Bay Town Trolley
Transit Development Plan
Major Update, 2022-2031
Executive Summary

August 2021

CHART
OUR COURSE
BAY COUNTY TRANSIT SURVEY

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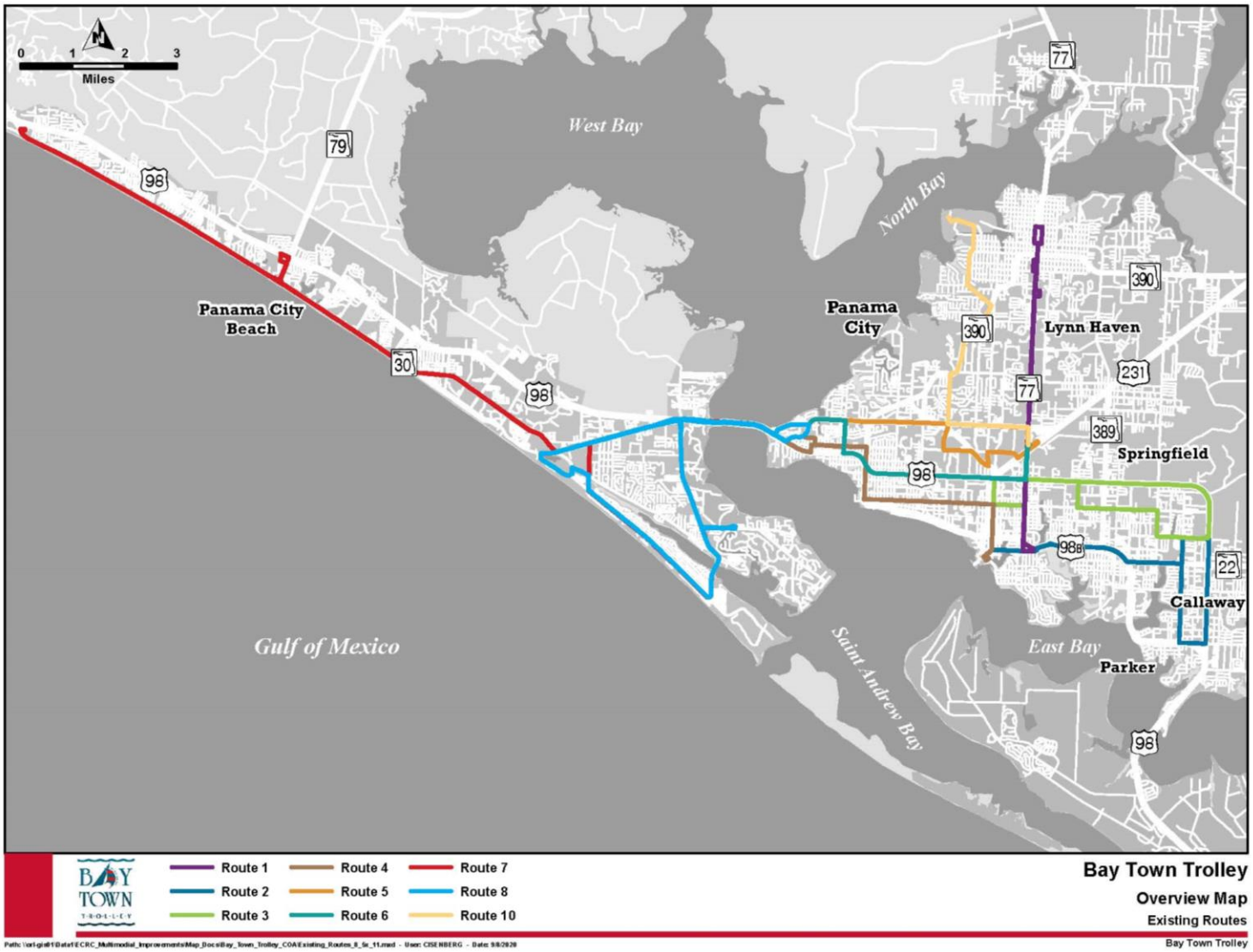
1 INTRODUCTION

In late 2019, the Bay County Transportation Planning Organization (TPO) initiated a Comprehensive Operations Analysis (COA) and Transit Development Plan (TDP) Major Update. The purpose of this joint report was to analyze the current Bay Town Trolley system (**Figure 1**) to determine whether Bay Town Trolley has the resources it needs to meet its mission, identify changes and/or additional resources, and propose a plan for the future. In addition, the Florida Department of Transportation (FDOT) requires transit agencies, such as Bay Town Trolley, adopt a TDP Major Update every five years to receive operating assistance from the State Transit Block Grant. Each update must be submitted to the FDOT District 3 Office by September 1. This TDP is consistent with the requirements.

"BAY TOWN TROLLEY IS HERE TO PROVIDE YOU WITH AN AFFORDABLE, RELIABLE, AND SAFE WAY TO TRAVEL IN BAY COUNTY."

The TDP portion of this project started in September 2020 and concluded June 2021. Development of the TDP involved numerous planning activities, assessment of the study area conditions, analyzing socio-economic/demographic trends, obtaining public input, identifying, and evaluating new transit projects, and preparing a 10-year financial and implementation plan.

Figure 1: Current Bay Town Trolley System



2 GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

The goals, objectives, and performance measures were developed to guide future service plans. Establishing the goals and objectives at the beginning of the TDP Major Update process helps to ensure that the TDP has a clear direction to collect essential data and pursue community needs. The final Goals and Objectives were presented to the public and Bay Town Trolley staff during the review and adoption of the TDP Major Update.

The plan established six goals to focus the organization's effort:

- **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.

Each of these goals had three to five objective and performance measures to monitor the success of Bay Town Trolley in meeting them.

3 PUBLIC ENGAGEMENT

To prepare pare a TDP reflective of Bay County and the Bay Town Trolley Service area, an extensive public outreach process was conducted throughout the TDP development process. The public engagement process consistent of:

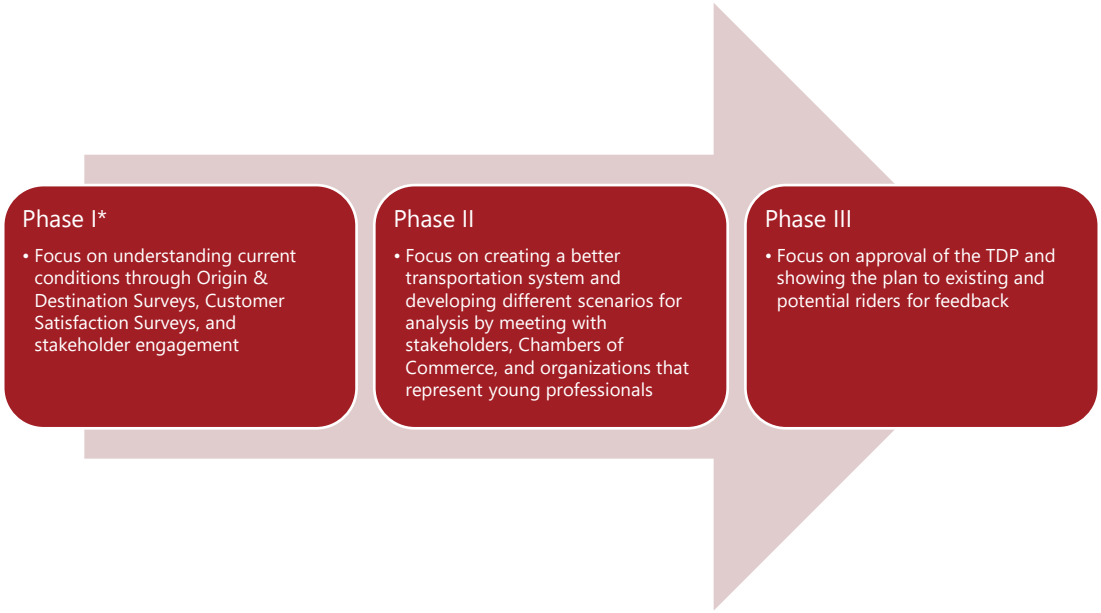
- Developing of a plan brand, 'Chart Our Course' and logo design;
- Creating a steering committee comprising of members of the Bay Town Trolley, Local Coordinating Board, and Regional Workforce Agency;
- Developing a website and surveys to engage and provide feedback from the public throughout the process; and

