



Transit Study

Prepared for:
Baldwin Regional Area Transit System

September
2009

Prepared by:
SKIPPER

CONSULTING INC.

3644 Vann Road
Suite 100
Birmingham, Alabama 35235

BRATS TRANSIT STUDY BALDWIN COUNTY, ALABAMA

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INTRODUCTION

This report documents the results of a transit assessment study conducted for the Baldwin Rural Area Transportation System (BRATS) of Baldwin County, Alabama. The purposes of the transit study are to assess the effectiveness of the existing transit system, and to make recommendations that will increase the efficiency of the transit system and increase ridership without significantly effecting cost.

Sources of information for the transit assessment study included BRATS, Baldwin County, Alabama, and office files and field reconnaissance efforts of Skipper Consulting, Inc.

BACKGROUND INFORMATION

In 1987, the Baldwin County Commission identified a growing need for public transportation. With a (then) population of 80,000 in a geographical area of 1,600 square miles, and no major urban population, the need was real and often critical. To put the kind of program needed into action, funding was established by a Federal Transportation Administration grant and administered by the Alabama Department of Transportation.

With the purchase of three used vans from the Community Action, and the hiring of two drivers, BRATS began service to the county. The growth was everything and more than was expected, serving all points of our county in various ways. BRATS has managed to stay abreast of citizens needs as the county population grew from that original 80,000, to the present 170,000.

EXISTING TRANSIT SYSTEM

The BRATS system consists of a combination of deviated fixed routes, education routes, work routes, and demand response service throughout Baldwin County. The system has a headquarters in Robertsdale, AL with satellites sites at the Fairhope Court House, Bay Minette BRATS annex and Foley Court House where buses can park when not in use.

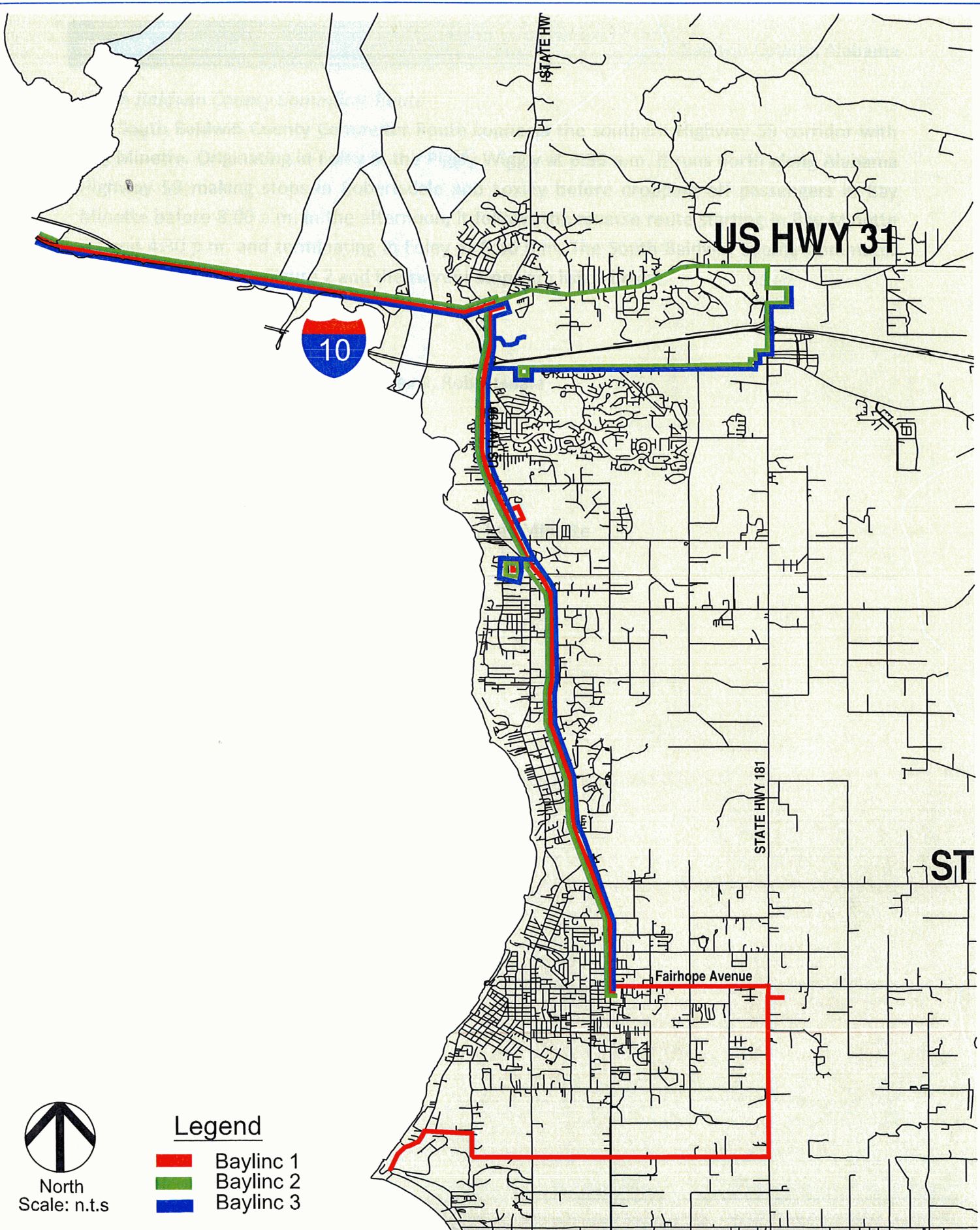
Deviated Fixed Route Service

Currently BRATS offers three deviated fixed routes: Baylinc, South Baldwin County Commuter Route, and the Eastern Shore Commuter Route. Each of these routes serves as weekday morning and evening commuter routes.

Baylinc Route

The Baylinc Commuter Route connects the Eastern Shore area of Baldwin County with downtown Mobile and the Mobile transit system, The Wave. The Baylinc has three runs, Baylinc 1, 2, and 3. All three routes run in the morning and go from the Eastern Shore to downtown Mobile and return. Baylinc 1 arrives in Mobile at 6:45 a.m., Baylinc 2 arrives in Mobile at 7:45 a.m. and Baylinc 3 arrives in Mobile at 8:25 a.m. Only Baylinc 1 and 2 run in the afternoon, they follow the reverse order of their respective morning routes. Baylinc 1 leaves Mobile at 4:10 p.m. and Baylinc 2 leaves Mobile at 5:10 p.m. The Baylinc Routes are shown in Figure 1 and the stops are listed below.

