



Workforce Development Course

Transit Ridership
Thursday, August 6, 2026
1-2 pm EDT

Upcoming Workforce Development Course



September 3,
2026
1pm-2pm

Micromobility

Promote effective integration of micromobility like bicycles, e-bikes, and electric scooters, into transportation systems.

Register for **free** at
<https://www.commuterservices.com/courses/>

Thank you to our sponsor, FDOT Transit Office



- **Lamar Hobbs**, Transit Program Administrator
- Bayway Transit
- Transit Department, Bay County, FL
- lhobbs@baycountyfl.gov

Today's Presenters

- **Karen Deigl**, CEO Senior Resource Association, Inc.
- Senior Resource Association, Inc. (SRA)
- kdeigl@sramail.org



- **Chris Stephenson**, Transportation Director
- Indian River County GoLine (SRA)
- cstephen@sramail.org



with Moderator:

Sara J. Hendricks, AICP,
Deputy Program Director
Center for Urban
Transportation Research
University of South Florida
hendrick@usf.edu

Course Objectives



SERVICE QUALITY, RELIABILITY,
NETWORK DESIGN



FLORIDA TRANSIT AGENCY
CASE STUDIES

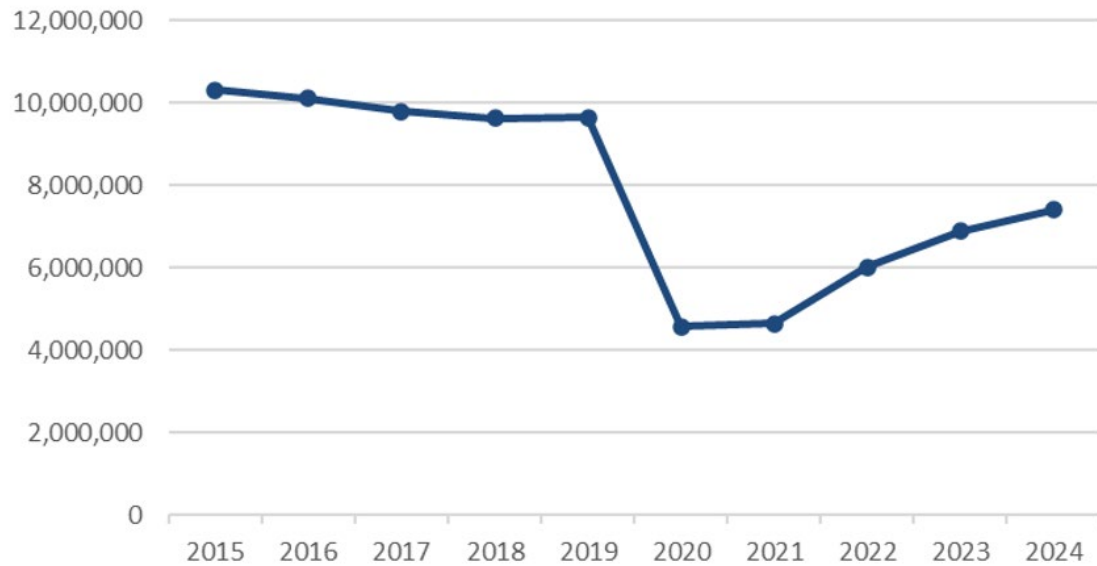


APPLY INSIGHTS TO YOUR OWN
COMMUNITY

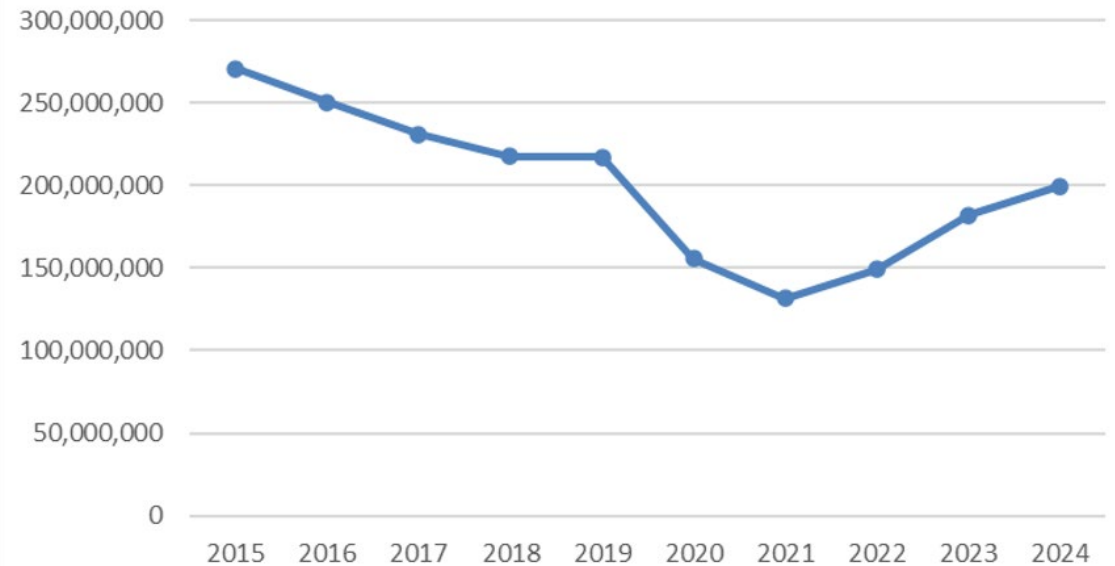
- Analyze ridership trends and contributing factors
- Apply service design strategies to improve performance
 - Develop targeted ridership initiatives
- Use performance metrics to guide decision making

