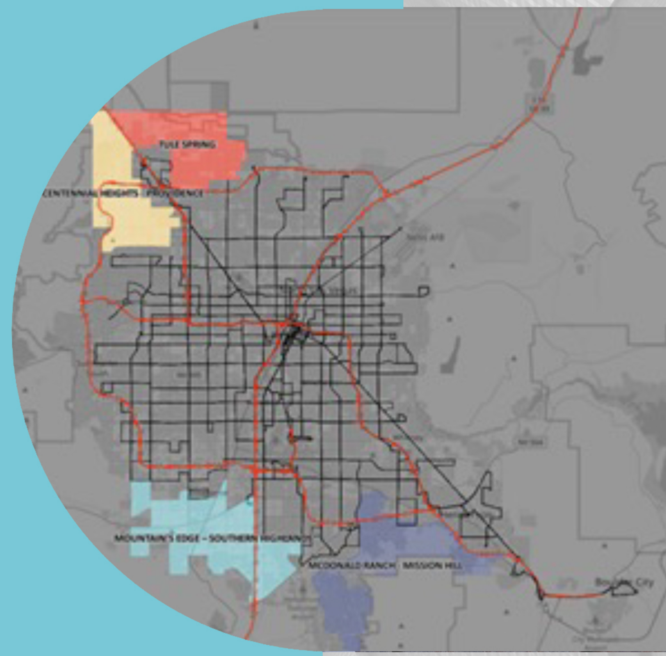
KEOLIS

CASE STUDY
LAS VEGAS, NV

KEOLIS EVOLVE IN LAS VEGAS, NV

In partnership with the Regional Transportation Commission (RTC) of Southern Nevada, Keolis Evolve identified the true mobility needs in the region and evaluated how well RTC's current transit service meets those needs.

The study resulted in recommendations such as new service options in four underserved areas, changes to existing routes, and opportunities for new ways to attract riders.



Problem Statement

As is the case with many transit agencies, in Las Vegas it was difficult to determine who was taking transit and where they were going. The RTC was interested in gaining more knowledge of the two markets it serves in the Las Vegas Valley: residential and visitor. Our study showed that most of the overall market is residents, but on Fridays, Saturdays, and Sundays (WE Days), the visitor market increases significantly, peaking on Saturdays.

Evolve Process

With the RTC in 2019, we reviewed mobility trends in the Las Vegas area to evaluate current service and see how resources could be maximized to promote service access for all populations. Through Evolve, we determined the proportion of residents and nonresidents using transit service at different points throughout the week.

This, along with several other findings, led to deeper insights to improve service access for all riders.

Focusing on the residential market, Keolis and RTC determined four areas of opportunity for the RTC (see figure X). These areas total 15% of demand within the entire Valley but have little or no transit service.

There are four main residential areas which have little to no coverage by RTC. We've identified the share of total trips over 1 mile in length in the valley that starts or end within one of these four areas:
Tule Spring: 194k trips (2.5%)
Centennial Heights: 224k trips (2.8%)
Mountain's Edge- Southern Highlands: 455k trips (5.8%)
McDonald Ranch- Mission Hill- 343k trips (4.3%)"

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KEY FINDINGS

84%

of all trips in a typical week are completed by residents

47%

of all weekly trips in the Valley could be completed on RTC's services

Finally, Keolis evaluated the routes regarding cost-benefit and performance.

The cost-benefit index is traditionally viewed as farebox recovery, and the performance index is market share capture. The scale is 1 to 10 with 10 capturing a significant share (for transit). Distinguishing between the two is important because cost-benefit measures a route financially where performance captures the effectiveness of a route attracting riders in the corridor. A route such as the Deuce can have a high cost-benefit index score but a low performance index score because its ridership, while high, is still relatively low in the market it serves. This data suggests that the RTC can grow ridership through targeted investment in specific routes and corridors.

As a result of the Keolis Evolve study, the RTC has additional data to support its move forward with a service expansion that increases coverage of the bus and paratransit networks while also introducing a microtransit pilot zone to provide residents with additional mobility options.

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