

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
10	03/28/11	Open	Information	03/18/11

Subject: Comprehensive Operational Analysis Update

ISSUE

Update on the Comprehensive Operational Analysis (COA)

RECOMMENDED ACTION

None. This item is for information purposes only.

FISCAL IMPACT

None as a result of this action.

DISCUSSION

To insure that the transit levels are restored and expanded in a manner that best meets the needs of Sacramento area residents and reflects the goals of both the Blueprint and the TransitAction Plan, RT is in the process of conducting a Comprehensive Operational Analysis (COA).

The TransitAction Plan provides direction for the development of the transit network with recommendations for major capital investments, customer amenities, service quality measures and service philosophy. The COA performs the detailed work necessary to reorganize the bus network as a continuation of the TransitAction planning process. It also provides an opportunity to restore and expand service after the cuts due to budget shortfalls. The COA will recommend a financially sustainable growth of the system in step with increasing revenues. The COA will match transit service to market opportunities, reflecting regional growth projections, land use, environmental impacts and TransitAction principles.

The Board approved a contract to Transit Management and Design on November 8, 2010 and the Sacramento Area Council of Governments (SACOG) completed the grant approvals on January 20, 2011. Since that time, work on the COA has been moving aggressively. The first steps of the project involve data collection, which included analysis of the Origin/Destination study conducted last spring. Additionally, information is being collected from SACOG, the American Community Survey, RT's fare survey and ridership information, as well as other data sources.

Community participation tasks began with internally branding the study, and the formation of community participant lists for the following groups: Community Leaders; Technical Advisory; Citizens; and RT Employees. Committee invitation notices will go out under the General Manager/CEO's signature by the end of March.

Approved:

Presented:

Final 3/21/11

General Manager/CEO

AGM of Planning & Transit System Development
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Subject: COA Update

A website is being developed to provide meeting notifications, information on data analysis and to obtain survey information and input from present and potential customers. Initial service change recommendations will be presented in June.

An outline of the key steps for each task of the study is as follows:

Task 1. Data Collection and Analysis

- Review of existing plans
- Detailed assessment of existing service, ridership, and operating costs
- Review of demographic and land use data
- Review of customer research

Task 2. Data Analysis

The COA will undertake a comprehensive evaluation of RT bus and light rail service at network, mode, route, route segment, and time of day levels using data collected in Task 1. In addition, a review of existing operations will be conducted to better understand service efficiency and quality issues.

Task 3. Review of Service Standards

The COA will review and recommend revisions to current RT service standards. A best practice peer analysis will be conducted in order to provide a comparable analysis of similar transit systems.

Task 4. Short Term Transit Service Plan

The COA will develop a Five Year Plan that makes the best use of all available funding, by creating an efficient, effective network that prioritizes resources such that ongoing financial sustainability is achieved. The service recommendations will be developed collaboratively with the RT Executive Management Team, the study committees, and will be responsive to and consistent with the findings of earlier tasks and community participation.

Task 5. Community Participation

The team will develop and facilitate a creative engagement of key stakeholders and the public in discussion. The program includes elected officials, employers, community leaders, social service providers, community groups, transit riders, RT staff, transit advocates, and other members of the public.

Outreach strategies may include:

- Leadership interviews
- Attendance at community meetings and events
- Community Drop-in Sessions
- Advisory Committee Meetings
- RT Board presentations

Task 6. Interim Final Report

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Subject: COA Update

The team will assemble the chapters into a final report written for its target audience, local decision makers and the public. Technical appendices will provide all needed detail regarding the recommendations. Review of the Interim Final Report will involve collaborating with RT staff, technical advisory groups, general public, and any other stakeholders to effectively obtain input on the Long-Term Plan recommendations.

Task 7. Long Term System Expansion Plan

The long term service changes will recommend a financially sustainable long term service plan containing a phased implementation plan for bus, light rail, and other mode service improvements to the short range service plan RT network in coordination with the 2035 TransitAction Plan (TAP).

