



# Exploring the Intersection of Mobility Management and Transportation Planning

## The story of the Fast Forward Mobile Outreach Bus

Tulsa, OK

April 16, 2015

Presented by James Wagner, AICP

## **The problem:**

Public had little knowledge of public transportation options, costs and benefits

## **The solution:**

Create a tool that would access the Tulsa region and educate citizens on transit and funding

## Before



## After



## Before

## After



**FAST  
FORWARD**

# Mobile Outreach Bus





















## Transit Mode Option 2

### *Bus Rapid Transit (BRT)*



- **Diesel, Diesel-Hybrid, or CNG articulated buses**
- **Operates in dedicated guideway or mixed traffic**
- **Integrates with street traffic, signals and pedestrians**
- **Line length: 0 - 15 miles**
- **Station spacing: 0.50 - 1 mile**
- **Speed: Average: 20 - 30 mph, Max: 65 mph**
- **Seated capacity: 60 passengers**
- **Implementation cost: \$5 - \$35 mil/mile**

## EXERCISE

Although building and running a transit system is more complex than this exercise, we are giving you a chance to prioritize transit amenities for your area. These numbers do not reflect actual costs but are relatively proportional to the real costs.

**Instructions:** Imagine you are in charge of providing transportation for your neighborhood. You must make choices that would be best suited for you and your neighbors. You have \$30 to spend this year to **build the system**. Please select the attributes needed to start transit service from the menu of options below.

### Step 1 - Build the System

A complete system has numerous components, some are **required** and others are **optional**. Below are required components of your system.

**REQUIRED**

**CIRCLE TWO SHELTER TYPES (2)**

**Shelter Types** - What type of waiting accommodations will we provide?

- Basic Stops (\$2)
- Enhanced Stops (\$5)
- Stations (\$10)
- Transit Centers (\$15)

**Step 2 - Choose the System Elements**

Extra, optional amenities can attract riders and make the transit trip more comfortable:

- Off-Board Ticketing
- Landscaping
- Pedestrian Accommodations
- Wifi

**Step 3 - Calculate the System Cost**

Enter the system cost in the circle "A" below:

**OPTIONAL - CIRCLE ANY NUMBER OF AMENITIES**

**OPTIONAL**

- Amenity Options - What extra convenience elements are important to the community?
  - Off-Board Ticketing (\$2)
  - Landscaping (\$2)
  - Pedestrian Accommodations (\$4)
  - Free Wi-Fi On Board (\$2)

INCOG July 2012

**CIRCLE ONE WEEKEND OPERATION OPTION (1)**

Weekend Options - Should the service be available on the weekends?

- WEEKDAY ONLY (\$0)
- SATURDAY (\$3)
- SAT/SUN (\$5)

**CIRCLE ONE EVENING OPERATION OPTION (1)**

Evening Options - When should be the last hour of service?

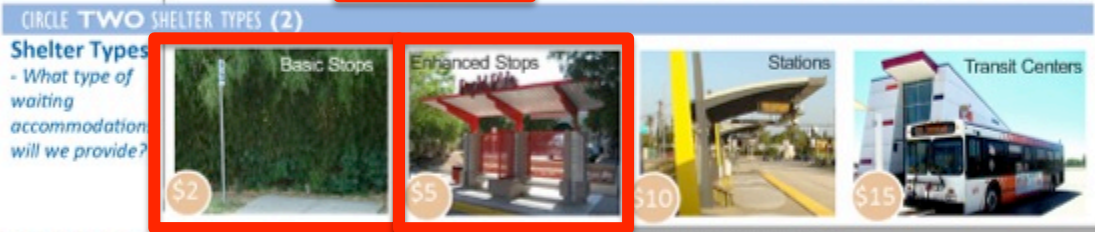
- 8:00 PM (\$3)
- 10:00 PM (\$4)
- 12:00 AM (\$5)

**Step 5 - Calculate the Total Project Cost**

Fill box A with the total amount calculated in Step #3. Fill box B with the total amount spent in Step #4. Did your choices bust the bank? Or save some cash?

**TOTAL SYSTEM COST** (Box A) + **TOTAL SERVICE COST** (Box B) = **TOTAL TOTAL CONSTRUCTION COST** and **TOTAL ANNUAL SERVICE COST**

REQUIRED



**Step 2 - Choose the System Elements**

Extra, *optional* amenities can attract riders and make the transit trip more comfortable:

- Off-Board Ticketing
- Landscaping
- Pedestrian Accommodations
- Wifi

**Step 3 - Calculate the System Cost**

Enter the system cost in the circle "A" below:



OPTIONAL

**OPTIONAL - CIRCLE ANY NUMBER OF AMENITIES**

**Amenity Options - What extra convenience elements are important to the community?**



Scenario B..... \$18

Basic stops..... \$2

Enhanced stops..... \$5

Landscaping..... \$2

Off-Board ticketing \$2

**Total \$29**



### CIRCLE ONE SERVICE FREQUENCY (1)

**Service Frequency -**  
How often should the vehicles arrive?



Arrival every 15-30 Minutes



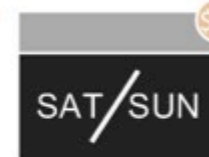
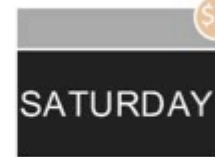
Arrival every 10-20 Minutes



Arrival every 10-15 Minutes

### CIRCLE ONE WEEKEND OPERATION OPTION (1)

**Weekend Options -**  
Should the service be available on the weekends?



### CIRCLE ONE EVENING OPERATION OPTION (1)

**Evening Options -**  
When should be the last hour of service?

8:00 PM <sup>\$3</sup>

10:00 PM <sup>\$4</sup>

12:00 AM <sup>\$5</sup>

### Step 5 - Calculate the Total Project Cost

Fill box A with the total amount calculated in Step #3. Fill box B with the total amount spent in Step #4. Did your choices bust the bank? Or save some cash?