- Using social media and online advertising to reach community and inform them of the different opportunities to get involved.

All the Public Engagement efforts were summarized in a Public Involvement Plan (PIP) approved by FDOT in March 2020, before the engagement began.

Public outreach efforts took place in three phases (**Figure 2**). During each of these phases, several communication methods were used to garner public input. These methods included existing ridership surveys, one-on-one stakeholder interviews, and engaging agency partners and civic organizations.

Figure 2: Public Engagement Phases



*Phase I Public Engagement occurred during the development of the COA.

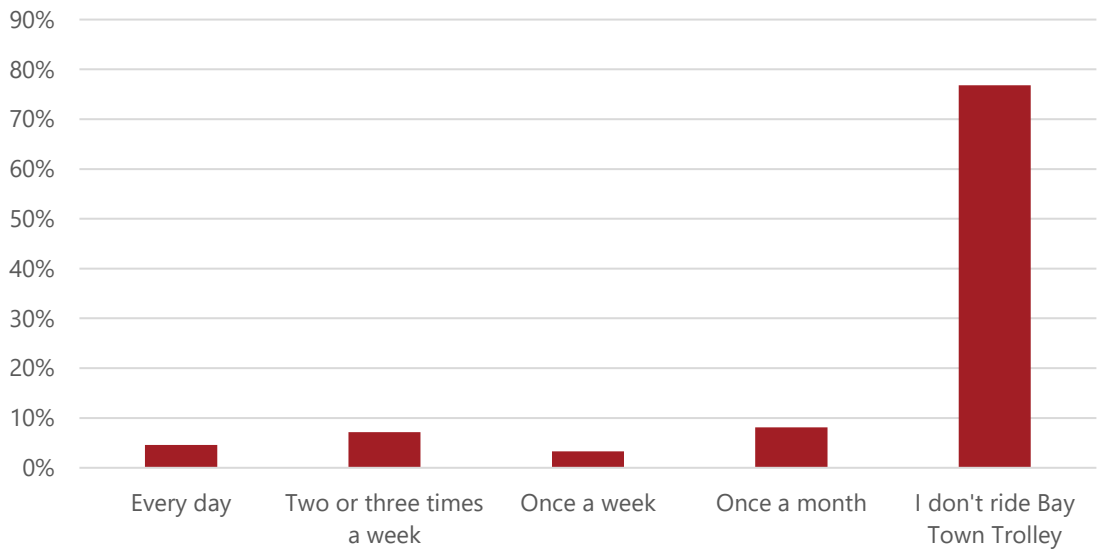
3.1 PHASE II SURVEY HIGHLIGHTS

Phase II of public engagement took place from September to November of 2020. The purpose of Phase II was to extend engagement to include potential and choice users to understand why they are not currently riding the system, what could be changed to make them reconsider, and which funding sources would be supported to accomplish these improvements.

Total Phase 2 Impressions Across Public Engagement Initiatives: 517,258
Total Visits to the Campaign Website: 3,067
Total Rider-Survey Button Clicks: 1,432
Total Survey Responses Received: 1,257

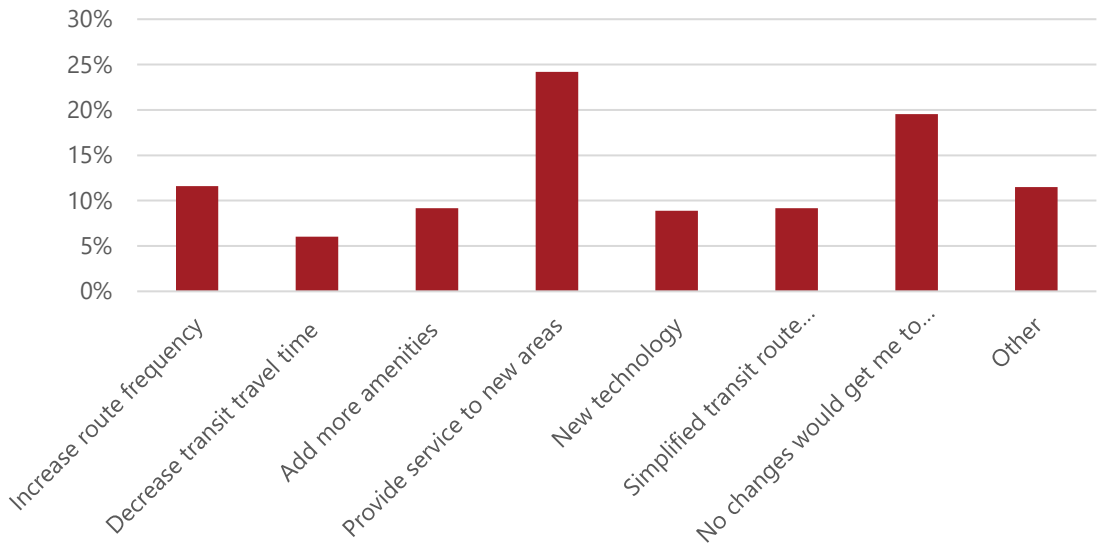
Of those respondents, the majority do not ride Bay Town Trolley with less than 25% riding at least once a month according to **Figure 3.** This provided an opportunity to ask additional questions to better understand why respondents chose a different form of transportation and what could be changed to improve the overall experience of riding the bus.

Figure 3: How often do you ride?