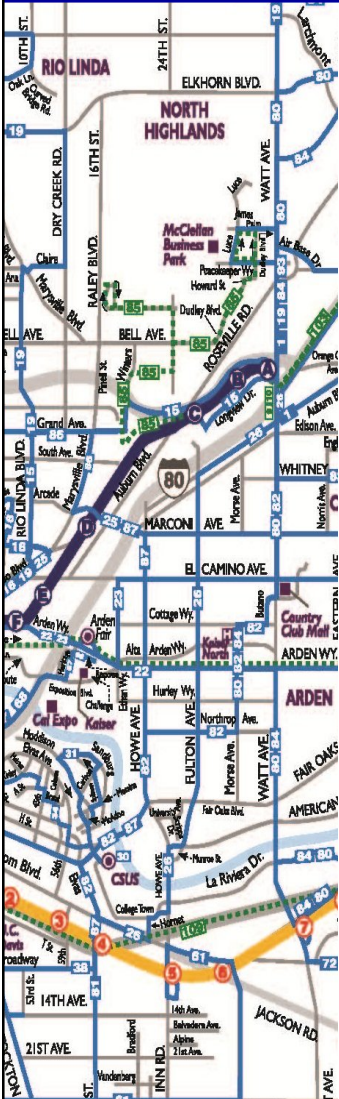
Task 8. Final Report

This report will incorporate all public outreach efforts and will describe both the short term and long term service plans developed in sufficient detail to enable RT staff to successfully implement the service recommendations. The final report will also provide local decision makers and public stakeholders with valuable information regarding existing, short term, and long term service performance and direction.

The schedule for deliverables is as follows:

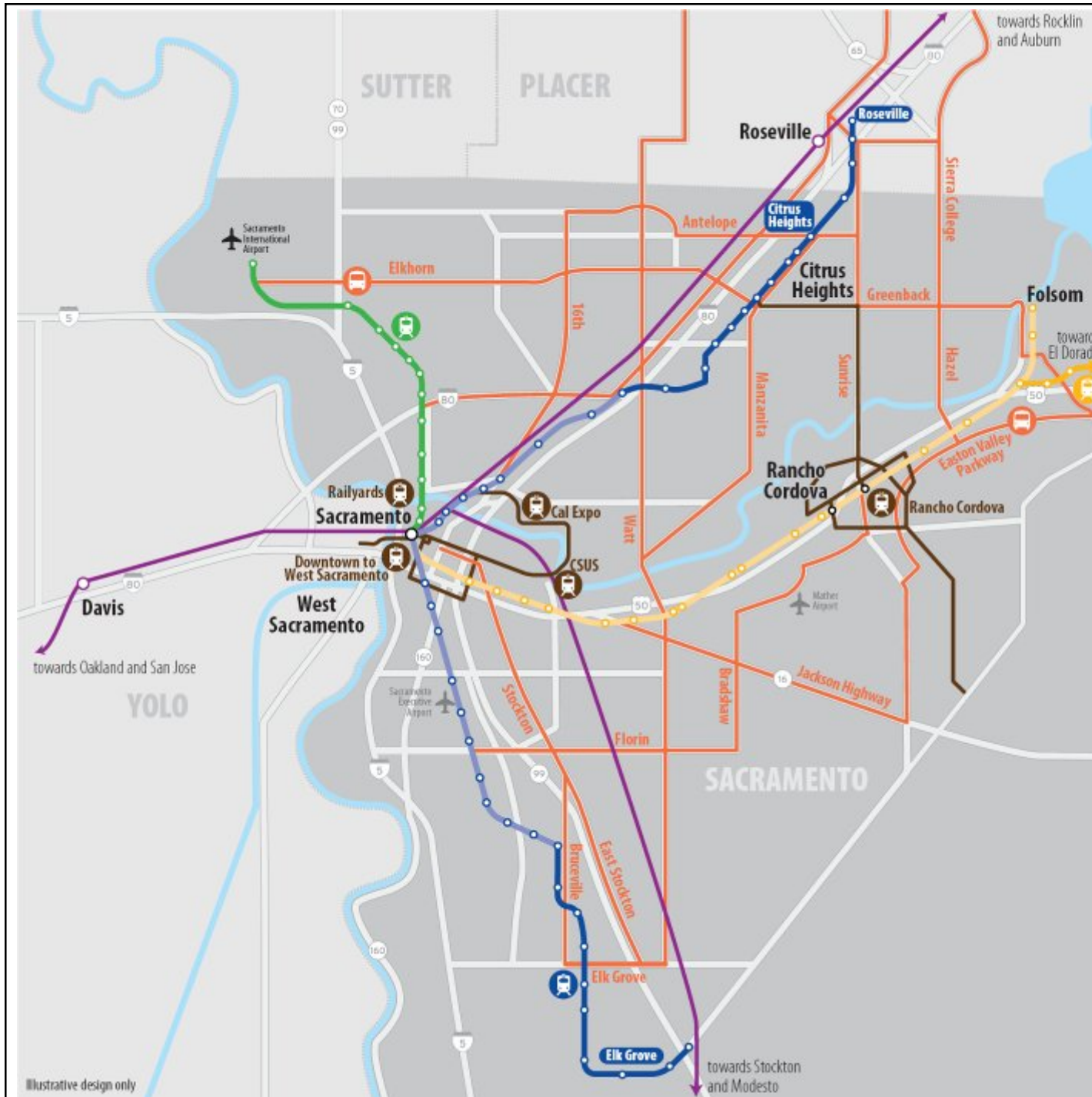
- Task 1: Data Collection and Analysis Technical Memorandum – March 2011
- Task 2: Project Website Development – March and ongoing
- Task 3: Detailed Service Analysis Spreadsheets and Maps, Service Evaluation Report, and Operations Review Technical Memorandum – May 2011
- Task 4: Initial service Change Recommendations. -- June 2011
- Task 5: Updated Service Standards Memorandum – July 2011
- Task 6: Final Short Term Service Plan Recommendations and Impacts, Short Term Financial Plan; Title VI Assessment; and Organizational Analysis – October 2011
- Task 7: Long Term System Expansion Plan Recommendations and Impacts – November 2011
- Task 8: Final Report – December 2011

