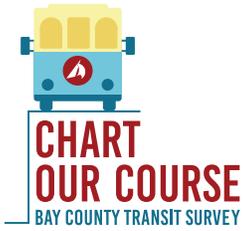


# TROLLEY TALK

BAY TOWN TROLLEY TRANSIT DEVELOPMENT PLAN  
UPDATE • WINTER 2020



At Bay Town Trolley, we want to ensure that our local transit system is safe, efficient, and meets our community's needs. Gaining feedback from riders has helped guide our transit system's operations and growth. The "Chart Our Course" initiative is indicative of the commitment to the community that has driven Bay Town Trolley since its inception. The customer-centric mentality and dedication to improving service have consistently guided the our new planning initiatives and process improvements.



## THANK YOU FOR YOUR FEEDBACK - SURVEY RESULTS

Our team launched rider-focused activities aimed at gathering feedback about existing conditions of the system. To supplement one-on-one interactions and on board rider surveys, we created a website landing page and digital survey. The digital survey was promoted using organic social media, paid online media, and public relations tactics. The ridership survey was live online for eight weeks from May 18th to July 20th 2020.

150,708

Impressions on Platforms

834

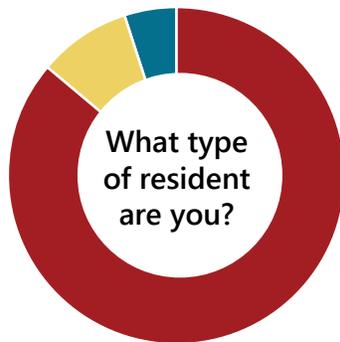
Website Visits

160

Survey Button Clicks

123

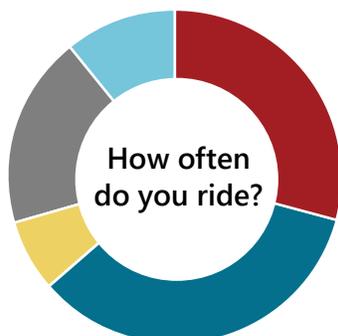
Survey Responses



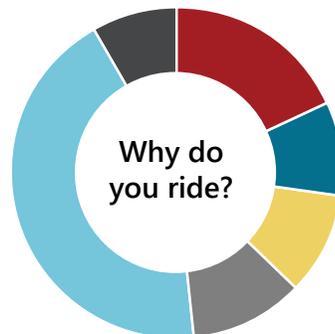
Permanent  
Seasonal  
Tourist



Home  
Work  
School/Education  
Recreation  
Medical  
Church  
Other

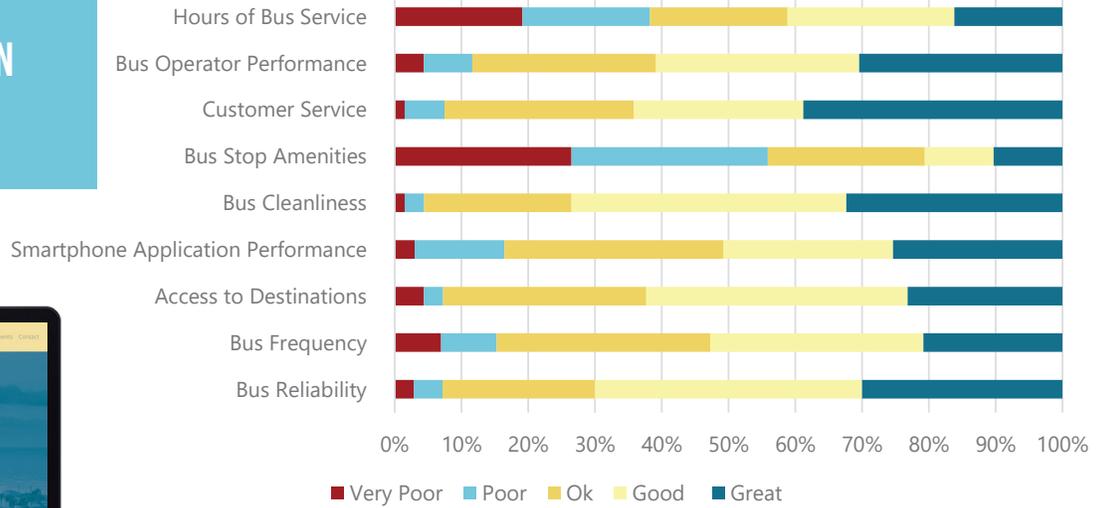
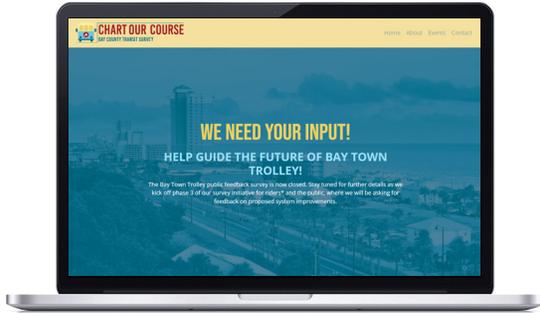


Everyday  
2-3/week  
1/week  
1/month  
Don't Ride



Less expensive than driving  
Easier than driving  
Easier than walking/biking  
Less Expensive than Uber/Lyft  
No access to car or driver  
Environmental concerns

# CUSTOMER SATISFACTION SURVEY RESULTS



**COA**  
Comprehensive  
Operational Analysis

**TPD**  
Transit  
Development Plan

Our Chart Our Course initiative for Bay Town Trolley includes a COA, which seeks to maximize the performance of the existing system. Upon selecting the preferred alternative, ridership is forecasted and will provide a foundation from which to proceed with the TDP portion of Chart Our Course.

## TDP GOALS

**RIDERSHIP** Improve ridership by ensuring that services are reliable, efficient, and safe/secure for all users.

**CUSTOMER SERVICE & COMMUNITY SUPPORT** Improve customer service and increase community support by developing a more robust communications program to support existing outreach strategies.

**EXPANDING THE SYSTEM** Enhance the transit system by maximizing community benefits through increased mobility options and service equity.

**PARTNERSHIPS** Continue to seek new and expand existing partnerships to support transit ridership growth.

**TECHNOLOGY/SERVICES** Identify opportunities to pursue and implement transit technology options where needed.

**SAFETY & EFFICIENCY** Implement performance target measures to maintain a state of good repair of the transit system to increase safety and efficiency.

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*Bay County* **TPO**

## WHAT'S NEXT?

### PHASE 2:

In Phase Two outreach efforts were broadened to potential riders. We surveyed and spoke to potential riders who helped us understand their preferred mode of transportation and why they chose it. We'll looked for their challenges and gained a better understanding of their transportation needs. We also interviewed representatives of the different cities and civic groups to learn what their vision is for Bay Town Trolley.

We are currently reviewing the results and will be providing an update on what we learned at the end of January.