



## CITY OF MARSHALL

### COMMISSION AGENDA INFORMATION SHEET:

**MEETING DATE:** January 26, 2017

**PROJECT:** Consider a report regarding the East Texas Council of Governments (ETCOG) GoBus Public Transportation Program and ridership for the period January 1, 2016 through December 31, 2016. (Public Services Director)

**DESCRIPTION:** Attached is copy of the annual ridership report for our local GoBus ridership, for the period January 1, 2016 through December 31, 2016. Two special notes should be mentioned when reviewing the report. First, ridership took a major drop in contract year 2013, after Wiley College opened its new dorm on their campus and students being housed at motels on I-20 and Highway 59 no longer used the GoBus system to ride to Wiley College and back. Second, ridership took a another major drop beginning in calendar 2015, when the City of Marshall reduced grant support funding from \$65,000.00 a year to \$35,000 a year.

The reduction in grant support funding by the City of Marshall required a reduction in their services, reducing the number of routes from three (3) in 2014 to one (1) in 2015. Scheduled route times were also reduced from 13 hours a day (6 AM to 7 PM) to the current 11 hours a day (6:30 AM to 5:30 PM).

Ridership has climbed every month this calendar year over 2015 through September, with a slight drop in October, November and December; overall ridership was up approximately 10.8% in 2016.

Fares have not changed at all in the past and remain the same:

- Regular Fare                      \$.50 cents
- Seniors (60 and older)        \$.25 cents
- Students                            \$.25 cents
- Children under 6 (with fare paying adult)    Free

A GoBus brochure with route map is attached.

**COST:**  
\$35,000.00

<b>FUNDING:</b>	<u>Acct. Name &amp; No</u>	<u>Original Budget</u>
	01-0351-12-00	\$35,000.00

**RECOMMENDED**

**ACTION:**

Consider a report regarding the East Texas Council of Governments (ETCOG) GoBus Public Transportation Program and ridership for the period January 1, 2016 through December 31, 2016. (Public Services Director)

