

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
12	07/25/11	Open	Information	07/19/11

Subject: TransitRenewal Update

ISSUE

Update of the Comprehensive Operational Analysis/TransitRenewal

RECOMMENDED ACTION

None. This item is for information purposes only.

FISCAL IMPACT

None. This item is for information purposes only. Fiscal impact will be determined based on the actual service restored.

DISCUSSION

On December 13, 2010, RT retained the services of Transportation Management & Design, Inc. (TMD) to perform a comprehensive operational analysis. TMD completed the Data Collection and Analysis Task 1 on April 4, 2011. Detailed service analysis spreadsheets and maps are being completed. The TransitRenewal team is proceeding with the service evaluation. The first TransitRenewal presentations to the Executive Management Team, internal RT staff, TransitRenewal stakeholders, and external technical advisory and community stakeholders were held the week of June 6th. Additional TransitRenewal presentations to groups and organizations are made weekly:

DATE	ORGANIZATION
June 14	Complete Streets Coalition
June 21	Citrus Heights Collaborative
June 22	Walk Sacramento Round Table
June 22	Breathe CA Policy Committee
July 6	Sacramento TMA
July 7	Mobility Advisory Council
July 14	Citrus Heights City Council
July 15	Asian Resources
July 19	Sacramento Asian Chamber
July 21	Air Quality Board

Additional stakeholder meetings will be held in the fall to present specific TransitRenewal service recommendations. Stakeholders provide links to the broader community. Extensive community outreach will target neighborhoods with proposed service changes. Updated service standards, the transit service evaluation, and early service recommendations are scheduled for presentation to the Executive Management Team and stakeholder groups the week of July 25th. Service standard development provides the framework for ongoing monitoring and service development.

Approved:

Presented:

Final 7/20/11

General Manager/CEO

AGM of Planning and Transit System Development

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The transit service evaluation pinpoints strengths, weaknesses, and opportunities. Early service recommendations have identified service restoration priorities and restructuring concepts.

The TransitRenewal team has assessed where transit is a competitive travel option through examination of regional development, demographic trends, and travel patterns. Automobile travel is the prime competitor for transit in the RT service area. Current RT service, in part due to the June 2010 service cuts, places service for coverage to the area more than in areas where there is more demand for transit service.

Light rail and RT's top five routes carry two-thirds of weekday ridership. Consequently, improved service on LRT and the top five routes will positively impact two-thirds of RT's riders. Following this top tier, RT express routes are among the highest weekday passenger boardings per revenue hour.

The TransitRenewal project targets opportunities for productivity, speed, and financial effectiveness improvements. The COA team has identified where transit can be an option for most or all trips, and where it has limited chance of success against the automobile.

Key upcoming policy decisions the Board will be asked to make are:

- How can service coverage/frequency be prioritized addressing social equity, financial sustainability, and taxpayer return?
- Who and where are the key markets for RT service, e.g., commuters, students, lifeline riders, etc.?
- What needs to happen for transit to become a competitive option for more trips, leading to targeting market area development patterns as well as service quality?

Next steps are:


- Development of transit service standards and the service development framework
- Prepare system restructuring concepts for further review
- Continued outreach to RT's stakeholders and the public at large.