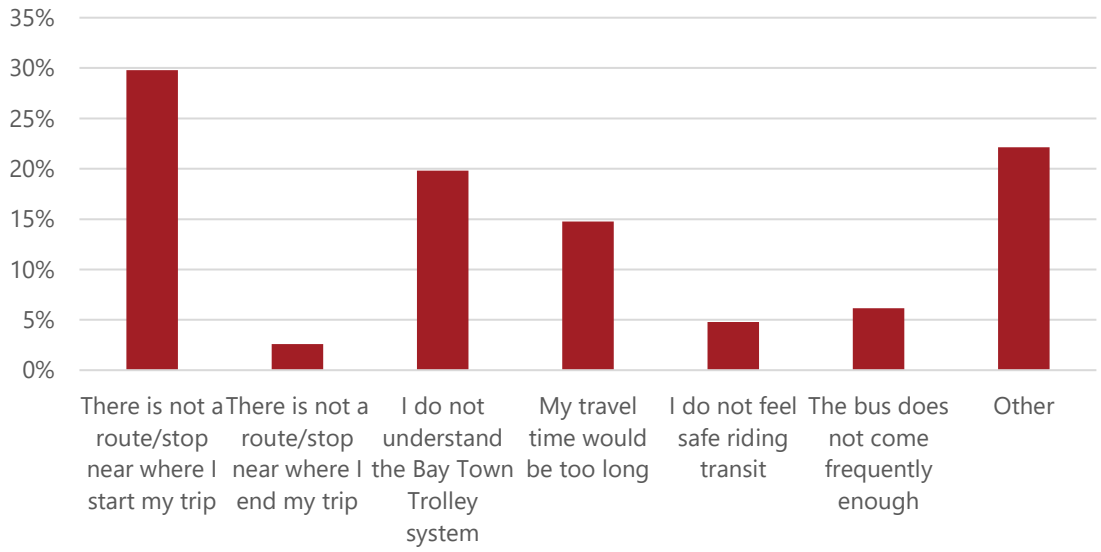
During the survey, those who answered that they did not ride the system were asked what changes could be made for them to consider using the bus (**Figure 4**). The results show that 35% of non-riders would consider using transit.

Figure 4: What would you change?



Of those non-riders, 30% reportedly did not ride because there was no service near the origin of their trip, with 20% responding that they do not understand the system (**Figure 5**Error! Reference source not found.). For those who responded other, most responses indicated that they would prefer to use a personal vehicle.

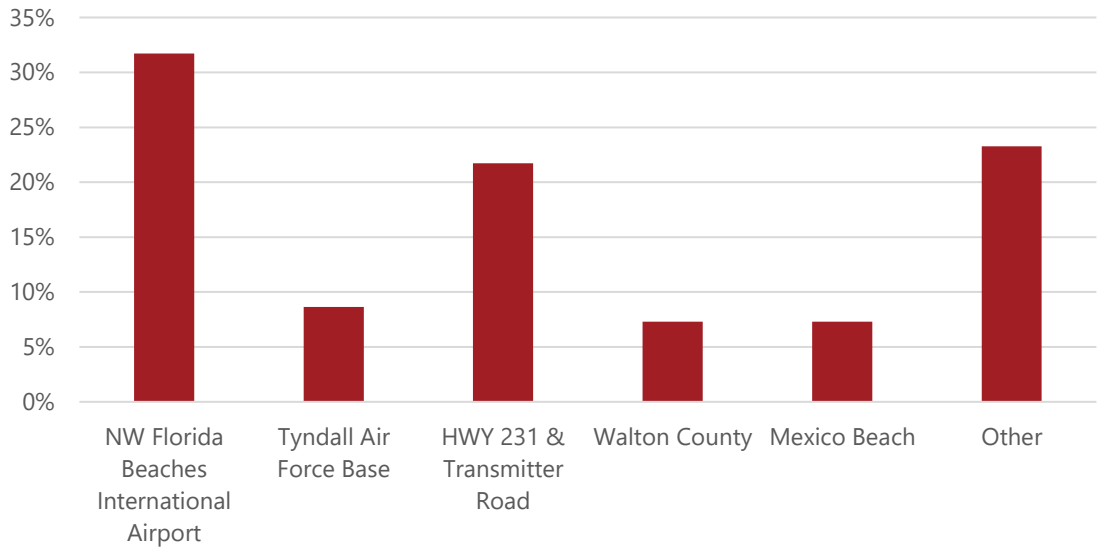
Figure 5: Why don't you ride?



When asked where they would like to see additional service, almost one-third of respondents identified NW Florida Beaches International Airport. The results also indicated high levels of

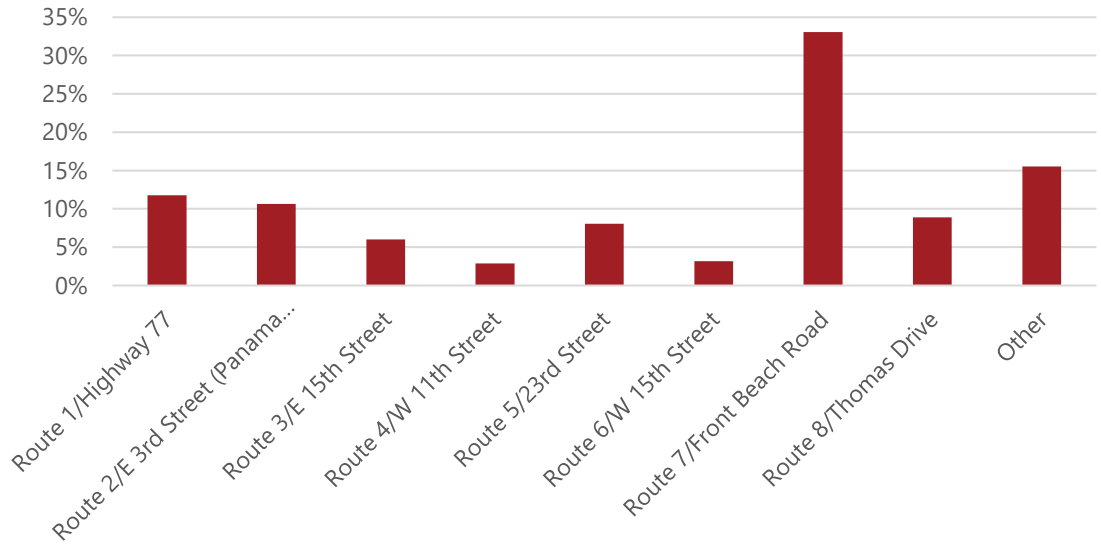
interest in expanding service to the corridor between Highway 231 and Transmitter Road as shown in **Figure 6.** Respondents who cited "other" commonly stated that they would like to extend service to Bayou George, Callaway, and Southport.

Figure 6: Where should service extend to?



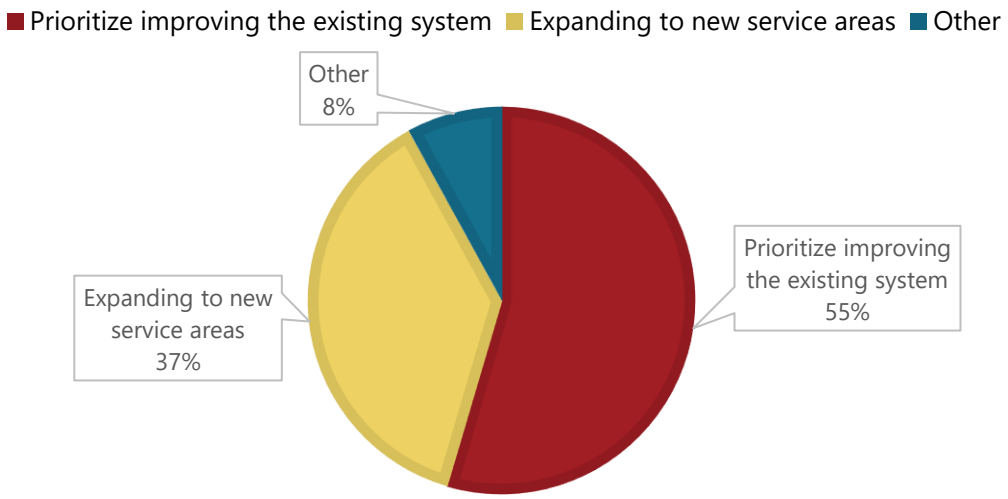
Respondents were asked which route they would like to see higher frequencies. Of those who responded, 33% would like to see a higher frequency on Route 7 shown in **Figure 7**.