1. Fairhope Hardees
2. Daphne Library
3. Spanish Fort Hilltop Prodissee Center
4. Bienville Square Mobile Alabama (Connection to The Wave)
5. Spanish Fort Hilltop Prodissee Center
6. Bass Pro Shop Center (Baylinc 3 only)
7. Daphne Walmart Food Center (Baylinc 1 only)
8. Fairhope Walmart Food Center (Baylinc 1 only)
9. Marriott Point Clear Employee Parking Lot (Baylinc 1 only)
10. Jubilee Center (Baylinc 2 and 3 only)
11. Lowes Center (Baylinc 2 and 3 only)
12. Eastern Shore Center (Baylinc 2 and 3 only)



North
Scale: n.t.s

Legend

- █ Baylinc 1
- █ Baylinc 2
- █ Baylinc 3

Figure 1 - Baylinc Commuter Routes



South Baldwin County Commuter Route

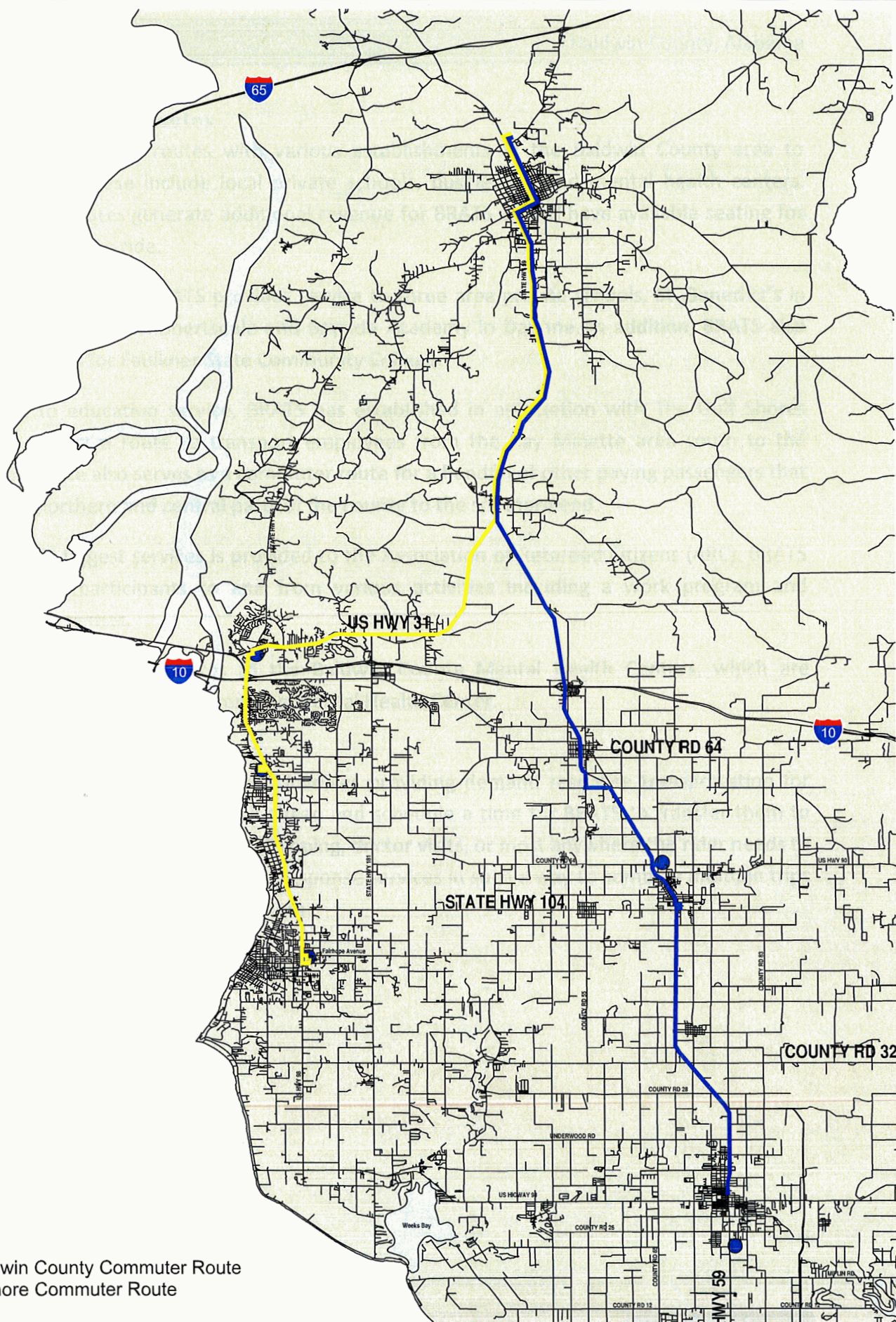
The South Baldwin County Commuter Route connects the southern Highway 59 corridor with Bay Minette. Originating in Foley at the Piggly Wiggly at 6:35 a.m. it runs north along Alabama Highway 59 making stops in Robertsedale and Loxley before dropping off passengers in Bay Minette before 8:00 a.m. In the afternoon, it follows the reverse route starting in Bay Minette around 4:30 p.m. and terminating in Foley at 5:40 p.m. The South Baldwin County Commuter Route is illustrated in Figure 2 and the current stops are listed below.

1. Piggly Wiggly, Foley
2. Foley Courthouse
3. Regions Bank/Central Annex II, Robertsedale
4. Central Annex I, Robertsedale
5. Loxley Municipal Park
6. Standard Furniture, Bay Minette
7. Bay Minette Courthouse Square
8. Baldwin County Board of Education, Bay Minette

Eastern Shore County Commuter Route

The Eastern Shore County Commuter Route operates in much the same way as the South Baldwin County Commuter Route except it connects the Eastern Shore area with Bay Minette. Originating in Fairhope it runs north along U.S. Highway 98 making stops in Daphne and Spanish Fort before dropping off passengers in Bay Minette. In the afternoon, it follows the reverse route. The Eastern Shore County Commuter Route is illustrated in Figure 2 and the current stops are listed below.