TransitRenewal

Introduction and Preliminary Findings

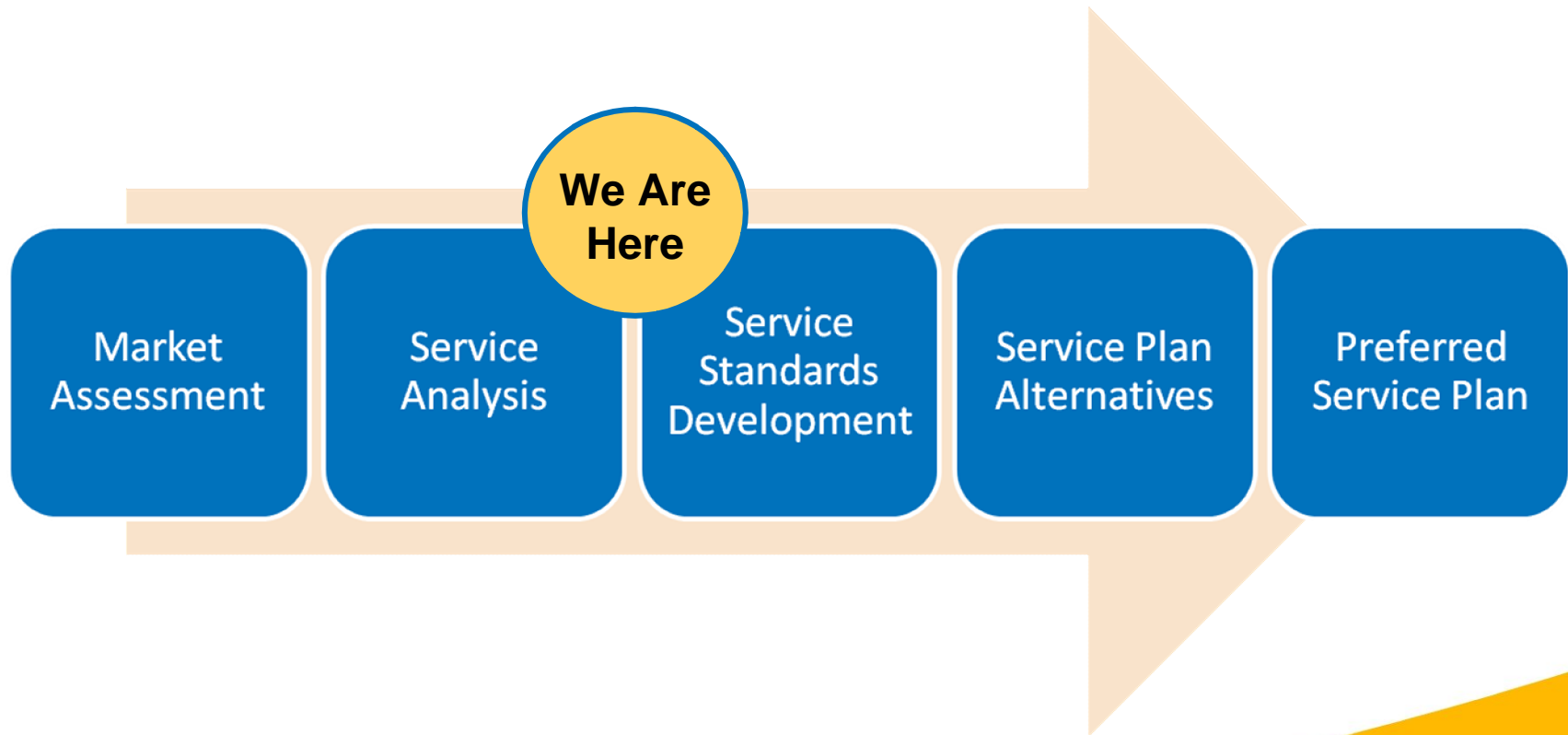
July 25, 2011



Presentation Outline

- RT Market Findings
- Initial Transit Service Findings
- Early Action Recommendations
- Summary and Next Steps

Where We Are



Stakeholder Participation

- June stakeholder meetings involved:
 - Internal RT staff
 - Technical Advisory Committee
 - Community Advisory Committee
- 10 TransitRenewal presentations to various civic and community groups conducted June-July
- Outreach to general population with special interest in low income, minority, and limited-English groups

