

Citizen Centered Mobility

Malisa McCreedy, Director of Mobility
City of Gainesville

GENERAL POLICY COMMITTEE MEETING
OCTOBER 25, 2018

Charting a course toward a New (Mobile) American City

Overview

- Introductions and New Department Overview
- Planning the Future of Mobility in Gainesville
- Enhancing Existing Modes and Infrastructure
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 - Vision Zero
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 - Intelligent Signals
 - Planning the Built Environment
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Introductions and New Department Overview

- Effective October 1st the Department of Mobility came into existence made up of several components of the Department of Public Works: RTS, Parking Operations, Traffic Operations, and parts of the planning team. No new positions were created to establish the Department. The new organization charts for both departments are in your backup.
- Using an existing vacant position the City has hired Malisa McCreedy as the first Director of Mobility. Malisa, a planner by trade, comes to the City from the Portland Department of Transportation where she was a division manager. Prior to that she oversaw approximately 200 employees in the private sector for a major parking management company. She has also helped design walkable and healthy communities in Charlotte and Orlando. She holds bachelors and masters degrees from the University of Central Florida.

Planning Gainesville's Future Mobility

- Conversations are underway to develop an overarching Mobility Plan for the City. The plan will be a partnership between the City, the State of Florida Department of Transportation, and the University of Florida.
- Today we do not intend to tell you what the future looks like, but rather give you an update on some of our current and future efforts.
- The Department of Mobility team will collaborate extensively with the Citizen Engagement Manager to assure future plans are focused on user experience and local need.
- A core component will be understanding the way new modes and system improvements can create an equitable, safe, and enjoyable experience. We will think differently about what success looks like in this system.



**Enhancing
Existing
Modes**

Regional Transit System (RTS)



Transit Development Plan (TDP)

A TDP or an annual update is used in developing the Department's five-year Work Program.

The TDP shall be the provider's planning, development, and operational guidance document, based on a ten-year planning horizon.

Grant program recipients are required by Section 341.052, F.S. to have a TDP.

A TDP shall be adopted by a provider's governing body.

Development of the plan will be closely coordinated with the overarching Mobility Plan and will begin in late 2018/early 2019

Regional Transit System (RTS)



Technology Upgrades

New communications technologies will provide a platform for potential future expansion of bus WiFi, mobile payments, and vehicle location.

Additional passenger counters for better real-time management.

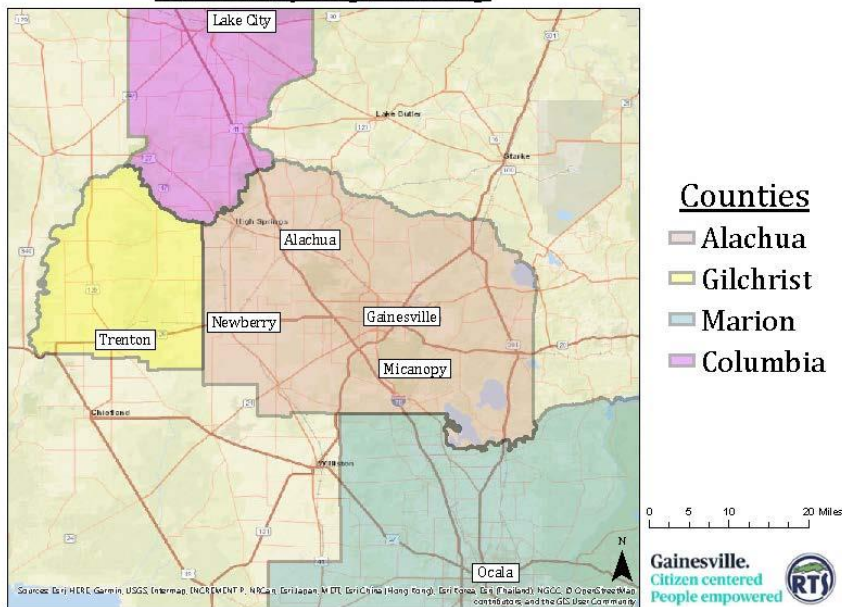
Fare box and destination sign upgrades for a better passenger experience.

New electric buses to explore a more energy efficient future.

