

CHOICES

transit plan
The Woodlands Township



THE WOODLANDS TOWNSHIP TRANSIT PLAN

PUBLIC MEETING / OPEN HOUSE #3

NOVEMBER 5, 2014



- Welcome
- Background
- Recommendations
- Questions
- Next Steps



CHOICES

transit plan
The Woodlands Township



BACKGROUND



WHY A TRANSIT PLAN?

HOUSTON SUBURBS **STAND OUT** ON LIST OF BEST TEXAS PLACES FOR YOUNG FAMILIES – *HOUSTON BUSINESS JOURNAL*

SKANSKA TO BUILD **HUGE OFFICE DEVELOPMENT** NEAR EXXON MOBIL CAMPUS – *HOUSTON BUSINESS JOURNAL*

KATY FREEWAY, THE WOODLANDS LEAD **CONSTRUCTION BOOM** – *HOUSTON BUSINESS JOURNAL*

OFFICE CONDOS TRENDING IN THE WOODLANDS AS **BUSINESS CLIMATE STRENGTHENS** – *IMPACT NEWS*

THE WOODLANDS' **GROWTH REMAINS STRONG** – *HOUSTON BUSINESS JOURNAL*

2,000-ACRE MASTER-PLANNED COMMUNITY TO **RISE NEXT TO THE WOODLANDS** – *HOUSTON BUSINESS JOURNAL*

NEW DETAILS EMERGE FOR **MULTIFAMILY PROJECTS** NEAR THE WOODLANDS – *HOUSTON BUSINESS JOURNAL*

MEET THE FAST 100: PIPELINE SERVICES COMPANY **GROWS IN THE WOODLANDS** – *HOUSTON BUSINESS JOURNAL*

NEW LUXURY HOTEL **COMING TO THE WOODLANDS** – *HOUSTON BUSINESS JOURNAL*

DEVELOPER ACQUIRES 112 ACRES ON CAMP STRAKE SITE – *HOUSTON CHRONICLE*

BREAKING GROUND ON HOUSTON METHODIST THE WOODLANDS, SET TO OPEN IN 2017 – *THE WOODLANDS ONLINE*

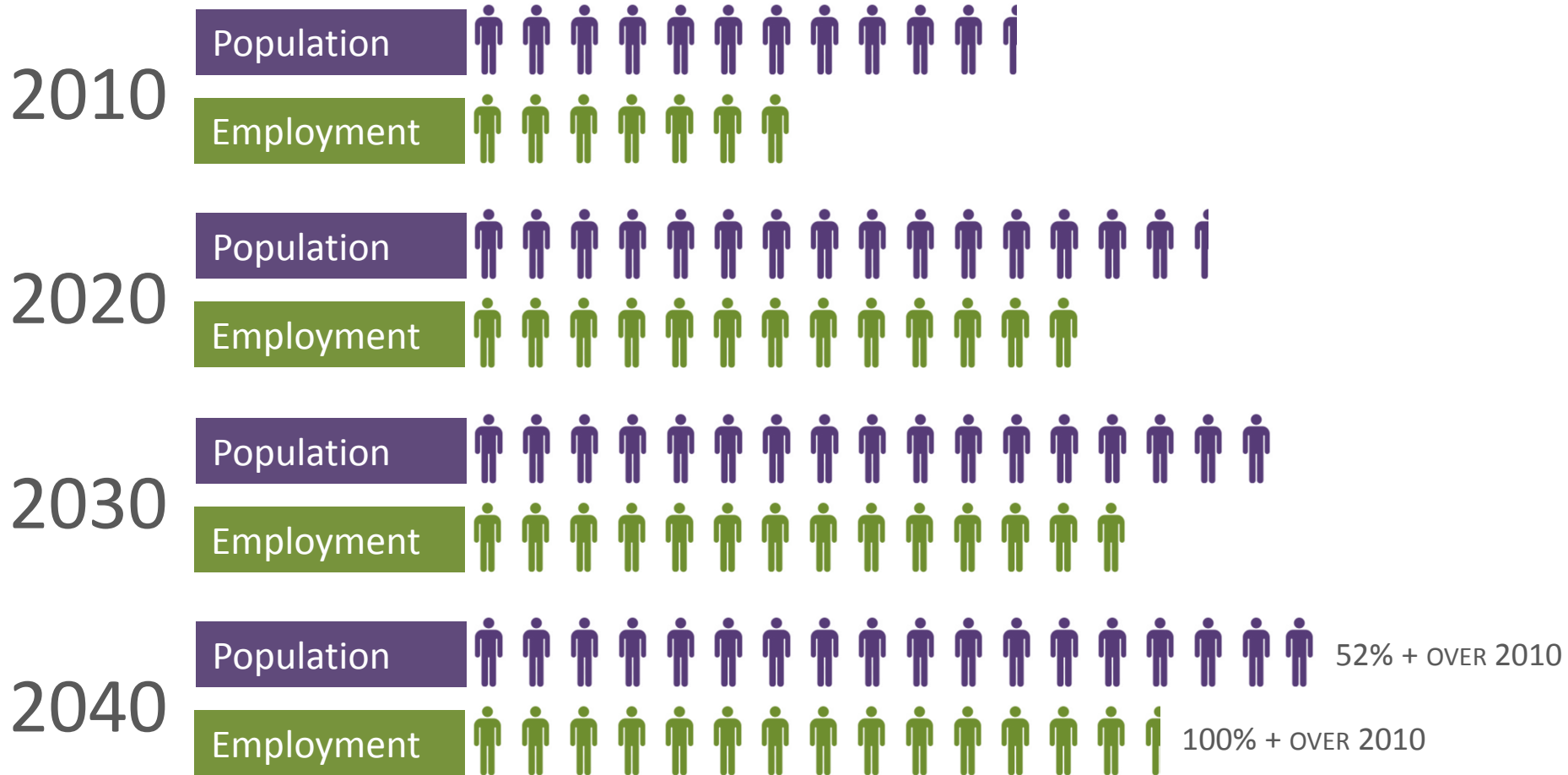
EXCLUSIVE: NEW **LUXURY APARTMENT PROJECT** TO RISE NEAR THE WOODLANDS – *HOUSTON BUSINESS JOURNAL*

EMBASSY SUITES COMING TO HUGHES LANDING IN LATE 2015 – *THE WOODLANDS ONLINE*



WHY A TRANSIT PLAN?