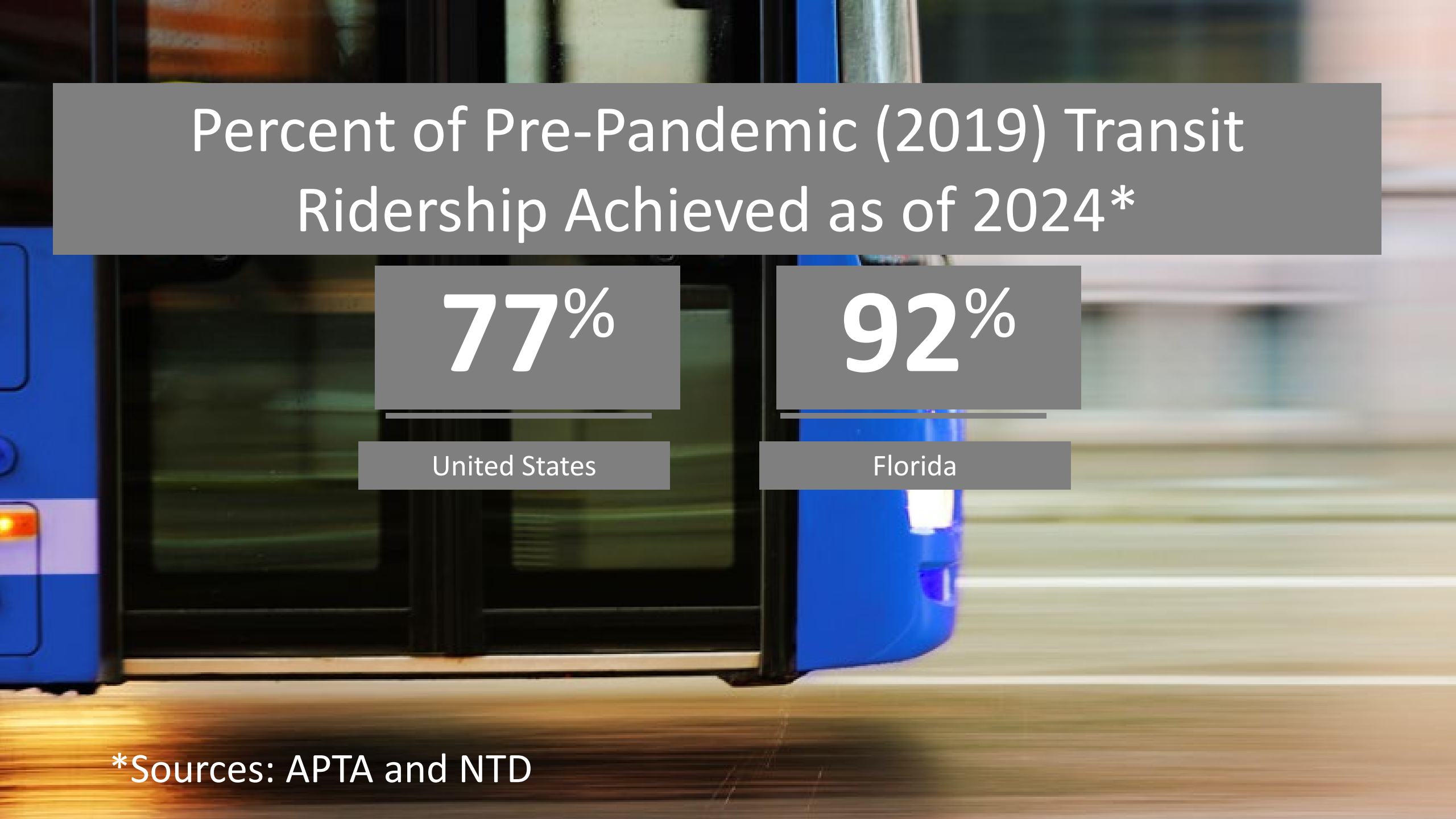
Transit Ridership Trends

U.S. Transit Ridership (000s)



Florida Transit Ridership





Percent of Pre-Pandemic (2019) Transit Ridership Achieved as of 2024*

77%

United States

92%

Florida

*Sources: APTA and NTD

Word Cloud

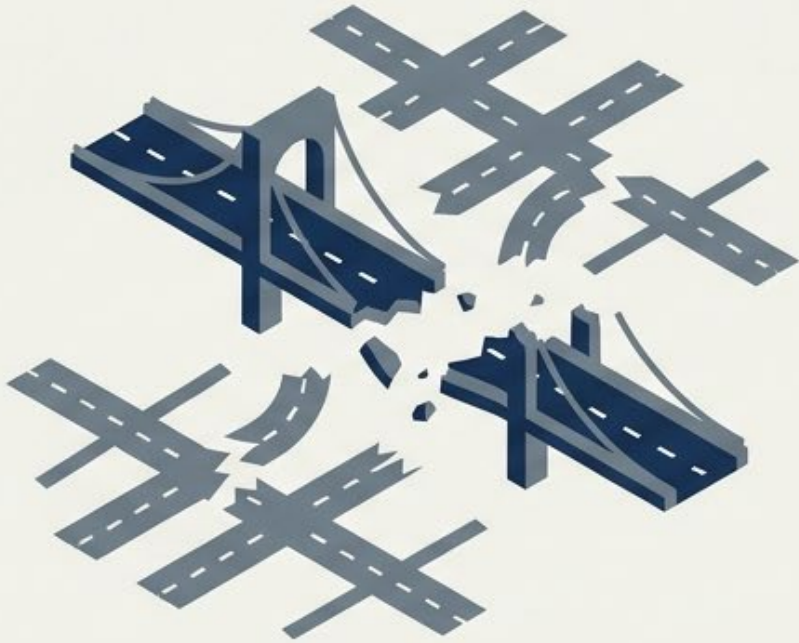
What factors have caused **declines & gains** in transit ridership?

