Exploring the Intersection of Mobility Management and Transportation Planning

The story of the Fast Forward Mobile Outreach Bus

Tulsa, OK

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Presented by James Wagner, AICP
The problem:
Public had little knowledge of public transportation options, costs and benefits

The solution:
Create a tool that would access the Tulsa region and educate citizens on transit and funding
Before

After

The transformation
The transformation

Before

After
Mobile Outreach Bus
Mobile Outreach Bus
Out in the community
Transit Trivia Night
Transit Trivia
Inside the “Transit Lab”
Inside the “Transit Lab”
Inside the “Transit Lab”
Inside the “Transit Lab”
**Transit Mode Option 2**

**Bus Rapid Transit (BRT)**

- Diesel, Diesel-Hybrid, or CNG articulated buses
- Operates in dedicated guideway or mixed traffic
- Integrates with street traffic, signals and pedestrians
- Line length: 8 - 15 miles
- **Station spacing:** 0.50 - 1 mile
- **Speed:** Average: 20 - 30 mph, Max: 65 mph
- **Seated capacity:** 60 passengers
- **Implementation cost:** $5 - $35 mil/mile
Menu Exercise

Although building and running a transit system is more complex than this exercise, we are giving you a chance to prioritize transit amenities for your area. These numbers do not reflect actual costs but are relatively proportional to the real costs.

**Instructions**: Imagine you are in charge of providing transportation for your neighborhood. You must make choices that would be best suited for you and your neighbors. **You have $30 to spend this year to build the system.** Please select the attributes needed to start transit service from the menu of options below.

**Step 1 - Build the System**

A complete system has numerous components, some are **required** and others are **optional**. Below are required components of your system.
Menu exercise - Capital costs

Scenario B.............. $18
Basic stops............. $2
Enhanced stops.............. $5
Landscaping............ $2
Off-Board ticketing  $2

Total $29
Menu exercise - Operating costs
Media Coverage
9 Weeks of Mobile Outreach
117 Stops
2,085 Citizens Onboard
1,500 Surveys Taken
$450,000 in Earned Media
718 Comments Given
1,942 Web Hits
Thank you!

James Wagner, AICP
Principal Transportation Planner
INCOG | Tulsa, OK
(918) 579-9447
jwagner@incog.org