

City of Brunswick, Georgia Transit Service Plan

Summary Report

May 2022

Prepared by:

Whitman, Requardt & Associates, LLP



Atlas Technical Consultants, LLC

Transport Studio

Table of Contents

1.0 Introduction..... 1

2.0 Prior Studies 2

3.0 Existing Conditions 3

 3.1 Planning Context 3

 3.2 Population, Employment and Commuting Patterns..... 3

 3.3 Existing Transit Services 8

4.0 Transit Service Alternatives 9

 4.1 Transit Service Types 9

 Fixed-Route..... 9

 Demand Response (also called Complimentary Paratransit) 9

 Micro-Transit 9

 Demand Taxi 10

 4.2 Peer Cities..... 11

 4.3 Alternatives Evaluated 12

 Alternative 1 – City / County Fixed Route Bus 12

 Alternative 2 – Micro-Transit..... 14

 Alternative 3 – Demand Taxi 16

 Alternative 4 – City Only Fixed Route Bus 17

 4.4 Evaluation of Alternatives 18

 4.5 Transit Funding 19

5.0 Coordination and Outreach 21

6.0 Recommended Transit Proposal..... 25

 6.1 Transit Service Areas 26

 6.2 Transit Program Budget 27

 6.3 Branding Concepts 28

 6.4 Transit Facility Improvement..... 28

 6.5 Transit Staff Responsibilities 29

 6.6 Implementation Plan..... 30

1.0 Introduction

The City of Brunswick, GA has developed a Transit Service Plan to guide the implementation of a local transit system. This initiative builds on several prior studies and has advanced that work to complete a detailed analysis of transit service options, and ownership and funding options. This recent work also developed the required Title VI Plan, Procurement Policy and Maintenance Policy. And, in the fall of 2021, the City initiated a public outreach effort to solicit input as well as to communicate the City's progress on this initiative. The City published a video and fact sheet on its website highlighting the draft Transit Service Plan. Additionally, the City distributed an online survey to gather feedback from citizens and stakeholders about possible future transit service. This Transit Service Plan summarizes the planning, analysis and outreach efforts leading to the City's consideration of implementing the local transit system.

Other Documents of this Transit Service Plan:

- Brunswick Transit Title VI Plan, January 2021
- City of Brunswick Transit Procurement Policy, May 2021
- 5307 FTA Asset Maintenance Plan, City of Brunswick, May 2021
- Public Opinion Survey report, January 2022
- Focus Groups Summary memo, October 2021
- Various presentations made to the City staff, City Council, BATS committees and stakeholders groups

Study Conclusion

Public transportation services are needed within the Brunswick / Glynn County Urbanized area. Transit services would connect employers with workers, support improved access to jobs, increase mobility for growing number of seniors and persons with disabilities and improve access to educational opportunities. Transit is needed to important destinations in both the City and County.

While federal funding is available to pay for 80% of capital costs and 50% of operations, to be sustainable, the future transit program must be financially supported by both the City and County.

The proposed transit program with a City / County Micro-transit service and flex bus route to Saint Simons Island will require local operating support of \$750,000 to \$800,000 annually. The Brunswick Urbanized Area population is approximately 30% within the City and 70% in unincorporated Glynn County. The City cannot sustain the area's transit program without County financial support.

2.0 Prior Studies

This Transit Service Plan references and expands on several prior plans and studies. Many prior studies were reviewed and can be found online on the Glynn County's web site (<https://www.glynncounty.org/1960/Plans-and-Documents>). The most relevant of those prior studies are discussed below.

The Brunswick-Glynn Transit Implementation Plan was prepared jointly for the City and County in 2009. This study quantified the local need for transit and identified potential types of transit services. This effort was substantially revised and updated through the 2019 BATS 5303 Planning Technical Memo. This study identified possible transit fixed routes, summarized program management alternatives, identified capital procurement needs (5 buses) and provided projections of available Federal funds. It also provided a system implementation and service plan. This study did not quantify the necessary local funding requirements for ongoing system operations but did identify that as an issue to be studied further.

The Brunswick urbanized area is required by Federal planning rules to coordinate transportation planning and funding through a designated Metropolitan Planning Organization and to maintain a long-range transportation plan (or metropolitan transportation plan). The Brunswick Area Transportation Study (BATS) is the designated MPO and the 2040 Metropolitan Transportation Plan, amended on October 1, 2018 is the adopted transportation plan. This plan summarizes public input expressing desire for transit service, refers to prior studies, identifies some of the transit needs in the Brunswick area, and identifies that securing dedicated funding remains an obstacle to implementation. This Plan also identifies potential Federal funding sources and cites the required minimum local funding percentages necessary to leverage Federal funds.

3.0 Existing Conditions

3.1 Planning Context

The City of Brunswick is the county seat of Glynn County, Georgia. As such it is the center for many government, medical, educational and social opportunities in the county. Brunswick is very historic, with Spanish settlers known to have first located here in the early 18th century and containing many beautiful historic buildings and properties. Brunswick is also the gateway to several barrier islands including the popular St. Simons Island and Jekyll Island. The Georgia Ports Authority operates the nearby Port of Brunswick which handles roll-on/roll-off trade of cars, trucks and construction and farming equipment.

The City of Brunswick is located within Glynn County, Georgia. The City of Brunswick and Glynn County coordinate on the provision of many services to area residents. US Census designates the Brunswick Urbanized Area (UZA) as including the City of Brunswick and parts of Glynn County. It is anticipated that the Census-designated UZA boundary will soon be revised as a result of the 2020 census. This designation and boundary of the UZA is particularly important in this context as it affects the eligibility of certain USDOT/Federal Transit Administration funding sources for provision of transit (i.e. FTA Section 5307 funds are available for eligible transit services only within the UZA boundary).

3.2 Population, Employment and Commuting Patterns

The planning team obtained population and employment data from the US Census Bureau, Glynn County Planning & Zoning, and the Georgia Association of Regional Commissions. This information was used in analysis for elements of the Title VI Plan, service planning, and funding analyses. This analysis also included a detailed review of available data describing commuting patterns – namely data from US Census’ Longitudinal Employment Household Dynamics (LEHD) dataset. This dataset matches employees’ home locations and work locations to provide aggregate commute pattern information.

Brunswick contains approximately 16,000 persons, 5,700 workers and 13,500 jobs. So, the City contains far more jobs than workers residing in the City. Therefore, many workers commute to the City. In fact, approximately 90% of the jobs in Brunswick are filled by workers who live outside the City. Glynn County (not including the City of Brunswick) contains approximately 69,000 persons, 25,900 workers and 23,500 jobs.