**CITY CONTACT:** J. C. Hughes, Public Services Director 903-503-4503

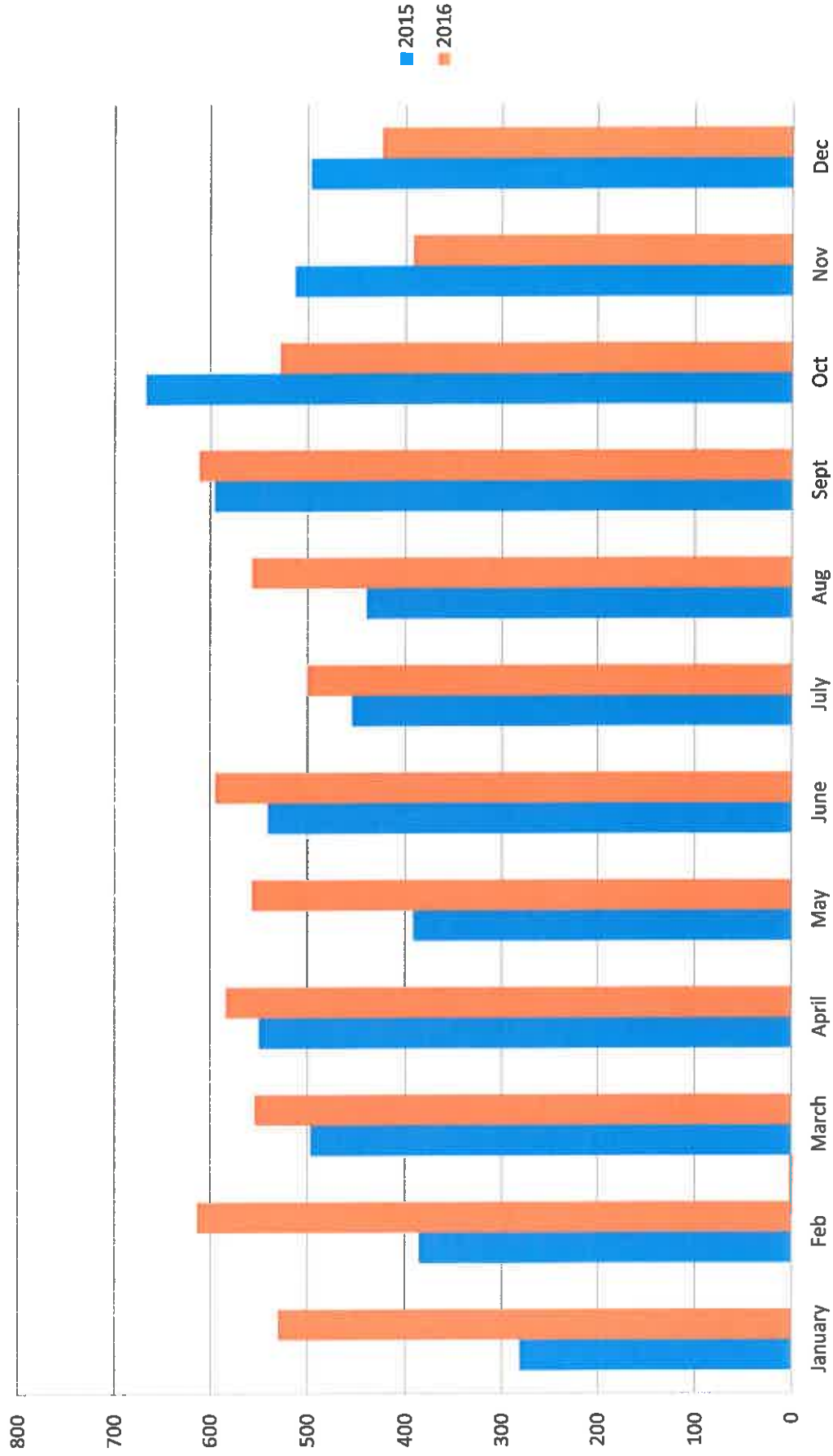
**ATTACHMENTS:**

- Ridership Report 2015 - 2016
- GoBus Route
- Marshall Flex Route Map – Effective January 2, 2015
- ETCOG GoBus Advertising Opportunity Brochure

cc: Lisa Agnor, City Manager  
Elaine Altman, Finance Director  
File

Year	January	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2015	281	386	497	550	392	541	455	440	596	668	513	497	5816
2016	530	614	554	584	557	595	500	557	612	528	392	424	6447