Figure 7: Where should frequency be increased?



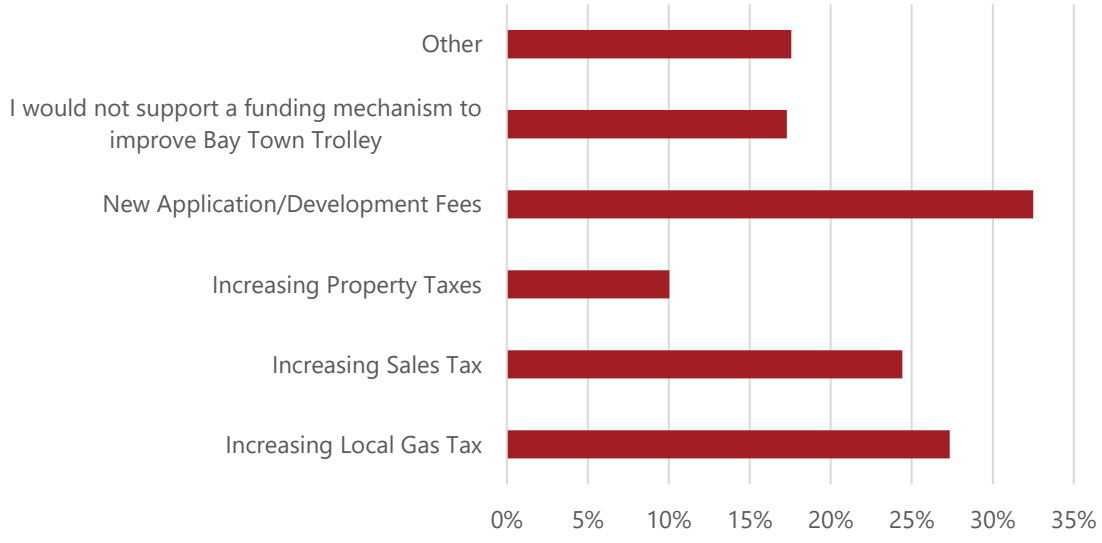
When asked if they would prefer to prioritize improving the system or expanding the system to new areas, 55% would rather improve the existing system shown in **Figure 8.**

Figure 8: What should be prioritized?



The results show that 13% of respondents would not support a funding mechanism to help finance improvements. New application and development fees (25%) and increasing the local gas tax (21%) were the two mechanisms that garnered the most support, as shown in **Figure 9.**

Figure 9: What funding mechanism do you support?



3.2 PHASE III SURVEY HIGHLIGHTS

The final phase (April to May 2021) of outreach asked users to assign a level of importance to each of the projects established during the previous phase. This included an interval scale with a measure from not at all important (1) to extremely important (5). These scores were used as part of the evaluation criteria used to develop the implantation plan.

Total Phase 3 Impressions Across Public Engagement Initiatives: 469,674
Total Visits to the Campaign Website: 1,538
Total Rider-Survey Button Clicks: 991
Total Survey Responses Received: 749

Each of the alternatives were presented as separate questions for the online survey. A summary table including the average score for each of the projects can be found below in Error! Reference source not found..

Table 1: Average Alternative Score:

Project	Average Score
Route #5 Increase Frequency	3.29
Route #7 Increase Frequency	3.58
Extend Saturday Hours of Operation	3.66
Extend Weekday Hours of Operation	3.79
COA Reinstate Coverage	3.06
Dedicated Transit Lane	3.24
Route Airport	3.19
Route #1 and 2 (MLK Corridor) Increase Frequency	3.02
Walton County	2.58
Route #11 Transmitter Road	2.84
Tyndall AFB (a)	2.88
Tyndall AFB (b)	2.88

4 IDENTIFYING NEEDS

Service needs were established through an in-depth analysis of the system discussed in the COA of this report, public involvement results and from an analysis of employment and population data.

4.1 10-YEAR TRANSIT SERVICE NEEDS

The following transit service alternatives were developed for implementation within the TDP's 10-year planning horizon. The project locations are shown in **Figure 10**.

Increase Frequency on Route 7 – Route 7 is a northwest-southeast route starting Gulf Coast State College and providing service along Front Beach Road in Panama City Beach. The major destinations along this route Gulf Coast State College, shopping centers and resorts along Front Beach Road, and the Panama City Beach Government Complex. This route maintains the highest ridership of any route with approximately 723 passengers per weekday. Increasing frequency on this route would improve on-time performance and reduce concern over congestion delays along Front Beach Road. It is recommended that Bay Town Trolley adds an additional bus to this route to increase frequency from once every hour to once every thirty minutes.

Increase Frequency on Route 5 – Route 5 is an east-west route starting at Panama City Mall and traveling along 23rd Street to Gulf Coast Community College. In 2017, the route carried approximately 267 passengers per weekday, ranking it third out of the eight in ridership. It is recommended that Bay Town Trolley adds an additional bus to this route to increase frequency from once every hour to once every thirty minutes.

Increase Frequency on the 77 and MLK corridor – Ride-alongs and operator engagements from the COA identified areas of Routes 1 and 2 that were experiencing high congestion and causing these routes to experience poor on-time performance. It is recommended to add an additional bus to this route to increase frequency from once every hour to once every thirty minutes.

Reinstate coverage to key areas cut by COA – The COA has identified several areas to be cut from the existing transit system. One modification identified includes the reinstatement of areas including areas on Front Beach Road and Thomas Drive. While there are currently low levels of ridership in these areas, it is recommended to assess the need to re-introduce service to this area in the future.

Service to the Airport – New Service to the Airport would include a two-hour frequency with two routes that alternate on the hour. The first route would run at the top of the hour from Gulf Coast State College to the Airport along Highway 98; the second would run from the Airport to the

Panama City Mall. This alternative was highlighted by key area stakeholders during the public engagement process.

Service to 231 and Transmitter Road – Stakeholders identified areas along Highway 231 and Transmitter Road that may see additional residential and commercial growth in the future. This corridor would provide service between the Panama City Mall and Winn-Dixie on Transmitter Road.

Services to Walton County – According to the 2040 Walton County Mobility Plan and Mobility Fee there is a public interest in improving the multimodal transportation network on 30A. New service to Walton County could potentially connect to the proposed micro-transit circulator in Rosemary beach and improve interregional connectivity. This expansion project would run from Pier Park to Rosemary Beach along Front Beach Road. This route would provide a connection to Route 7. This service would maintain a one-hour frequency on weekdays and a two-hour frequency on weekends.

US 98A Front Beach Road Trolley – As Identified in the Emerald Coast Regional Council (ECRC) Long-Range Transportation Plan (LRTP) and supported by the high congestion along Front Beach Road there is a need to add premium transit to Front Beach Road. This project would only serve the Front Beach Road corridor on an express route schedule operating every 30 minutes throughout the week excluding Sundays.