From Recovery to Resilience

How Bayway Rebuilt Ridership
Through Innovation

Lamar Hobbs
Transit Program Administrator

Two Unprecedented Shocks Shattered the Mobility Status Quo



2018: Hurricane Michael

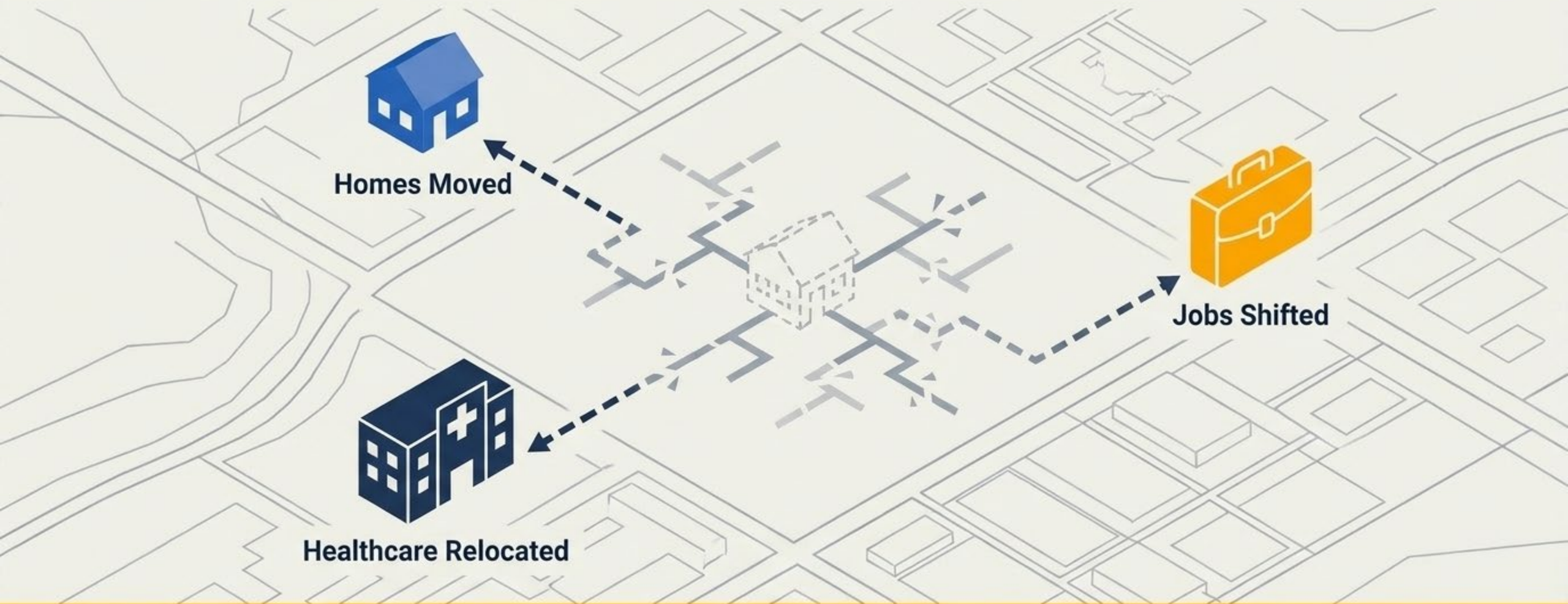
Destroyed infrastructure and fundamentally displaced residents from traditional neighborhoods.



2020: COVID-19

Permanently changed daily travel behavior and ridership patterns.

The Community Moved



The challenge wasn't simply recovering ridership. It was responding to fundamentally changed travel patterns. The challenge wasn't replacing buses—it was rebuilding mobility.

A Fundamental Shift in Strategy

Traditional Recovery

Replacing old routes

Fixed-route only

Agency-centric
(returning to the past)