**Marshall Flex Route Ridership Per Month**



# City of Marshall Transit



1-800-590-3371  
www.ETCOG.org



STOPS	BLOCK 1	BLOCK 2	BLOCK 3	BLOCK 4	BLOCK 5	BLOCK 6	BLOCK 7	BLOCK 8	BLOCK 9
PARK	6:30 A.M.	7:40 A.M.	8:50 A.M.	10:00 A.M.	11:14 A.M.	12:24 P.M.	1:34 P.M.	2:44 P.M.	4:15 P.M.
HOSPITAL	6:32 A.M.	7:42 A.M.	8:52 A.M.	10:02 A.M.	11:16 A.M.	12:26 P.M.	1:36 P.M.	2:46 P.M.	4:17 P.M.
JOHNSON ST.	6:35 A.M.	7:45 A.M.	8:55 A.M.	10:05 A.M.	11:19 A.M.	12:29 P.M.	1:39 P.M.	2:49 P.M.	4:20 P.M.
MAVERICK DR.	6:37 A.M.	7:47 A.M.	8:57 A.M.	10:07 A.M.	11:21 A.M.	12:31 P.M.	1:41 P.M.	2:51 P.M.	4:22 P.M.
EAST END (HWY. 59)	6:39 A.M.	7:49 A.M.	8:59 A.M.	10:09 A.M.	11:23 A.M.	12:33 P.M.	1:43 P.M.	2:53 P.M.	4:24 P.M.
MALL	6:42 A.M.	7:52 A.M.	9:02 A.M.	10:12 A.M.	11:26 A.M.	12:36 P.M.	1:46 P.M.	2:56 P.M.	4:27 P.M.
TSTC	6:48 A.M.	7:58 A.M.	9:08 A.M.	10:18 A.M.	11:32 A.M.	12:42 P.M.	1:52 P.M.	3:02 P.M.	4:33 P.M.
BROOKSHIRES	6:51 A.M.	8:01 A.M.	9:11 A.M.	10:21 A.M.	11:35 A.M.	12:45 P.M.	1:55 P.M.	3:05 P.M.	4:36 P.M.
FAMILY DOLLAR	6:53 A.M.	8:03 A.M.	9:13 A.M.	10:23 A.M.	11:37 A.M.	12:47 P.M.	1:57 P.M.	3:07 P.M.	4:38 P.M.
ROSEBOROUGH ST.	6:54 A.M.	8:04 A.M.	9:14 A.M.	10:24 A.M.	11:38 A.M.	12:48 P.M.	1:58 P.M.	3:08 P.M.	4:39 P.M.
EMORY ST.	6:56 A.M.	8:06 A.M.	9:16 A.M.	10:26 A.M.	11:40 A.M.	12:50 P.M.	2:00 P.M.	3:10 P.M.	4:41 P.M.
WILEY COLLEGE	6:59 A.M.	8:09 A.M.	9:19 A.M.	10:29 A.M.	11:43 A.M.	12:53 P.M.	2:03 P.M.	3:13 P.M.	4:44 P.M.
G. W. CARVER SCHL	7:02 A.M.	8:12 A.M.	9:22 A.M.	10:32 A.M.	11:46 A.M.	12:56 P.M.	2:06 P.M.	3:16 P.M.	4:47 P.M.
WARD PLAZA	7:03 A.M.	8:13 A.M.	9:23 A.M.	10:33 A.M.	11:47 A.M.	12:57 P.M.	2:07 P.M.	3:17 P.M.	4:48 P.M.
BELAIRE MANOR	7:04 A.M.	8:14 A.M.	9:24 A.M.	10:34 A.M.	11:48 A.M.	12:58 P.M.	2:08 P.M.	3:18 P.M.	4:49 P.M.
NORWOOD ST.	7:05 A.M.	8:15 A.M.	9:25 A.M.	10:35 A.M.	11:49 A.M.	12:59 P.M.	2:09 P.M.	3:19 P.M.	4:50 P.M.
MOORE SCHOOL	7:06 A.M.	8:16 A.M.	9:26 A.M.	10:36 A.M.	11:50 A.M.	1:00 P.M.	2:10 P.M.	3:20 P.M.	4:51 P.M.
TIMBER VILLAGE	7:07 A.M.	8:17 A.M.	9:27 A.M.	10:37 A.M.	11:51 A.M.	1:01 P.M.	2:11 P.M.	3:21 P.M.	4:52 P.M.
OLIVE & VAN ZANDT	7:09 A.M.	8:19 A.M.	9:29 A.M.	10:39 A.M.	11:53 A.M.	1:03 P.M.	2:13 P.M.	3:23 P.M.	4:54 P.M.
ETBU DORMS	7:11 A.M.	8:21 A.M.	9:31 A.M.	10:41 A.M.	11:55 A.M.	1:05 P.M.	2:15 P.M.	3:25 P.M.	4:56 P.M.
ETBU	7:13 A.M.	8:23 A.M.	9:33 A.M.	10:43 A.M.	11:57 A.M.	1:07 P.M.	2:17 P.M.	3:27 P.M.	4:58 P.M.
AMTRAK	7:15 A.M.	8:25 A.M.	9:35 A.M.	10:45 A.M.	11:59 A.M.	1:09 P.M.	2:19 P.M.	3:29 P.M.	5:00 P.M.
COURT HOUSE	7:18 A.M.	8:28 A.M.	9:38 A.M.	10:48 A.M.	12:02 P.M.	1:12 P.M.	2:22 P.M.	3:32 P.M.	5:03 P.M.
POST OFFICE	7:20 A.M.	8:30 A.M.	9:40 A.M.	10:50 A.M.	12:04 P.M.	1:14 P.M.	2:24 P.M.	3:34 P.M.	5:05 P.M.
LIBRARY	7:21 A.M.	8:31 A.M.	9:41 A.M.	10:51 A.M.	12:05 P.M.	1:15 P.M.	2:25 P.M.	3:35 P.M.	5:06 P.M.
WAL-MART	7:23 A.M.	8:33 A.M.	9:43 A.M.	10:53 A.M.	12:07 P.M.	1:17 P.M.	2:27 P.M.	3:37 P.M.	5:08 P.M.
HOUSING AUTH	7:26 A.M.	8:36 A.M.	9:46 A.M.	10:56 A.M.	12:10 P.M.	1:20 P.M.	2:30 P.M.	3:40 P.M.	5:11 P.M.
SUPER 1	7:29 A.M.	8:39 A.M.	9:49 A.M.	10:59 A.M.	12:13 P.M.	1:23 P.M.	2:33 P.M.	3:43 P.M.	5:14 P.M.
SAV-A-LOT	7:30 A.M.	8:40 A.M.	9:50 A.M.	11:00 A.M.	12:14 P.M.	1:24 P.M.	2:34 P.M.	3:44 P.M.	5:15 P.M.
ELYSIAN-GARRETT	7:32 A.M.	8:42 A.M.	9:52 A.M.	11:02 A.M.	12:16 P.M.	1:26 P.M.	2:36 P.M.	3:46 P.M.	5:17 P.M.
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1-800-590-3371