A complete list is in the appendix

Express Bus Service (Tri-County): Expresso

Tri-County Express Map



Expresso Proposed Service Area

- FDOT Corridor Development Study and P&R to increase mobility options to/from Gainesville
- Part of TDP unfunded projects
- FDOT Commuter Assistance Grant 50/50 within County
- 100% FDOT funding if service covers 3 counties

Bus Stop Upgrades



New Amenities While You Wait

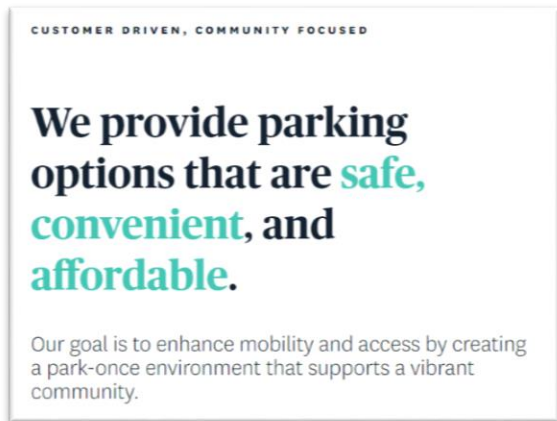
In 2010 RTS updated the bus stop inventory and developed an improvement plan to address passenger needs and compliance with ADA regulations

Funds were limited to only Federal Transit Administration (FTA) grants

In 2013 RTS received Florida Department of Transportation (FDOT) grant requiring 50/50 local match

Local match was identified through development contributions with limitations

Parking



<http://www.gvilleparking.com/>

Planning, Operations & Enforcement

425 metered spaces

- 4 city parking lots (100 meters)
- on-street (325 meters)

855 spaces in parking garage

478 free spaces

2,296 neighborhood program spaces

Total staff of 7

FY18 Total Budget: \$596,470

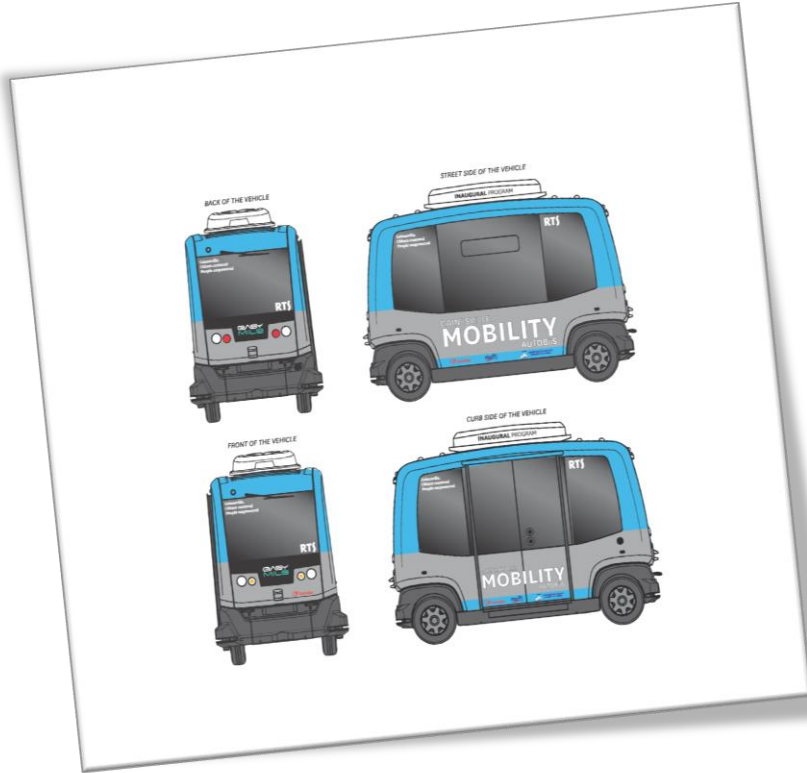
FY18 Total Revenue: \$519,286*

* Inclusive of rental space and vending machine revenues



Exploring New Modes

Autobus



Autonomous Shuttle Bus

Project in Partnership with University of Florida (UF) and Florida Department of Transportation (FDOT); 100% FDOT funding

Shuttle will operate between UF and Downtown

Service Provider: Transdev; Vehicle Provider: EasyMile

Program status:

- Currently awaiting appropriate NHTSA waiver
- Will be launched within 45 days of waiver

Dockless Mobility



Note: Sample image of dockless scooters.

Shared Scooters & Bicycles

Phased deployment of non-station based system expected by January 2019.

Services are based on user subscription.

Devices enhance accessibility by allowing flexibility on trip begin/end points. Close gaps in service.