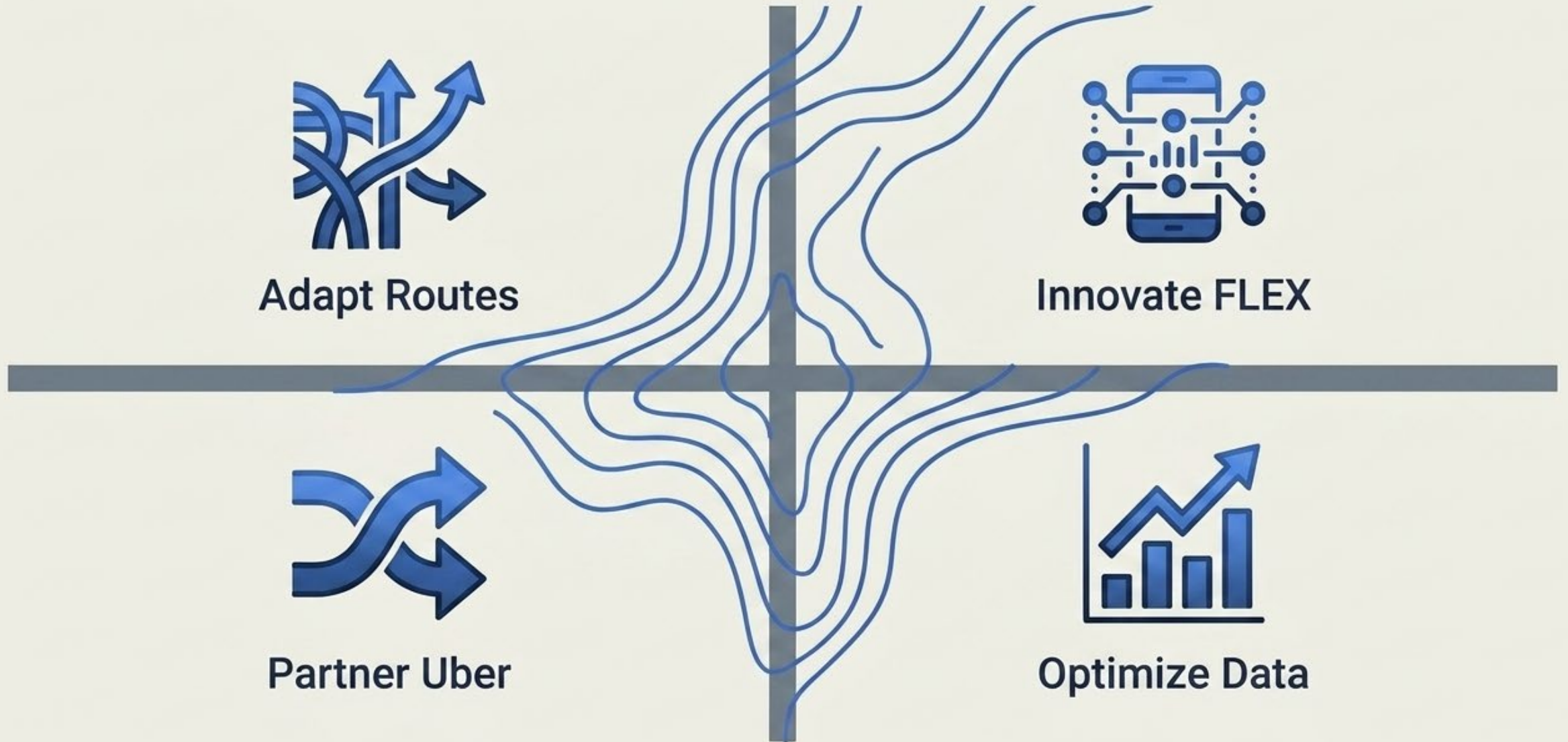
Resilient Evolution

Adapting to new geography

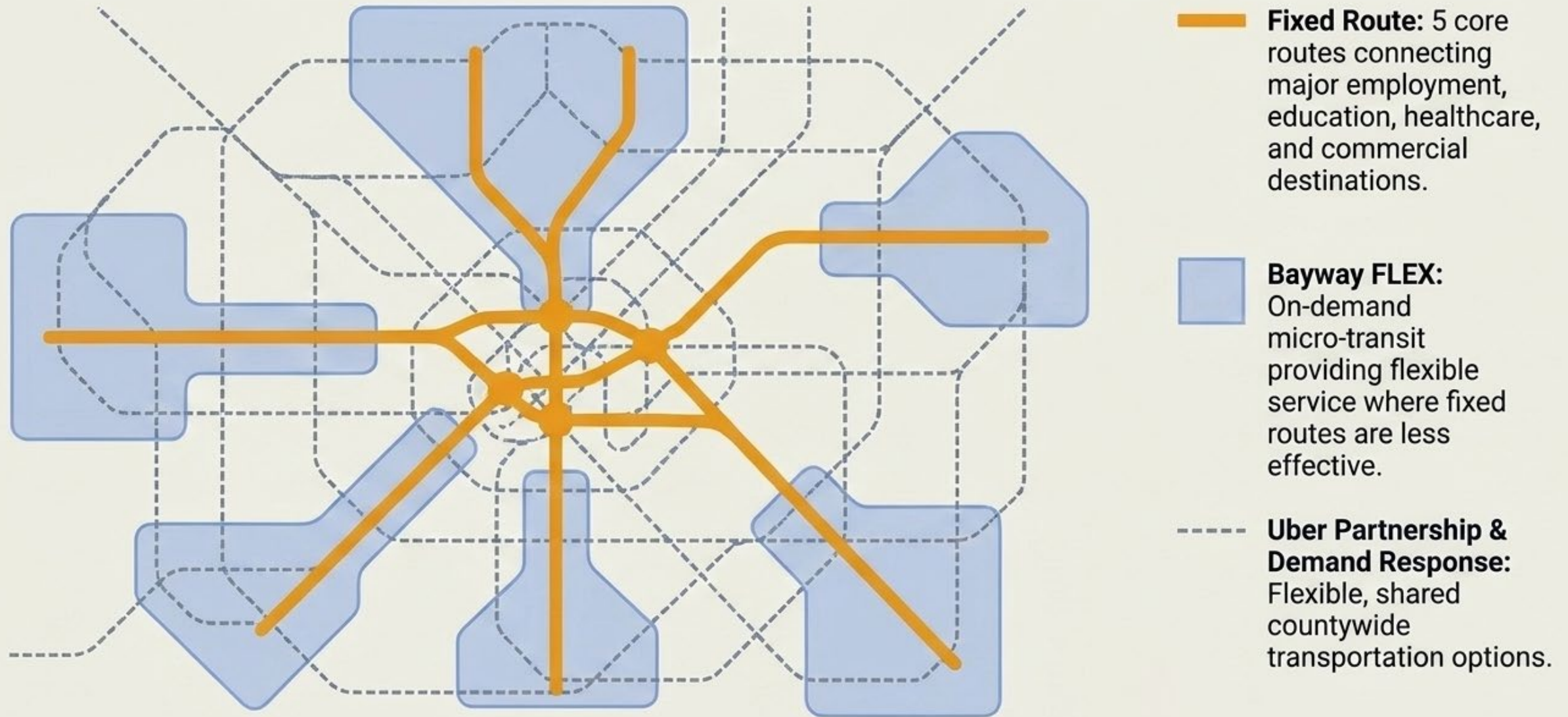
Multi-modal
mobility ecosystem

Rider-centric
(building for the future)