3800 Stone Road  
Kilgore, TX 75662



## WHAT IS A FLEX ROUTE?

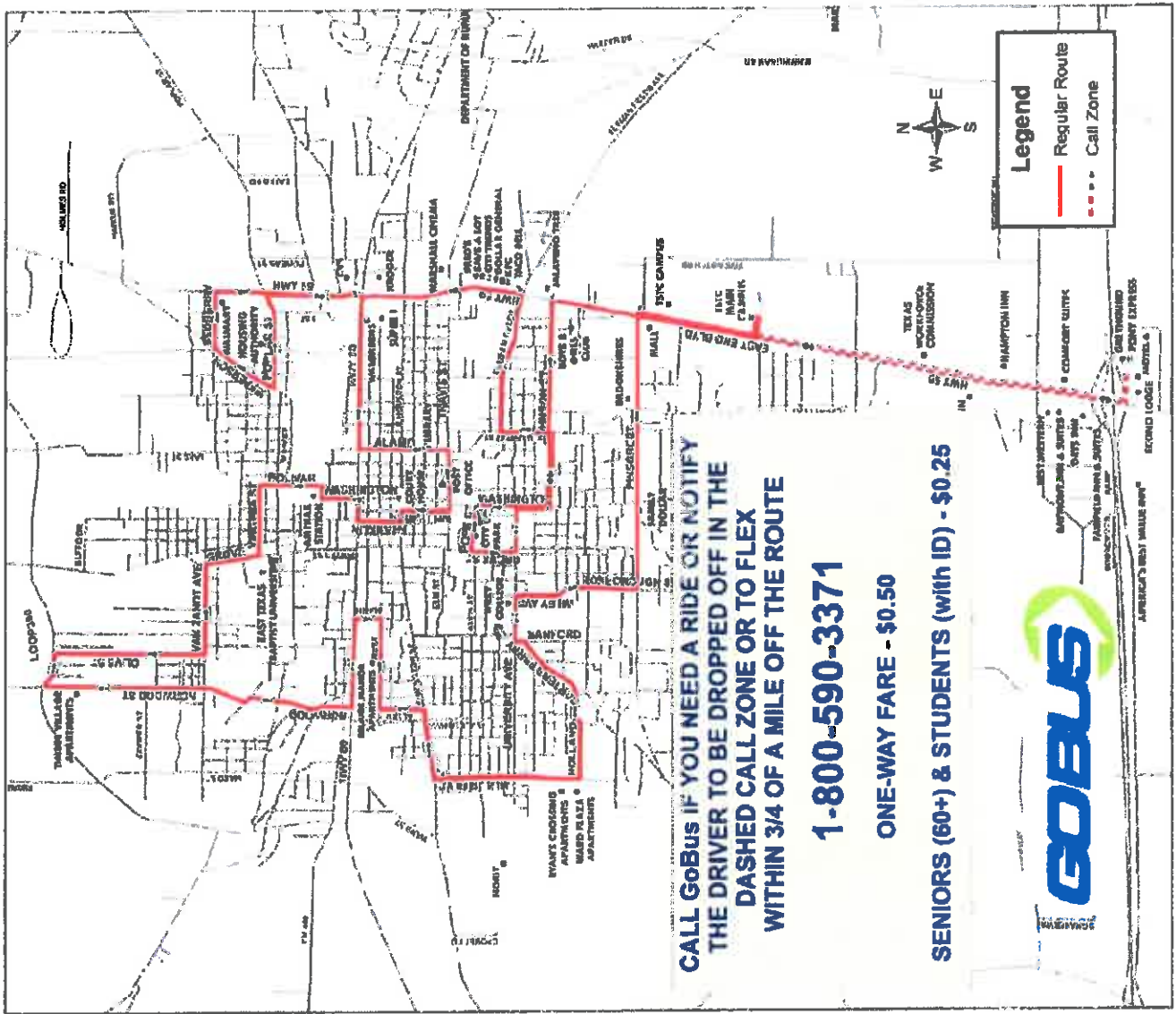
The driver will re-route the bus to a location within 3/4 of a mile of its published route when a person has made a reservation in advance or notifies the driver upon boarding the bus.