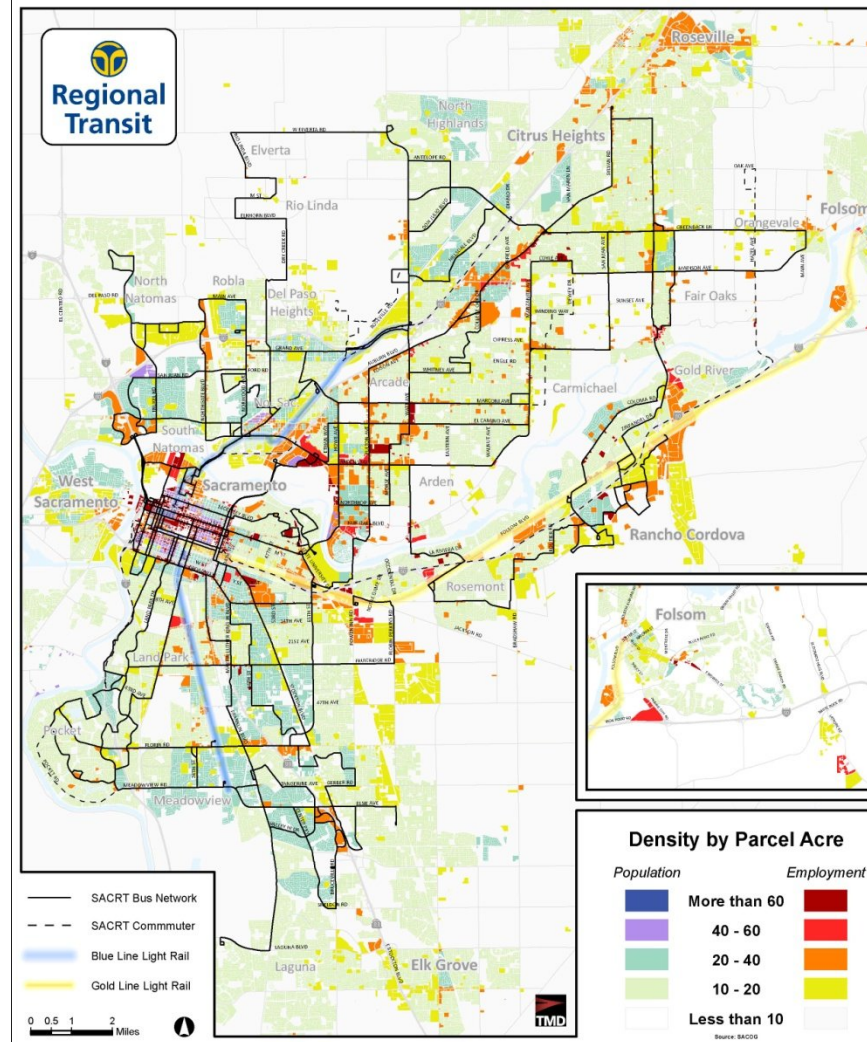
Market Assessment

- Every product has a consumer market base. The aim is to assess the market potential for transit.
- Assesses where transit is a competitive travel option
- What market elements are important for transit?
 - Regional development patterns (density, land use, etc.)
 - Demographics
 - Travel patterns

Regional Development

- Auto centric development patterns have resulted in a less competitive transit environment
- Important to identify sustainable communities where transit can be successful
- While coverage responds well to development patterns, there is a need for increased frequency/ service quality to realize market potential