Service to Tyndall – Tyndall Air Force Base was identified by stakeholders as an area of interest for fixed-route system expansion. This route would be implemented in two phases. The first phase would connect to Routes 3 and 4 near East 7th street and run south toward the Tyndall Air Force Base bridge via Highway 98. This phase would service residential communities right before the bridge. The second phase would extend the route over the bridge to the Air Force Base Visitor center. These routes would run at one-hour frequencies on weekdays and two-hour frequencies on weekends.

Extend Saturday Hours of Operation - On Saturdays, Bay Town Trolley is currently operating at two-hour frequencies on Saturdays. In addition, the span of service is shorter with routes starting later in the day, ending earlier, or both. This could adversely affect those who use the fixed-route system during atypical hours.

Extend Weekday Hours of Operation - On weekdays, public and stakeholder engagement identified a need to serve transit riders with atypical work schedules and later travel needs. This project would extend each route by one hour.

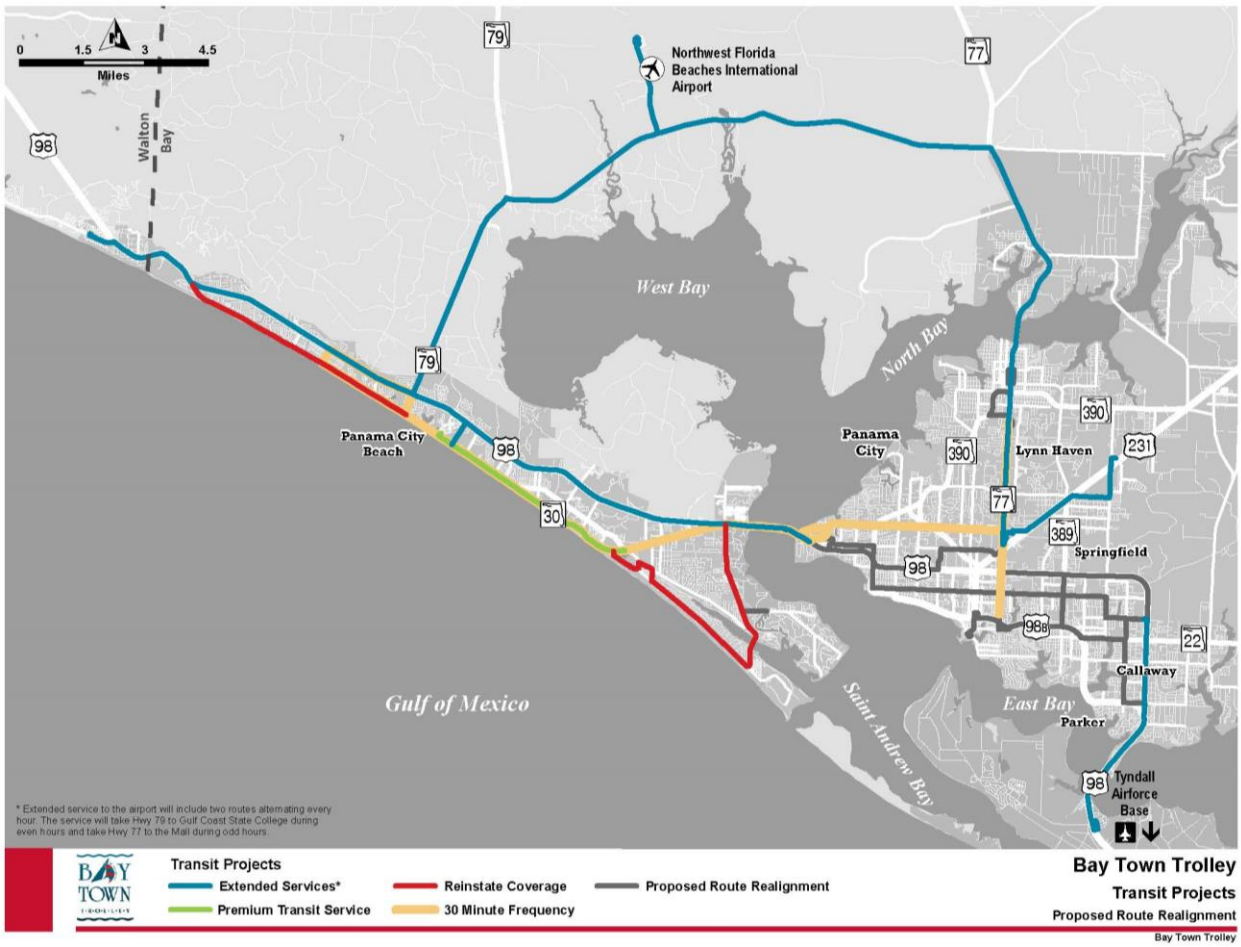


Figure 10: Transit Projects Map

4.2 CAPITAL/INFRASTRUCTURE AND TECHNOLOGY NEEDS

The following capital and infrastructure alternatives were additionally developed for implementation within the TDP's 10-year planning horizon:

Relocate major transfer facility – The FDOT has plans to construct a flyover that will displace the existing Bay Town Trolley Panama City Mall Transfer Center. This location is currently a connection point for five routes. It is recommended to seek out FDOT assistance to acquire new land and build a new transfer center.

Vehicle Replacement and Acquisition Program – Bay Town Trolley should continue its vehicle fleet replacement and expansion to ensure the adequate number of vehicles are available for maintaining existing service and for the continuation of improvement and expansion projects occurring over the next 10 years.

Bus Stop Infrastructure Program – Bay Town Trolley should continue the improvement and replacement of bus shelters, benches, bike racks, and other amenities to provide its riders a comfortable and safe experience at its bus stops to the maximum extent possible. This infrastructure program should also include the addition of new amenities and signage for all new routes and projects.

Marketing and Awareness Initiative – An agency rebranding, and marketing program can help increase public awareness of transit, attracting more riders from both the choice and traditional ridership markets. The recommendation is to initiate a marketing program that both emphasizes the benefits of the existing services provided by Bay Town Trolley and promotes upcoming projects and improvements throughout the 10-year period.

5 ALTERNATIVES EVALUATION

By conducting an alternatives evaluation, Bay Town Trolley can better prioritize projects and allocate available funds using an objective improvement ranking process. These priorities should be balanced with funding realities to determine to what degree the community's vision can be realized over the next decade.

5.1 METHODOLOGY

To prioritize these service improvements, it was important to weigh the benefits of each against the others. The remainder of this section identifies and defines the evaluation methodology as shown in **Table 2.**

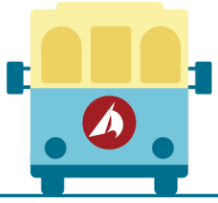


Table 2: Evaluation Matrix

Category	Criteria	Measure of Effectiveness	Criteria Weight	Category Weight
Community Support	Public Input	Level of interest in specific improvements as indicated by Ridership Survey	50%	30%
	Stakeholder Support	Level of interest in specific improvements as indicated by Stakeholder Interviews	50%	
Transit Markets	Traditional Market	Percent of market capture in transit orientation area	40%	30%
	Discretionary Market	Market capture of population with high employment when compared to the population	40%	
	Travel Market	Percent of market capture for travel dense areas (hotels/motels)	20%	
Productivity & Efficiency	Productivity	Trips per hour	50%	30%
	Cost Efficiency	Operating Cost per Trip	50%	
Goals and Objectives	TDP initiatives met	Number of Objectives Met	100%	10%

5.2 COMMUNITY SUPPORT

Phase III of the public outreach process asked current and potential riders, community organizations, and individual stakeholders to rate the proposed projects by perceived importance. The ratings will then be used to rank the projects against each other to gauge community support.