You can catch the bus anywhere along the route. Individuals waiting at safe, accessible places along the route can be picked up by waving their hand to get the bus operator's attention. If safe, the bus driver will stop the vehicle as close to your location as possible. You can also call the number below to schedule a pick-up. This service is funded by the Federal Transit Administration, TxDOT, and the City of Marshall.

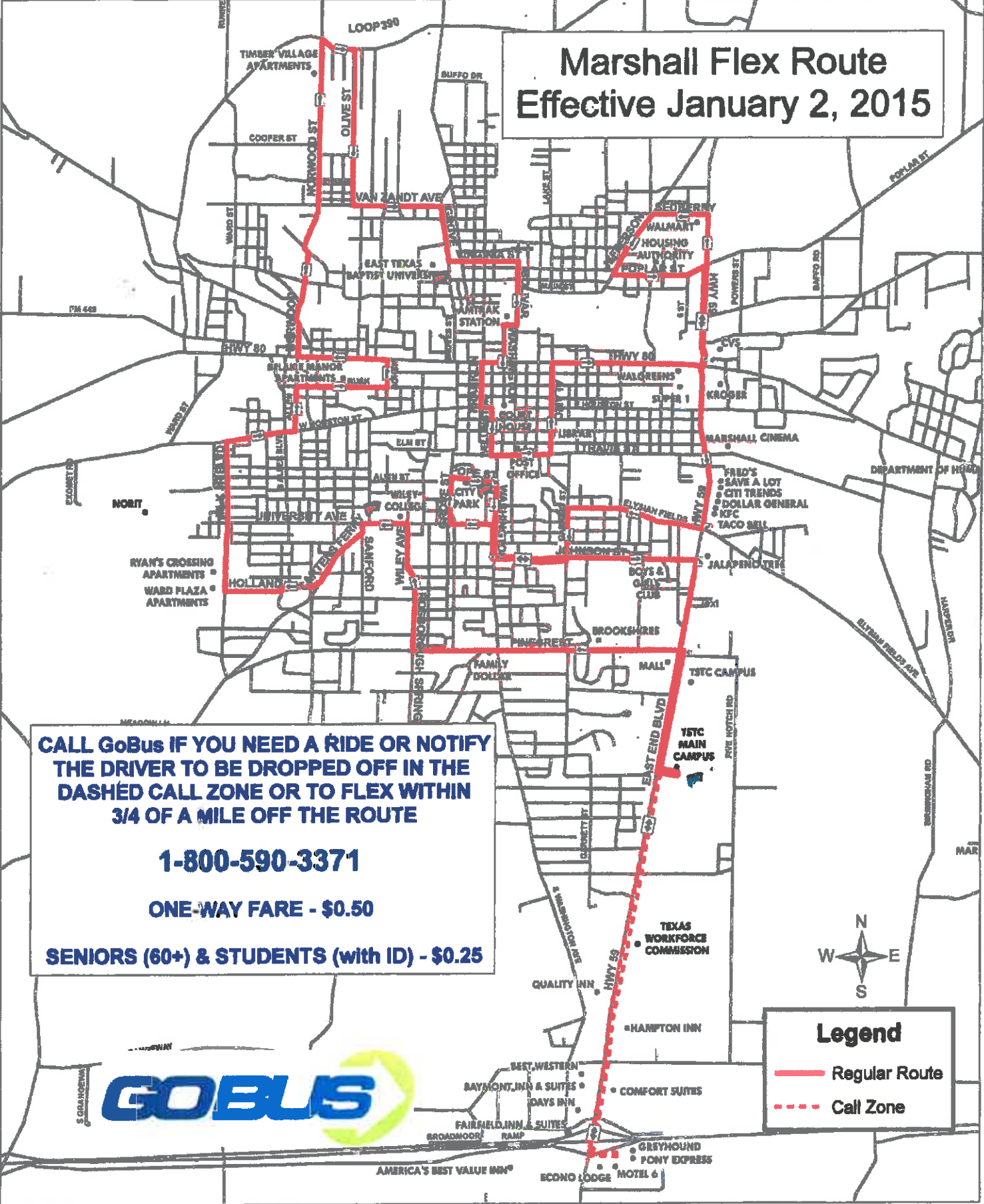
For more information call

**1-800-590-3371**

Route runs from 6:30 a.m. to 5:30 p.m. Monday through Friday



# Marshall Flex Route Effective January 2, 2015



**CALL GoBus IF YOU NEED A RIDE OR NOTIFY THE DRIVER TO BE DROPPED OFF IN THE DASHED CALL ZONE OR TO FLEX WITHIN 3/4 OF A MILE OFF THE ROUTE**

