

October 14, 2022

MEMO TO: J. Carter Napier, City Manager *JCN*
FROM: Liz Becher, Community Development Director *LB*
Scott Dresher, Transit Manager
Katie May, Transit Supervisor
SUBJECT: Updates to Transit Stops and Signage

Meeting Type & Date:

Council Work Session, October 25, 2022.

Action Type:

Information Only

Recommendation:

That Council consider the new transit stop signs and updates to the service areas on the Purple, Red, and Yellow routes as the first phase of the implementation recommendation outlined in the 5-Year Transit Strategic Development Plan.

Summary:

The 5-Year Transit Strategic Development Plan, adopted in May 2021, and included as a Council goal, recommended signage improvements at the 125 stops located throughout the service areas in Casper, Evansville, Mills, and Natrona County. The bus stop signs provide basic service information (i.e. route color and identifier number, transit office phone number, website, and predictive arrival time). Bus stops are considered the “front door” of a community’s public transit service, and are an investment required to retain existing customers, as well as to attract new ones.

The MPO and Transit team members designed the new bus stop signage to coordinate with the Casper Area Transit branding – Link and Assist. The design concept was reviewed by members of the Casper Disability Council to ensure it was functional. Bids were solicited from local sign contractors. City staff in Casper and Mills partnered with their respective public service departments to outline the plan for installing the new signage. Installation of the first phase of signs (approximately 66 signs) is planned within the next two (2) weeks.

Route changes on this first phase are minimal. The Red route saw the addition of the new State Office building in March, and the Purple route saw the addition of a new residential stop and a new commercial stop at the Dollar General in Mills. The Yellow route saw the move of the west Walmart stop to a safer location away from the propane tanks in front of the store, per recommendations by the Fire department, Walmart management, and propane contractor. All

route maps and website documents have been updated. In addition, City staff has reviewed the benches, shelters, and curb paint associated with these routes to confirm their condition, and the Parks department is assisting with any tree trimming to ensure sign visibility at the stops.

The Blue, Orange, and Green routes will be updated in the second phase of this implementation plan, planned for early next year.

Financial Considerations:

The cost for the new signage is included in the Advertising/Promotion line item of the City's FTA 5307 operating grant.

Oversight/Project Responsibility: Transit and MPO staff in the Community Development Department will oversee this project.

Attachments:

None.