5.3 TRANSIT MARKETS

Using existing demographics data, a transit market assessment provides evaluations from the perspectives of the discretionary rider market, traditional rider market, regional market, and travel market.

Traditional Market – Traditional markets are those that historically have a high propensity to use transit. The evaluation was based on the percent of traditional market that would be positively affected if the project in consideration was implemented using the Transit Propensity Index. This index is used to identify areas within the county that have higher transit dependent populations compared to the mean. This included the following six groups: population below poverty line, minority population, zero vehicle households, population age 65 and above, population age below 18, and the disabled population. Transit dependent populations are largely concentrated downtown and in the southeast region of the county.

Discretionary Market – Discretionary market is the segment of potential riders living in high-density areas that are not necessarily transit dependent but may utilize the service as an alternative form of transportation if appropriate conditions are presented. This market is measured using population and employment density. The discretionary market is densely concentrated in Panama City, along the beach, and in Callaway.

Travel Markets – The travel market consists of those who do not consistently ride the transit system but may choose it as a form of alternative transportation when visiting the area. These markets are densely concentrated along areas of Front Beach Road and downtown Panama City. Evaluation for the travel market was based on the hotel/motel density of Bay County and how well the projects (if implemented) would capture this market segment.

5.4 PRODUCTIVITY AND EFFICIENCY

Transit Boarding and Estimation Tool (T-BEST) is a comprehensive transit analysis and ridership-forecasting model that can simulate travel demand at the individual route level. The model was developed by using information on the system from Bay Town Trolley Staff. Using this analysis tool, each of the proposed projects were tested and ranked against each other using efficiency and productivity measures. Efficiency was measured using the total input (cost) compared to the output (trips) for the evaluated projects. Productivity was measured by the total number of trips per hour.

5.5 GOALS AND OBJECTIVES

The goals and objectives established in this TDP were used as part of the project evaluation to determine how closely the project would align with community vision. Projects were compared against each other based on how many objectives would be met if the project was implemented. The evaluation was done on a yes/no scale, with each project either receiving one point for an objective that would be met, or zero points for every objective that would not be met.

5.6 ALTERNATIVE EVALUATION

The criteria and category weights from the **Table 2** were used to calculate the weighted scores for each of the projects. These scores were used to compare each alternative against the others and establish an overall ranking. The results of these scores are presented in **Table 3**.

Table 3: Alternative Weighted Scores

Project	Public Input	Market Capture	Efficiency Measure	Goals and Objectives	Weighted Score	Ranking
Route #5 Increase Frequency	0.9	1.02	1.05	0.3	3.27	1
Route #7 Increase Frequency	0.9	0.78	1.05	0.3	3.03	2
Extend Saturday Hours of Operation	1.2	0.96	0.6	0.2	2.96	3
Extend Weekday Hours of Operation	1.05	0.96	0.6	0.2	2.81	4
COA Reinstate Coverage	0.6	0.84	1.2	0.1	2.74	5
Dedicated Transit Lane	1.05	0.6	0.75	0.3	2.7	6
Route Airport	0.9	0.78	0.75	0.2	2.63	7
Route #1 and 2 (MLK Corridor) Increase Frequency	0.6	0.48	0.9	0.3	2.28	8
Walton County	0.3	0.72	0.9	0.3	2.22	9
Route #11 Transmitter Road	0.3	0.72	0.6	0.1	1.72	10
Tyndall AFB (a)	0.6	0.54	0.45	0.1	1.69	11
Tyndall AFB (b)	0.6	0.54	0.45	0.1	1.69	11

5.7 COST SUMMARY

A summary of the annual total costs for both operating and capital can be found in **Table 4.**

Table 4: Annual Cost Summary

Alternatives	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	Total
Maintain Existing Service	$5,395,487	$5,503,397	$5,670,899	$5,292,220	$5,840,249	$6,018,003	$5,595,326	$5,728,469	$6,386,353	$6,448,106	$57,878,508
COA Reinstate Coverage	$-	$-	$-	$-	$-	$694,948	$708,847	$723,024	$737,484	$752,234	$3,616,535
Route #5 Increase Frequency	$-	$-	$355,599	$362,711	$369,965	$377,364	$384,911	$392,610	$400,462	$408,471	$3,052,091
Route #5 Increase Frequency MR Buses - Route Improvements	$-	$416,680	$-	$-	$-	$-	$-	$-	$-	$-	$416,680
Route #7 Increase Frequency	$-	$-	$-	$-	$593,183	$605,047	$617,148	$629,491	$642,081	$654,922	$3,741,873
Route #7 Increase Frequency MR Buses - Route Improvements	$-	$-	$-	$433,514	$-	$-	$-	$-	$-	$-	$433,514
Route #1 (MLK Corridor) Increase Frequency	$-	$-	$-	$-	$-	$-	$-	$392,610	$400,462	$408,471	$1,201,542
Route #1 and 2 (MLK Corridor) Increase Frequency MR Buses - Route Improvements	$-	$-	$-	$-	$-	$-	$451,028	$-	$-	$-	$451,028
Airport Route	$-	$-	$-	$-	$-	$-	$-	$-	$1,108,971	$1,131,150	$2,240,121
Airport Route ADA	$-	$-	$-	$-	$-	$-	$-	$-	$277,243	$282,788	$560,030
Route Airport MR Buses - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$1,407,748	$-	$-	$1,407,748
Route Airport Bus Stop Infrastructure Program - Bus Shelters - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$76,095	$-	$-	$76,095
Route Airport Bus Stop Infrastructure Program - Bus Stop - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$3,171	$-	$-	$3,171
Route #11 Transmitter Road	$-	$-	$-	$-	$-	$-	$414,520	$422,810	$431,266	$439,892	$1,708,488
Route #11 Transmitter Road ADA	$-	$-	$-	$-	$-	$-	$103,630	$105,703	$107,817	$109,973	$427,122
Route #11 Transmitter Road MR Buses - Route Improvements	$-	$-	$-	$-	$-	$451,028	$-	$-	$-	$-	$451,028
Route #11 Transmitter Road Bus Stop Infrastructure Program - Bus Shelters - Route Improvements	$-	$-	$-	$-	$-	$73,140	$-	$-	$-	$-	$73,140
Route #11 Transmitter Road Bus Stop Infrastructure Program - Bus Stop - Route Improvements	$-	$-	$-	$-	$-	$2,743	$-	$-	$-	$-	$2,743
Walton County	$-	$-	$-	$-	$-	$-	$-	$-	$800,923	$816,942	$1,617,865
Walton County ADA	$-	$-	$-	$-	$-	$-	$-	$-	$200,231	$204,235	$404,466
Walton County MR Buses - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$469,249	$-	$-	$469,249
Walton County Bus Stop Infrastructure Program - Bus Shelters - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$50,730	$-	$-	$50,730
Walton County Bus Stop Infrastructure Program - Bus Stop - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$1,268	$-	$-	$1,268
Tyndall AFB (a)	$-	$-	$-	$-	$-	$-	$-	$-	$397,381	$405,329	$802,710
Tyndall AFB (a) ADA	$-	$-	$-	$-	$-	$-	$-	$-	$99,345	$101,332	$200,678
Tyndall AFB (a) MR Buses - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$469,249	$-	$-	$469,249
Tyndall AFB (a) Bus Stop Infrastructure Program -Bus Shelters - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$101,459	$-	$-	$101,459
Tyndall AFB (a) Bus Stop Infrastructure Program - Bus Stop - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$3,171	$-	$-	$3,171
Tyndall AFB (b)	$-	$-	$-	$-	$-	$-	$-	$-	$397,381	$405,329	$802,710
Tyndall AFB (b) ADA	$-	$-	$-	$-	$-	$-	$-	$-	$99,345	$101,332	$200,678
Tyndall AFB (b) MR Buses - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$469,249	$-	$-	$469,249
Tyndall AFB (b) Bus Stop Infrastructure Program - Bus Shelters - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$101,459	$-	$26,390	$127,849
Tyndall AFB (b) Bus Stop Infrastructure Program - Bus Stop - Route Improvements	$-	$-	$-	$-	$-	$-	$-	$3,171	$-	$-	$3,171
Extend Saturday Hours of Operation	$-	$-	$-	$38,306	$39,072	$39,854	$40,651	$41,464	$42,293	$43,139	$284,778
Extend Weekday Hours of Operation	$-	$-	$-	$-	$330,047	$336,648	$343,381	$350,249	$357,254	$364,399	$2,081,978
Dedicated Transit Lane	$-	$-	$-	$1,140,704	$1,163,518	$1,186,788	$1,210,524	$1,234,734	$1,259,429	$1,284,618	$8,480,315
Dedicated Transit Lane BRT Vehicle - Route Improvements	$-	$-	$3,446,057	$-	$-	$-	$-	$-	$-	$-	$3,446,057
Dedicated Transit Lane Bus Stop Infrastructure Program - Bus Shelters - Route Improvements	$-	$-	$574,343	$-	$-	$-	$-	$-	$-	$-	$574,343
Transfer Center	$-	$-	$-	$-	$3,943,805	$-	$-	$-	$-	$-	$3,943,805
Expand Marketing/Awareness Campaign	$22,082	$22,523	$22,974	$23,433	$23,902	$24,380	$24,380	$25,365	$25,872	$26,390	$241,300
Spare MR Buses - Route Improvements	$-	$-	$425,014	$433,514	$-	$451,028	$-	$-	$478,634	$-	$1,788,190
TOTAL EXPENSES	$5,417,569	$5,942,600	$10,494,885	$7,724,401	$12,303,741	$10,260,970	$9,907,684	$13,216,152	$14,664,106	$14,429,596	$104,361,704