**9 Weeks of Mobile Outreach**  
**117 Stops**  
**2,085 Citizens Onboard**  
**1,500 Surveys Taken**  
**\$450,000 in Earned Media**  
**718 Comments Given**  
**1,942 Web Hits**

### Tulsa-area public transit plan unveiled

• It focuses on linking points within Tulsa as well as connecting to outlying areas.

BY KEVIN CARFIELD  
World Staff Writer

When Brian Goodrich's car broke down recently, he decided to take the bus to work.

There was only one problem: The trip from downtown to 44th Street and Yale Avenue that had taken him 30 minutes by car turned into an hour-long journey by bus.

"So, obviously, if the bus system didn't play out well for me," he said.

For that reason — and his general interest in the city's transportation options — Goodrich joined about 75 other people Wednesday night at an open house to introduce the Tulsa Regional Transit System Plan.

The event was held at the Tulsa Community College Metro Campus Center for Creativity. It capped a doubling series of programs marking the beginning of the public-outreach phase of the plan's development.

#### What's next

Beginning next week, INCOG officials will use a refurbished public transit bus to educate people about the Fast Forward plan and to get their input. The bus will stop at malls, libraries, schools and other sites in these areas:

- Jan. 24-25: West-Tulsa/Tulsa
- Jan. 28-Feb. 5: Broken Arrow
- Feb. 7-12: Okemune
- Feb. 16-18: North-East Tulsa
- Feb. 20-24: West Tulsa
- Feb. 28-March 5: Sand Springs
- March 7-12: City
- March 14-18: Southwestern Tulsa

For more information on the plan, call Kasey Frost at INCOG at 675-1410 or go online to [tulsaworld.com/transitplan](http://tulsaworld.com/transitplan).

The highlight was the unveiling of a new name for the plan: Fast Forward.

The plan, the first of its kind for the Tulsa area, is being put together by the Indian Nations Council of Governments.

It will focus on linking — piece by piece — points within Tulsa, as well as Tulsa to Broken Arrow, Jenks, Okemune and Sand Springs.

Transportation options will include standard buses, express buses, streetcars, commuter rail and light rail transit.

The plan is expected to be completed this summer.

Jerome Wagner, a transportation planner for INCOG, told those in attendance that the plan is not about eliminating cars.

"It's about options," he said. "A public transit system would provide increased mobility for residents, improve quality of life through cleaner air, and help stimulate economic growth," Wagner said.

He noted, for example, that on average, Americans spend about a quarter of their income on transportation.

Public transportation, he said, would take much less out of a person's pocket, Wagner said.

Goodrich said he has been using the city bus service frequently for about a year and a half. He said, "I'd like to see riding include more than those people who have no other option."

"I think it should be a tool we have for everybody," she said, "not just a select group of people."

Patricia, outside TOC, on Wednesday night was a refurbished transit bus — or "mobile transit lab" as Wagner called it — that will be used by INCOG to educate people about the plan and get input. It's expected to hit the road next week.

The city began with a press conference attended by Pat McCort, the former mayor of Charleston, N.C., who is credited with having named that city's public transportation system.

McCort participated in several afternoon stopovers.

"It was great," Wagner said. "We think that there were probably 600 people who came out there at some point during the day."

Goodrich said he hopes all the hoopla will make a difference. He said he'd been to sleep a car payment and spend \$18 a month on a bus pass. That maybe not quite so.

"It would work if it (the bus system) was just a little bit more efficient," he said.

Kevin Carfield 581-4313  
[www.tulsaworld.com](http://www.tulsaworld.com)

### INCOG bus drives plan to the public

• The bus will make stops so people can find out the new ideas and respond.

BY KEVIN CARFIELD  
World Staff Writer

The Indian Nations Council of Governments is using a bus to educate the public and get their input on Fast Forward, a regional transit plan it is putting together.

On Friday, the vehicle hit the streets for a test run. And if initial responses are any indication, the reconfigured city bus from Madison, Wis., will be well received if not completely understood. At least initially.

"I think some people are going to be getting on expecting to learn how to use a bus, even to the point of which specific routes do I need to get on to get to my house," said Doug Duke of Jacobs, an



Goodrich Industries employees board the Fast Forward bus that INCOG is using to inform people about a regional transit plan that it is putting together. Photo by SHARON BROWN/News 12



Rich Briere (left), INCOG president, and others read the informational panels inside the Fast Forward bus.

#### Fast Forward bus stops

**Next week's schedule:**

**Monday**  
 8:30 - 9:30 a.m.: Webster High School  
 9:30 - 10:30 a.m.: Warehouse Market, 1507 W. 51st St.  
 10:30 - 11:30 a.m.: MET Recycling Center, 1902 W. 51st St.  
 11:30 a.m. - 1 p.m.: Quik Trip, 4765 S. Union St.  
 1 - 2 p.m.: Goodrich Industries, 2000 Southwest Blvd.  
 3 - 4 p.m.: Southwest Chamber



Thank you!

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