1. Bruno's, Fairhope
2. Daphne Library
3. Prodissee Center, Spanish Fort
4. Standard Furniture, Bay Minette
5. Bay Minette Courthouse Square
6. Baldwin County Board of Education, Bay Minette



North
Scale: n.t.s

Legend

- South Baldwin County Commuter Route
- Eastern Shore Commuter Route



Figure 2 - Eastern Shore and South Baldwin Commuter Routes

Education and Work Routes

BRATS has established routes with various establishments in the Baldwin County area to provide transit. These include local private schools, businesses, and mental health centers. Many of these routes generate additional revenue for BRATS and all have available seating for the general public to ride.

During the school year BRATS provides service to three area private schools, St. Benedict's in Elberta, St. Patrick's in Robertsdale and Bayside Academy in Daphne. In addition, BRATS also provides services for Faulkner State Community College.

In addition to education service, BRATS has established in association with The Gulf Shores Plantation Resort a route to transport employees from the Bay Minette area south to the resort. This route also serves as a commuter route for a handful of other paying passengers that travel from northern and central parts of the county to the southern end.

One of BRATS largest services is provided to the Association of Retarded Citizens (ARC). BRATS transports the participants to and from various activities including a work program and recreational activities.

Finally, BRATS provides routes to the Baldwin County Mental Health Centers, which are operated by volunteer drivers from the Mental Health Center.

Demand Response Services

The great majority of BRATS service involves providing demand response transportation for Baldwin County citizens. Riders call ahead and schedule a time for BRATS to transfer them to and from their daily appointments, shopping, doctor visits, or most anywhere the rider needs to go. BRATS seeks to schedule demand response services in such a way to combine multiple trips and increase the efficiency of the system.

TRANSIT SYSTEM EVALUATION

To evaluate the transit system and to identify improvement strategies on board ridership surveys were conducted, interviews were conducted with establishments that utilize BRATS for transportation and from onboard and dispatch observations.

Ridership Survey

Ridership surveys were conducted on each transit. 182 surveys were completed among 526 passengers for a confidence interval of 2.7 and confidence level of 95%. Like the interview process, the purpose of the ridership surveys was to help determine the effectiveness of the transit system, and identify existing service deficiencies. The results of the transit ridership surveys indicate:

- Emergency rides home should be provided for BayLinc Riders
- The commuter routes including BayLinc are the most popular routes.
- The majority of the ridership is satisfied with the service currently offered by BRATS.

The ridership survey and a summary of the results are illustrated in Table 1.

Table 1
BRATS Survey

1. How often do you ride BRATS?

1 day per week	<u>4%</u>	2 days per week	<u>8%</u>
3 days per week	<u>13%</u>	4 days per week	<u>31%</u>
5 days per week	<u>43%</u>	Occasionally	<u>1%</u>
2. Why do you ride BRATS?

Parking Cost	<u>22%</u>	Convenience	<u>41%</u>
Inexpensive	<u>33%</u>	Other	<u>4%</u>
3. Which Route do you ride most often?

Baylinc 1	<u>24%</u>	Baylinc 2	<u>27%</u>
Baylinc 3	<u>8%</u>	Eastern Shore Commuter	<u>21%</u>
South Baldwin Commuter		<u>20%</u>	
4. On days that you do not ride BRATS, how do you get to your destination?

Walk	<u>2%</u>	Drive	<u>55%</u>
Bicycle	<u>1%</u>	Ride with someone	<u>21%</u>
Always ride transit	<u>20%</u>	Other	<u>1%</u>
5. How far did you travel to reach the bus stop?

<1 block	<u>14%</u>	1 block	<u>22%</u>
2 blocks	<u>18%</u>	3 blocks	<u>26%</u>
4+ blocks		<u>20%</u>	
6. How do you arrive at the bus Stop?

Walk	<u>26%</u>	Drive	<u>58%</u>
Bicycle	<u>0%</u>	Ride with someone	<u>14%</u>
Other		<u>2%</u>	
7. How long do you wait for the bus at your bus stops?

0-5 min.	<u>33%</u>	5-10min.	<u>47%</u>
10-15 min.	<u>17%</u>	> 15min.	<u>3%</u>
8. Does the bus arrive at the stop at the same time each day?

Yes	<u>97%</u>	No	<u>3%</u>
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9. Should buses run on a more rigid schedule?

Yes	<u>1%</u>	No	<u>99%</u>
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10. Are the current routes too long?

Yes	<u>18%</u>	No	<u>82%</u>
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11. How would you rate the current BRATS service?

Excellent	<u>87%</u>	Good	<u>11%</u>
Average	<u>2%</u>	Poor	<u>0%</u>
12. What would you do to improve BRATS service?
 - Keep BayLinc 3
 - Provide Emergency Rides Home for Commutes
 - Provide 12 Ticket Books
 - _____
 - _____
 - _____

Interviews

The staffs of Bayside Academy, St. Patrick's School, St. Benedict's School, the Association of Retarded Citizens (ARC) and the Baldwin County Mental Health Center were interviewed. To determine the effectiveness of the transit services that were provided them. Each person interviewed expressed extreme satisfaction with the service provided by BRATS and felt no improvements were needed to the services offered them.

Observations

During the course of the study, Skipper Consulting, Inc. performed observation of both the routes and the dispatch observations. It was determined the BRATS service currently being offered is as efficient as it can be with the resources that are currently available. Only minor adjustments are recommended for the existing services.

Route Evaluations

Route improvements are improvements that are made to individual routes to improve the operations of the route and improve the efficiency of the entire transit system. Goals of the route improvements were to increase ridership on each route, decrease travel time on each route, eliminate duplicate stops from route to route and decrease the cost per passenger on each route. However, after evaluating the existing service it was determined that BRATS is operating one of the largest most efficient systems in Alabama.

Baylinc Route

The Baylinc ridership is excellent. All three Baylinc routes should continue to operate. Efforts should be made to encourage additional federal employees to utilize the Baylinc service. Additionally, A guaranteed emergency ride home should be offered to the Baylinc riders. Ridership surveys and interviews indicate that this service would increase ridership on these routes. As the Baylinc service continues to grow reinstating the third afternoon route should be considered.