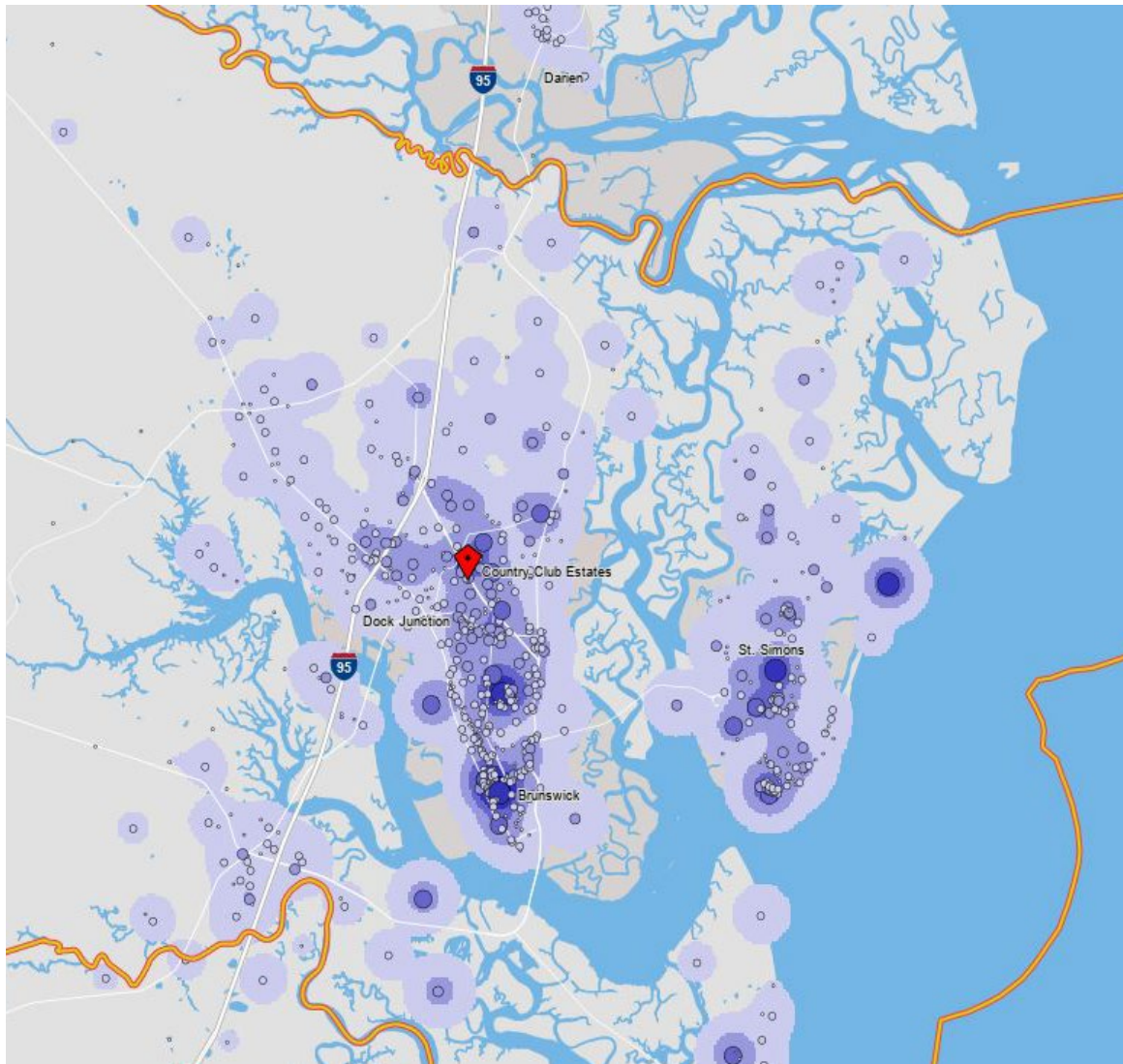
Table 1 - Key Job Centers

Zone	Workers	Jobs
Brunswick	5,700	13,500
St. Simons Island	5,400	6,300
Jekyll Island	350	2,100

The number of workers and jobs are listed in Table 1. Brunswick, St. Simons Island and Jekyll Island are the key areas which import workers to satisfy all the jobs. There is a strong commute pattern from Glynn County to jobs in Brunswick. In addition, there is a strong commute pattern from Brunswick to

jobs on St. Simons Island and Jekyll Island, which are both outside the City and within Glynn County. The spatial distribution of job locations can be seen below in Figure 1.

Figure 1 - Spatial Distribution of Jobs



The home locations of workers as compared to the locations of jobs discussed above points to some clear commute patterns. And these patterns are confirmed by the LEHD data to confirm the major commute patterns. Figures 2 and 3 below come from the LEHD On The Map tool and illustrate worker inflows and outflows to/from Brunswick and St. Simons Island, respectively.

Figure 2 - Brunswick Worker Flows

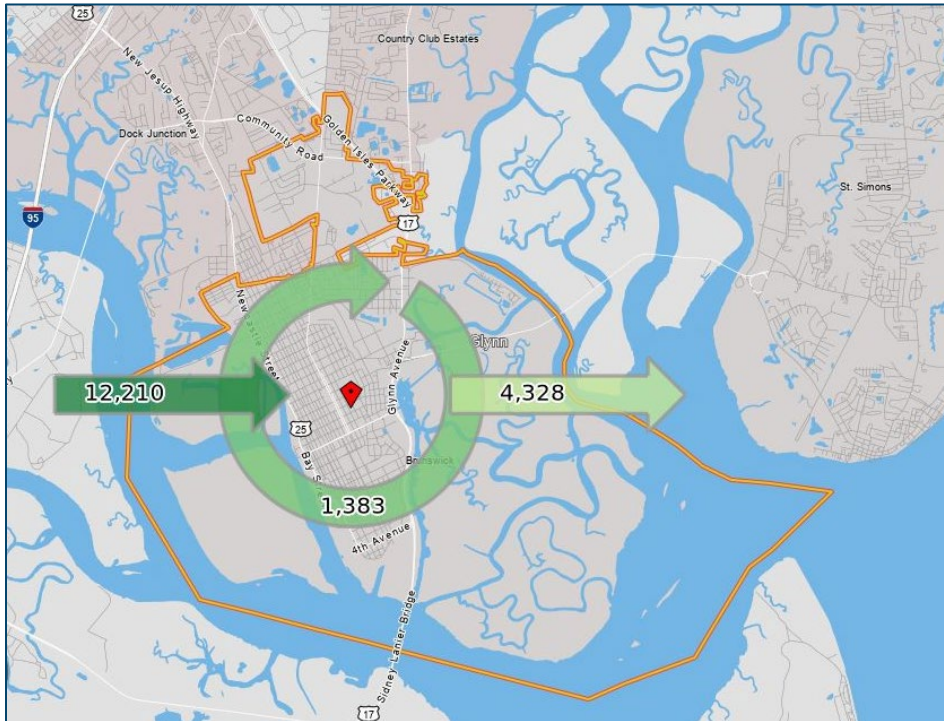


Figure 3 - St. Simons Island Worker Flows



The WRA team also downloaded the raw LEHD data and divided the study area into the following study zones for analysis purposes. These zones provide even greater understanding of commute patterns throughout Glynn County. These analyses also confirm the primary commute patterns discussed above. These patterns were taken into account as the study team developed potential transit service scenarios which best respond to existing travel needs.

Figure 4 - LEHD Analysis Zones



Table 2 - Worker Flows by Analysis Zone

Zone	Brunswick	St. Simons	Jekyll	Other Glynn Co.	Outside Glynn Co.	Total	% Workers
Brunswick	1,367	817	144	1,181	1,805	5,314	12%
St. Simons	1,352	2,395	45	652	1,423	5,867	13%
Jekyll	108	41	13	92	73	327	1%
Other Glynn Co.	5,681	2,536	540	5,910	5,414	20,081	45%
Outside Glynn Co.	4,631	1,854	403	6,194	-	13,082	29%
Total	13,139	7,643	1,145	14,029	8,715	44,671	100%
% Jobs	29%	17%	3%	31%	20%	100%	

3.3 Existing Transit Services

There are currently no City-wide public transit services in Brunswick – neither fixed route nor demand-response.

There is a demand-response rural transit service provided by Coastal Regional Commission (CRC) which provides trips from rural areas to destinations in Brunswick. Due to the funding eligibility rules of FTA Section 5311 (Formula Grants for Rural Areas), the CRC’s rural transportation service is not available for trips entirely within the urbanized area nor within Brunswick.

There are also transportation providers providing demand-response services operating under contract for Georgia

Department of Human Services (DHS) coordinated transportation services and Georgia Department of Community Health for eligible transportation trips. DHS-funded transportation may cover a range of eligible trips funded through the Division of Aging Services (DAS), Division of Family and Children Services (DFCS), Department of Behavioral Health and Disabilities (DBHDD), Georgia Vocational Rehabilitation Agency (GVRA), Georgia DOT (GDOT) and/or FTA Section 5310 (Mobility of Seniors & Individuals with Disabilities). DCH administers transportation funding programs servicing Medicaid non-emergency transportation. However, these services are available only for trips to certain destinations and for certain trip purposes and are not provided City-wide.