The Four Pillars of the Bayway Response

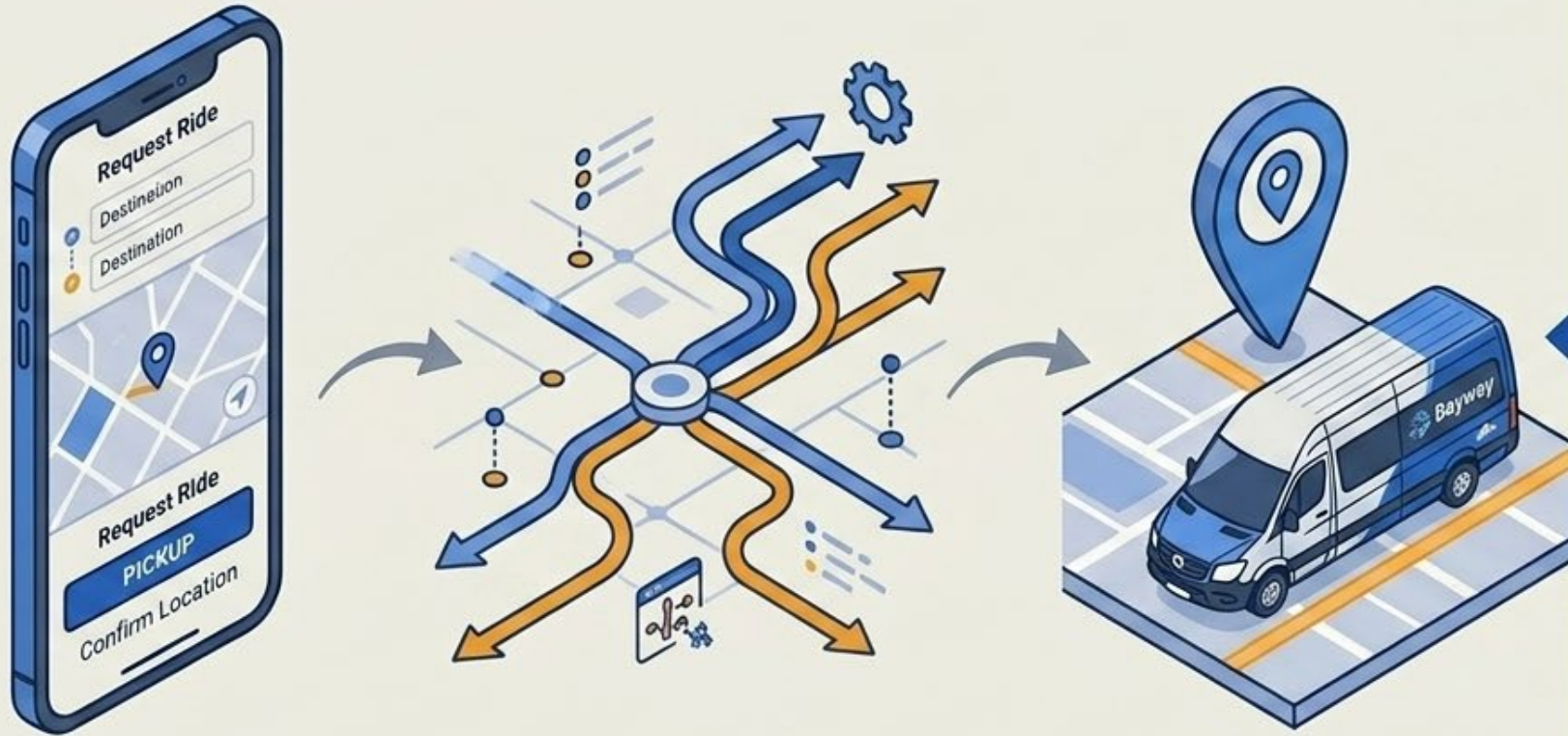


One Mobility Network. Multiple Ways to Travel.



Redefining Access with Bayway FLEX

On-demand micro-transit serving areas where traditional fixed routes are inefficient.



**<17
Minutes**

Average wait time
for dynamic,
on-demand pickups.

Expanding Boundaries via Uber Partnership



Expands mobility through flexible, shared transportation options.