2005 Population & Employment Density

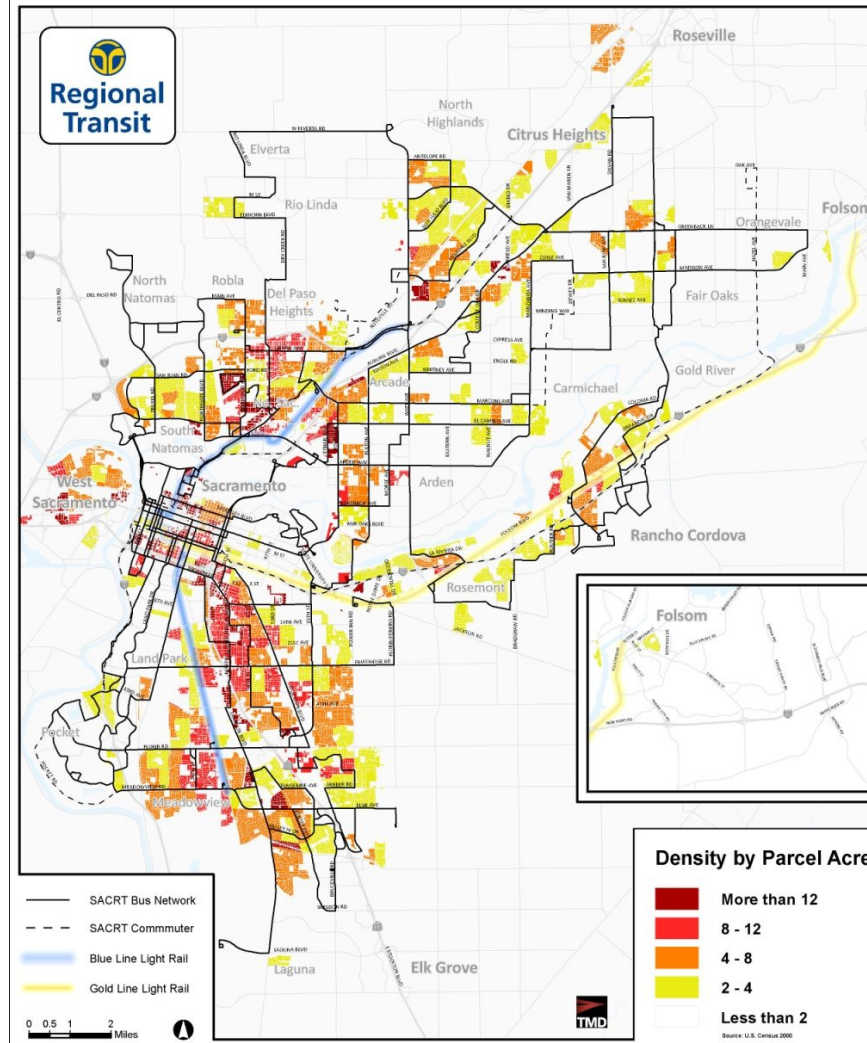


Demographic Trends

- Income
 - Most indicative of population likely to use transit service
 - Financially disadvantaged populations are heavily concentrated in North Sacramento/Del Paso Heights and South Sacramento
- Vehicle Availability
 - Most households have access to automobiles, so even low-income households may not be truly “transit dependent”
 - Highest concentration in downtown Sacramento

Financially Disadvantaged Population

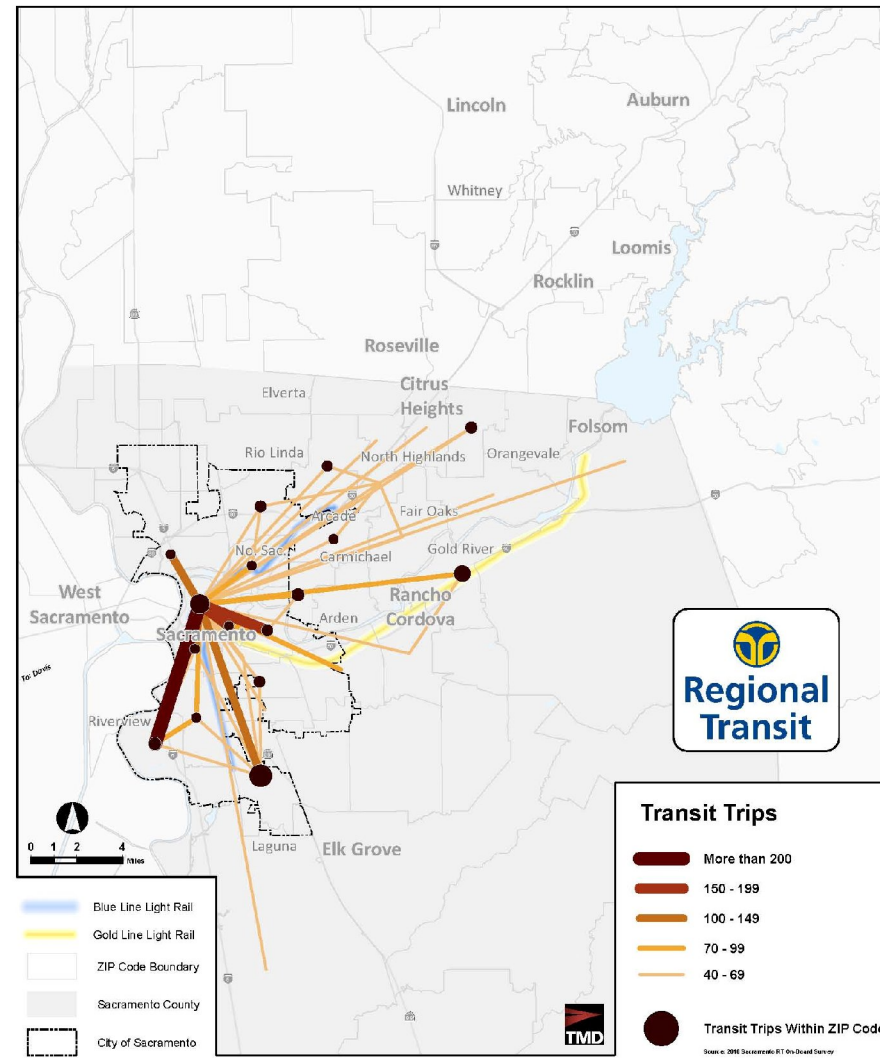
(population with income below the federally determined 1999 poverty level)