POPULATION AND EMPLOYMENT WITHIN THE STUDY AREA



WHY A TRANSIT PLAN?

Scope Elements:

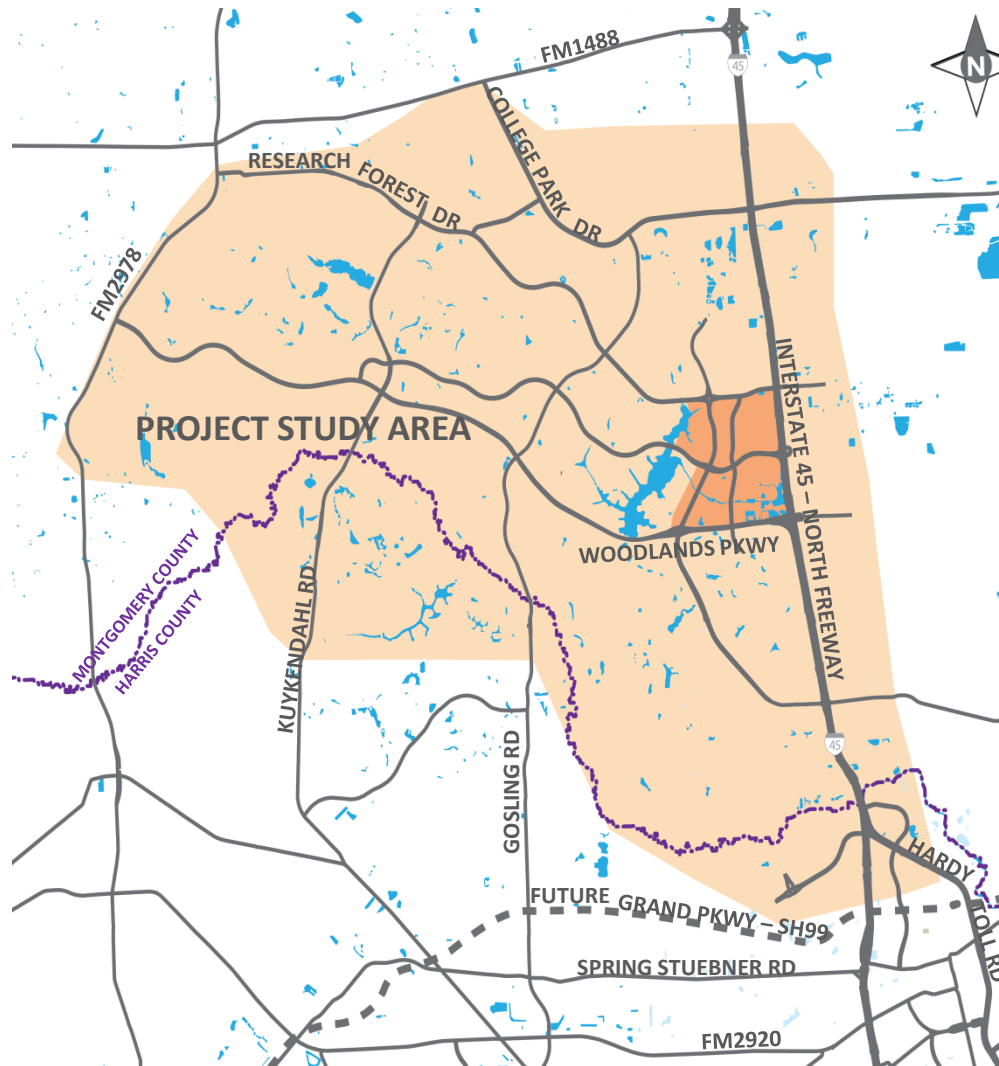
- Evaluate existing park and ride service
- Investigate reverse commute solutions
- Complement METRO's long range plan and other regional transit plans
- Improve mobility in the Town Center
- Improve connectivity between The Woodlands Township Residential Villages and the Town Center area



WHAT IS A TRANSIT PLAN?

- Creates a long term vision
- Sets out potential transit options
- Starting point for timing and implementation
- Creates opportunities for increased mobility choice