6 10-YEAR FINANCIAL PLAN

This section provides in detail the results of the alternative analysis and documents the expected implementation year for each of these projects and annual operating cost for each of these projects

6.1 EXISTING & POTENTIAL FUNDING STRATEGY

Below is a list of the capital and operating projected revenue sources to fund existing service and could fund the proposed projects over the 10-year plan period.

Federal

- **Urbanized Area Formula Grant (Section 5307)** – The section 5307 distribution formula[1] uses increases in revenue miles and population to determine additional funding needs. For the purpose of this Transit Development Plan the FY2022 – 2031 annual apportionments were estimated by applying the change in vehicle revenue miles taken from T-BEST outputs and the annual population growth based on the Bureau of Economic and Business Research's projection, and applying them to the FY2021 apportionment. The process was repeated to determine the apportionments for subsequent years.
- **Bus and Bus Facility Formula Grant (Section 5339**) – The section 5339 distribution formula uses increases in revenue miles and population to determine additional funding needs. For the purpose of this Transit Development Plan the FY22 to FY31 annual apportionments were estimated by applying the change in vehicle revenue miles taken from T-BEST outputs and the annual population growth based on the Bureau of Economic and Business Research's projection, and applying them to the FY21 apportionment. The process was repeated to determine the apportionments for subsequent years.
- **Coronavirus Aid, Relief, and Economic Security (CARES) Funds** – Bay Town Trolley was awarded $6,138,797 in FY21 to cover additional costs and/or revenue shortfalls associated with COVID-19 pandemic. These funds were distributed evenly over the three-year period from FY21 to FY23.
- **Formula Grants (Section 5311 and 5310)** – Bay Town Trolley totals are based on the Bay County TPO Transportation Improvement Program (TIP) expected distributions and were held constant over the 10-year period.

[1] https://www.transit.dot.gov/funding/apportionments/table-4-fy-2019-5307-apportionment-formula-full-year

State

- **Hurricane Michael Relief Fund** – Bay Town Trolley received $3.9 million to reduce the impact of Hurricane Michael, which made landfall at the end of 2018. The funds received will be used to relocate the Transfer Center.
- **FDOT Urban Corridor Program** – Annual allocations for FDOT Urban Corridor Program were obtained from the Bay County TPO Transportation Improvement Program (TIP) with estimated growth of 2 percent annually.
- **FDOT Block Grant** – Annual allocations for FDOT Block Grant were obtained from the FDOT Work Program for FY22 – FY25 and are estimated to grow using the following formula[2]: 1/3 based on population growth (based on BEBR's projection), 1/3 based on the growth in total revenue miles, and 1/3 based on growth in total ridership. Ridership and Revenue miles were outputs derived using T-BEST. The change in total revenue miles and ridership is based on the new service projects being implemented.
- **New Starts Program** – The Florida New Starts Program (NSTP) provides transit agencies with up to a 50% match of the local (non-federal) share of project costs for facilities that qualify under the FTA New Starts Program.
- **Service Development Grants** – Service development projects specifically include projects involving the use of new technologies; services, routes, or vehicle frequencies; the purchase of special transportation services; and other such techniques for increasing service to the riding public. There is potential to receive additional revenue for new routes and services.

Local

- **Advertising Revenue** – Advertising revenue is not expected for years when CARES funding will be received. An advertising revenue of $70,000 is assumed to begin in FY24 and remain constant for the 10-year period.
- **Local Contributions** – The yearly contributions from the municipalities of Bay County, Panama City, Panama City Beach, Lynn Haven, Callaway, and Parker are assumed to remain constant over the course of the 10-year plan.
- **Farebox Revenue** – The assumed farebox revenue is 0.55% annually beginning in FY19, based on the projected growth in ridership. In addition, the proposed projects could generate farebox revenue after they are implemented.

[2] http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&Search_String=&URL=0300-0399/0341/Sections/0341.052.html

- **Florida State University Partnership** – An upcoming contract with Florida State University will provide free fixed-route transit service for students and act as an additional revenue source for Bay Town Trolley. The contract will initially provide an additional $14,000 in revenue per semester for the first year. The first year will provide ridership data as a baseline to adjust the total for subsequent years. A T-BEST analysis was done to estimate the total student ridership. The estimated student ridership was multiplied by the student fare of $0.75 to estimate an additional $6,000 per semester in subsequent years.