Travel Patterns

- Origin/destination data collected during an on-board survey before 2010 service reductions
- Trips largely radial in nature (focused on downtown Sacramento)
- Data is being compared to regional travel demand patterns (SACOG)

2010 - Public Transit Trips
Origin/Destination Data



Key Findings - Market

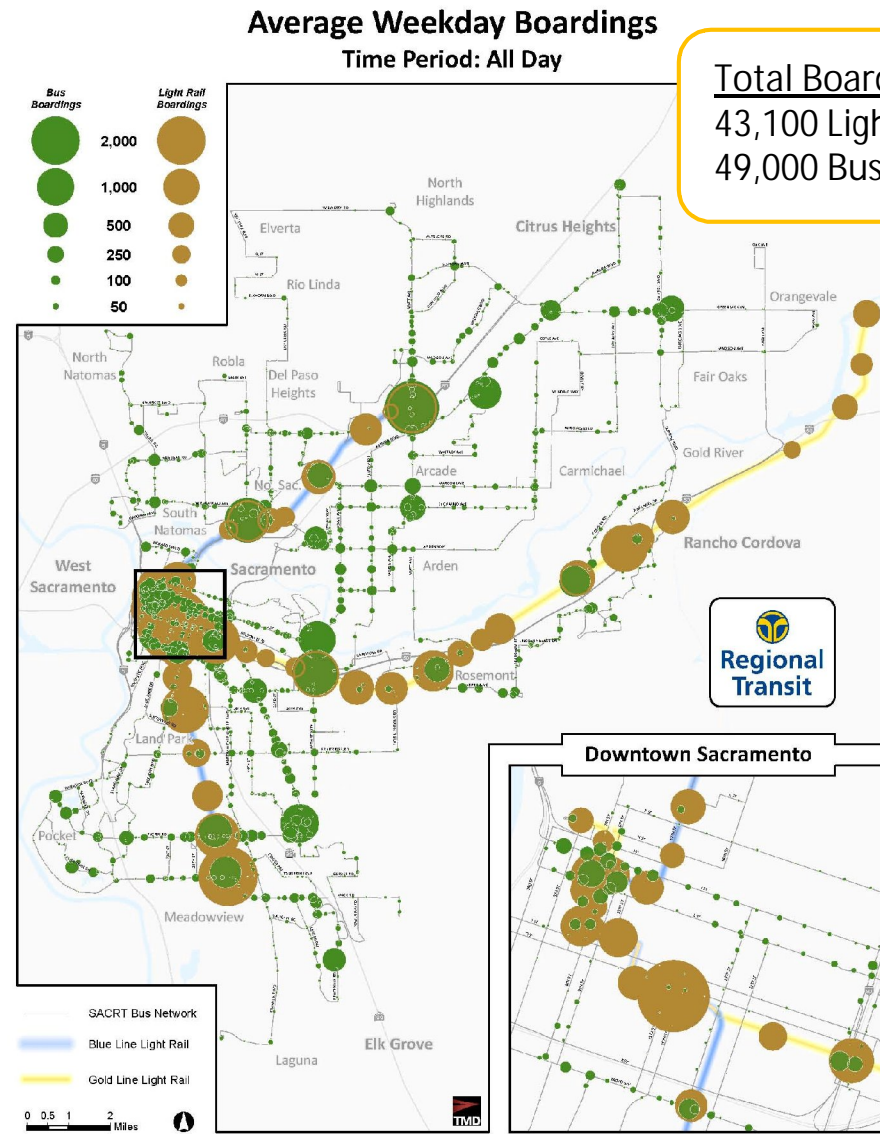
- Automobile travel is the prime competitor for transit
 - Important to “think like a consumer” and identify markets where transit is competitive
- Current RT service prioritizes coverage over frequency
- Emphasizing frequency (especially “spontaneous use”) in key areas will benefit transit-dependent riders and attract more choice riders

Effects of Recent Service Reductions

- System ridership ↓ 16% overall
 - Greater ridership loss on LRT than bus
 - Weekend ridership more impacted by service reductions
- System productivity ↑ 3% overall
 - Average bus productivity increased
 - LRT productivity decreased on weekdays
- RT service was mostly maintained for weekday and peak hour trips, while riders have fewer off-peak and weekend service options.

