



CHAPTER I

Introduction

The Arizona Department of Transportation (ADOT) and Lake Havasu City contracted with LSC Transportation Consultants, Inc. to prepare a Transit Service Plan for public transportation service operated by Lake Havasu City Transit Services. The plan focuses on the necessary steps to implement new or enhanced transit service.

This final report presents an evaluation of the existing service, a transit demand analysis, onboard survey results, goals and objectives, a review of management and organizational structures, service alternatives, capital needs and financial alternatives, and the recommended service implementation plan.

PURPOSE OF THE STUDY

The purpose of this study has been to analyze and recommend strategies for City Transit which will affect the delivery of public transportation services over the next five years. This finished product of the study includes updated goals and objectives, identification of issues, a profile of existing services and ridership, service evaluation, development of performance indicators, a marketing and communications plan, a financial plan, a review of management and organizational structures, and an implementation plan.

REPORT CONTENTS

Chapter II presents an evaluation of the existing system. Lake Havasu City has an unusual transit service in that it is a demand-response service for the general public. This type of service has been in existence since the city had a population of 19,000. Now that the population is reaching 50,000, will this service be able to keep up with demand in the most cost-efficient and operationally-effective manner? This chapter addresses this question.

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Chapter III presents an evaluation of the results of the passenger survey which was performed over several days in September. The input received from this survey provides valuable data toward the development of the City Transit implementation plan.

Chapter IV presents the transit demand analysis for Lake Havasu City. Specialized user needs and transit demand by market segment are identified. This chapter also illustrates whether the current service is meeting demand.

Chapter V establishes the goals and objectives for the study and the service derived from the study. The *Lake Havasu City Three-Year Transit Plan*, prepared in 2004 by Transit Plus, developed a very good list of goals and objectives which LSC reviewed and enhanced for this chapter.

Chapter VI presents a review of the existing managerial and administrative structures. The chapter reviews administrative procedures, operational procedures (which include a review of the dispatching procedure), maintenance procedures, and administrative procedures. Of particular interest, this chapter focuses on what needs to be done administratively to prepare for Lake Havasu City's increase in population and the funding changes that will be imposed on City Transit when the city exceeds the 50,000 population mark at the 2010 Census.

Chapter VII describes the service alternatives. Three alternatives are presented with each showing estimated costs. Route maps are presented which depict the service area and transit generators such as social service agencies, governmental facilities, schools, and retail centers. Chapter VII also presents the Planning Team's recommended service alternative. Our recommendation is based on the results of the study, which includes extensive analysis of the service area, discussions with key transit staff as to what they would like to see the service become, discussion with the Transit Advisory Committee, and the Planning Team's experience with transit projects similar to the Lake Havasu City project.

Chapter VIII discusses capital needs and financial alternatives that will be necessary to transition City Transit from a demand-response service to a more tradi-

tional transit service. The capital needs assessment includes an analysis of capital items such as buses, facilities, bus shelters, and benches that will be needed for the revamped service. The section on financial alternatives discusses potential funding sources for the new service.

Chapter IX is the service implementation plan which describes the recommended routes, a shelter and bus stop plan, an operating and capital budget, a marketing plan, and action steps.

STUDY APPROACH

As in many regions, City Transit is re-examining their public transit services and is seeking to find the most effective means of providing those services. Public transportation is currently provided by City Transit as detailed later in this document. A key element in the plan is to clearly evaluate the unmet needs of the local residents and businesses throughout the city and whether or not the existing service can meet this unmet need in a cost-effective manner. The current effort focuses on the feasibility of providing public transit services in order to meet the community's needs. One important step toward providing an integrated transportation system is involving key players such as the Steering Committee, human service agencies, school districts, and residents of Lake Havasu City.