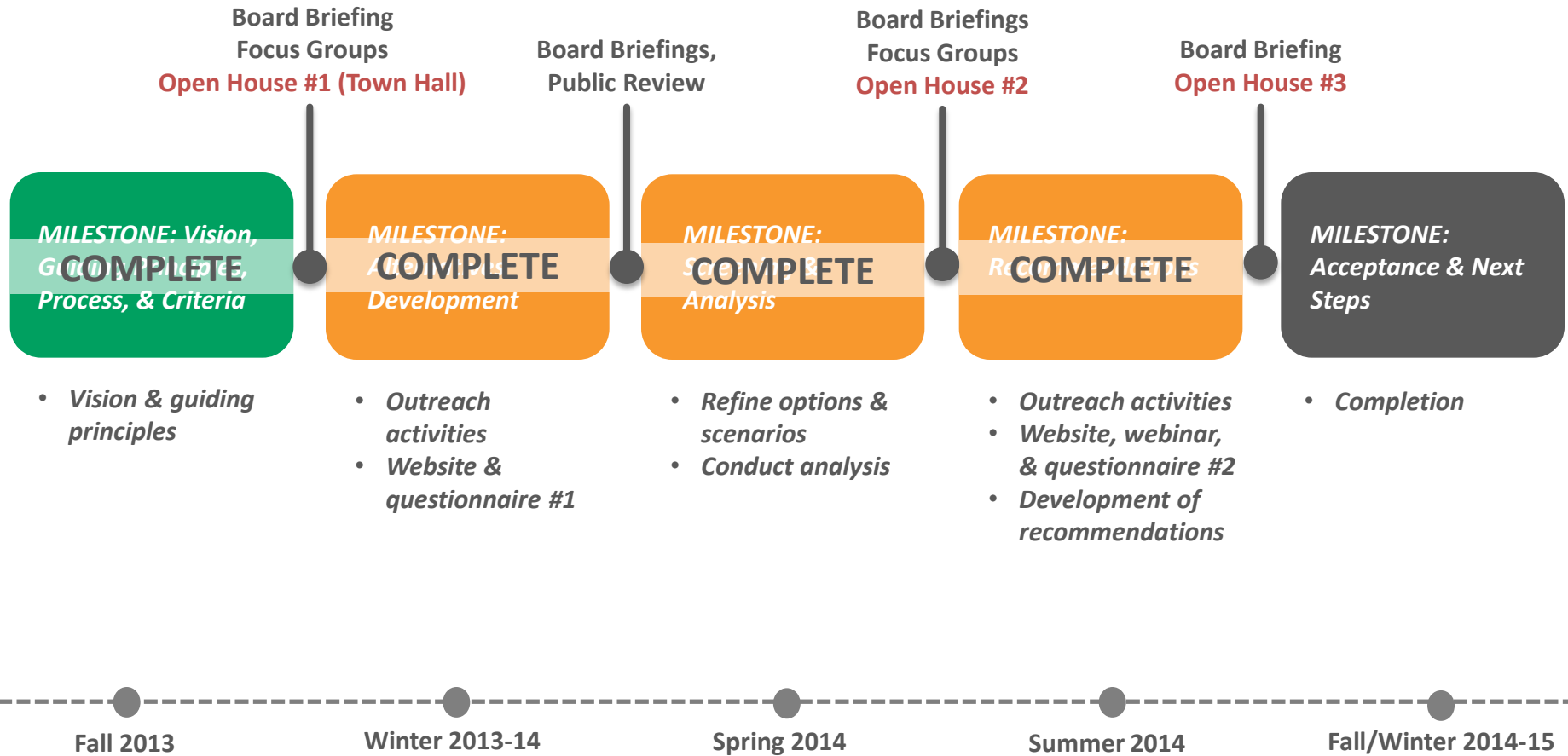




GUIDING PRINCIPLES

- Builds partnerships to share costs and benefits
- Provides high quality services
- Preserves the commuting services to Houston
- Supports congestion mitigation
- Enhances the multi-modal transportation network
- Results in actionable projects in the near term and long term





CHOICES

transit plan
The Woodlands Township



RECOMMENDATIONS



- Recommendations focused on core improvements
- Organized by transit ‘scenarios’



TOWN CENTER MOBILITY



REGIONAL MOBILITY



THE WOODLANDS AREA MOBILITY





TOWN CENTER MOBILITY SCENARIO

This scenario proposes improvements to mobility in the Town Center.



What...

- Implement Town Center bus services and infrastructure (shelters, furniture, bus bays)
- Introduce modern bus vehicles
- Build ridership through branding, information, education
- Improve cycle and pedestrian links to transit

Why...

- Provides mobility for residents, visitors, and workers
- Links to major activity points and new transit center
- Supports the Town Center as a regional destination
- Supports ongoing Town Center development
- Supports congestion mitigation
- Supports the ability to 'park once'





TOWN CENTER – ROUTE 1



Town Center Bus Route 1:

- Town Center to Hughes Landing
- Continue no fee for passengers
- Scheduled 10 minute service (all day)
- 7:30am to 10:00pm (M-F) and 11:00am-10:00pm (weekends)
- Capital cost: \$940K
- Annual operating cost \$800K
- Five accessible buses \$1.5M
- Measure of success target annual ridership 132K

NEAR-TERM

MID-TERM

LONG-TERM

SUGGESTED PRIORITY





NEAR-TERM

MID-TERM

LONG-TERM

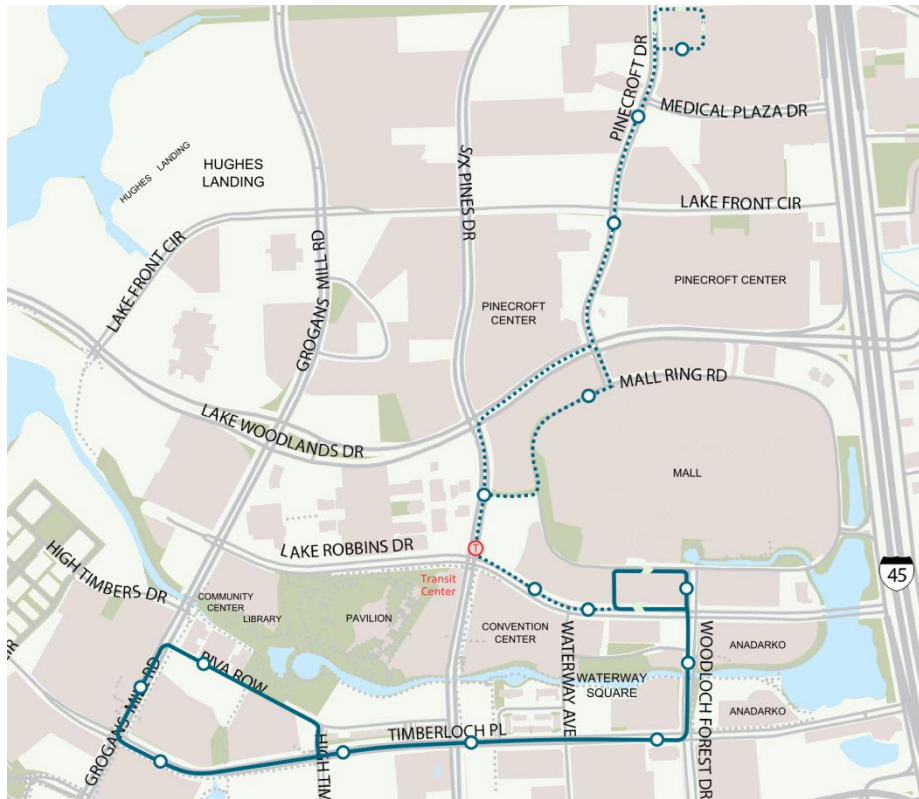
SUGGESTED PRIORITY

Town Center Bus Route 2:

- Town Center to Memorial Hermann
- Continue no fee for passengers
- Scheduled 10 minute service (all day)
- 7:30am to 10:00pm (M-F) and 11:00am-10:00pm (weekends)
- Capital cost \$450K
- Three accessible buses \$900K
- Annual operating cost \$600K
- Measure of success: target annual ridership 100K



TOWN CENTER – ROUTE 3



NEAR-TERM

MID-TERM

LONG-TERM

SUGGESTED PRIORITY

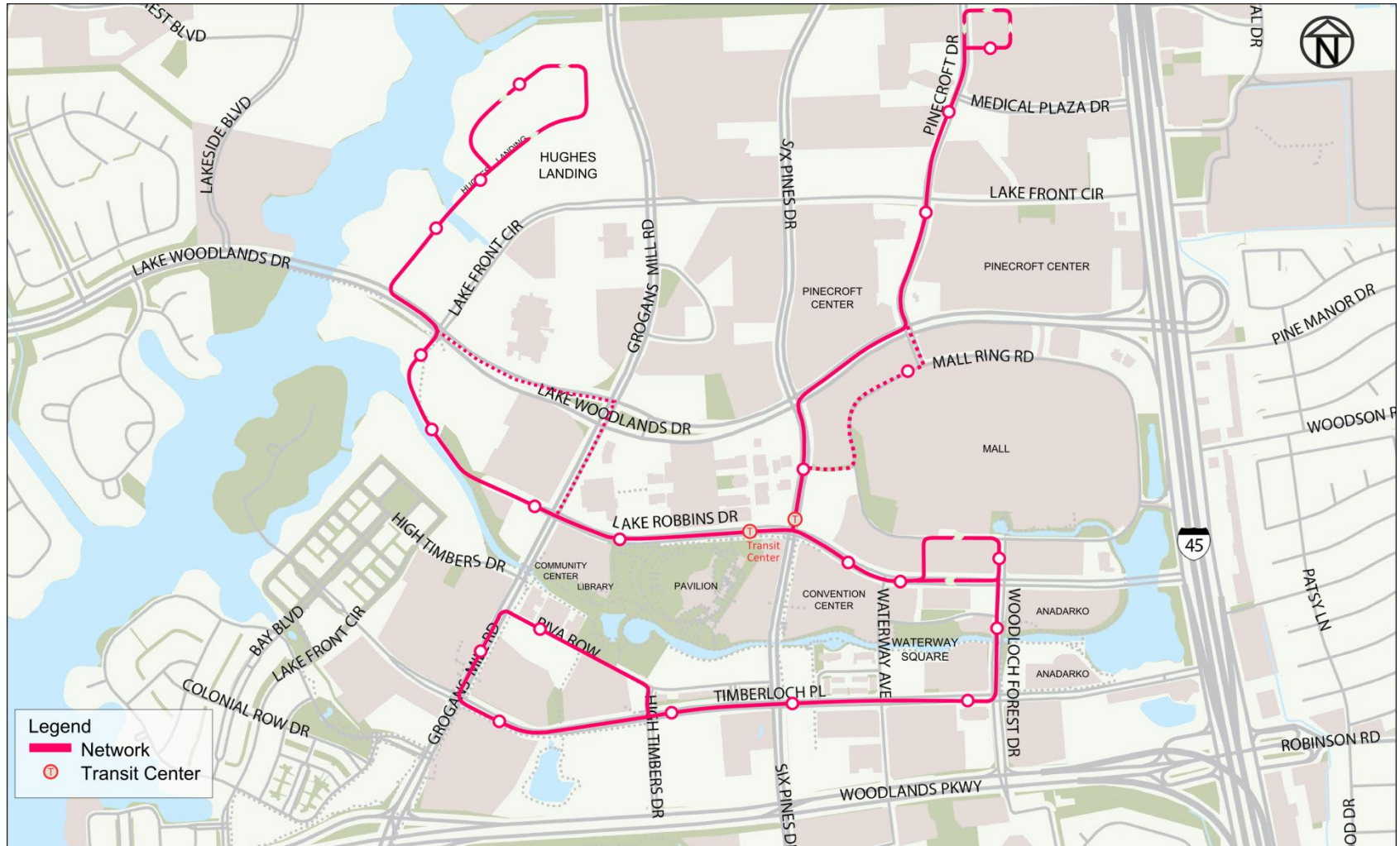
Town Center Bus Route 3:

- Town Center to Riva Row
- Continue no fee for passengers
- Scheduled 10 minute service (all day)
- 7:30am to 10:00pm (M-F) and 11:00am-10:00pm (weekends)
- Capital cost \$550K
- Annual operating cost \$600K
- Three accessible buses \$900K
- Measure of success target annual ridership 100K





TOWN CENTER – BUS NETWORK





COMPLEMENTARY STRATEGIES



Transit Education, Branding & Promotion

- Develop a comprehensive transit branding and education campaign
 - Develop a brand from the critical attributes of The Woodlands
 - Focus on the ability to 'park once' option in the Town Center
 - Create education program 'how to use transit'
 - Plan for combined website development



Cycle/Pedestrian Connectivity to Transit

- Fill cycle and pedestrian gaps to new transit stops
 - Include sidewalk connections with new stops
 - Include cycle connections with new stops
 - Provide cycle facilities at appropriate transit stops
 - Provide weather protection and street furniture



Parking

- Investigate parking conditions / challenges
 - Identify opportunities to encourage parking turnover (convenient access to businesses)
 - Focus long term parking on lots / garages
 - Work directly with the local community / businesses
 - Supports the ability to 'park once'





REGIONAL MOBILITY SCENARIO

New and improved Woodlands Express services.



What...

- Build upon the current service (The Woodlands to Houston) – new destinations, later services
- Add one new pick up location (south Town Center)
- Test new reverse service (Houston to The Woodlands)
- Improve cycling, walking, and auto connectivity to park and rides
- Make it known – education, branding, ticketing, web

Why...