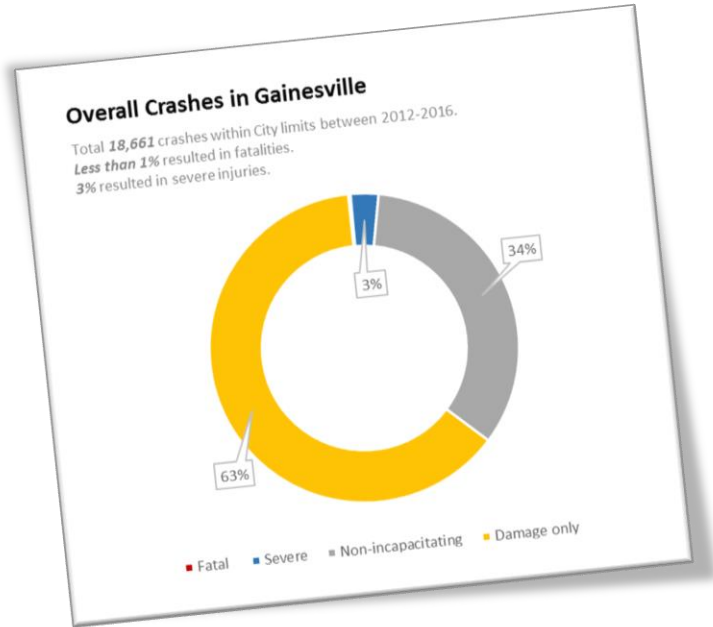
Program status:

- GPC 9/27/2018
- Ordinance to City Commission by 11/2018



Designing a Safe and Equitable System

Vision Zero



Program seeks to eliminate traffic deaths and severe injuries.

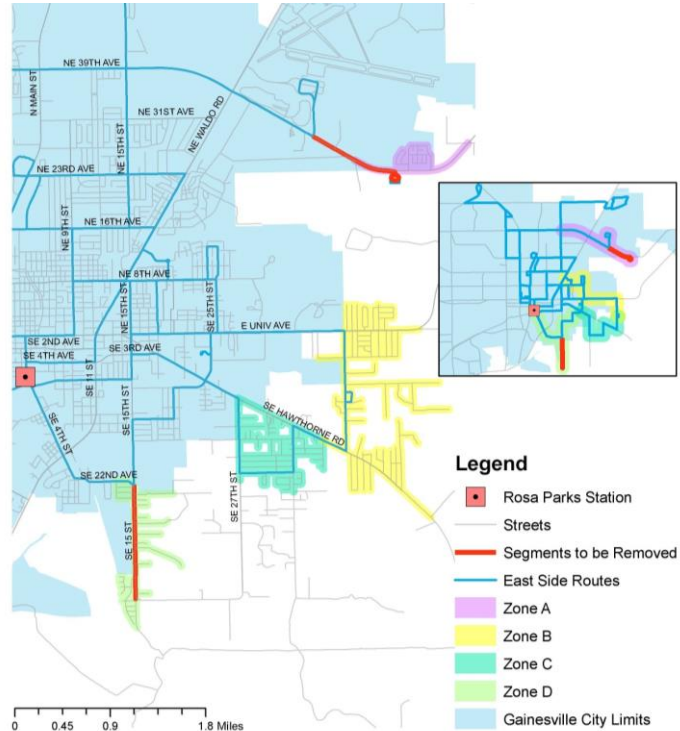
Collaborative effort including engineering, enforcement and outreach.

City resolution adopted in 2018.

Efforts to date:

- Installation of midblock crossings & sidewalks
- Outreach and education campaign
- Peer cities exchange (AmericaWalks)
- Multimodal count program
- Programmed testing of radar device (GPD)

First Mile/Last Mile: The Microbus



Connecting People to Transit

Project presented to City and County Commission during Gas Tax negotiations (Nov 6, 2017)

Enhance mobility services in east Gainesville

Employ technology to enhance transit services

Intelligent and Connected Signals

- System wide telematics for of all Traffic Signals
- Conversion of in-roadway based inductive 'vehicle only' detectors to overhead video detection capable of detecting vehicles, bicycles and pedestrians
- Urban Area Travel Time and Historical Indexing using Bluetooth
- New grants to facilitate research coordinated with UF and FDOT
- Second by Second data logging of Traffic Signals

Partner in Mobility

- First Interaction with GNV
- Bike, Ped, Transit
- Parking
- CIP
- MTPO Tech Advisory Committee



Community Engagement and University Partnership

- We will continue to incorporate design thinking into planning our transportation system by not just engaging with but empathizing with residents, a core component of design thinking
- The new Department will work closely with the Citizen Engagement Manager and the Director of Citizen-Centered Design
- We will continue to leverage the UF partnership and the UF Transportation Institute to explore new modes and technology

Thank You.