Types of Transit Services

Fixed Route Transit – transit service which runs on a set route and schedule, such as local bus service which stops at designated bus stops.

Demand-Response Transit – transit service which responds to advance reservations, such as door-to-door medical or senior transportation.

4.0 Transit Service Alternatives

This study examined a range of potential types of transit services including fixed-route, demand response, micro-transit and demand taxi. Each of the service types operating within Census-designated urbanized area are eligible for FTA 5307 funding to assist with capital and operating costs.

These are described in the following subsections.

4.1 Transit Service Types

Fixed-Route

Fixed-route transit, as its name implies, is transit service which operates on a fixed route and schedule with fixed, designated stops. Typical local bus and trains are examples of fixed-route transit. In this study, potential fixed-route service would be provided by buses either large or small. Large, city buses may be up to 40' in length while small-to-medium sized vehicles may be 20-30' in length.



Demand Response (also called Complimentary Paratransit)

Demand response transit service does not follow a designated, fixed route, but instead is scheduled on demand and typically provides door-to-door service. Trips are typically scheduled at least 24 hours in advance and may have to meet certain eligibility requirements established by the transit agency. Complimentary paratransit service is required where FTA funds are used to operate fixed route transit service and typically provide for trips for seniors and/or disabled persons.



Micro-Transit

Micro-transit is a newer form of public transit where trips are called by the customer within a designate zone of service and the next available vehicles is dispatched to provide the requested trip. Unlike Demand Response service, micro-transit does not have to be schedule 24 hours in advance and may be simultaneously carry additional passengers. Typically, trips can be requested either via telephone or via a smart-phone app. The vehicles can be of any size but are typically smaller buses or large vans.



Demand Taxi

Demand taxi services uses traditional taxi providers but subsidizes qualified trips within a designated geographic area. That area could be city-wide or a special zone such as a downtown. The City would select a broker and regulate eligible taxis. Local taxis may opt to enroll in the program to augment their existing business. Customers would enroll in the program and receive a taxi card. The City may elect to qualify participants according to their place of residence (i.e. City), age, disability, income or other criteria as the City desires. There is typically a base fare paid by the customer and the balance of the fare paid by the program. This results in lower trip costs to the customer but may still cost the City less overall than more traditional forms of transit.



The study team inventoried the current taxis and shuttle in Brunswick and found those to include:

Taxis

- Altamaha Taxi – 4 cars, 6 drivers
- On-time Taxi – 5 cars, 5 drivers
- Island Transport – 2 cars, 2 drivers
- J&J Taxi – 1 car, 1 driver
- Latino Taxi
- Metro Cab - 2 cars, 2 drivers

Non-emergency and agency transport

- Gateway – 10 vehicles – Contract with GA Department of Human Services
- Coastal Regional Commission – 69 peak vehicles (2019)
- Jones Transport – 9 vehicles, 7 drivers
- SNS Transportation – 5 vehicles, 5 drivers

Hotel and business shuttles

- The King and Prince Beach & Golf Resort – 8:30 AM from Winn Dixie
- Jekyll Island Club Hotel and the Westin Jekyll Island in-house transportation to employees
- Sea Island provides employee transportation for their resort properties

4.2 Peer Cities

Before defining viable alternatives for consideration, the study team identified a list of peer cities in Georgia who operate local transit system. Table 3 includes service, operating and cost metrics for each of these peer cities. Each of these operates both fixed route and demand-response services. They range in size from 4 peak vehicles to 37 peak vehicles, and local share funding ranges from approximately \$350,000 to \$2.9 million. These provide a point of comparison to define reasonable transit service alternatives.

Table 3 - Local Transit Peer Cities

Urbanized Area	2010 Population	Mode *	Operations Contract**	Peak Vehicles	Operating Costs (Annually)	Cost per Hour (Annually)	Operating Revenues (Annually)	Net Cost of Service (Annually)	Net Cost per Passenger Trip	Local share (Annually)
Albany	95,779	MB	DO	13	\$3,535,200	\$97.33	\$751,269	\$2,783,931	\$3.69	\$1,711,806
		DR	DO	5	\$699,967	\$71.40	\$42,116	\$657,851	\$34.11	
Athens-Clarke Co	128,754	MB	DO	21	\$5,158,627	\$64.12	\$1,120,005	\$4,038,622	\$3.17	\$2,869,505
		DR	DO	3	\$494,594	\$84.98	\$23,599	\$470,995	\$64.91	
Gainesville	130,846	MB	DO	6	\$2,967,812	\$169.89	\$86,661	\$2,881,151	\$19.74	\$618,334
		DR	DO	5	\$460,044	\$61.77	\$39,000	\$421,044	\$40.90	
Hinesville	51,456	MB	PT	3	\$740,686	\$82.89	\$15,450	\$725,236	\$37.18	\$357,918
		DR	PT	1	\$79,207	\$204.14	\$2,465	76,742	\$92.57	
Macon	137,570	MB	DO	23	\$4,962,283	\$111.79	\$542,635	\$4,419,648	\$7.91	\$2,802,243
		DR	DO	6	\$677,438	\$34.09	\$66,279	\$611,159	\$18.39	
Rome	60,851	MB	DO	31	\$2,967,812	\$96.23	\$661,707	\$2,306,105	\$2.12	\$1,302,968
		DR	DO	6	\$359,605	\$36.91	\$140,392	\$219,213	\$9.22	

* MB = Motor Bus / DR = Demand Response

** DO = Directly Operated / PT = Purchased Transportation

4.3 Alternatives Evaluated

The study examined four alternatives for providing local transit services throughout Brunswick. These included:

- 1 – City / County Fixed Route Bus
- 2 – Micro-transit
- 3 – Demand Taxi
- 4 – City Only Fixed Route Bus

Alternative 1 – City / County Fixed Route Bus

Alternative 1 would operate buses on three fixed routes. These routes extend outside of the City of Brunswick to key destinations in Glynn County and to St. Simons Island. These routes would operate on fixed routes and schedules, making stops at designated bus stop locations. These routes, illustrated in Figure 5, connect residential communities with businesses, governmental offices, the hospital and Coastal College.



All buses would meet ADA requirements including wheelchair accessibility. ADA complimentary paratransit service would also be provided to all destinations within 3/4 mile of the fixed routes. WRA recommends that fixed route service be free, because the cost of collecting fares will likely consume most of the fares collected. The service would require 10 buses plus 2 spares. In Alternative 1 it is assumed that the service would be managed by a City Transit Director. Bus drivers and maintenance personnel could be City employees or provided through a contractor. A bus maintenance and storage facility will be required to accommodate this small fleet of buses. Service and operational characteristics are shown in Table 4 and Table 5.

Alternative 1 provides excellent coverage of key destinations, good hours of service and reasonable frequency of service. The traditional fixed route service is recognizable and easily understood by customers. The fixed route would require creation of bus stops and a storage and maintenance facility. However, the total local cost of Alternative 1 is probably not sustainable for the City.

