



# Longboat Key Shuttle Service Area

## Legend

- Anna Maria Island Trolley
- SCAT Route 18
- MCAT Route 6
- Shuttle Service Area
- Bus Stops
- Point of Interest





## **Frequently Asked Questions Longboat Key (LBK) Shuttle**

### **What is the LBK Shuttle?**

The Longboat Key Shuttle is a new reservation-based on-demand service that will serve the Town of Longboat Key, to the north of Bay Isles Parkway. The service is tailored to meet the needs of local residents and visitors, and scaled to promote service efficiency. The LBK Shuttle will also connect passengers with adjacent bus routes, including the SCAT bus service at Bay Isles Parkway and MCAT Route 6 and the Anna Maria Island (AMI) Trolley service at Coquina Beach.

### **How do I use the LBK Shuttle?**

Individuals using the Shuttle will need to complete a simple telephone registration process before making a reservation. Please call (941) 748-2317 to complete your registration prior to making your first trip reservation. You do not need to be a Manatee County resident to use the Longboat Key Shuttle.

### **What is the process to reserve an LBK Shuttle trip?**

Since it is a reservation based service, call Manatee County Area Transit at (941) 748-2317 to make a trip reservation. Call by 5:00 p.m. the day before your trip and provide the outbound and return pick-up times and addresses; Subscription service is available for recurring appointments such as work trips or regular medical appointments. The MCAT Reservation system is available from between 8:00 a.m. and 5:00 p.m., Monday through Friday.

### **How much will a trip cost on the LBK Shuttle?**

The cash fare on the Longboat Key Shuttle will be \$1.50 for each one-way trip or \$3.00 for a round trip. However, the Shuttle Operators will accept any valid bus pass from SCAT or MCAT. There is no senior cash fare discount available for the Longboat Key Shuttle. You can also pay for your Shuttle trips in advance through MCAT's pre-paid fare program.