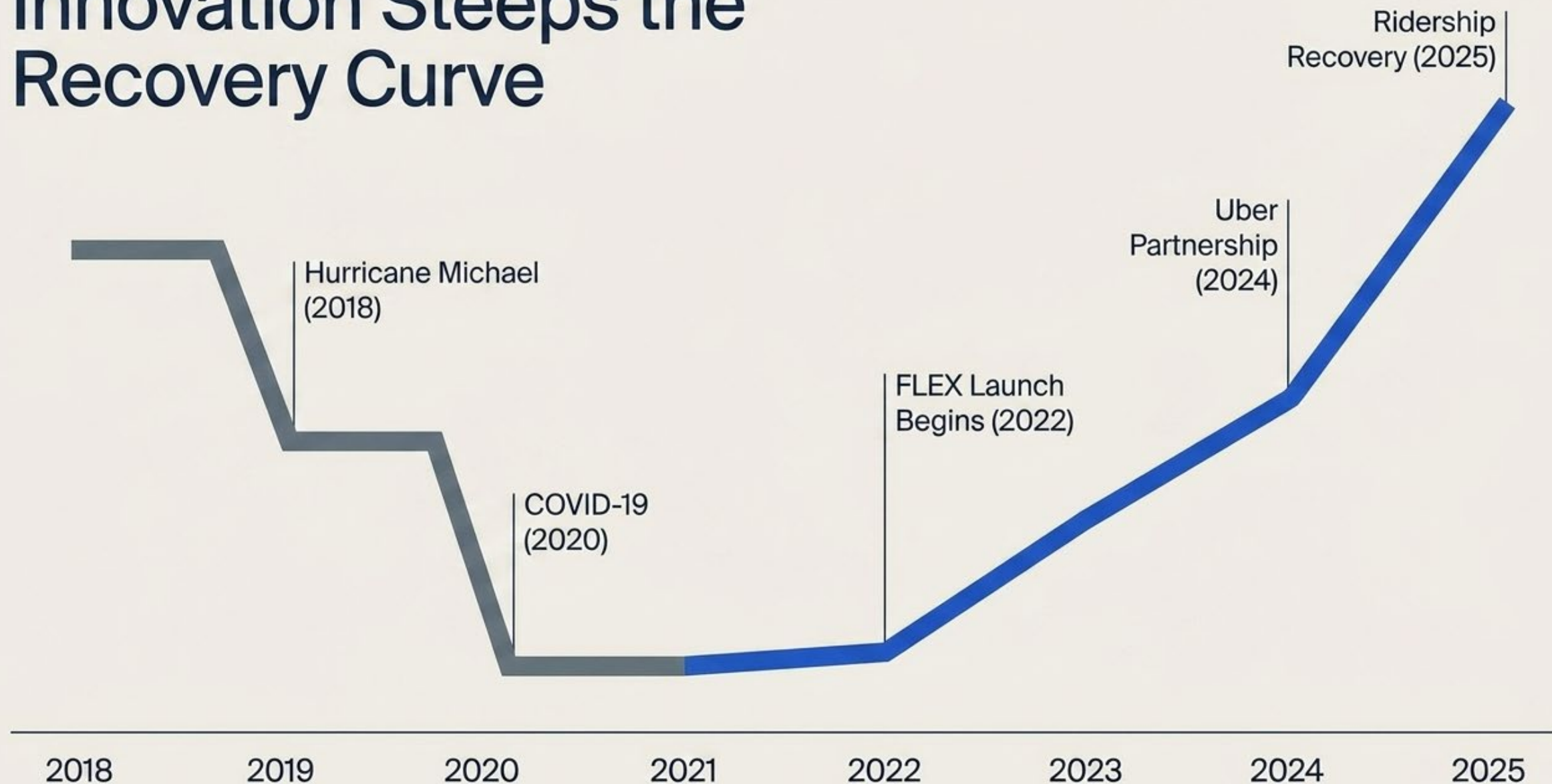


Provides coverage beyond traditional operating hours and fixed boundaries.



Integrates private innovation with public mobility goals.

Innovation Steeps the Recovery Curve



The Resilient Network in Action

510,547

Annual Trips

96%

Customer Satisfaction

86%

On-Time Performance

Expanded

Rider Choice via FLEX & Uber

“Innovation didn’t replace transit—it strengthened it.”

The Blueprint for Transit Resilience



Transit resilience is built through innovation—not simply restoring the past.

“Resilience isn’t about returning to where you were. It’s about building a system better prepared for where your community is going.”