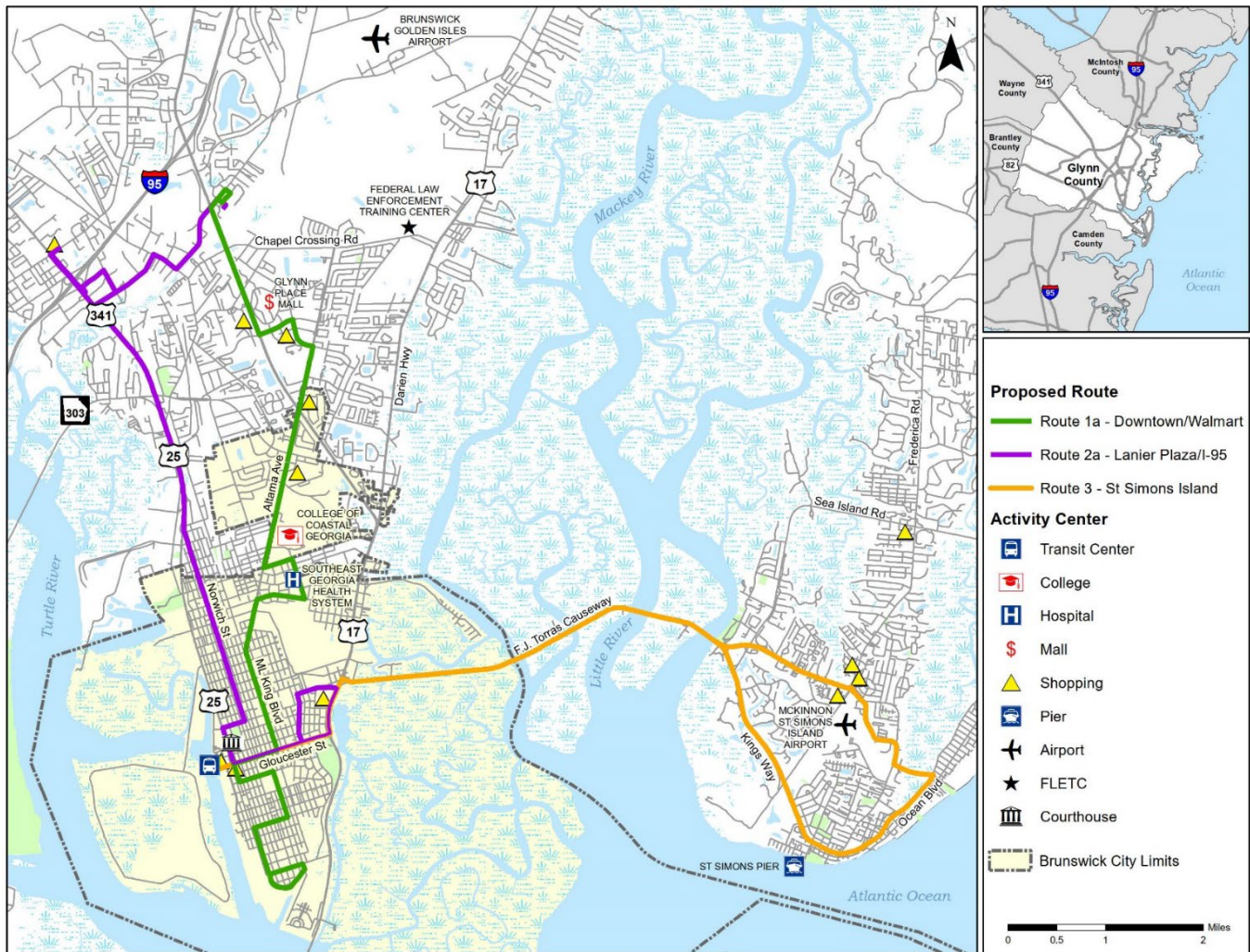
Table 4 - Alternative 1 Service Characteristics

Route #	Name	Cycle Time (minutes)	Frequency (minutes)	Peak Buses	Span – Monday to Saturday
1	Downtown/Walmart	90	30	3	6AM to 9PM
2	Downtown/Lanier Plaza	90	30	3	6AM to 9PM
3	St. Simons Commuter	120	120	1	Peak Only
	ADA Paratransit			1	6AM to 9PM

Table 5 - Alternative 1 Operational Characteristics

Route #	Name	Route Round Trip Miles	City Miles	County Miles	City %	County %
1	Downtown/Walmart	22.2	15	7.2	67.6%	32.4%
2	Downtown/Lanier Plaza	21.2	9.2	12	43.4	56.6%
3	St. Simons Commuter	25.4	7.2	18.2	28.3%	71.7%
	ADA Paratransit				54.2%	45.8%

Figure 5 - Alternative 1 Fixed Routes



Alternative 2 – Micro-Transit

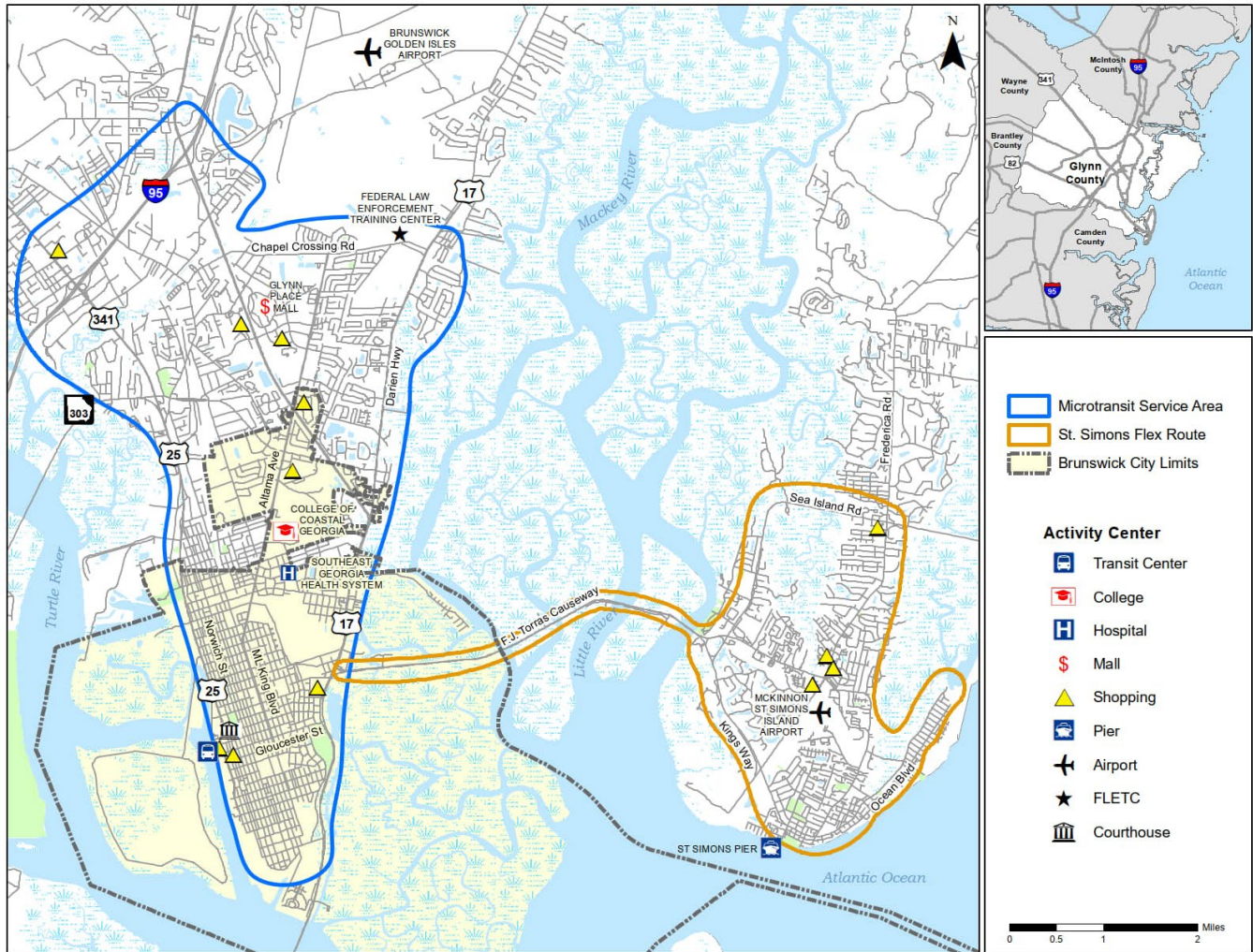
Alternative 2 would operate micro-transit in a core service area and a flex route to St. Simons Island. The micro-transit service area, shown in Figure 6, would include all of the City of Brunswick plus portions of Glynn County out to roughly I-95. The flex route would travel out to St. Simons Island, make a defined loop around the island and divert (or flex) to specific requested destinations. Each service would be based on a smart phone app and routing system. Trips would cost the customer a flat rate of \$3.00 one way. It is estimated that this service would require up to 5 peak vehicles and could be operated by City staff (with app and routing technology purchased from the private sector), CRC or a private contractor. Key service characteristics are listed below in Table 6.