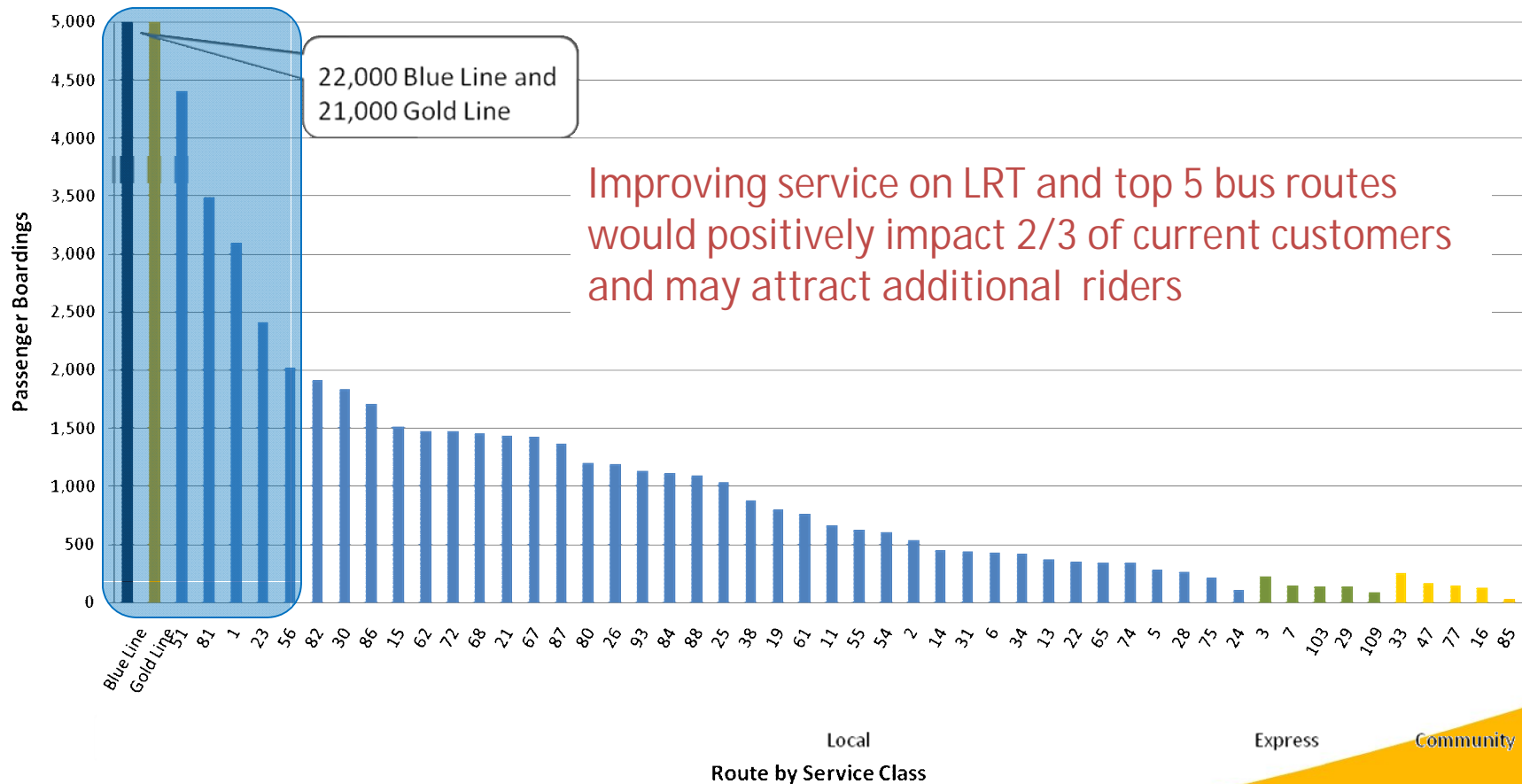
Current Ridership - Weekday

- Light rail carries nearly half of total weekday ridership. LRT and top 5 bus routes carry 2/3 of weekday ridership
- Ridership activity weaker and more node-based east of Watt Avenue
- LRT ridership more peaked than bus, suggesting a more commute-centric rider base