Lamar Hobbs

Transit Program Administrator

Bayway Transit



Indian River County Transit

Transit Through the Years



1974



1976

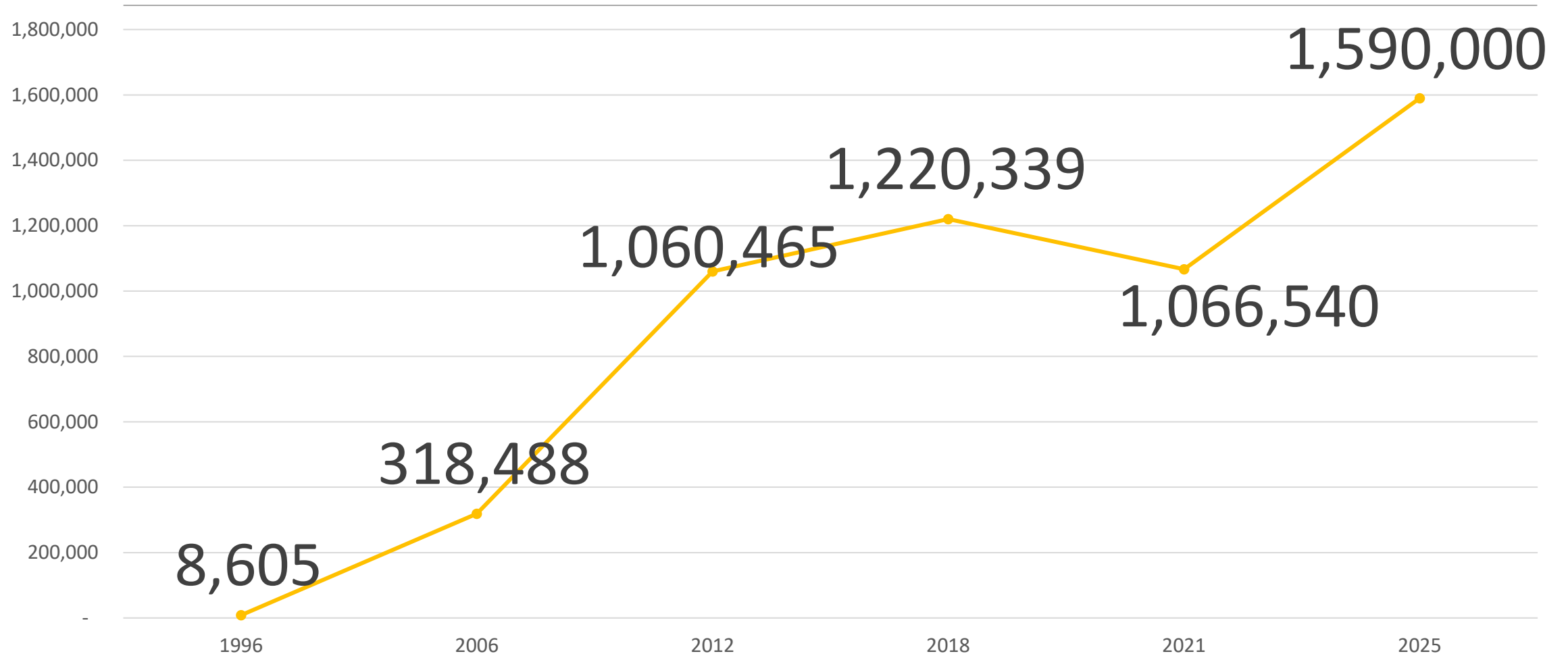


1992



2007

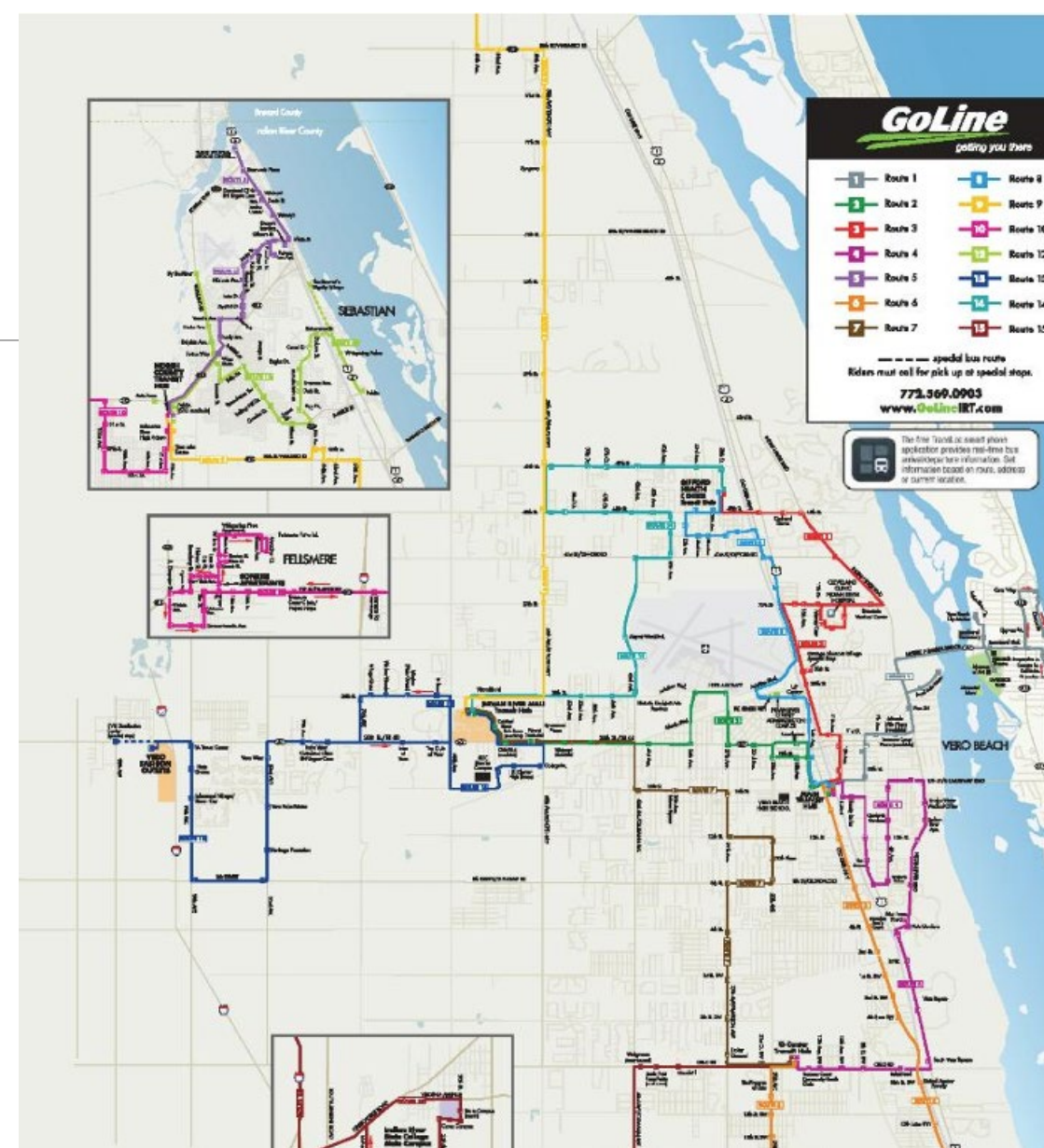
Ridership



Overview

Monday-Friday (6am-9pm)
Saturday (7am-7pm)