Table 6 - Alternative 2 Service Characteristics

Characteristic	
<i>Service Area</i>	Citywide; north to I-95; St. Simons Island
<i>Proposed Fare</i>	\$3.00
<i>Operations</i>	City staff, CRC or contractor
<i>Peak Vehicles</i>	5
<i>Daily Revenue Hours</i>	62
<i>Hours</i>	6 AM to 9 PM – Monday to Saturday

Figure 6 - Alternative 2 Service Areas



Alternative 3 – Demand Taxi

Alternative 3 would create and manage a demand taxi service. Customers would apply for and obtain a taxi card from the City based on criteria established by the City. The service would be provided by local taxi companies with guidelines established by the City. The trip eligibility and costs are fully controlled by City policy. Eligibility may consider customers’ age, disability, income or other criteria. It is recommended that eligibility be limited to City residents only. This analysis recommends a trip cost of \$2.00 plus all costs over \$12.00. In this way, the City subsidy is limited to \$10 per trip. The recommended service area is the same as that for Alternative 2 shown in Figure 6 - Alternative 2 Service Areas.



Table 7 - Alternative 3 Service Characteristics

Characteristic	
Service Area	Citywide; north to I-95; St. Simons Island
Proposed Fare	\$2.00 base plus cost over \$12.00
Operations	Local taxis
Peak Vehicles	Varies
Daily Revenue Hours	Varies
Hours	Anytime

To assess if there exists sufficient taxi infrastructure to support this type of service, the WRA team assembled an inventory of know existing taxis, transport entities and shuttles. The operators and key characteristics are listed below in Table 8.

Table 8 – Brunswick Existing Taxis and Shuttles

Category	Operator	Characteristics
Taxis	Altama Taxi	4 cars
	On-Time Taxi	5 cars
	Island Transport	2 cars
	J&J Taxi	1 car
	Latino Taxi	n/a
	Metro Cab	2 cars
Non-Emergency and Agency Transport	Gateway	10 vehicles
	Coastal Regional Commission	69 vehicles
	Jones Transport	9 vehicles
	SNS Transportation	5 vehicles
Hotel and Business Shuttles	The King and Prince	Shuttle from Winn Dixie to resort
	Jekyll Island Club and Hotel	Employee transportation
	Sea Island	Employee transportation

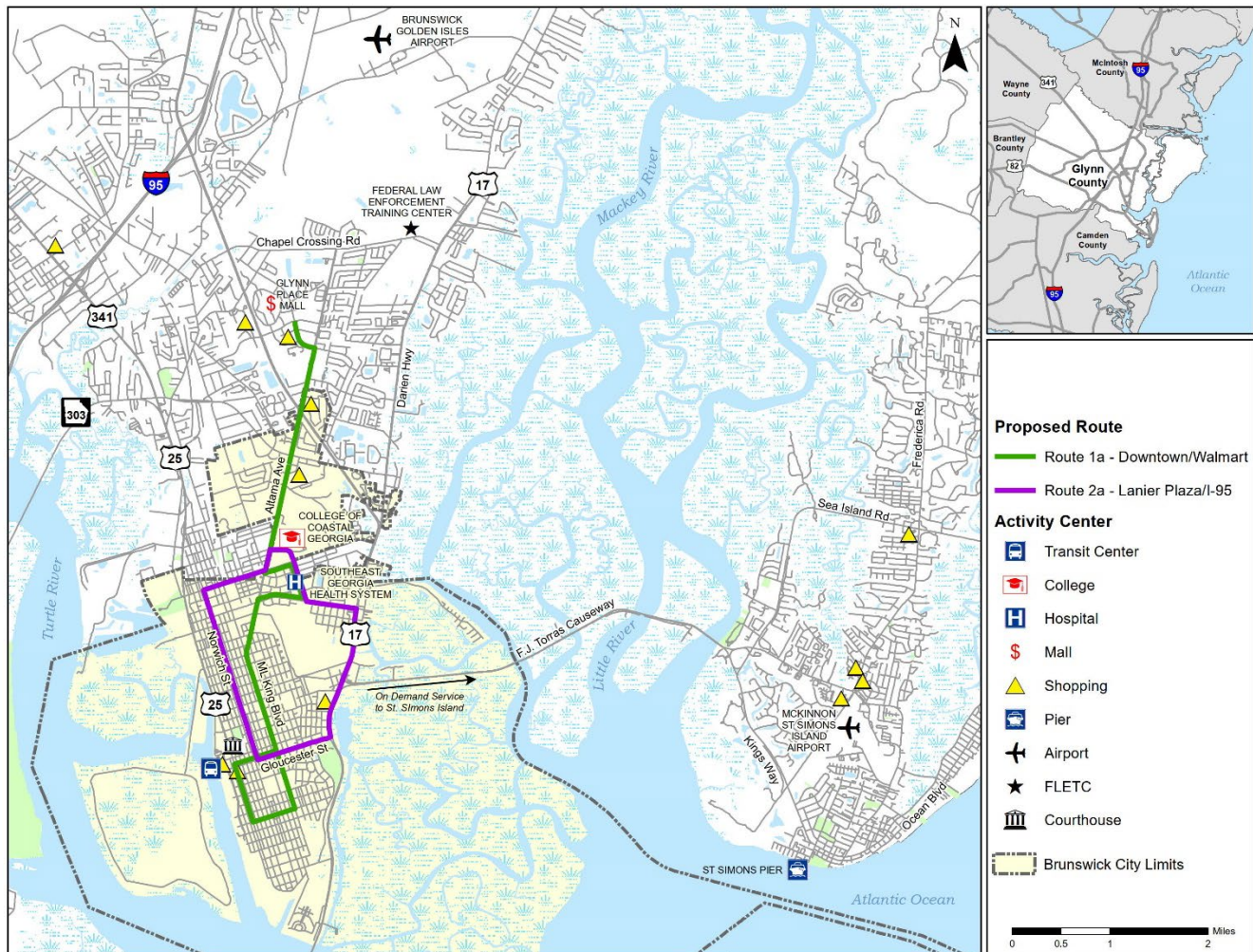
Alternative 4 – City Only Fixed Route Bus

Alternative 4 would scale back the services of Alternative 1 to limit service just to the City. Alternative 4 has two fixed routes plus complimentary ADA paratransit service with 3/4 mile of the fixed routes. Like Alternative 1, the transit service could be operated with City staff or through a contractor. In either case, the City would manage the service, bus stops and shelters through a City Transit Supervisor.

Table 9 - Alternative 4 Service Characteristics

Route #	Name	Frequency (minutes)	Peak Buses	Span – Monday to Saturday
1	Downtown/Walmart	30	2	6AM to 9PM
2	Norwich / 4 Street	30	1	6AM to 9PM
	ADA Paratransit		1	6AM to 9PM

Figure 7 - Alternative 4 Service Area



4.4 Evaluation of Alternatives

The WRA Team evaluated the four alternatives using both quantitative and subjective criteria. These include considerations like the frequency and quality of service, equity of transit service, operational considerations, cost effectiveness, flexibility, partnerships and funding eligibility. The City leadership provided overall direction by providing four Transit Essential Criteria.

Transit Essential Criteria:

- **Productive**
 - The transit service needs to work for City residents
 - The service must be well utilized
- **Sustainable**
 - Long-term the transit service must be affordable for the City
- **Infrastructure**
 - Improved sidewalks, shelters, transit hubs
- **Partnerships**
 - County
 - Major employers, College, hospital
 - Hospitality industry

Each of the four alternatives is unique in type of service, type of benefits, areas served and total costs. In addition to the operational and cost data presented previously, WRA also prepared analyses of potential ridership – that information is provided in Appendix A. And, in order to provide a more complete analysis of the City’s out-of-pocket costs, an analysis of funding was also conducted and is summarized in the following section of this report.

