

Client: Central Midlands RTA

Location: Columbia, SC

The Comprehensive Study Project for the Central Midlands RTA (CMRTA) consisted of the following three studies:

- A Comprehensive Operational Analysis (COA) of the CMRTA fixed route system;
- A Regional Park-and-Ride Feasibility Study; and
- A Management Performance Review of CMRTA and its contract operator.



CTG served as the prime consultant of this high profile project for the Columbia area, and was also the lead firm for the COA study. Four subconsultant firms were managed by CTG and were responsible for public outreach activities, data collection efforts, the regional park-and-ride feasibility study, and the management performance review. The project was successfully completed within a very tight schedule (3 ½ months).

COA recommendations were route-specific and were defined for Near-Term (1-3 years), Short-Range (4-9 years) and Long-Range (10-15 years) time periods. Service recommendations were focused on the following themes:

- **Near-Term** recommendations focus on the need to improve service **reliability** through measures such as additional layover/schedule recovery time, headway adjustments, and timed transfers at the Downtown Transfer Center. Near-Term recommendations are cost-neutral.
- **Short-Range** recommendations focus on the need to improve **connectivity** through new transfer opportunities at proposed non-downtown transfer hubs, and through improved frequencies.
- **Long-Range** recommendations focus on the need to improve **accessibility** to transit for county residents by expanding service throughout the county and further improving service frequencies. Many of the expanded services in the Long-Range plan call for flex routes.

CMRTA's Board of Directors approved study recommendations in February 2010, and requested funding for implementing the Long-Range Plan through a portion of a county-wide transportation sales tax that was on the November 2010 ballot. CTG staff developed a 25-year cash flow model and financial projections for the transit portion of the proposed one penny transportation sales tax. CTG staff also provided assistance to CMRTA with various implementation tasks for Near-Term recommendations, which were implemented June 2010.