TransitAction Plan



- Integrated transit and land-use planning
- Complete trip experience including complete streets/neighborhoods
- Included large scale improvements to the network (capital and operating) – Rail, LRT, European Street Tram, HiBus, Community-Based services
- Required additional funding sources
- Provided a tiered implementation plan linked to demand and new funding sources



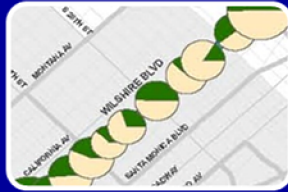
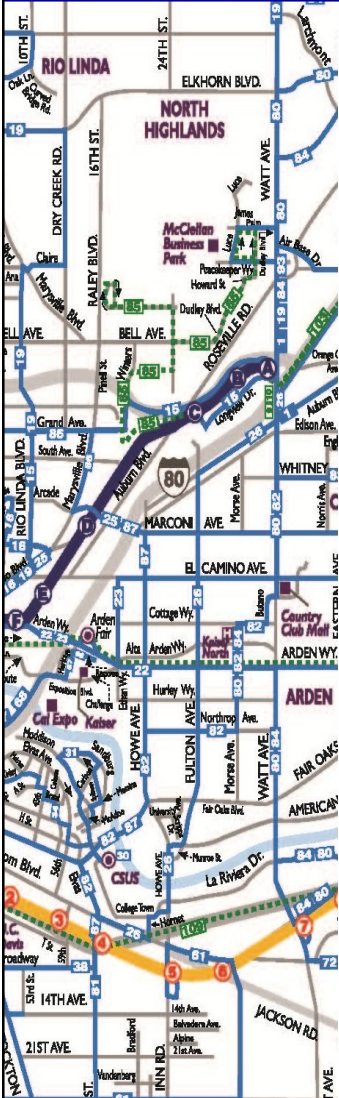