Table 10 - Comparison of Alternatives

Alternative	#1 – City / County Fixed-Route Bus	#2 – Microtransit	#3 – Demand Taxi	#4 City-Only Fixed Route Bus
Dispatching	3 fixed routes	App-based on-demand	Taxi companies	2 fixed routes
Annual Riders	238,000	37,200 to 74,400	30,000 to 60,000	138,000
Cost per Rider	\$10.35	\$22.62 to \$45.23	\$11.83 to \$16.55	\$9.20
Net Cost	\$2,387,239	\$1,495,408 to \$1,571,008	\$496,642 to \$709,642	\$1,271,643
Federal	\$699,093	\$699,093	\$248,321 to \$354,821	\$635,822
Glynn Co.	\$809,304			
City of Brunswick	\$878,842	\$796,315 to \$871,915	\$248,321 to \$354,821	\$635,822

4.5 Transit Funding

Transit funding eligibility and requirements through USDOT Federal Transit Administration and Georgia DOT is complex. This section provides an overview of the most important considerations for transit funding in the City of Brunswick.

Bipartisan Infrastructure Law

A new Federal infrastructure funding bill (Infrastructure Investment and Jobs Act, a.k.a. Bipartisan Infrastructure Law) became public law in November 2021. Most of the major programs and rules for transit funding are unchanged, while the levels of funding available have increased.

What does the new Infrastructure Bill mean for public transportation?

- Maintained current transit program structure (based on AASHTO Analysis September 15, 2021)
 - Urban formula (5307) +30%
 - Elderly / Disabled formula (5310) +47.5%
 - Rural formula (5311) +22.7%
 - Low-No Emission Buses +523.1%
 - Ferry service for rural communities \$200 million per year
- **Federal Transit Assistance**
 - Capital – up to 80% federal
 - Operating – up to 50% of net cost of service
- **Brunswick Urbanized Area**
 - 2010 US Census designated Brunswick Urbanized Area - greater than 50,000 population
 - Brunswick no longer eligible for 5311 rural program funding – beginning in 2013
 - Approximately \$700k in annual federal formula funds for capital and operating assistance
 - 2020 US Census boundaries – to be announced Spring 2022
 - Urbanization of St. Simons?

The adopted infrastructure Act increases the urban formula program by 30% with 2% to 2.6% annual increase. The annual appropriations may differ.

FTA Section 5307 Funding

Because Brunswick is within a Census-designated Urbanized Area, local transit services would be eligible for FTA Section 5307 (Urbanized Area Formula Grants). Should Brunswick begin to operate fixed-route transit service, they will also be required by FTA funding rules to provide demand-response transit service (also called complimentary paratransit) within the same geographic area for persons with disabilities. The 5307 program is available for up to 80% of the costs of eligible projects including planning, buses, transit centers, maintenance tools and facilities, bus shelters, pedestrian walkways and more. The Infrastructure Investment and Jobs Act increased the 5307 program as shown in the FY2022 appropriation.

Table 11 - Brunswick Annual 5307 Appropriations

Fiscal Year	Federal Appropriation
2017	\$657,347
2018	\$671,835
2019	\$682,220
2020	\$701,395
2021	\$699,093
2022	\$898,428

CARES Act Funding

The CARES Act of 2020 provides additional funding to offset additional burdens and financial needs of changes in public services as a result of COVID-19. These include additional monies available for certain transportation needs. These are summarized for capital and planning in Table 12 and Table 13.

Table 12 - CARES Act Approved Capital Funding

Line Item	Budget	Federal	State	Local
5 buses	\$633,720	\$633,720	\$0	\$0
Shop Equipment	\$158,000	\$158,000	\$0	\$0
Security Cameras	\$8,700	\$8,700	\$0	\$0

Table 13 - CARES Act Approved Planning and Operations

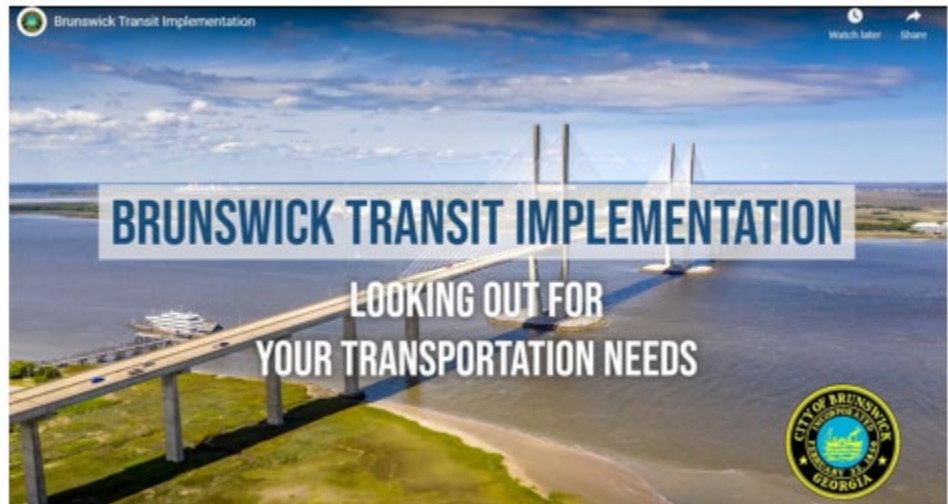
Line Item	Budget	Federal	State	Local
Planning	\$206,070	\$206,070	\$0	\$0
Operations	\$700,080	\$700,080	\$0	\$0

5.0 Coordination and Outreach

Throughout the planning effort, the consultant team and key City staff coordinated and sought input from City leadership, City staff, the citizens of Brunswick, key stakeholders (business owners and community organizations) and planning partners such as Georgia DOT, Coastal Regional Commission and Glynn County.

The project team created summary information and posted to the City’s web site. Here was also placed a public informational video providing an overview of the initiative and encouraging involvement and input.

The project team also conducted outreach to seven focus groups and held virtual interviews with 12 participants. These included:



- Employers
- Social Services
- Housing Authority
- Sea Island
- Jekyll Island
- College
- Health System
- Public Opinion Survey

The project team developed and distributed an online survey on transit needs and opportunities. The following images capture some of the questions and input received through this survey.

Nine Question Survey

Brunswick Transit Service Survey

1. Do you, or a member of your household, ever have difficulty getting where you need to go because of a lack of transportation?

- Yes
- No

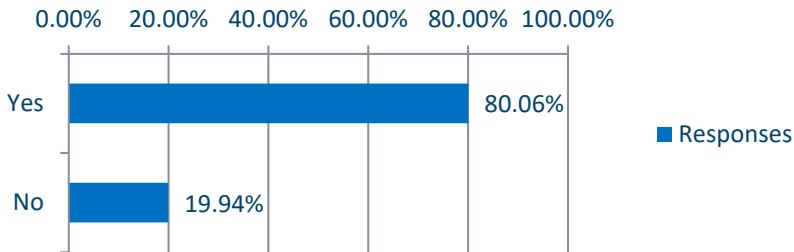
2. Are you aware of other people in Brunswick who miss trips because of a lack of transportation?

