

**Palm Tran Service Board
Route Performance Maximization (RPM) Workshop
Palm Beach County Vista Center Complex
2300 North Jog Road, Conference Room 1W-47/50
West Palm Beach, FL 33411-2741
Tuesday, October 31, 2017**

1. Call to Order

Chair Mattingly called the workshop to order at 1:30 p.m.

2. Roll Call

Members Present:

- Myra Goldick, Vice Chair, Seat 2 - Disability Advocate (MG)
- Robert Weinroth, Seat 4 - Elected Municipal Official (RW)
- Frank Stanzone, Seat 7 - Senior Citizen Representative (FS)
- Martin Rothman, Seat 8 - Certified Paratransit User (MR)
- Dwight Mattingly, Chairman, Seat 10 - Fixed Route Bus Operator (DM)

Absent/Excused:

- Terry Brown, Seat 1 - Representative with Transportation Experience (TB)
- Robert Templeton, Seat 5 - Business Community Representative (RT)
- Shelly Yarbrough, Seat 9 - Regular Fixed Route Bus Rider (SY)
- Dennis Martin, Seat 12 - Representative with Extensive Paratransit Experience (DM)

Palm Tran Staff Present:

- Clinton Forbes, CEO (CBF)
- Sean Smith, Director of Operations (SKS)
- Michael Williams, Interim Director of Administrative Services (WM)
- Charles Frazer, Director of Support Services (CDF)
- Khaled Shammout, Director of Planning (KJS)

3. Comments from the Palm Tran Service Board Chair

DM welcomed Board Members, Palm Tran staff and members of the public to the Route Performance Maximization Workshop, hereinafter, RPM.

4. Safety Message

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The Safety Message was presented by SKS as follows:

No Need For Speed

1. Normal speed meets every need!
2. On-time performance is important but don't exceed the posted speed limit!
3. Life is short, don't rush it, always drive with safety in mind!

5. Comments from the Palm Tran Executive Director

CBF stated that the Project Manager for the RPM Project is Khaled J. Shammout, Director of Transit Planning and the Consultant is Jarrett Walker, Jarrett Walker + Associates.

CBF presented an overview of Palm Tran's history and the changes that he has made within the organization as follows:

- **Palm Beach Transportation Authority**
- 1980 - Co-Tran (with 63 buses)
- 1996 - Palm Tran, Inc.

Service Adjustments and Enhancements

1. Assessment Phase

- Opportunity
- Peer Review
- Town Hall Meetings
- One-on-One meetings with each employee in 30 minute intervals

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2. Quick Fixes

- Professional Image (The implementation of new uniforms)
- Audio Activated on Buses for Safety
- Hand Sanitizer (to decrease the spread of germs)

3. Building A Strong Foundation

The Palm Tran's Departmental Directors are as follows:

- Director of Support Services – Charles D. Frazier
- Director of Operations – Sean K. Smith
- Director of Transit Planning – Khaled J. Shammout
- Interim Director of Administrative Services – Michael Williams
- Senior Manager of Paratransit – Chad Hockman
- Senior Manager of Human Resources – Cathy Lewis

CBF stated that there has have been numerous internal promotions.

Palm Tran's mission is to provide access to opportunity for everyone; safely, efficiently and courteously.

Ground Transportation Leadership Group Priorities are as follows:

- New Interoperable Fare Payment System to be implemented which will provide passengers the convenience of using cash, smart cards and/or smart phones
- \$24 million for the expansion of the Delray Facility making it the administrative building with a completion date of 2019

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- RPM – is designed to increase ridership as there has been a decline

RPM Effort:

CBF stated that the Opening Workshop and Retreat for the RPM was held on August 21 through 23, 2017.

PTSB RPM WORKSHOP

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The participants at the August workshop were as follows:

- Palm Tran
- Palm Beach County Engineering
- Metropolitan Planning Organization (MPO)
- Planning, Building and Zoning (PBZ)
- Consultant - Jarrett Walker + Associates

CBF introduced Jarrett Walker and provided an overall summary of his credentials and professional accomplishments.

RW inquired if any changes have already been implemented by Palm Tran based on the redesign proposed.

JW stated that Palm Tran should take into account when planning for high ridership the following:

- What Maximizes Freedom?
- Frequency Comes First
- Focus on Ridership vs Coverage

MR asked the following questions.

- How much time will the process take?
- What will it cost?
- Is additional staff needed?

JW responded that operating and fleet costs will not be affected; however, a one-time cost will be implemented for these changes.

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RW stated that all forms of transportation (Brightline/Tri-Rail/First/Last Mile/Uber) should be considered and that it should be more of a transportation network, not just a Palm Tran issue.

JW responded that all of these factors were considered.

DM stated that we are only concerned with Palm Tran's system.

FS inquired what is the difference between JWA and CUTR?

JW responded that JWA designs and redesigns public transit networks for improved ridership and the Center for Urban Development (CUTR) conducts surveys as needed.

MG asked if the changes in the redesign would affect a Bus Operator's employment.

JW responded that it would not.

RW stated that the following are to be considered:

- Thirty (30) minutes wait time
- Reliability
- Frequency needs to be addressed
- How does one attract "Choice" Riders vs "Captive" Riders?

6. Action Items – None

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7. Information Items

a. Route Performance Maximization (RPM) Presentation by JWA

Questions We Want To Ask

JW stated that the following factors will have to be considered in making the final decision on implementing the redesign:

- Is the coverage concept a good short-term plan that could be implemented as early as January 20, 2019?
- What should the balance of ridership and coverage goals be? (This will affect how the network evolves in the next three (3) to (5) years).
- The service concepts show what could be done with no new resources. Should there be more resource? If so, what percentage more

DM inquired if on-time performance was factored into the redesign.

JW responded yes. There are barriers which affect the on-time performance such as waiting at a stoplight. With the industry standard being zero (0) to five (5), these factors have to be taken into account.

CBF stated that on-time performance is less important because the system needs to be modified, recognized or pursue the elimination of coverage.

CBF stated that more funding from the Board of County Commissioners is needed to achieve the proper balance.

MG stated that the public should have input in having an express bus to help achieve better on-time performance.

JW responded that stop spacing is a factor.

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RW inquired if Palm Tran wants frequency or coverage.

JW responded that you can get a ridership benefit because ridership is always fluctuating.

b. Public Comments on Information Items

Stanley Voice stated that you have to follow the money and Palm Tran needs more money.

Mr. Voice stated that whether Palm Tran goes with frequency or coverage, passengers will suffer as a result.

Mr. Voice stated that cutting routes is unthinkable to transit dependent passengers.

Mr. Voice stated a dedicated source of funding is needed.

DM was in agreement with dedicated funding. However, the plan is not an intricate plan but an overall plan to add frequency and/or extend routes.

DM stated that more money would affect the overall system.

MR stated that more companies would be attracted to the Palm Beach County area if there was better transportation for its employees.

DM stated that Palm Tran has to meet its current riders at their point of need.

CBF stated that innovative ways will be used to encourage ridership.

CBF suggested that retired Bus Operators could be used to market transportation which would be an effective way to encourage ridership as they have firsthand knowledge of the system, the routes, and Palm Beach County.

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CBF stated that the RPM presentation will be presented to the Board of County Commissioners on November 28, 2017.

8. Board Member Comments

DM asked what was the status of filling the vacant seats on the Board.

Mr. Frazier responded that the applications that have been submitted are being reviewed.

The Workshop adjourned 3:30 p.m.