South Baldwin County Commuter Route

The South Baldwin County Commuter Route connects the southern Highway 59 corridor with Bay Minette. This route serves approximately 12 riders per day in each direction. The route should continue to operate. Other people should be encouraged to take advantage of this service.

Eastern Shore County Commuter Route

The Eastern Shore County Commuter Route operates in much the same way as the South Baldwin County Commuter Route except it connects the Eastern Shore area with Bay Minette. Originating in Fairhope it runs north along U.S. Highway 98 making stops in Daphne and Spanish

Fort before dropping off passengers in Bay Minette. This route serves approximately 10 riders per day in each direction. This service should be continued. Efforts should be made to increase ridership.

Education Routes

The education routes are beneficial to both BRATS and the local education facilities. BRATS currently provides bus service for Faulkner State Community College, Bayside Academy, St. Patrick's School and St. Benedict's School. The routes for Faulkner State Community College, Bayside Academy, St. Patrick's School and St. Benedict's School should continue. Adding an Orange Beach Route for St. Benedict's should be considered. These routes all have available seating for the general public.

ARC Routes

The largest contract that BRATS has is the ARC contract. BRATS provides approximately 350 trips per day for ARC. Like the education routes these routes are beneficial to both BRATS and ARC. These routes should continue.

The Pleasure Island Commuter Route

This commuter route was designed in coordination with the Gulf Shores Plantation Resort. The primary purpose of the route is to transport employees/passengers between Bay Minette and the Gulf Shores/Fort Morgan area. This route should continue. Due to the limited amount of parking in the beach areas of Gulf Shores and Orange Beach, efforts should continue to encourage the larger employers in this area to contract BRATS to transport employees.

Baldwin County Mental Health Center

BRATS provides 4 routes for the Baldwin County Mental Health Center utilizing volunteer drivers provided by Baldwin County Mental Health to transport their clients. This service is done as a public service to the Mental Health Center. This service should be continued.

TRANSIT IMPROVEMENT STRATEGIES

System Wide Improvement Alternatives

System Wide improvements are improvements that will improve the effectiveness of the entire transit system and not just individual routes. The system improvements were developed from information obtained from the route evaluations, interviews and the surveys. The system wide improvements that should be implemented are as follows:

- The BRATS driver supervisors should not have to perform driver duties. They should be in the field monitoring route and driver activity.
- The BRATS administrative staff should be increased. Based on regional averages, to effectively operate a transit system the size of BRATS three additional administrative staff members should be hired.
- Emergency rides home should be guaranteed for all BayLinc and Commuter routes.

These improvements should be initiated immediately.

Stations

BRATS currently has one station, a central station located in Robertsdale which is the geographic center of the service area. To improve the efficiency of the transit system and to accommodate future growth additional stations should be considered in the larger cities throughout Baldwin County. Cities that should be considered for satellite stations are as follows:

- Fairhope
- Foley
- Daphne
- Gulf Shores
- Spanish Fort
- Orange Beach
- Bay Minette

The Fairhope station should be considered the first priority followed by Foley, Daphne, Gulf Shores, Spanish Fort, Orange Beach and then Bay Minette. A station in Bay Minette is less important due to the accessibility of the County facilities.

The BRATS office and central station in Robertsdale should be expanded to accommodate the transit system growth that is expected to occur as the county continues to grow. The expansion should include additional office space, a conference facility and expanded passenger area.

Proposed Routes

Alabama Highway 59 Route.

It is recommended that a route be initiated along the Alabama Highway 59 corridor. The route would have termini in Bay Minette and Gulf Shores. There should be a stop at the central station in Robertsdale and at the proposed satellite station in Foley. There should be stops at various locations along the corridor to be determined when the service is initiated. The Alabama Highway 59 Route should operate from 7:00 am to 6:00 pm. This route should be initiated immediately.

U.S. Highway 98 Route/County Road 32

A route connecting the Foley/Summerdale area to the Fairhope area is recommended for U.S. Highway 98. The termini for this route should be the proposed stations in Foley and Fairhope respectively. An alternative route for U.S. Highway 98 would be County Road 32. The U.S. Highway 98/ County Road 32 Route should operate from 7:00 am to 6:00 pm. This route should be initiated within the next five years.

Alabama Highway 104 Route.

A shuttle route between Fairhope and Robertsdale should be considered. The route would operate along the Alabama Highway 104 corridor to shuttle passengers between the Eastern Shore and Robertsdale. Passengers destined for Robertsdale could make connections with the 59 shuttle and have access to the cities along the Alabama Highway 59, which include Bay Minette, Foley, and Gulf Shores. Those passengers destined for the Fairhope could make connections and have access to Daphne and Spanish Fort. The Alabama Highway 104 Route should operate from 7:00 am to 6:00 pm. This route should be initiated immediately.

The Alabama Highway 59 Route, U.S. Highway 98 Route and the Alabama Highway 104 route are illustrated in Figure 3.