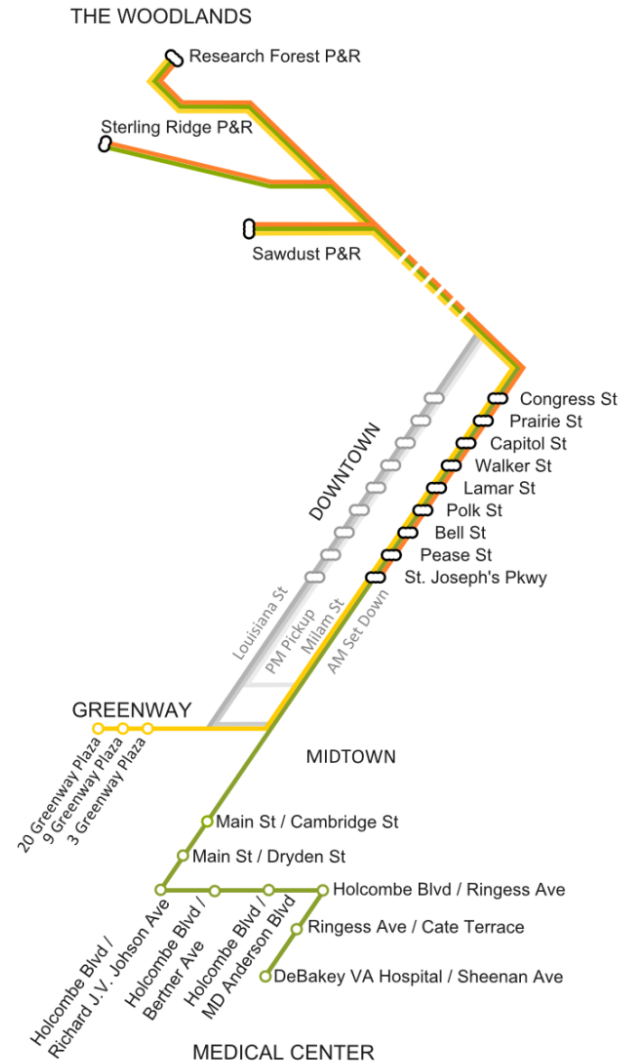
- Maintain success and adapt existing service
- Grow service with the least risk
- Respond to needs of existing and new users
- Support the Town Center development
- Support congestion reduction
- Support partnering opportunities (ExxonMobil, etc.)





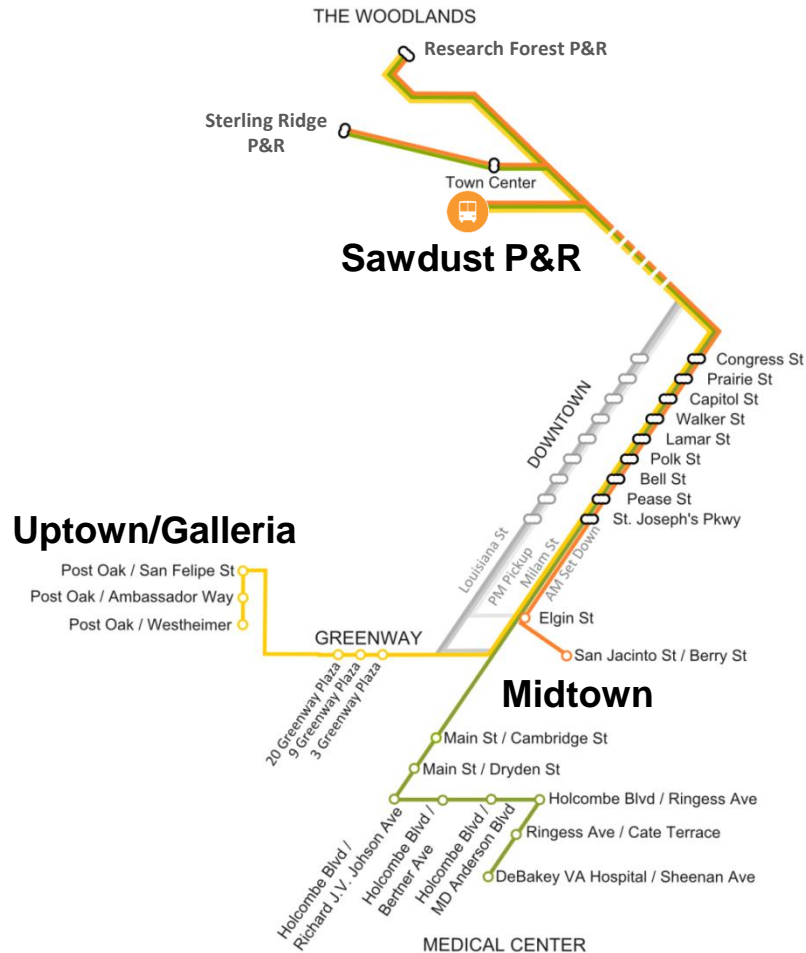
EXISTING REGIONAL SERVICE

THE WOODLANDS EXPRESS





SAWDUST PARK AND RIDE



Sawdust P&R to Houston:

- Extended services:
 - Downtown to Midtown
 - Greenway to Uptown/Galleria
- Later return services:
 - Medical Center (5:40pm)
 - Greenway (6:40pm)
- Capital cost \$1.3M
- Current annual costs \$2.3M
- Additional annual operating cost \$325K
- Measure of success: target annual ridership: additional 27K