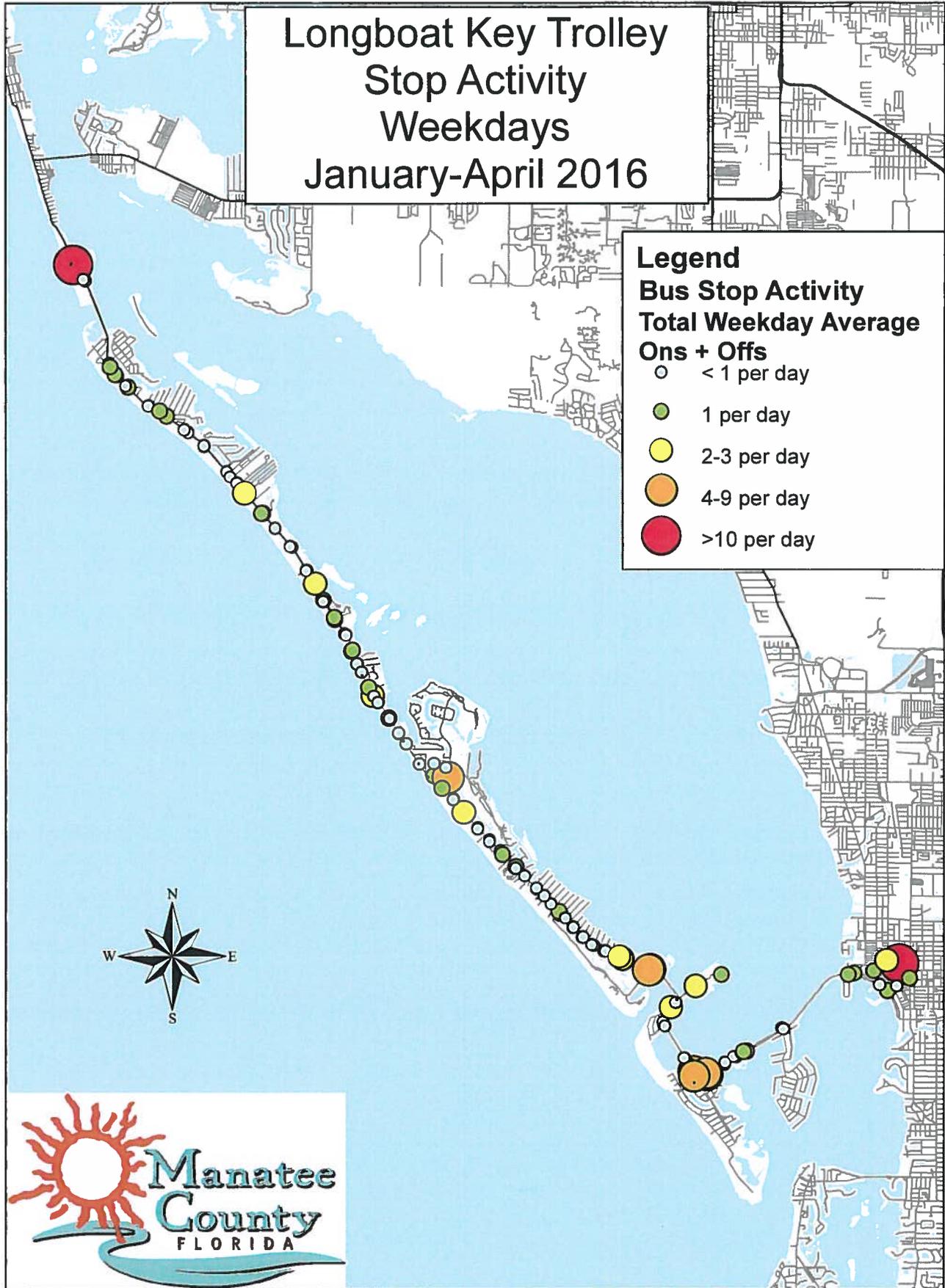
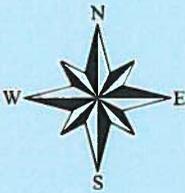
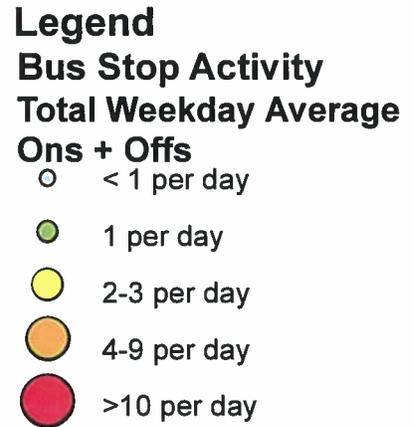
### **Can I just wait at a bus stop for the Longboat Key shuttle?**

Yes! You can wait at a marked trolley stop and if the Longboat Key Shuttle Bus is passing your way, you will be provided with a ride.

### **Will the Longboat Key Shuttle pick me up at my house or hotel?**

If you make the reservation 24 hours in advance, the Longboat Key shuttle will make every effort to pick you up at your home, your office or any other destination that is accessible. When you make the reservation, please remember to share the code to any gates the Shuttle may encounter on its way to your location. In some cases, where vehicle access is an issue, passenger pick up may be necessary at an existing bus stop on Gulf of Mexico Drive.

# Longboat Key Trolley Stop Activity Weekdays January-April 2016



## **Fixed Route Service Optimization (Phases 1 and 2)**

The Transit Division, in late 2014 began a Comprehensive Operations Analysis (COA) to define underperforming service system-wide. The COA was performed in-house by the Transit Division Planning Section, using operating and ridership information from the Automatic Passenger Counter (APC) system. This COA became known as the **“Fixed Route Service Optimization and Restructuring Plan.”**

Once staff identified under-performing services, the underutilized service hours are reprogrammed to benefit high-performing route corridors where additional service is needed. The priority for reprogrammed service hours is the **“core network” of fixed routes which include US Highway 41, Manatee Avenue, Cortez Road, and the Gulf Drive route corridors.** Since the Gulf Drive and US Highway 41 corridors currently operate with more service frequency (i.e., every 20-minutes and 30-minutes respectively), the **focus for Phase 1 is enhanced service frequency on the Manatee Avenue corridor** (i.e., improving service from 60-minute service frequency to 30-minute service frequency), and ending the interlined/jointly operated MCAT/SCAT service on US Highway 41 at the Downtown Bradenton Transit Station to improve schedule adherence and customer service. **Phase 2 is focused on right-sizing transit service for Longboat Key,** and using the remaining service hours to **enhance service frequency for the Cortez Road route corridor.**