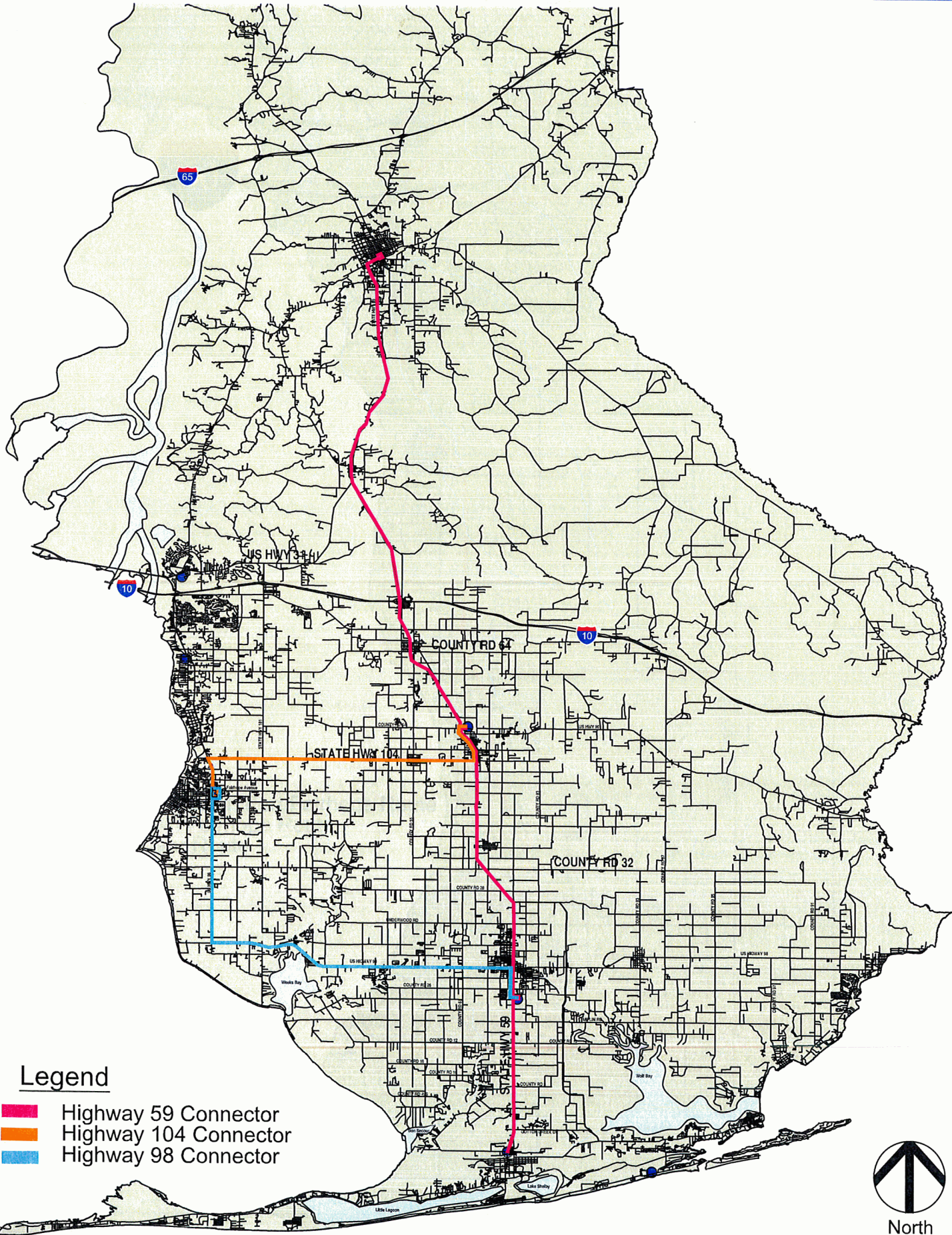
Eastern Shore Routes

There are three routes proposed along the Eastern Shore. The Point Clear route would begin at the proposed station in Fairhope proceed along U.S. Highway 98 to Old Battles Road to Battles Road to Scenic 98 to the Grand Hotel. There would be stops along the route at the hotels, restaurants and shopping centers. The Eastern Shore Routes should operate from 7:00 am to 6:00 pm.

The Downtown Fairhope route would begin at the proposed station in Fairhope and follow Morphy Road to Section Street where it would travel north to Fairhope Avenue. The route would then travel west along Fairhope Avenue to the Fairhope Pier where it would turn around and proceed along Fairhope Avenue to the proposed station. The Downtown Fairhope Route

would stop at the hospital, the downtown area and the pier.

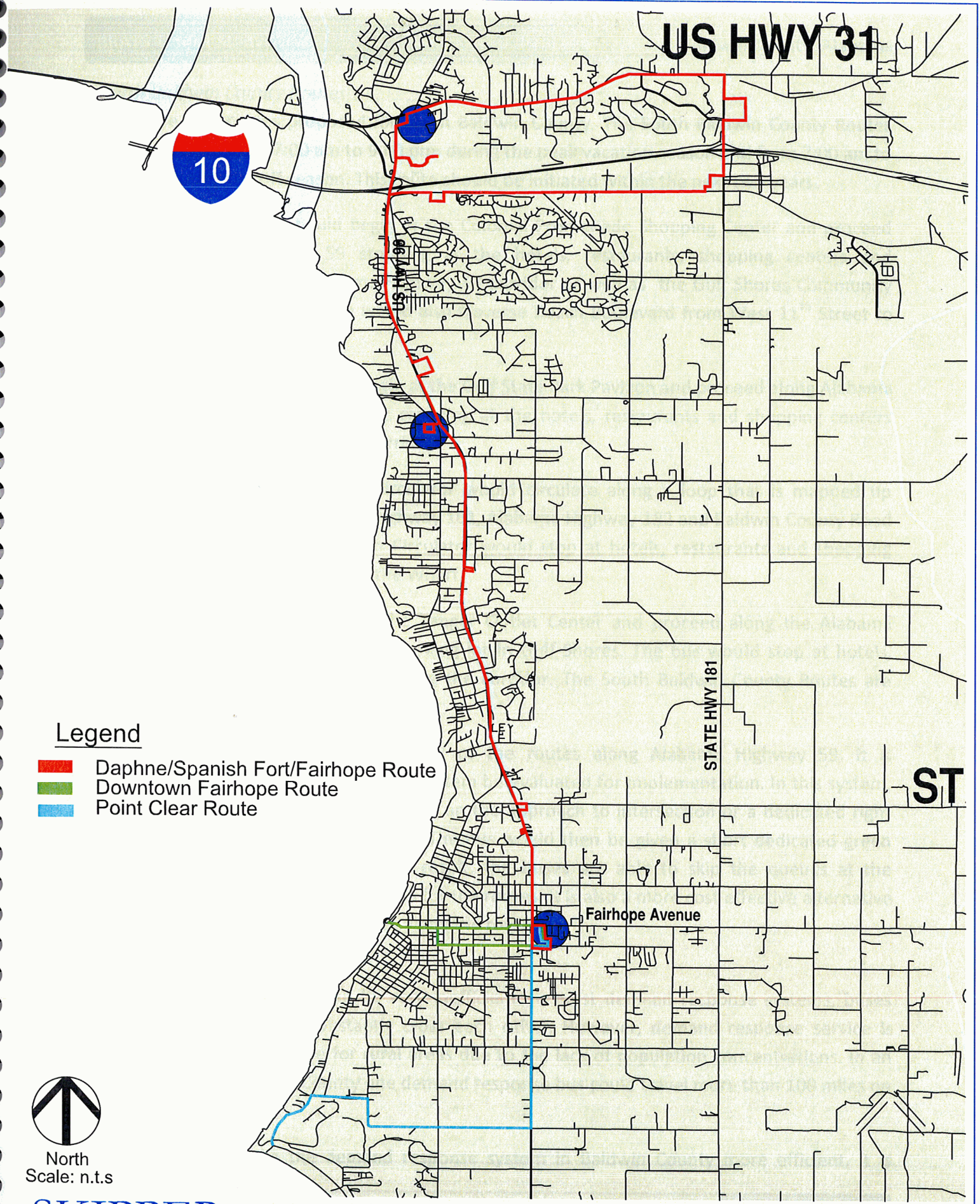
The Daphne/Spanish Fort Route would originate at the proposed station in Fairhope and travel along U.S. Highway 98 to the Prodissee Center in Spanish Fort then along Highway 31 to Highway 181 with a stop at the Eastern Shore Center and Lowes turning west on Highway 90 stopping at the Jubilee Center then South along U.S Highway 98. This route would stop at hotels, restaurants, shopping centers, the Daphne Library and government offices along the corridor. The Eastern Shore routes should be initiated within the next two years. These routes are illustrated in Figure 4.