NEAR-TERM

MID-TERM

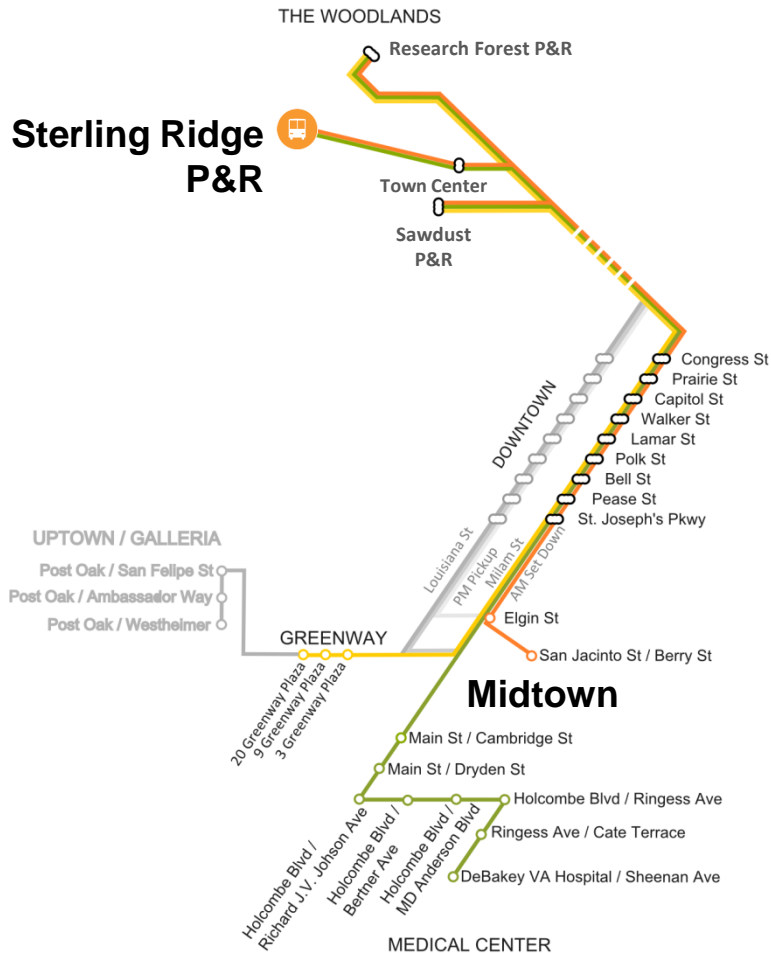
LONG-TERM

SUGGESTED PRIORITY





STERLING RIDGE PARK AND RIDE



Sterling Ridge P&R to Houston:

- Extended services:
 - Downtown to Midtown
- Later return services:
 - Medical Center (5:40pm)
- Capital cost \$430K (including Town Center stop)
- Current annual costs \$1.6M
- Additional annual operating cost \$270K
- Measure of success: target annual ridership: additional 22K

NEAR-TERM

MID-TERM

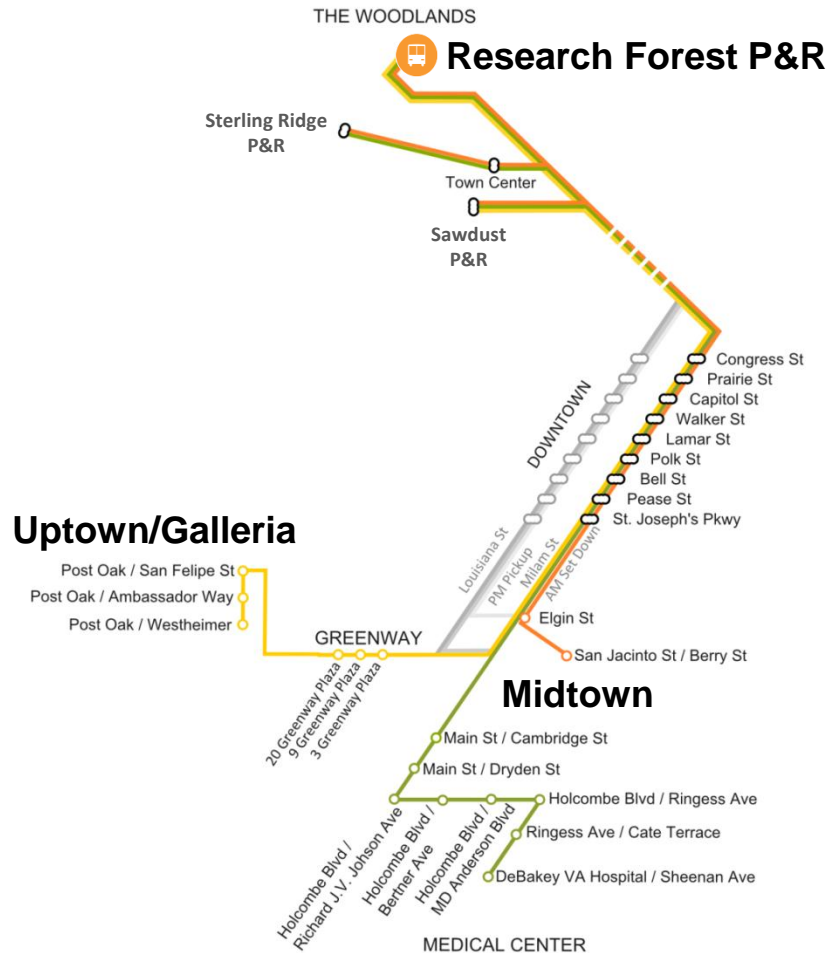
LONG-TERM

SUGGESTED PRIORITY





RESEARCH FOREST PARK AND RIDE



Research Forest P&R to Houston:

- Extended services:
 - Downtown to Midtown
 - Greenway to Uptown/Galleria
- Later return services:
 - Medical Center (6:05pm)
 - Greenway (6:30pm)
- Capital cost \$300K
- Current annual costs \$2.8M
- Additional annual operating cost \$565K
- Measure of success: target annual ridership: additional 47K