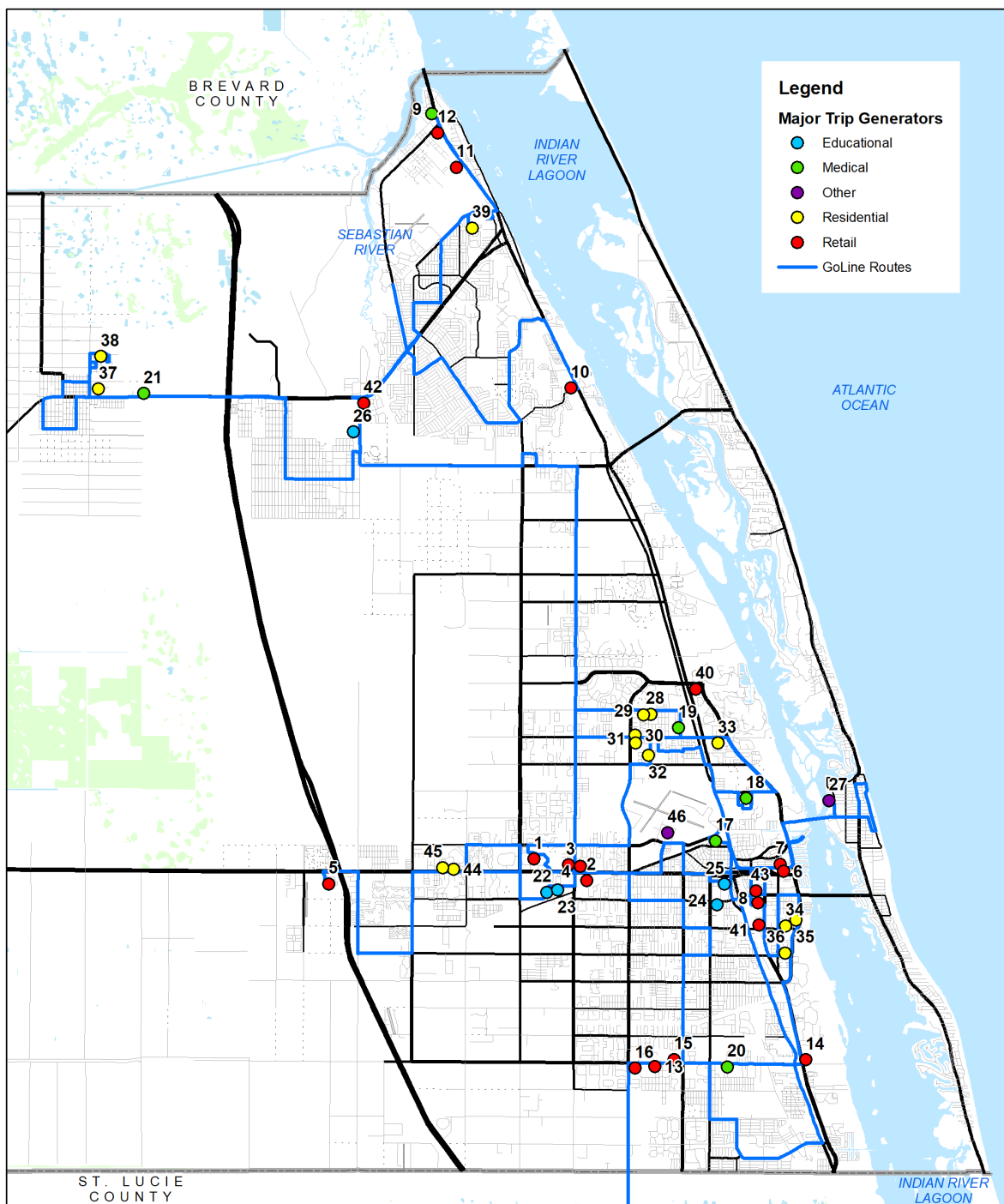
- 14 Fixed Routes
- 1.6 Million Trips in FY2026
- 83% of IRC residents live within $\frac{3}{4}$ miles of GoLine bus stop



GoLine
getting you there!

Fare-Free Transit

1. Collection systems create administrative and equipment costs.
2. Federal rules require (excessive) compliance oversight.
3. Cash handling increases security risks.
4. Longer board times reduce efficiency and increase fuel consumption.



Take Passengers Where They Want To Go!

- Medical Services
- Grocery Stores
- Nutritional Locations
- Work
- School
- Other Life-Sustaining Locations

Build Confidence In System Safety

- GPS location of all transit vehicles
- Live audio/visual camera feed from all transit vehicles into transit facility and the Sheriff's Real Time Crime Center



Bus Stop Amenities

- 70 Bus shelters
- 10 Simmee seats
- Solar lighting at some stops
- QR codes at all bus stops provide real time bus tracking



Transportation should never be a barrier to someone's independence,
economic opportunity, and quality of life.

Questions?

Questions and Discussion



Transit Ridership

Sign up for next month's webinar!
<https://www.commuterservices.com/courses/>



Thursday

September 3, 2026

1pm-2pm

Micromobility

Promote effective integration of bicycles, ebikes, and electric scooters into transportation systems.

Please take the short evaluation



<https://www.surveymonkey.com/r/SGYFCV9>

Thank You!

