



DTA Route Analysis: City of Superior

SCOPE OF WORK

Background: The Duluth Transit Authority (DTA) provides transit services for the City of Superior, WI, services which are renewed on an annual contractual basis. The routes are generally long and at times difficult to effectively serve. The two routes serving Superior are:

- Route 16 Duluth-Superior: Service to the North End of Superior, the University of Wisconsin-Superior, Wisconsin Indianhead Technical College, Mariner Mall and Itasca.
- Route 17 Superior, WI: Service to South Superior, and Billings Park. Service to Fairgrounds and K-Mart. With direct service to Wal-Mart and Target during mid-day hours on weekdays and all day Saturdays and Sundays.

Objective: The DTA would like to analyze Superior service to see if there is a more efficient way to serve customers and save costs.

Study Area: The City of Superior, WI, specifically DTA Routes 16 and 17.

Major Work Activities:

1. Review and summarize past planning studies and recommendations for service.
 - *DTA Comprehensive Operational Analysis and Downtown Interaction Study 2003*, specifically examine the daily on/off passenger counts for Superior routes and subsequent data produced from this information in the report. Examine route ridership profiles by one-half mile increments; verify ridership generators, travel patterns & recommended operational changes. COA information to examine:
 - Total Ridership, Passengers per hour, Passengers per mile, Average and maximum loads by time of day, Passengers carried by time of day, Operating ratios (revenue/expense), Schedule adherence, Major traffic generators, Transfer passengers by route and time, and Destinations of transfer passengers.



2. Prepare base map of the study area and transit routes.
 - Utilize aerial map, land use, zoning, and other GIS datasets
3. Inventory of existing route service
 - Passenger ridership
 - Length of trip
 - Service costs
4. Identify service inefficiencies
 - Inefficiencies could include: circuitous routing, inadequate headway, service duplication, abuse of transfers, passenger inconveniences, traffic engineering and roadway design impediments and related matters.
5. Transit Service Options
 - Document all feasible transit service options for Superior and costs associated with those services
6. Public Involvement: Superior rider and driver outreach
 - Ridership survey, identify key destinations for Superior riders
 - Survey DTA drivers on Superior routes for input on service
7. Plan Recommendations
 - Outline a series of transit service options and costs

Product / Completion Date

Study will be comprised of a series of recommendations aimed at presenting a series of service options for the City of Superior.