NEAR-TERM

MID-TERM

LONG-TERM

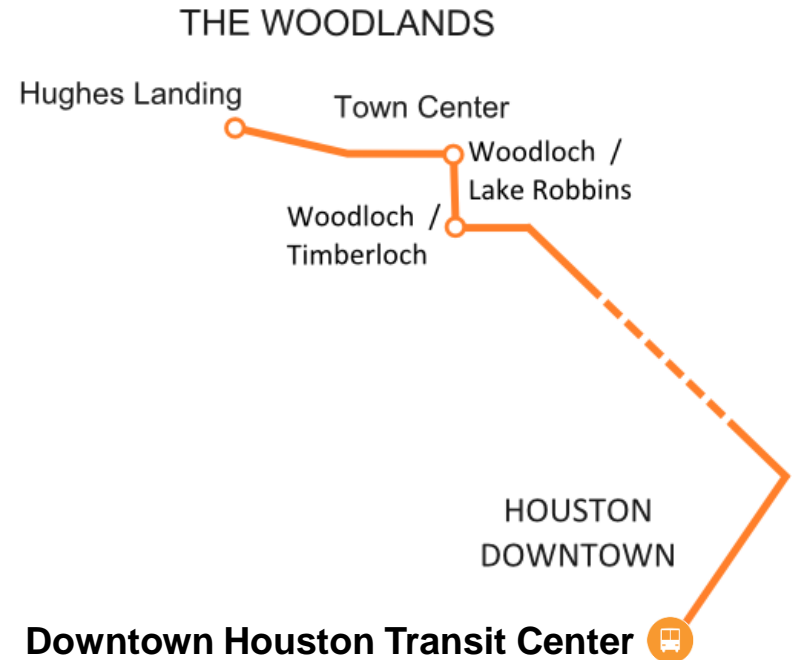
SUGGESTED PRIORITY





Reverse Service - Houston to The Woodlands:

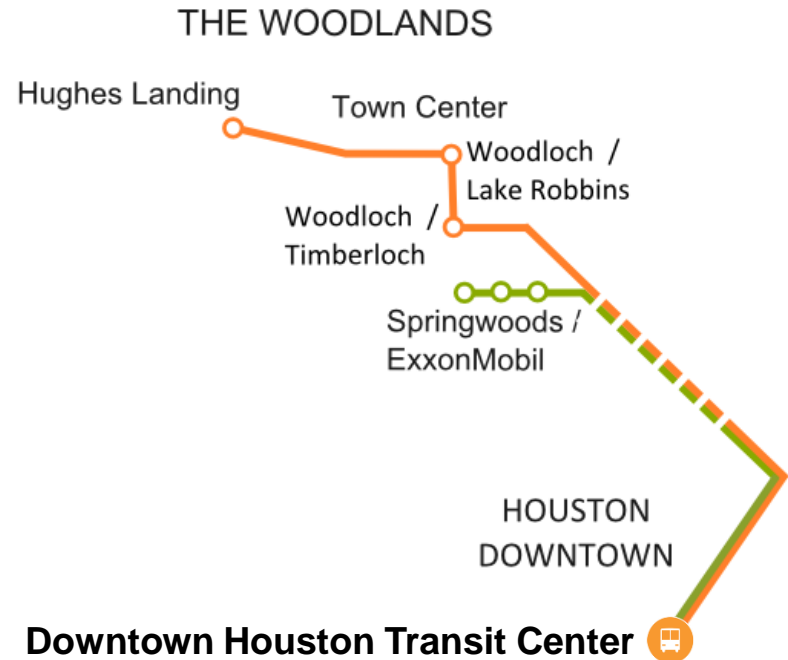
- New services:
 - Originating at Downtown Houston Transit Center
 - Service to The Woodlands Town Center and Hughes Landing employment
- Peak hour service
 - 4 morning / 6 evening buses
 - 7:00am to 6:30pm (M-F)
- Capital cost ~\$5K (signage)
- Annual operating cost \$400K
- Measure of success: target annual ridership 34K (+134 per day)





Reverse Service - Houston to Springwoods / ExxonMobil:

- New services:
 - Originating at Downtown Houston Transit Center
 - Service to Springwoods / ExxonMobil employment
- Peak hour service
 - 4 morning / 6 evening buses
 - 7:00am to 6:30pm (M-F)
- Capital cost ~\$5K (signage)
- Annual operating cost \$300K
- Measure of success: target annual ridership 26K (+103 per day)



SUGGESTED PRIORITY — EARLY PARTNERSHIP

THE WOODLANDS AREA MOBILITY RECOMMENDATIONS



THE WOODLANDS AREA MOBILITY SCENARIO

Testing future bus connections and demand in The Woodlands area.



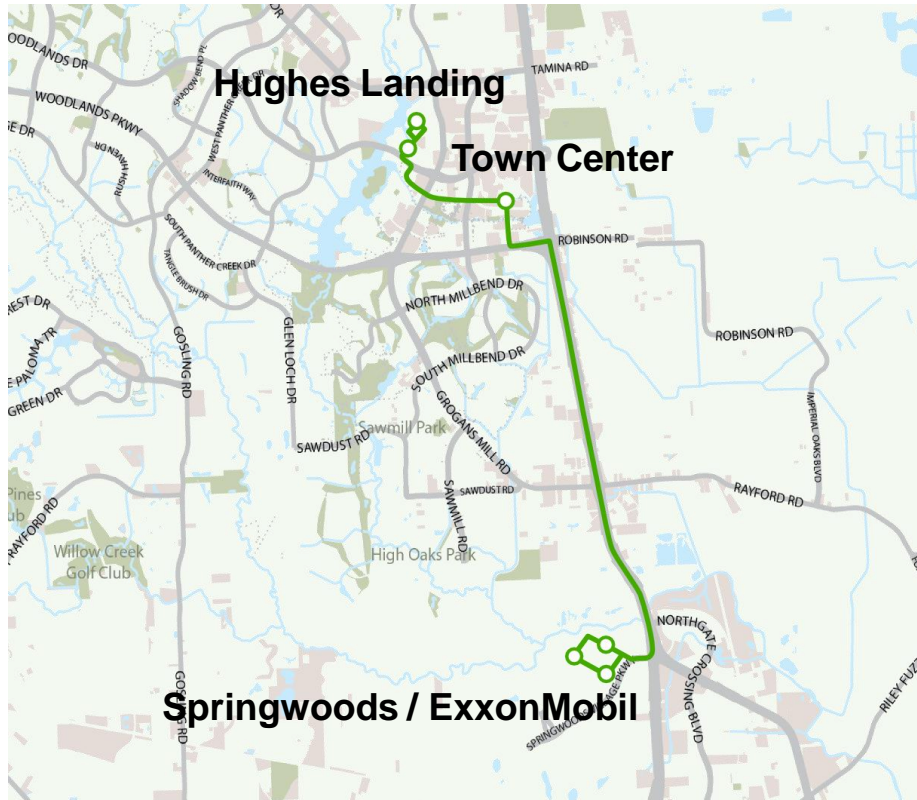
What...

