TRANSIT SERVICE PLANNING

Our Expertise

Foursquare ITP is at the forefront of using **transit and market data**, along with **robust public input**, to develop **implementable** and **successful service recommendations**. We have developed our own **service planning tools** and **methodologies** that allow for efficiencies in project time and budget but also enable clients and the public to understand the realities of **transit utilization** and **service planning decisions**. We have developed these plans in a broad range of contexts, from **large metropolitan areas** with robust rail systems to **small college and rural towns** with few other transit options. We employ a **data-driven** and **collaborative approach** to transit planning that utilizes analysis of **complex datasets**, **quantitative assessment** that uses a wide range of **public stakeholder engagement** inputs, and use of our in-house service planning tools and calculators. This allows us to deliver service plans that not only appeal to transit riders and potential users, but are also operationally implementable and feasible.

Our Specialties

- Transit system redesigns
- Transit development plans (TDPs)
- Comprehensive operational analysis (COAs)
- Route optimization studies
- Bus rapid transit (BRT) service development
- Rail and BRT feeder bus plans
- Targeted area service plans
- Fixed-route and flexible service planning
- Microtransit service planning
- Title VI service area

"This was our second TDP completed with Foursquare ITP and this next 5-year plan builds off the first with realistic objectives and goals for our planned growth. EPTA looks forward to implementing this plan...As with my prior experience with Foursquare ITP, [this plan] was a rewarding experience and they continued to offer high quality performance in meeting the overall objective of the entire process. I enjoy working with the team and they listen to the challenges that we endure to our specific area."

Elaine Bartoldson, Director, EPTA

FOURSQUARE ITP

Bus Network Redesign: BaltimoreLink Transit Network Redesign Planning & Implementation

Foursquare ITP led the redesign of the MTA bus network in Baltimore, Maryland, under the branded project and service title: "BaltimoreLink." BaltimoreLink was a multi-phase transit planning project that reconceived all local and express bus service that operate under MTA to create an improved and interconnected transit system. The backbone of the system design was the CityLink network of routes, which consists of 12 high-frequency, higher speed, color-coded bus routes to improve travel times, provide more connections to jobs, and increase transfer possibilities to other transit modes.

Transit Development Plan: Transit Development Plan for Hampton Roads Transit

Foursquare ITP developed HRT's 2017 TDP that built detailed route recommendations based upon an extensive market assessment, existing services analysis, and public and stakeholder engagement. The TDP included a financial plan and a phased implementation plan that prioritized and programmed changes in a realistic fashion. The plan included the creation of a visionary high frequency network of services providing faster connections across HRT's six jurisdictions. More recently, our work for the agency's Transformational Transit project has incorporated elements of the TDP's high-frequency network into the Regional Backbone network which will be funded regionally and supported by locally funded fixed-route service as well as new microtransit service in lower density areas.

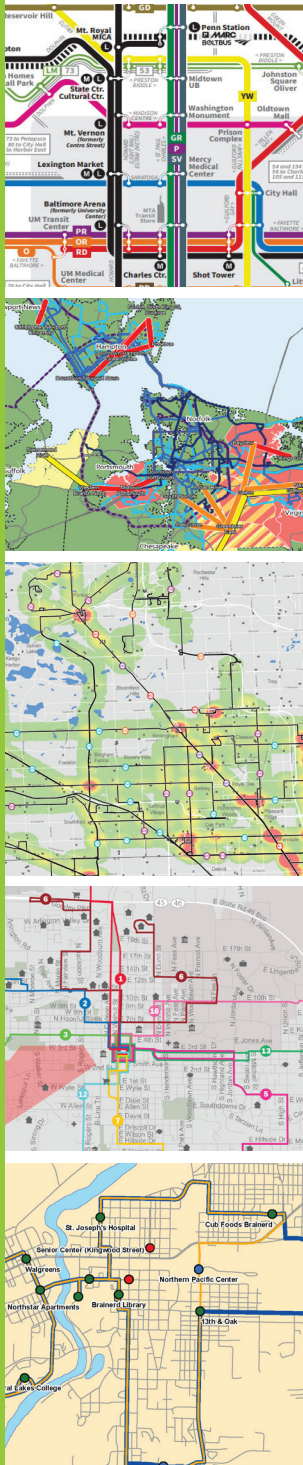### Commuter Bus: SMART Comprehensive Operational Analysis

Foursquare ITP led the market analysis for the three-county SMART service area, to identify areas with high potential for transit ridership and areas with high needs for transit service. With an examination of trip flows from a regional travel model, the analysis resulted in recommendations for areas where SMART should add or modify its services. This study examined all possible alternatives to address deficiencies with the existing service, as well as currently known, but unmet service requests and service requests that are anticipated in conjunction with new areas of development.

University System: Bloomington Transit Route Optimization

Bloomington Transit carries about 3.3 million fixed route passenger per year while BT Access carries about 35,000 annual passenger trips. Ridership on both the fixed route system and BT Access system has grown dramatically over the past 35 years, but the fixed route ridership peaked in 2014 and has declined slightly since 2014. Indiana University, Bloomington continues to operate its own fixed route transit services. This study aimed to identify the strengths and weaknesses of the existing transit network in Bloomington, and to develop recommendations that optimize the use of existing resources and improve services in terms of ridership, productivity, and on-time performance.

Rural System: Minnesota DOT Rural Agency Transit Plans

Foursquare ITP led the development of needs assessments, service plans, and financial plans for ten agencies in Minnesota as part of Minnesota DOT's (MnDOT's) initiative to develop five-year transit system plans for all non-urban providers in the state. Many of the agencies with whom Foursquare ITP worked provide primarily demand response service in more rural parts of the state. The five-year system plans will be used in coming years to inform investment decisions made by MnDOT and the providers.

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