- Yes
- No

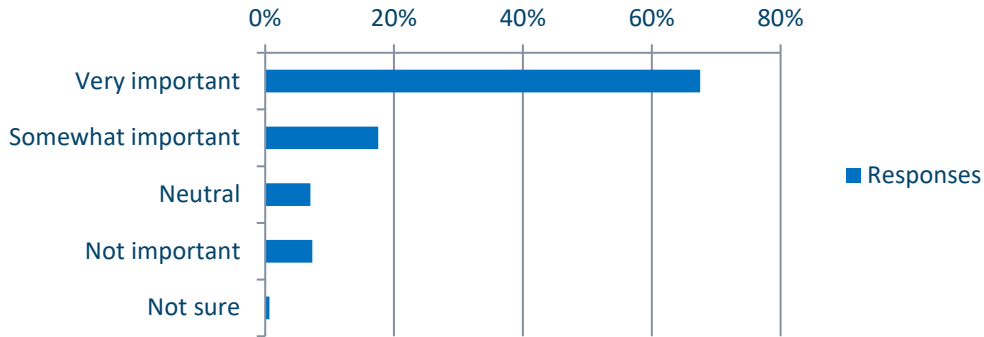
Next



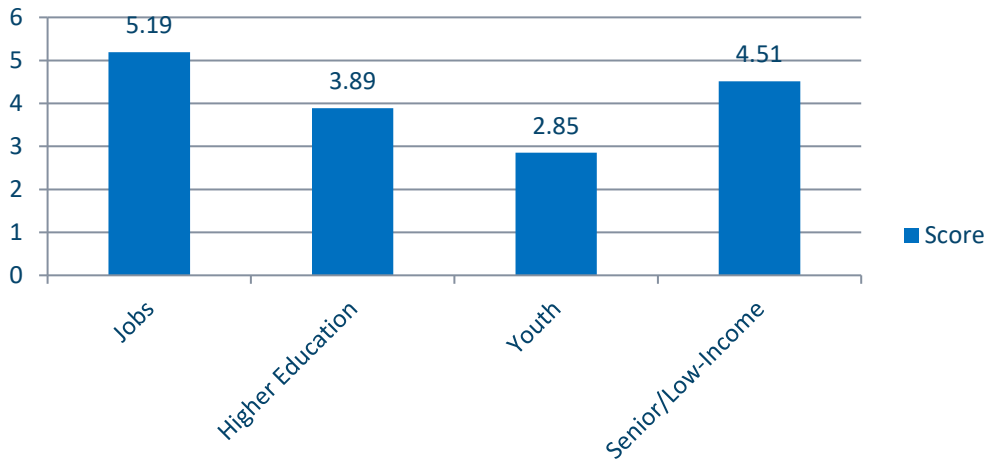
Are you aware of other people in Brunswick who miss trips because of a lack of transportation?

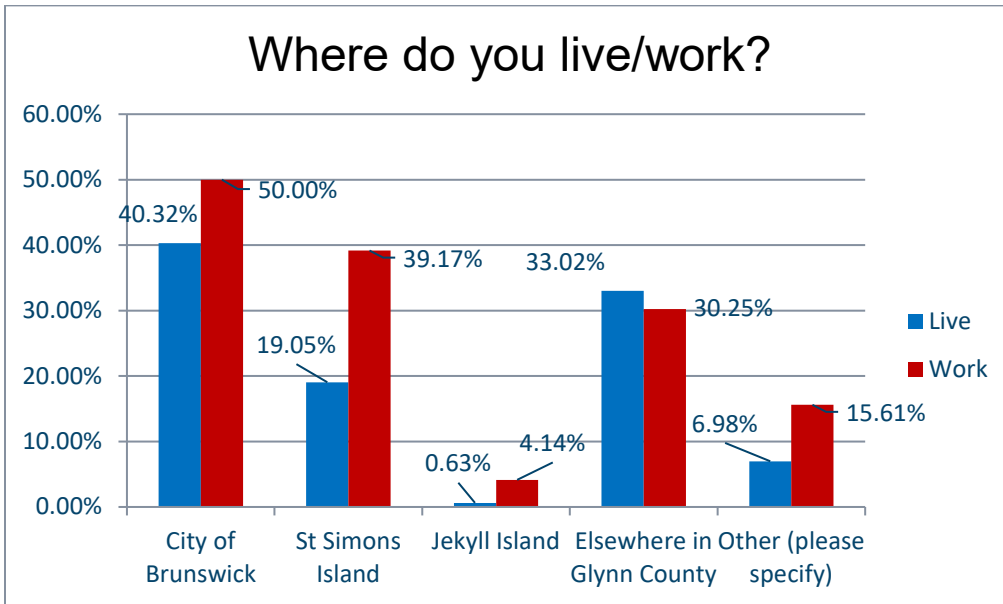


How important do you think it is for Brunswick to offer public transit service to its residents and visitors?



Trip Priority Ranking





Several key themes emerged for the input received. These include:

- There are broad needs for public transportation in Glynn County
- Service to destinations in the County makes the most sense
- Lack of transportation is a major workforce barrier for hospitality employers on the islands
- Community has trouble getting to health care appointments
- Residents could attend the college if there was reliable transportation
- Students would benefit from service to shopping and recreation

6.0 Recommended Transit Proposal

Based on both the technical analyses, public input, guidance by City leadership and fiscal realities, the recommended transit concept for implementation includes:

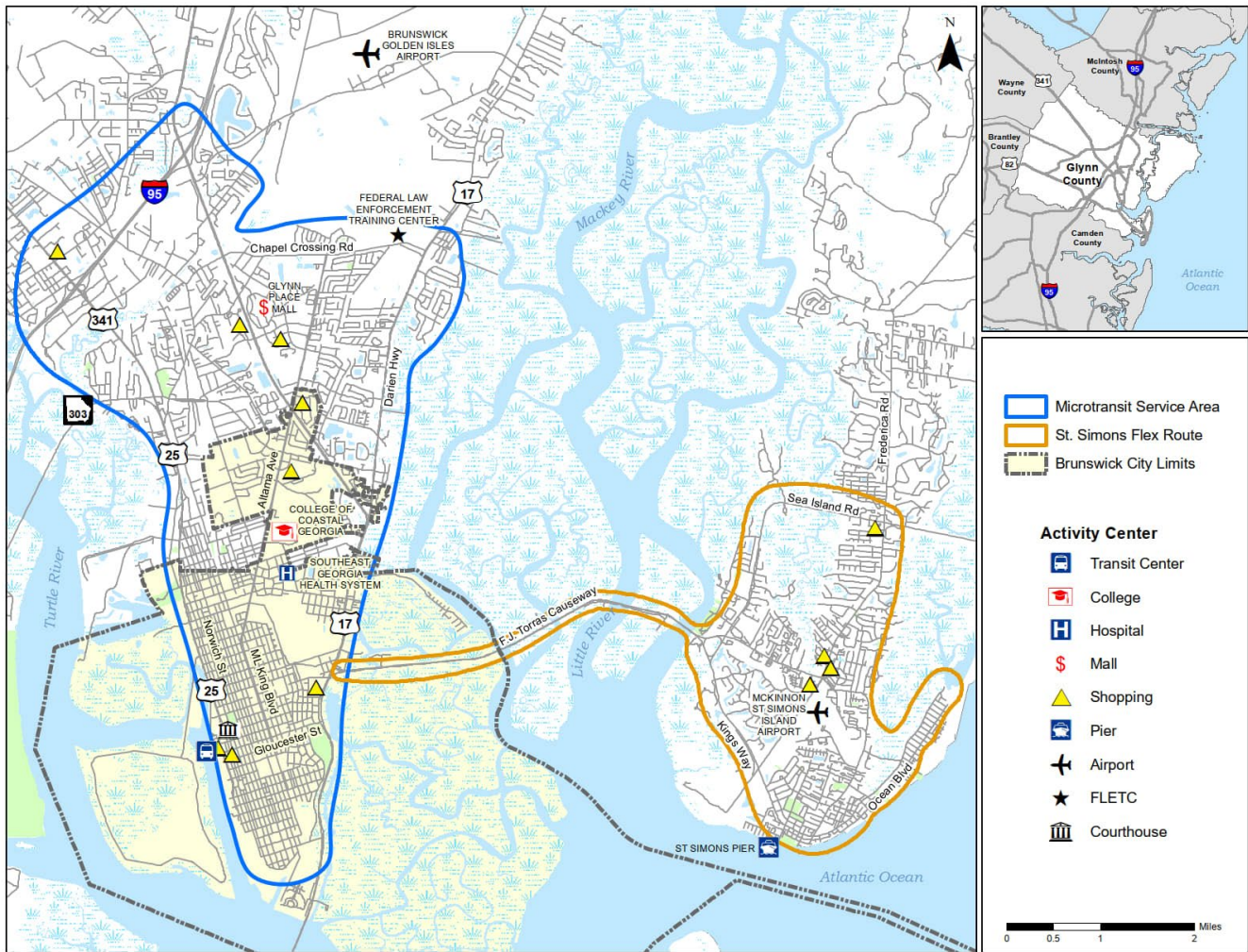
- **Micro-transit** zone encompassing all of the City of Brunswick and portions of Glynn County
- **Flex route** to St. Simons Island.