Legend

- █ Highway 59 Connector
- █ Highway 104 Connector
- █ Highway 98 Connector





Legend

- █ Daphne/Spanish Fort/Fairhope Route
- █ Downtown Fairhope Route
- █ Point Clear Route



North
Scale: n.t.s



Figure 4 - Eastern Shore Routes

South Baldwin County Routes

There are four routes proposed for south Baldwin County. The South Baldwin County Routes should operate from 7:00 am to 9:00 pm. during the peak vacation season and from 7:00 am to 6:00 pm during the off season. This route should be initiated within the next two years.

The Gulf Shores route would begin at the Colonial Promenade Shopping Center and proceed along Alabama Highway 59 stopping at the hotels, restaurants, shopping centers and amusement parks along Alabama Highway 59 corridor as well as the Gulf Shores Community Center. The Gulf Shores Route would also traverse Beach Boulevard from West 11th Street to the Gulf State Park Pavilion.

The Orange Beach route would begin at the Gulf State Park Pavilion and proceed along Alabama Highway 182 east to Perdido Pass stopping at the hotels, restaurants and shopping centers along the Alabama Highway 182 corridor.

The Gulf Shores/Orange Beach Circulator would circulate along a loop that is mapped up Alabama Highway 180, Alabama Highway 161, Alabama Highway 182 and Baldwin County Road 2. The Gulf Shores/Orange Beach Circulator would stop at hotels, restaurants and shopping centers along the route including the Wharf.

The Foley route would begin at the Tanger Outlet Center and proceed along the Alabama Highway 59 corridor to the public parking lot in Gulf Shores. The bus would stop at hotels, restaurants and shopping centers along the corridor. The South Baldwin County Routes are illustrated in Figure 5.

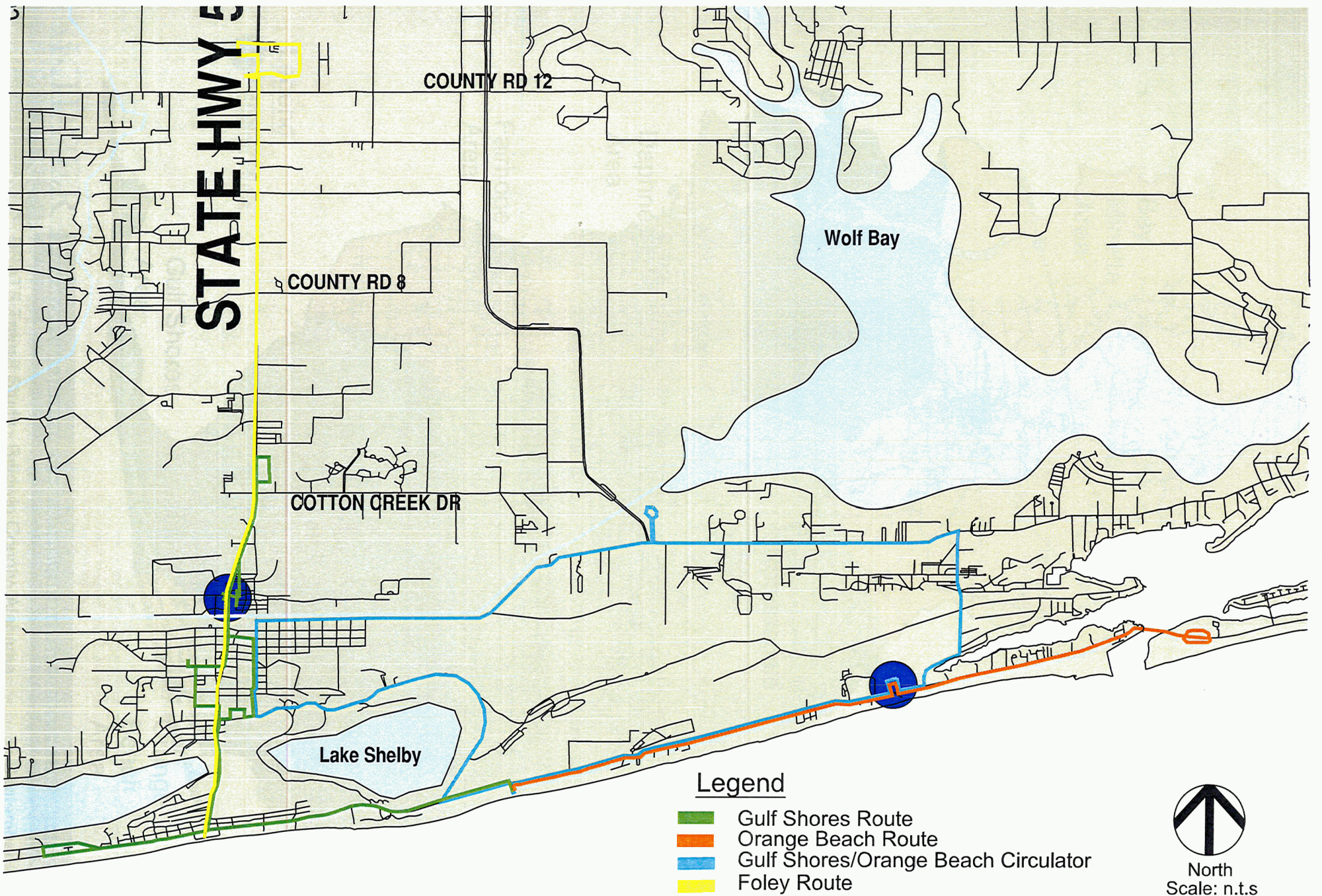
In an effort to improve the efficiency of the routes along Alabama Highway 59, it is recommended that a "queue hopper" system be evaluated for implementation. In this system, transit buses use a short dedicated lane on the approach to intersection or a dedicated right turn lane to advance to the stop line. The bus would then be given a short dedicated green before the remaining vehicles. As a result, the buses are able to skip the queues at the intersections and improve travel times for the routes. It is also a more cost effective alternative to constructing dedicated HOV lanes along the route.