6.1.1 UNFUNDED NEEDS

Figure 11 shows the agency's projected annual operating and capital cost over the 10-year period, assuming that every project is implemented according to the yearly plan. A large capital cost in in FY24 is due to the purchase of BRT vehicles for the premium transit lane on front beach road. The high capital in FY26 is for the transfer center relocation project. With three projects planned for FY2030, there is also a high operating cost in FY2030.

Figure 11: Operating and Capital Costs

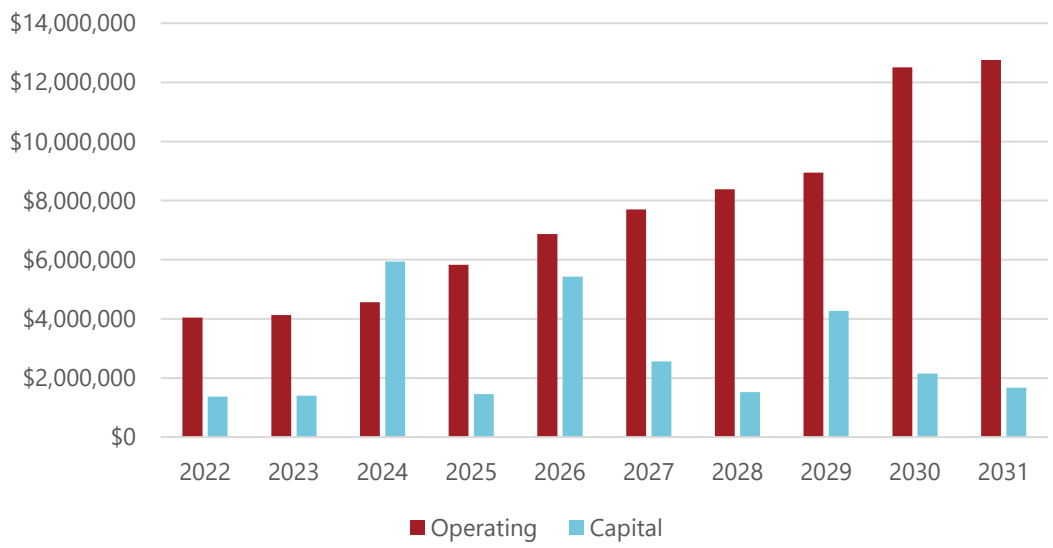


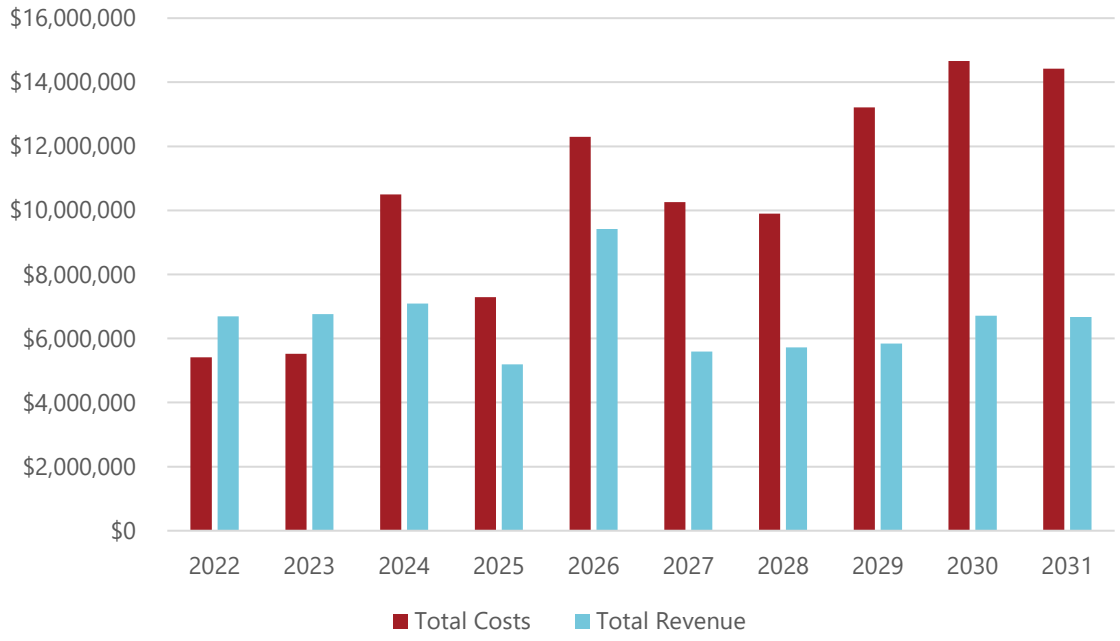
Figure 12 illustrates the unfunded needs by year with the total shortfall over the 10-year period being $38,657,382 if every project is implemented.

The expansion projects present new opportunities to develop regional and agency partnerships. Potential partnerships may provide potential revenue sources for future years. Such potential

partnerships may include relationships with GoWal, Walton County's Public Transportation Agency, Northwest Florida Beaches International Airport, Tyndall Airforce Base, and Gulf Coast Community College.

An additional potential revenue source was identified in Phase II of public engagement. During this phase, respondents showed some level of support for the introduction of a gas tax to fund these potential changes.

Figure 12: Projected Cost and Revenue Summary



6.2 IMPLEMENTATION PLAN

There are no projects scheduled for FY22 or FY23 to allow for the implementation and assessment of the COA route changes. **Table 5** provides a timeline for the FY22 to FY31 10-year horizon and identifies those projects that are not currently funded. This implementation plan is not definitive or binding and may be adjusted based on the future needs of Bay Town Trolley and the Bay County community. It is also recommended that public outreach is repeated with each expected change to the system, to ensure public awareness and support.

Table 5: Implementation Plan

TDP Improvement	Implementation Year	Total Operating Cost	Total Capital Costs	Existing, New or Unfunded
Maintain Existing System	2022 – 2031	$44,281,679	$13,596,829	Existing
Frequency Improvements				
Route 5 Frequency Improvement	2024-2031	$3,052,091	$416,680	New
Route 7 Frequency Improvement	2026-2031	$3,741,873	$433,514	Unfunded
MLK Corridor Frequency Improvement	2029-2031	$1,201,542	$451,028	Unfunded
Extended Hours				
Saturday to match Weekday	2025-2031	$284,778		New
Extended Weekday Hours	2026-2031	$2,081,978		Unfunded
New Service				
COA Reinstate Coverage	2027-2031	$3,616,535		Unfunded
Service to 231 and Transmitter	2028-2031	$2,190,587	$526,910	Unfunded
Service to Airport	2030-2031	$2,800,152	$1,487,014	Unfunded
Service to Walton County	2030-2031	$2,022,332	$521,247	Unfunded
Service to Tyndall AFB	2030-2031	$2,006,775	$704,899	Unfunded
Capital/Infrastructure Improvements				
Premium Transit on Front Beach Road	2025-2031	$8,480,315	$4,020,400	New
Transfer Center Relocation	2026	$0	$3,943,805	New
Bus Stop Improvement Program	2022-2031	$0	$1,074,552	Existing
Spare Buses	2022-2031	$0	$1,788,190	New
Additional Improvements				
Marketing Campaign	2022-2031	$241,300		New