The micro-transit will be on-call through either a smart phone app or telephone reservation. Advanced reservations will not be required. The service will operate Monday through Saturday. The Flex Route will connect Brunswick with St. Simons Island – providing a much-needed employment connection. The local portions of operating costs may come from combinations of LOST funds, City funds, County funds and/or St. Simons employers. The services may be operated by City staff, contracted through a private operator or through the Coastal Regional Commission.

6.1 Transit Service Areas

The transit service areas for the city micro-transit service and the St. Simons Island Flex Route are shown below in Figure 8 - Recommended Transit Service Areas.

Figure 8 - Recommended Transit Service Areas



6.2 Transit Program Budget

The estimated operating budget and capital budget for the recommended transit program are summarized in Table 14 and Table 15, respectively.

Table 14 - Transit Program Operating Budget

Line Item	Estimated Annual Budget	Comments
City Administration	\$328,694	Transit supervisor and clerk
Microtransit Operations	\$798,600	Contract operations plus fuel
St. Simons Flex Route Operations	\$639,960	Contract operations plus fuel
City Bus Maintenance	\$251,214	Two maintenance employees plus parts and outside repairs
Total Operating Costs	\$2,018,468	
Microtransit Revenues	\$130,680	\$3 trip
St. Simons Flex Route Revenues	\$290,400	\$5 trip
Human Service Agency Revenues	\$63,750	\$12.50 per agency trip
Total Operating Revenues	\$484,830	
Net Cost of Service	\$1,533,638	
Federal – 5307 and 5311	\$766,819	50% of Net Cost of Service
Local	\$766,819	

Table 15 - Transit Program Capital Budget

Line Item	#	Unit Cost	Cost Estimate	Approved Grant	Future Grant
Grant Federal Share				100% Federal	80% Federal
Micro Transit Buses	6	\$62,500	\$375,000		
St. Simons Island – 25' bus	3	\$80,000	\$240,000		
Vehicles subtotal			\$615,000	\$633,750	
Security cameras – per vehicle	9	\$1,500	\$13,500	\$8,700	
Bus parking and site improvements			\$750,000		\$750,000
Shop Tools			\$158,000	\$158,000	
Bus Stop and Sidewalk			\$250,000		\$250,000
Capital Total			\$1,786,500	\$800,420	\$1,000,000

6.3 Branding Concepts

A local transit system should have a recognizable “brand” which is memorable to the customers. This usually includes a name for the service, consistent color scheme and often a logo. Some preliminary branding concepts were developed here using the names “Brunswick BeeLine”, “Brunswick Buzz” or “Brunswick Breeze”. These would be prominently displayed on the vehicles, fare media, informational handouts, etc.



6.4 Transit Facility Improvement

The transit system will require certain infrastructure including a yard for vehicle storage, a plan for vehicle maintenance and bus stop improvements. The WRA project team has prepared a preliminary bus parking concept layout – shown in Appendix B. The recommended plan for initial and future facilities includes:

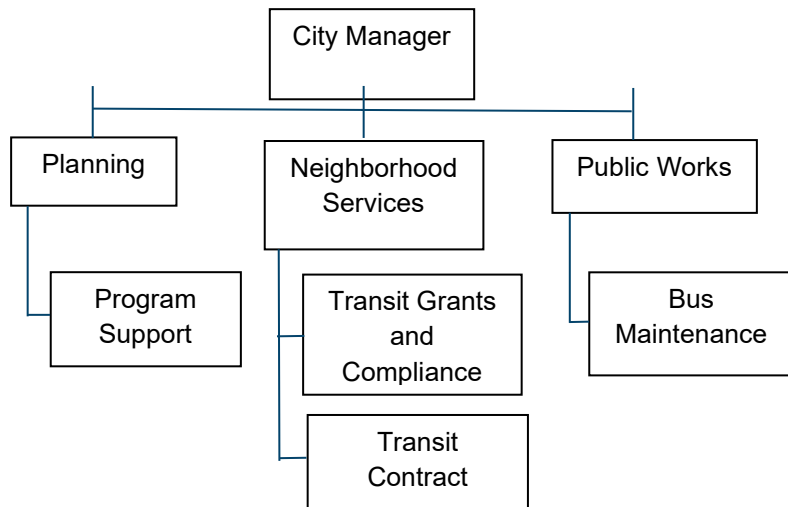
- City Yard
 - Short Term - \$158K
 - Use existing City Yard with access from Lakewood
 - Fencing and gate access control
 - Offices in Public Works Facility
 - Mid-Term
 - Paved parking and wash shed
 - Long Term
 - Transit maintenance bay
- Bus Stop Improvements
 - Future year request

6.5 Transit Staff Responsibilities

It will be necessary to have certain management and staff for ongoing support for transit planning, operations and grants. These include:

- Planning
 - Program support
- Neighborhood Services
 - Transit grants and compliance
 - Transit program supervisor
 - Transit marketing assistant
- Public Works
 - Bus maintenance
 - 5 small buses, 3 medium buses
 - 240,000 miles per year
 - 1-2 technicians

Below is a recommended organization of those support functions within the City’s current structure.



6.6 Implementation Plan

Finally, upon adoption and commitment to launch the City's transit service, the following is a tentative plan and schedule to implementation of the new transit system.

- Receive Recommendations
 - December 2021
- LOST Negotiations
 - Winter / Spring 2022
- Plan Adoption
 - April 2022
 - Operations Agreement
 - Vehicle Procurement
 - Technology Procurement
 - Marketing Plan
- Public works improvements
 - Bus parking and fencing
 - Design – April 2022
 - Bids / construction – 2023
 - Bus stop improvements
 - Design – July 2022
 - Bids / construction – 2023
- System Start-up
 - Fall / Winter 2022

Appendix A
Transit Ridership Analysis

Peer Cities' and Alternative Population and Demographic Data

	Service Area Population	% Minority	% Low Income	% Zero Car Households
Albany	75,616	76.5%	33.2%	15.5%
Gainesville	192,865	15.9%	16.1%	5.1%
Hinesville	39,063	57.8%	16.5%	5.5%
Macon	153,691	58.5%	26.7%	12.4%
Glynn County	79,626	32.4%	18.8%	7.7%
Alt #1 – City / County Bus	33,335	47.2%	25.8%	12.1%
City of Brunswick Alt #2 - Microtransit Alt #3 - Demand Taxi	16,122	58.8%	33.1%	18.6%
Alt #4 – City Bus	19,604	63.2%	31.0%	17.6%

Georgia Small Urban Ridership

Urbanized Area	2010 UZA Population	Estimated Transit Area Population	FY2019 Transit Trips	FY2019 Trips Rides per Capita
Albany	95,779	75,616	773,757	10.2
Gainesville	130,846	192,865	156,242	0.8
Hinesville	51,456	39,063	20,333	0.5
Macon	137,570	153,691	592,201	3.9

Brunswick Transit Estimated Ridership

Alternative	Alt. 1 - City / County Bus	Alt 2 - Microtransit	Alt 3 - Demand Taxi	Alt 4 - City Only Bus
Estimated Service Area Population	33,335	16,122	16,122	19,604
Riders per Hour	7	2 to 4	Not applicable	10
WRA Estimated Riders	238,000	37,200 to 74,400	30,000 to 60,000	138,000
Per Capita	7.14	2.31	1.86	7.04
Ridership if 10 Rides per Capita	333,350	161,220	161,220	196,040

Appendix B
Transit Yard Layout