Scenario C - Integrated Transit Solution Updated following Public Outreach

- | Rail Services | |
|-------------------------|---|
| | Blue Line
Extensions to Elk Grove Citrus Heights Roseville |
| | Gold Line
Extension towards El Dorado County |
| | DNA Line
Double-Track to airport with express services |
| | Streetcar
Full streetcar network established |
| | Regional Rail
15 minute peak headways |
| Bus Services | |
| | Local Bus
More community + neighbourhood shuttles* |
| | Hi-bus
High frequency, capacity and quality core network* |
| | Express Bus
Direct, premium services offered* |
| | Bus Rapid Transit (BRT)
Where possible Enhanced Bus Corridors upgraded to full BRT Corridors operating in exclusive right-of-way
* (not shown) |
| Funding & Policies | |
| | Land-Use / Growth
Blueprint land-use implemented |
| | Revenue Requirement
Existing Measure A + New Source(s) |
| Ticketing & Information | |
| | Ticketing
Implement region-wide integrated, smartcard system |
| | Timetable Info
Real-time next bus / LRT information at stops |
| | Maps
Free local area maps available online |
| Environments | |
| | Passenger Safety
Cameras at all stops and on all vehicles |
| | Stops and Stations
Improvements to all stations and key stops |
| | Pedestrian Improvements
Improve access to all stops/stations |