**1-800-590-3371**

**ONE-WAY FARE - \$0.50**

**SENIORS (60+) & STUDENTS (with ID) - \$0.25**



**Legend**

- Regular Route
- - - Call Zone

FM 448

MEADOW LN

S. GARDINER

AMERICA'S BEST VALUE INN

ECONO LODGE HOTEL 6

GREYHOUND PONY EXPRESS

FAIRFIELD INN SUITES

BROADMOOR RAMP

DAY'S INN

BAYMONT INN & SUITES

BEST WESTERN

COMFORT SUITES

HANPTON INN

TEXAS WORKFORCE COMMISSION

QUALITY INN

WASHINGTON ST

CLANNETT ST

HWY 89

WILSON ST

WILEY AVE

WILSON ST

WILEY AVE

WILSON ST

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# GO BUS



## Advertising Opportunities

### Window Ads

\$100 per window, per month

### Inside Ads

\$100 per month, per ad

### Full Bus Wrap

\$500 per month, for a one year contract

### Installation Fees

Installation fees are separate. Estimated installation is \$100 per window, \$50 for inside ads, and \$1,500 for a full bus wrap.

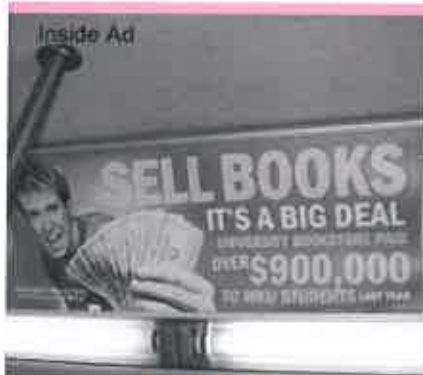
### Advantages of Advertising with GoBus:

- ◇ Approximately 500 trips per day
- ◇ Covers over 10,000 square miles of East Texas
- ◇ Heavy emphasis on seniors
- ◇ Recognizable brand
- ◇ High exposure in hard to reach rural areas in the region



*Promote your business in the fourteen county region with GoBus!*

*Anderson, Camp, Cherokee, Gregg, Harrison, Henderson, Marion, Panola, Rains, Rusk, Smith, Upshur, Van Zandt, and Wood Counties.*



3800 Stone Road  
Kilgore, Texas 75662

Phone: 903.218.6435  
Email: [Melissa.Cure@etcog.org](mailto:Melissa.Cure@etcog.org)





In one of its many capacities, the East Texas Council of Governments (ETCOG) serves as a rural transit district that Texas Transportation Code Chapter 458 authorized to establish in 1995. With the state and federal funds received, ETCOG operates its public transportation program, GoBus, a demand-response rural transportation service for the general public to use Monday through Friday throughout our fourteen county region.

GoBus service area includes a population of over 605,056 East Texans, covering a 9,513 square mile area, with a fleet of 41 buses and approximately 30 in service at all times. As a demand-response service provider, clients simply call 24 hours in advance to

schedule their trip to the destination of their choice.

As a rural transit provider, GoBus cannot serve clients directly within the city limits of Longview and Tyler, as those are served by their respective cities.

However; as long as a trip originates or ends outside of those city limits, we are able to provide these services. In addition to the demand-response service, GoBus has one flex route bus system in Marshall, Texas that has regular outlined service points within the city. It has also served Kilgore College for many years with a service called Ranger Ride, which transports

students back and forth among their campuses in Kilgore and Longview.



## Ridership Statistics for 2015

County	Total Riders	No. of Buses	Avg. Trips / Month
Anderson	13,431	5	780
Camp	1,243	1	94
Cherokee	4,284	2	332
Gregg	8,558	6	565
Harrison	10,663	5	563
- Marshall Route	7,180		
Henderson	9,391	6	505
Marion	1,168	1	155
Panola	1,801	1	125
Rains	1,666	1	93
Rusk	3,897	1	238
Smith	16,159	7	837
Upshur	3,913	3	222
Van Zandt	2,600	1	133
Wood	2,798	1	127
Ranger Ride	6,451	1	
<b>Total</b>	<b>95,203</b>	<b>41</b>	<b>334</b>

## SPECIAL OFFER

*If you're committing to more than one ad, talk to us about your needs. We are happy to create an advertising package with a negotiated rate!*



3800 Stone Road  
Kilgore, Texas 75662

Phone 903.218.6435  
Email. Melissa.Cure@etcog.org