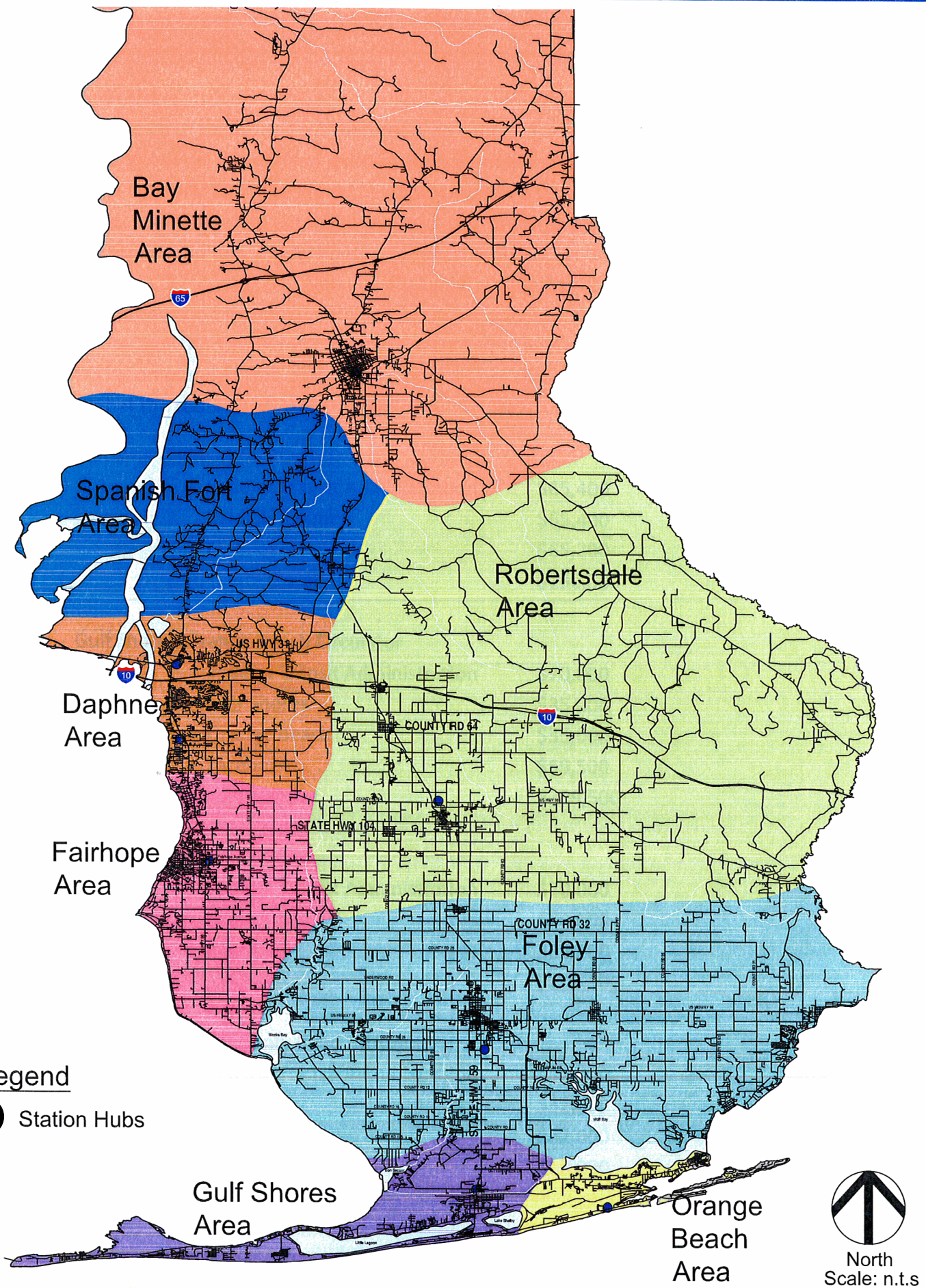
Demand Response Service

Demand response service can be very inefficient. In most demand response systems, buses tend to back track and constantly cross each other. However, demand response service is usually the best alternative for rural areas due to the lack of population concentrations. In an area the size of Baldwin County one demand response bus could travel more than 100 miles on one trip.

In an effort to make the demand response system in Baldwin County more efficient, it is

proposed that the demand response system operate as a collector/feeder system. In this system, the demand response vehicles would leave from each of proposed stations throughout the county and collect passengers in their service area. The vehicles would then either deliver the passengers to their destination within the same area or return to the station where the passengers would transfer to one of the proposed shuttle routes for transport to the station that would serve their destination. The passenger would then transfer to another demand response bus for transportation to their destination. All ADA requirements will continue to be met through the new demand response system. The service area of each of the proposed stations is illustrated in Figure 6.