Illustrative design only

Key COA Themes



Comprehensive service, market, and operations analysis



Matching service to market opportunities

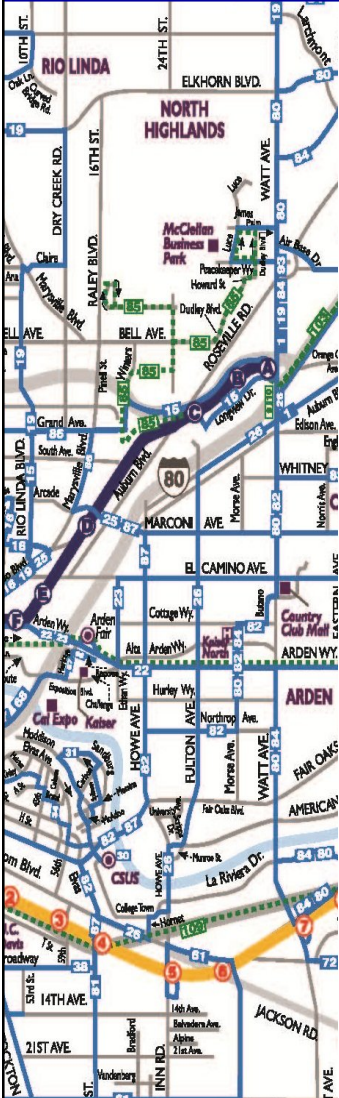


Operational efficiency

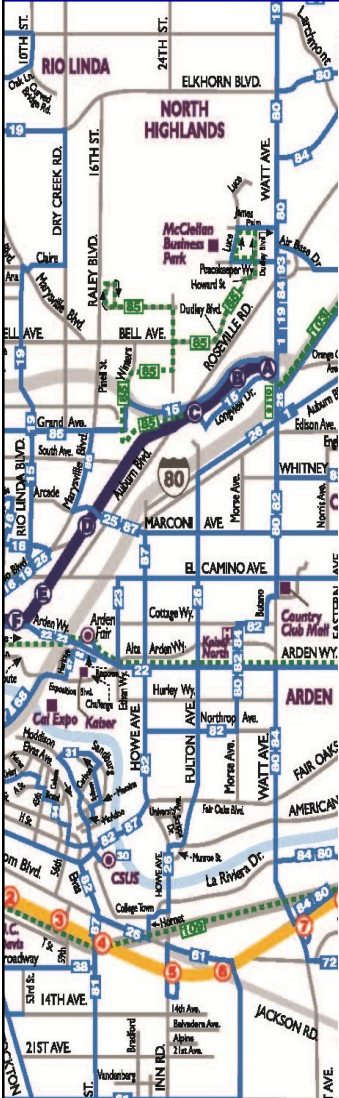


Financial sustainability

COA Work Plan



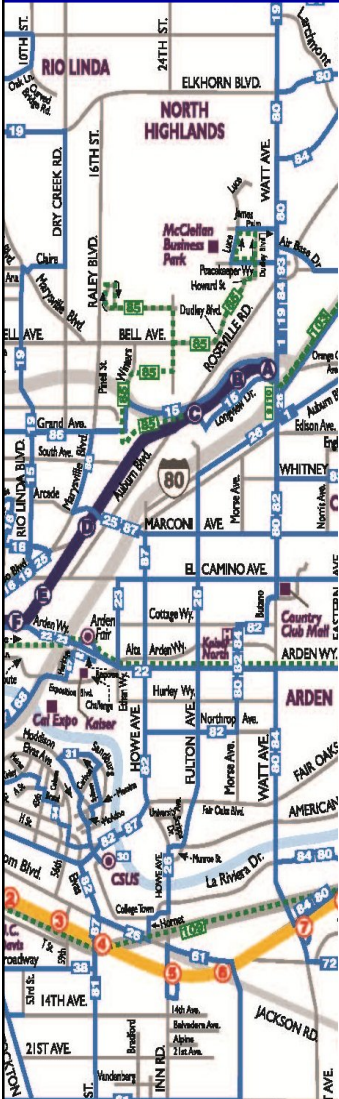
Data Collection and Analysis



- RT already has the necessary data to undertake the COA
- “Top-down” and “bottom-up” analysis
- Analysis focused in three key areas
 - Markets
 - Service
 - Operations

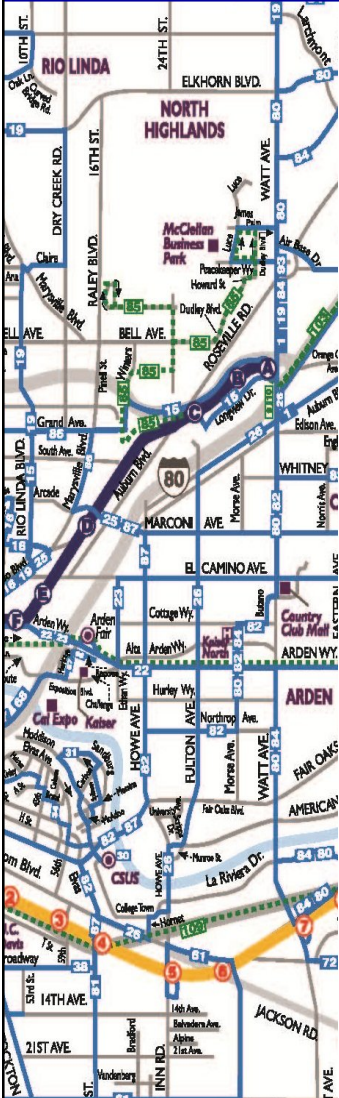


Market Analysis



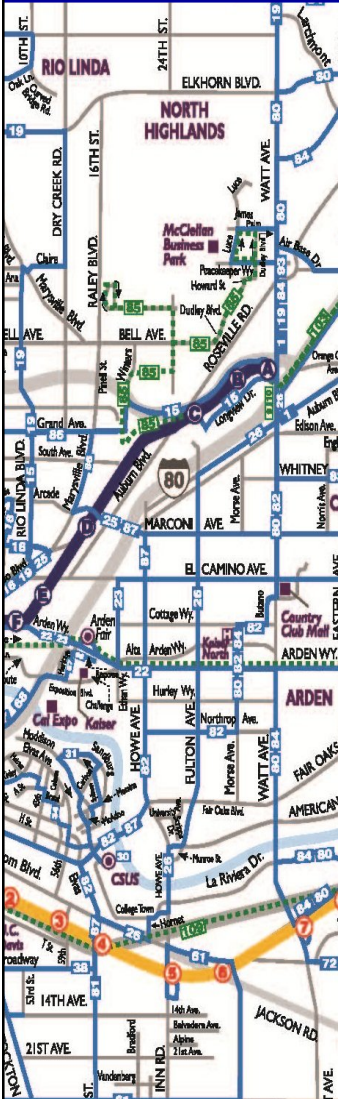
- Transit market opportunities
 - Population and employment densities
 - Key demographic groups
 - Major activity centers
 - Transit competitiveness
- Consumer research (rider surveys)
- Recognize transition from today's markets to tomorrow's Blueprint
- Shaping as well as responding to demand

