



LET'S JET CONNECTED

A Comprehensive Transit Plan for Jonesboro Economic Transit

STUDY GOALS

Jonesboro Economic Transit Analysis

Develop a **LOCAL KNOWLEDGE** of the
Jonesboro service area
so that we can **BUILD UPON** the existing
transit system's **STRENGTHS**
and *improve transit* for the community.



PROCESS

Jonesboro Economic Transit Analysis

- Market Analysis
- Existing Service Analysis
- Public Engagement



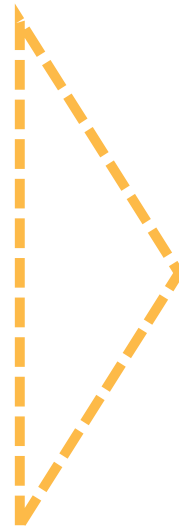
PROCESS

Jonesboro Economic Transit Analysis

○ Market Analysis

○ Existing Service Analysis

○ Public Engagement



○ Scenario Development



PROCESS

Jonesboro Economic Transit Analysis

○ Market Analysis

1. *Demographic Profile*

○ Existing Service Analysis

2. *Destination Analysis*

○ Public Engagement

3. *Gap Analysis*



MARKET ANALYSIS

Jonesboro Economic Transit Analysis

1. Demographic Profile

Transit Dependent Population

At-Risk Population

Served Populations

Who does transit serve?

2. Destination Analysis

Points of Interest

Major Employers

Schools

Where does transit go?

3. Gap Analysis

How can transit serve more people and places?



PROCESS

Jonesboro Economic Transit Analysis

○ Market Analysis

○ Existing Service Analysis

○ Public Engagement

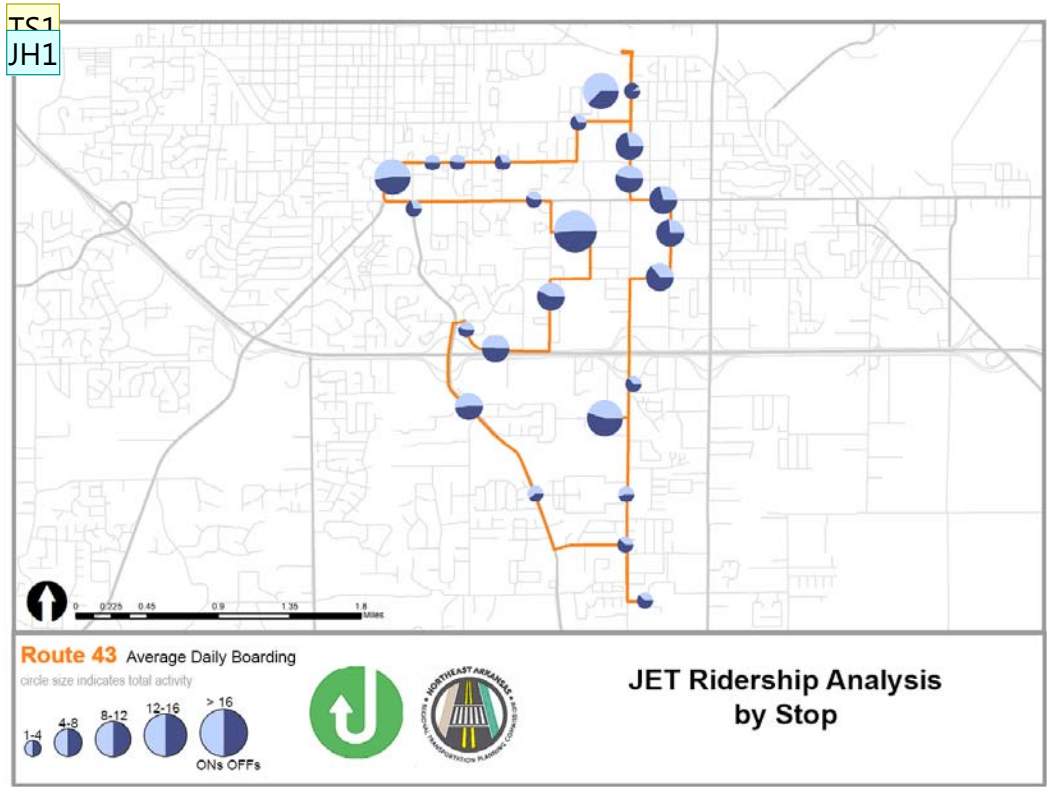
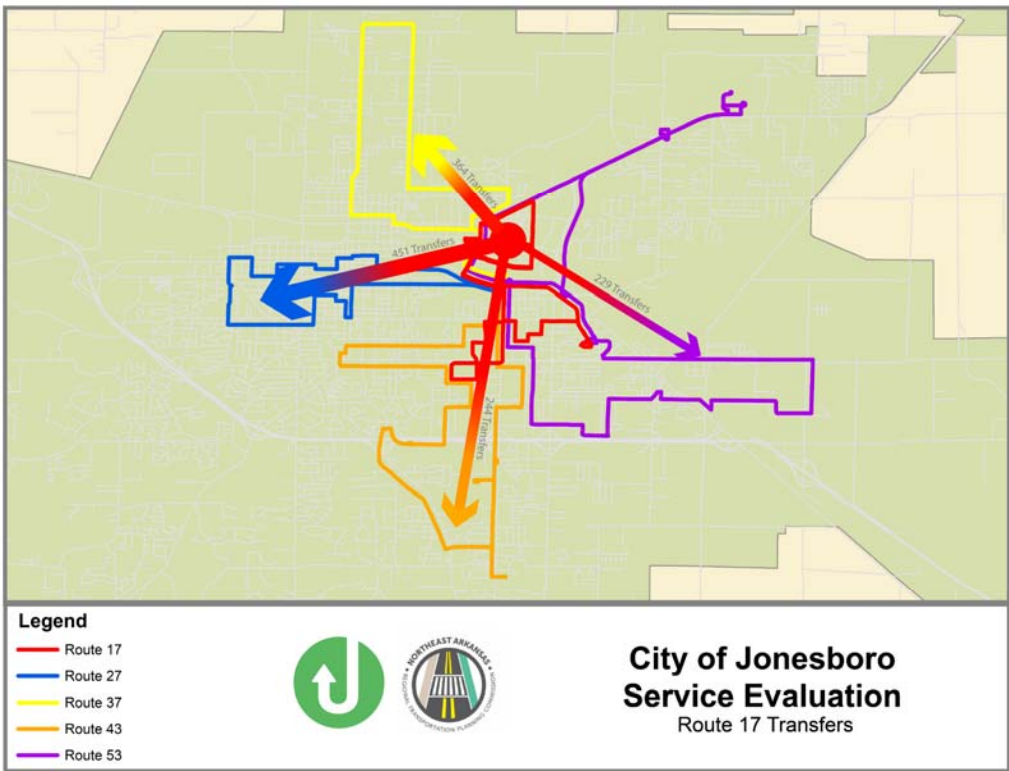
1. *Identify strengths of current system*