- 'Pilot' new local bus connection in cooperation with ExxonMobil (new route 10X or 10)
- Monitor demand for new local bus (Town Center, Panther Creek, and Indian Springs/Sterling Ridge)
- Create cycle and pedestrian links to transit
- Build ridership through branding, information, education
- Continue transit surveys
- Monitor future demand for expansion

Why...

- Supports mobility for local residents and employees
- Supports economic vitality of Town Center
- Provides a partnering opportunities (ExxonMobil, etc.)
- Supports congestion mitigation
- Supports congestion mitigation and parking issues in the Town Center





Local Bus Route 10X:

- Springwoods / ExxonMobil to Town Center / Hughes Landing
- 15 minute peak / 30 minute off-peak service
- 6:00am to 7:00pm (M-F)
- Assumes fare of \$1.25 (partnerships)
- Capital cost: \$320K
- Annual operating cost \$210K
- Three accessible buses \$900K
- Measure of success target annual ridership 80K (300 per day)
- ‘Pilot’ the service (10X or 10)

SUGGESTED PRIORITY – EARLY PARTNERSHIP





NEAR-TERM

MID-TERM

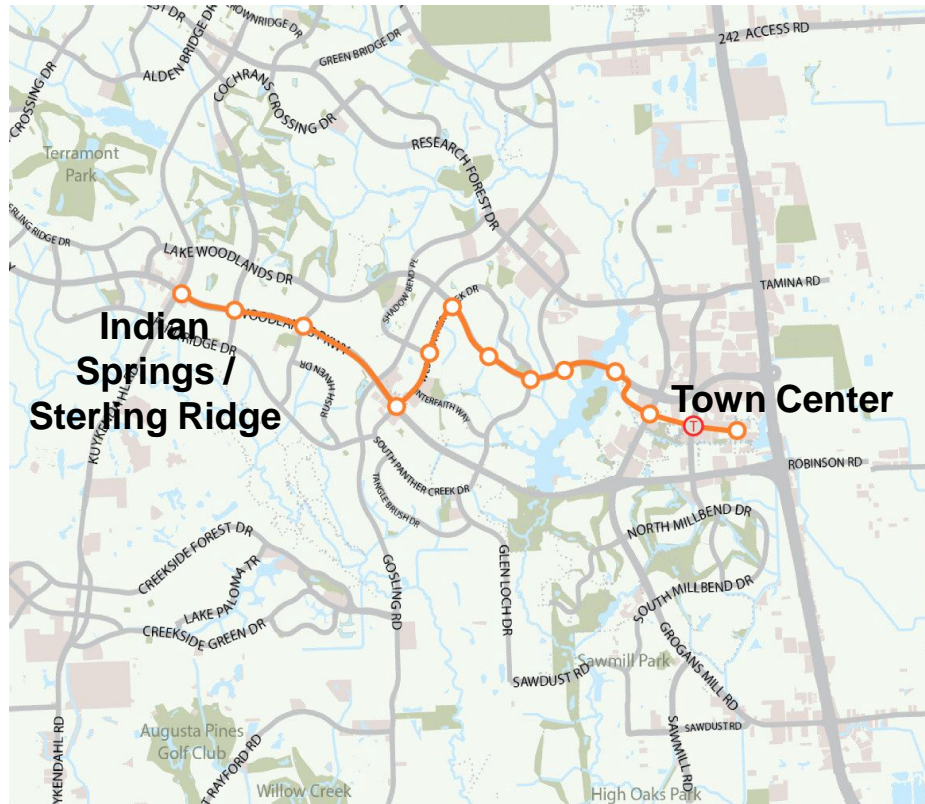
LONG-TERM

SUGGESTED PRIORITY

Local Bus Route 10:

- Springwoods / ExxonMobil to Town Center / Hughes Landing
- 15 minute peak / 30 minute off-peak service
- 6:00am to 7:00pm (M-F)
- Assumes fare of \$1.25 (partnerships)
- Capital cost: \$1M
- Annual operating cost \$600K
- Five accessible buses \$1.5M
- Measure of success target annual ridership 50K (200 per day)
- ‘Pilot’ the service (10X or 10)





NEAR-TERM

MID-TERM

LONG-TERM

SUGGESTED PRIORITY

Local Bus Route 11:

- Town Center to Panther Creek to Indian Springs / Sterling Ridge
- ‘Pilot’ potential first phase to Panther Creek
- 15 minute peak / 30 minute off-peak service
- 6:00am to 7:00pm (M-F)
- Assumes fare of \$1.25
- Capital cost: \$910K
- Annual operating cost \$460K
- Four accessible buses \$1.2M
- Measure of success target annual ridership 80K (300 per day)



MEETING THE GUIDING PRINCIPLES

Scenarios		Partnerships	High Quality Service	Supports Commuting Options	Congestion Mitigation	Multi-modal	Actionable Projects
	Town Center Bus Route 1						
	Town Center Bus Route 2						
	Town Center Bus Route 3						
	Regional Research Forest						
	Regional Sawdust						
	Regional Sterling Ridge						
	Reverse – The Woodlands						
	Reverse Springwoods/ExxonMobil						
	Local Bus Route 10x						
	Local Bus Route 10						
	Local Bus Route 11						
	Complementary Measures						

CHOICES

transit plan
The Woodlands Township



QUESTIONS



CHOICES

transit plan

The Woodlands Township



NEXT STEPS



- Finalize recommendations
- Finalize plan – Board consideration (December)



CHOICES

transit plan
The Woodlands Township



THANK YOU