Ridership by Route

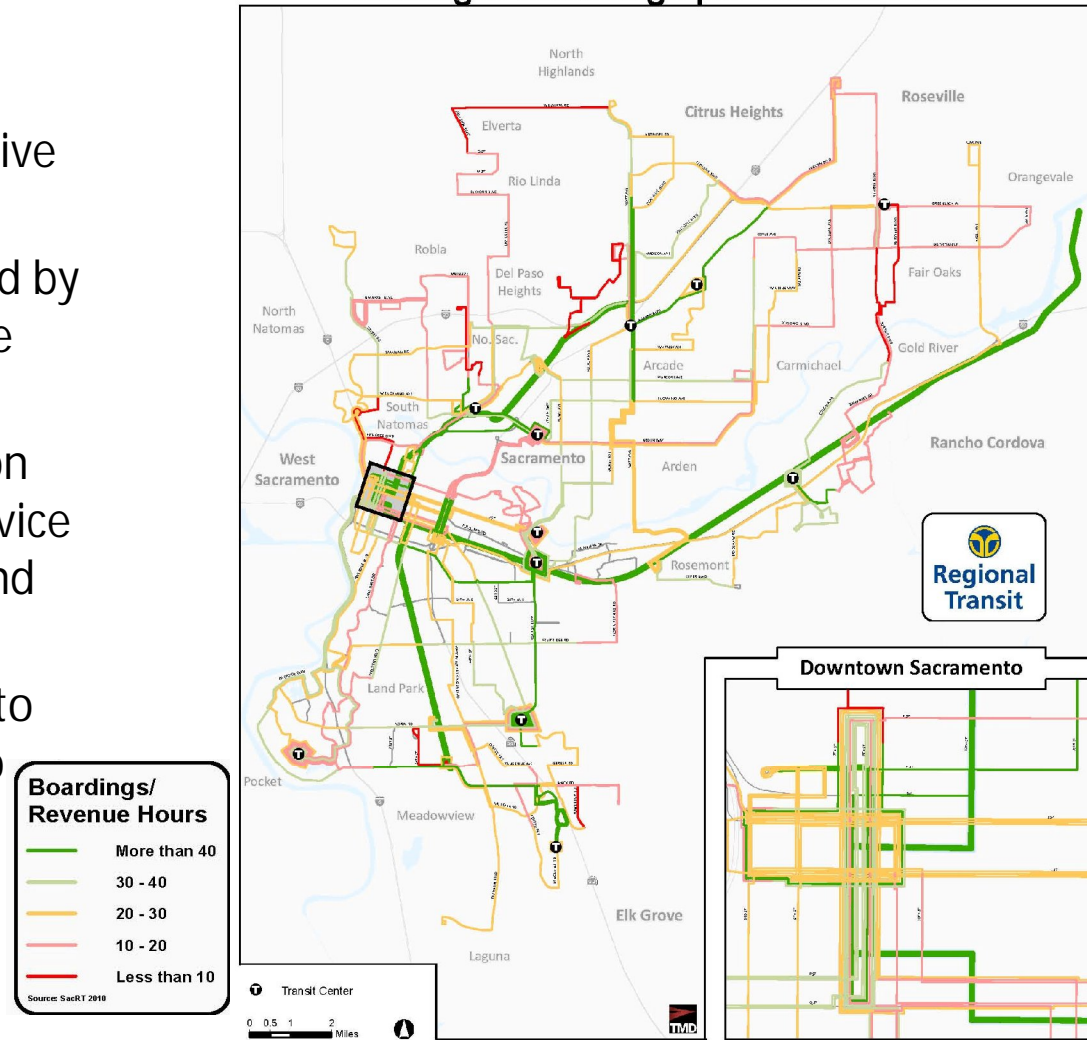
Weekday Average Daily Passenger Boardings