On July 26<sup>th</sup>, 2016, the Manatee County Board of County Commissioners (BOCC) approved the **Fixed Route Service Optimization and Restructuring Plan** (i.e., Phases 1 and 2) for implementation. On **November 12, 2016** staff initiated the Phase 1 service modifications; and Phase 2 implementation is scheduled for **April 2017.**

### **Current Status (Phases 1 and 2)**

- **The Phase 1 bus service modifications are now complete.** Key actions undertaken include:
  - **New on-street route schedule displays installed at every bus stop** with the new/updated route schedule information.
  - **New Route Schedules and System Maps** at all Transit Stations and distribution outlets.
  - **A new video release to inform and educate the ridership on the Phase 1 bus service modifications;** and that video distribution includes the County’s website, *You Tube* channel, and the Manatee County Government TV Channel.
  - **Interlining of all Palmetto/Rubonia/Ellenton area routes,** and connecting each route to the Downtown Bradenton Station; and this improves schedule adherence for the US Highway 41 corridor between Downtown Bradenton and Downtown Sarasota.
  - **Developing a new set of Operator runs/work assignments;** training operators on these runs; and **creating a new set of operator work assignments.**
  - **Moving all Operations and Administrative staff** to the new Manatee County Transit Fleet Facility (MCTFF) on US Highway 301 in southern Manatee County; and **creating the US 301 ConneXion on-demand “feeder” service to facilitate travel to/from adjacent bus stops to/from the MCTFF.**

- Placing staff in the field as **“ambassadors” to assist passengers during the first week of Phase 1 implementation**. While the Phase 1 implementation activities are now complete, **and staff are evaluating the effectiveness of the new runs by gathering operational/ridership feedback from Transit Operators**. The Transit Operations Superintendent continues to evaluate these runs in the field, either onboard buses or following buses in revenue service.
- A Transit Operator is now scheduled to work a weekday afternoon shift, and **focus on helping with late trips/schedule adherence issues that often affect passenger service on Routes 3, 6, 8 and 12**.
- **Phase 2 implementation steps include:**
  - Written request to FDOT to repurpose Transit Service Development Funding from Lakewood Ranch to (improved service frequency for) the Cortez Road corridor -- **the FDOT denied this request**.
  - Preparing a request for Mobility Enhancement Grant Funding to enhance the service frequency on the Cortez Road corridor from every 60-minutes to every 30-minutes. **This funding request was not approved, however.**
  - **Crafting and refining a new on-demand “feeder” service concept for Longboat Key**; and presenting this new service concept to Longboat Key City Staff and Key Community Stakeholders on October 11<sup>th</sup>, 2016.
  - **A survey for the work trip commuters currently using the Longboat Key Trolley service, is complete**. This information will prove beneficial in order to create a database for the new on-demand service, in advance of April 2017 service implementation. **Creating an informational video for the new on-demand service to explain how the on-demand service works and how rides are scheduled**, and defining the fare and fare payment options. Video development is underway now, with footage created and the draft narrative is under review.
  - Transit Division staff met on December 6<sup>th</sup>, 2016 with Longboat Key City Staff, **to share review findings from the commuter survey, and define implementation “next steps”** and a timeline leading up to implementation for the on-demand “feeder” service in April 2017.
  - **The draft Longboat Key Shuttle information brochure is now complete**; and staff sent that informational brochure to Longboat Key City staff for review purposes on December 27<sup>th</sup>, 2016.
  - **Development of a draft “Frequently Asked Questions” Brochure and Display Boards depicting the service area, and transfer points, connecting fixed route services, and stop level ridership activity are currently underway**. This information provides the background for the new service and important service/operating information for a public information/outreach meeting conducted on January 17, 2017.
  - Staff has several public information/outreach meetings scheduled over the next several months including presentations to two Island community groups and a **work session with the Town of Longboat Key Commission scheduled for February 21, 2017**.
  - **A “Desired” Budget Decision Unit is in development now to enhance the service frequency for the Cortez Road corridor**; and this service enhancement is targeted for FY 2017/18.