio Representatives:

Honorable Judith Zaffirini, State Senator, District 21
Honorable Richard Raymond, State Representative, District 42
Honorable Tracy O. King, State Representative, District 80

AGENDA REVIEWED:

Juan S. Mendive,
LWCAMPO Interim Director

Jose A. Valdez, Jr.
Laredo City Secretary

4. Discussion on old or new business.
5. Adjournment