Productivity

- Productive service is indicative of competitive market areas
- Productivity is affected by ridership and resource investment
- Highest productivity on LRT, southeastern service area, Watt Avenue, and Auburn
- Downtown Sacramento less productive due to slower speeds

**Weekday
Passenger Boardings per Revenue Hour**



Emerging Themes

- How can service coverage/frequency be prioritized?
 - Concerns: social equity, financial sustainability, taxpayer return
- Who/where are the key markets for RT service?
 - Commuters, students, lifeline, etc.
- What needs to happen for RT be more effective in serving riders' daily needs?

Early Action Plan Strategy

- Maintaining consistency with overall TransitRenewal recommendations
- Focusing on evaluating June 2010 service reductions
- Goal is to maintain RT's long-term financial sustainability
- Data used for Early Action analysis included:
 - Ridership and performance data from before and after the June 2010 service changes
 - Input from key stakeholders and the general public

LRT Analysis

- All trips starting past 9pm discontinued; weekend frequency reduced
- Weekday service cuts resulted in a greater drop in ridership and productivity than weekend service

Service	Day	Service Reduced	LRT Average Ridership				LRT Average Productivity (Pass/Train Hour)	
			Pre-Cuts	Post-Cuts	Change	% Change	Pre-Cuts	Post-Cuts
LRT	Weekday	(7%)	55,300	43,200	(12,100)	22%	240	200
	Saturday	(41%)	21,500	16,200	(5,300)	25%	100	125
	Sunday	(39%)	16,900	11,300	(5,600)	33%	87	91

Bus Analysis

- Bus trips starting after 9pm were discontinued on 22 routes
- Four routes (1, 51, 81, 56) carried more than 40% of total ridership on discontinued evening bus trips
- Routes 23 and 80 had high individual trip ridership
- Route 1 frequency reduction (15 to 20 minutes) limited convenient connections to LRT

Route	Total Boardings on Discontinued Trips	
	Boardings	Avg. Pass/Trip
51	95	14
1	89	13
81	72	14
56	71	12
23	45	23
80	36	18

Early Action Plan

LRT Recommendations

- Restore evening LRT service in key market areas

Service	Route	Day	Recommendation
LRT	Blue Line	Weekday	Restore previous weekday service span
LRT	Gold Line	Weekday	Restore weekday service span with the exception of the last trip in each direction
LRT	Blue/Gold Lines	Saturday	Restore 4 evening round trips; Discontinue 1 st morning round trip due to low ridership
LRT	Blue/Gold Lines	Sunday	Discontinue 1 st morning round trip due to low ridership and to match Saturday service

Early Action Plan

Bus Recommendations

- Restore supporting bus network to accommodate LRT connections

Service	Route	Day	Recommendation
Bus	1	Weekday	Restore to previous 15-minute peak frequency. Restore 4 inbound evening trips and 3 outbound evening trips.
Bus	23	Weekday	Restore last inbound and last outbound trips.
Bus	51	Weekday	Restore 2 inbound evening trips and 3 outbound evening trips.
Bus	56	Weekday	Restore 3 inbound evening trips and 2 outbound evening trips. These evening trips will only operate from CRC to Meadowview LRT station. Coordinate schedules to allow for convenient connections with LRT service at Meadowview LRT station.
Bus	80	Weekday	Restore last inbound evening trip. Coordinate schedules to allow for convenient connections with LRT service at Manlove LRT station.
Bus	81	Weekday	Eliminate first outbound morning trip (5:28 AM); Restore two outbound evening trips after 9:00 PM.

Early Action Plan Impacts

- Estimated impacts of service improvements

Service	Revenue Hours	Ridership	Gross Cost	Fare Revenue	Net Cost
Light Rail	3,617	123,355	\$764,427	\$61,600	\$702,827
Bus	8,228	80,500	\$616,489	\$40,300	\$576,189
Total	-	203,855	\$1,380,916	\$101,900	\$1,279,016

- Public outreach planned for key stops/stations August 1-5
- Public hearing proposed for August 8
- Title VI equity analysis to be completed prior to hearing

Next Steps