Estimated Cost

Cost estimates were performed for the proposed routes. The costs estimates for the proposed routes were based on the costs of existing services offered by BRATS. The estimated price for the Alabama Highway 59 Route would be approximately \$196,000 per year. It is estimated that it would cost approximately \$209,500 per year per route to operate the Gulf Shores/Orange Beach Circulator and the Foley Route. The estimated cost to operate the U.S. Highway 98/County Road 32 Route, the Alabama Highway 104 Route, the Point Clear Route and the Fairhope Route would be approximately \$98,000 per year per route. The operations of the Gulf Shores Route and the Orange Beach Route would cost approximately \$104,800 per year per route. It is recommended that cities where services are offered participate in the funding. It is proposed that the routes be financed as follows:

Alabama Highway 59 Route

Federal Transit Administration	\$65,400
Baldwin County	\$65,400
Farebox	\$65,200
Total	\$196,000

Gulf Shores/Orange Beach Circulator

Federal Transit Administration	\$70,000
Gulf Shores	\$35,000
Orange Beach	\$35,000
Farebox	\$69,500
Total	\$209,500

Foley Route

Federal Transit Administration	\$70,000
Foley	\$70,000
Farebox	\$65,200
Total	\$209,500

U.S. Highway 98/County Road 32 Route

Federal Transit Administration	\$32,700
Foley	\$32,700
Farebox	\$32,600
Total	\$98,000

Alabama Highway 104 Route

Federal Transit Administration	\$32,700
Baldwin County	\$32,700
Farebox	\$32,600
Total	\$98,000

The Point Clear Route

Federal Transit Administration	\$32,700
Fairhope	\$32,700
Farebox	\$32,600
Total	\$98,000

The Fairhope Route

Federal Transit Administration	\$32,700
Fairhope	\$32,700
Farebox	\$32,600
Total	\$98,000

The Gulf Shores Route

Federal Transit Administration	\$35,000
Gulf Shores	\$35,000
Farebox	\$34,800
Total	\$104,800

The Orange Beach Route

Federal Transit Administration	\$35,000
Orange Beach	\$35,000
Farebox	\$34,800
Total	\$104,800

Marketing and Website

In an effort to increase the ridership and raise awareness about BRATS, it is recommended that steps be taken to improve BRATS visibility among the Baldwin County Residents. Suggestions for marketing include developing brochures illustrating BRATS services as well as ads in local newspapers. In addition, public services announcements on local radio should be explored. Incorporating a local celebrity for help with the voice work can help to create a more effective advertisement.

With the implementation of the new routes and stations, it is recommended that the BRATS website be updated to show these changes. Furthermore, developing a new website specifically for BRATS should be considered as well. Information on the website should include:

- General information on BRATS
- Information on demand/response
- Information on commuter routes
- Graphics showing the routes and services provided by BRATS
- Information on handicap accessibility

Additional features on the website could include an interactive route map showing bus locations and estimated arrival times and compatibility with mobile web browsers so riders can look up information from smart phones.

Conclusions

Based on the analyses documented in this report, the following conclusions can be stated:

The current BRATS system is composed of deviated-fixed routes, education routes, work routes, and demand response service throughout Baldwin County.

1. A ridership survey was conducted to collect comments and suggestions from current riders. The results of the transit ridership surveys indicate:
 - Emergency rides home should be provided for BayLinc Riders
 - The commuter routes including BayLinc are the most popular routes.
 - The majority of the ridership is satisfied with the service currently offered by BRATS.
2. Interviews were conducted with local schools and organizations involved with BRATS and each expressed extreme satisfaction with the service provided by BRATS and felt no improvements were needed to the services offered them.
3. During the course of the study Skipper Consulting, Inc. performed observation of both the routes and the dispatch observations. It was determined the BRATS service currently being offered is as efficient as it can be with the resources that are currently available. Only minor adjustments are recommended for the existing services.
4. Each of BRATS current routes were evaluated, the following conclusions were determined:
 - All three Baylinc routes should continue to operate. Efforts should be made to encourage additional federal employees to utilize the Baylinc service. Additionally, A guaranteed emergency ride home should be offered to the Baylinc riders. As the Baylinc service continues to grow reinstating the third afternoon route should be considered.
 - Both the South Baldwin County Commuter Route and the Eastern Shore Commuter Route services should be continued and efforts should be made to increase ridership on each route.
 - The education routes are beneficial to both BRATS and the local education facilities. The routes for Faulkner State Community College, Bayside Academy, St. Patrick's School and St. Benedict's School should continue. Adding an Orange Beach Route for St. Benedict's should be considered.
 - The ARC routes should continue.
 - The Pleasure Island Commuter Route should continue and efforts should continue to encourage the larger employers in this area to contract BRATS to transport employees.
 - Routes for the Baldwin County Mental Health Center should be continued.

5. There are system wide improvements that should be considered immediately. These improvements include:

- The BRATS driver supervisors should not have to perform driver duties. They should be in the field monitoring route and driver activity.
- The BRATS administrative staff should be increased. Based on regional averages, to effectively operate a transit system the size of BRATS three additional administrative staff members should be hired.
- Emergency rides home should be guaranteed for all BayLinc and Commuter routes.

6. To improve the efficiency of the BRATS system the central station in Robertsdale should be expanded and satellite stations should be constructed in the major cities throughout the County. The satellite stations should be constructed in the following priority:

- 1 Fairhope
- 2 Foley
- 3 Daphne
- 4 Gulf Shores
- 5 Spanish Fort
- 6 Orange Beach
- 7 Bay Minette

7. There are several routes that should be initiated over the next five years. The routes and when they should begin are listed below:

- Alabama Highway 59 Route which should be initiated immediately.
- U.S. Highway 98 Route/County Road 32 which should be initiated within the next five years
- Alabama Highway 104 which should be initiated immediately
- The Point Clear route which should be initiated within the next two years
- The Downtown Fairhope route which should be initiated within the next two years
- The Daphne/Spanish Fort Route which should be initiated within the next two years
- The Gulf Shores route which should be initiated within the next two years
- The Orange Beach route which should be initiated within the next two years
- The Gulf Shores/Orange Beach Circulator which should be initiated within the next two years
- The Foley route which should be initiated within the next two years

8. It is proposed that the demand response system operate as a collector/feeder system. In this system, the demand response vehicles would leave from each of proposed stations throughout the county and collect passengers in their service area. The vehicles would then either deliver the passengers to their destination within the same area or return to the station where the passengers would transfer to one of the proposed shuttle routes for transport to the station that would serve their destination. The passenger would then transfer to another demand response bus for transportation to their destination
9. Efforts should be made to market the BRATS systems to Baldwin County residents and increase ridership. This includes print ads and brochures, radio campaigns, and updating the BRATS website.