2. *Identify areas for improvement*

3. *Identify opportunities to improve service*



EXISTING SERVICE ANALYSIS



Slide 8

TS1 Rreplace the 'stops by # of routes served' with our transfer map (Peter knows where it is).
Tim Simon, 8/2/2018

JH1 Replaced!
Jolene Holland-Neve, 8/3/2018

PROCESS

Jonesboro Economic Transit Analysis

○ Market Analysis

1. *Online Survey*

○ Existing Service Analysis

2. *Conduct Events*

○ Public Engagement

3. *Passenger Interviews*



PUBLIC ENGAGEMENT

Jonesboro Economic Transit Analysis

JET is committed to providing the best experience possible. To help us do that we want to hear from everyone, no matter how you travel. As a part of the JET Transit Study we have created a short survey.

We would love your feedback and comments to help us understand the bus needs and wants of the community. Your input will help inform bus recommendations for improving future transit service in Jonesboro.

1. Online Survey

Live on 7/2/18

Link posted on Jonesboro.org under JET Transit Study

Paper surveys delivered to the following locations:

<i>Allen Park Community Center</i>	<i>Chamber of Commerce</i>
<i>Hispanic Community Services Inc</i>	<i>St. Bernard's Healthcare</i>
<i>Earl Bell Community Center</i>	<i>The Salvation Army</i>
<i>JET Regional Transfer Center</i>	<i>United Way of Northeast</i>
<i>Parker Park Community Center</i>	<i>Arkansas</i>
<i>Municipal Center</i>	<i>City Council Meetings</i>
<i>Craighead County Courthouse</i>	
<i>Craighead County Justice Complex</i>	

2. Conduct Events

AUG. 7th @ 5:30PM

City Council
300 South Church St

AUG. 15th @ 3-7PM

AUG. 16th @ 6AM-3PM

JET Regional Transfer Center
713 South Caraway Rd

AUG. 16th @ 5-8PM

Alive After Five
100 E Huntington Ave

3. Passenger Interviews

Alliance staff will ride the bus and ask passengers to take paper survey.



Slide 10

JH2

Added survey drop off locations.

Jolene Holland-Neve, 8/3/2018

PUBLIC ENGAGEMENT

Jonesboro Economic Transit Analysis

JONESBORO

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Make your voice heard!

Take the online survey or come talk with us on: **August 15th at JET Transit Center or August 16th at Alive After Five!**

JET Transit Study Survey:

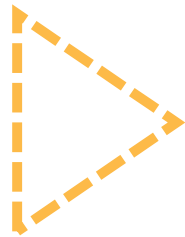
<https://atgplanning.typeform.com/to/euo4IK>



NEXT STEPS

Jonesboro Economic Transit Analysis

- Market Analysis
- Existing Service Analysis
- Public Engagement



○ Scenario Development

Route Segment Analysis

*Develop scenarios including
cost neutral to exploratory*



SCENARIO DEVELOPMENT

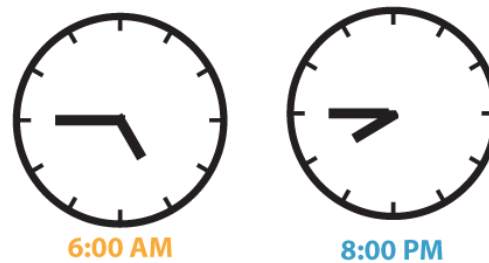
Jonesboro Economic Transit Analysis

Frequency



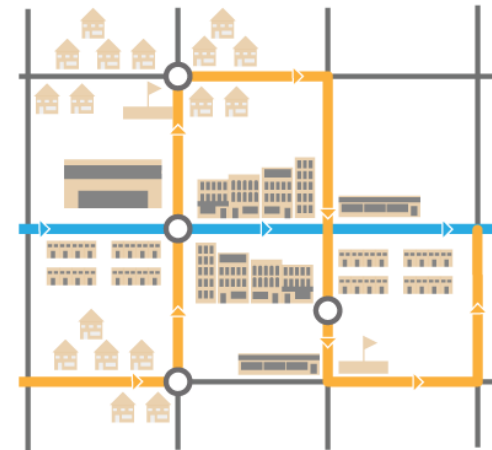
How often the bus comes

Span of Service



*How early service starts and
how late service ends*

Route Design



*Where the bus goes and how
it gets there*



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Questions?

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