Service Analysis



- Comprehensive assessment of RT service performance
- Validating and processing APC data
- Detailed data analysis
 - Ridership, service performance, service quality for bus and rail
 - Network, route, and route segment levels of analysis
- Time spent on-site “being the customer” experiencing the RT system

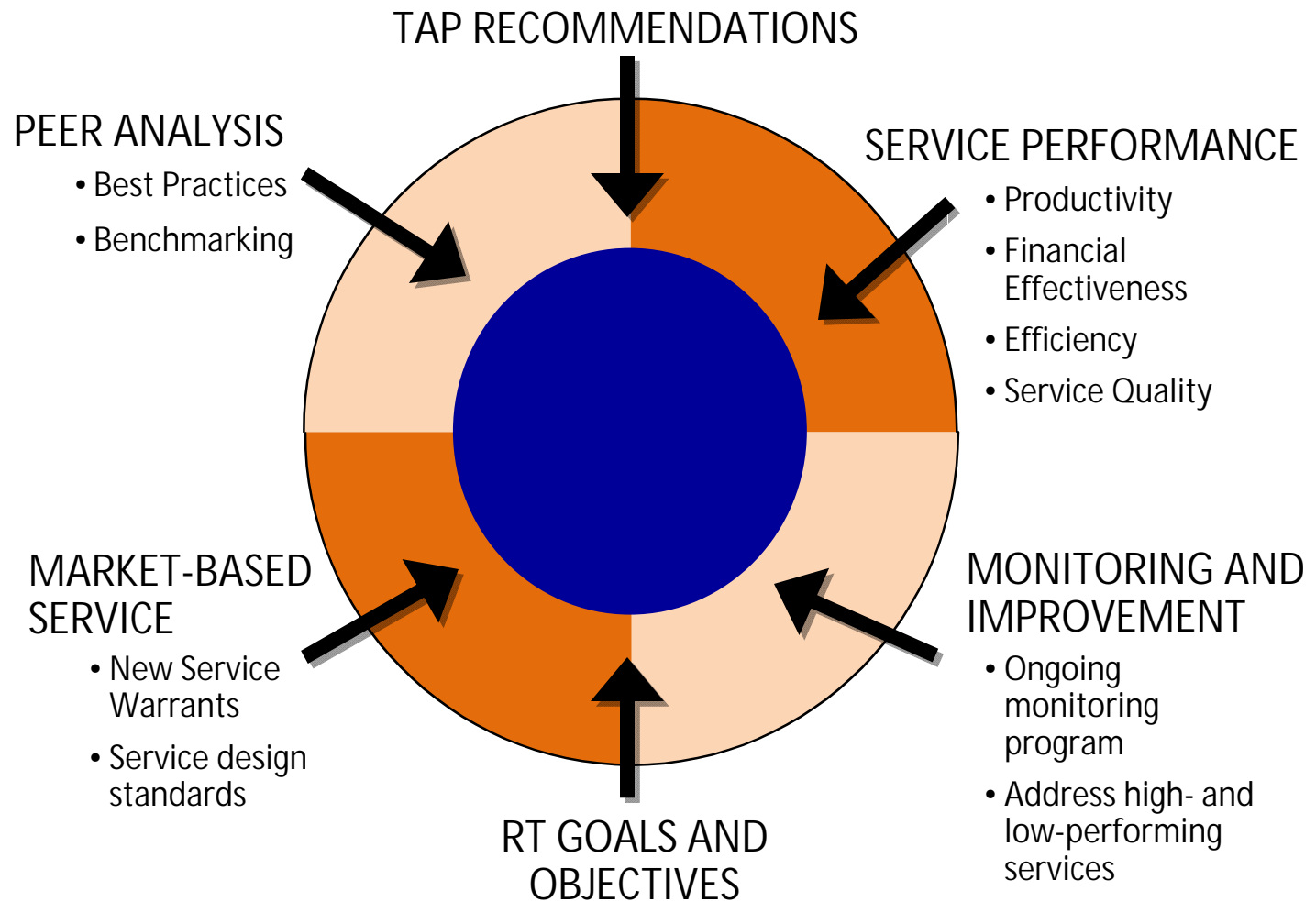
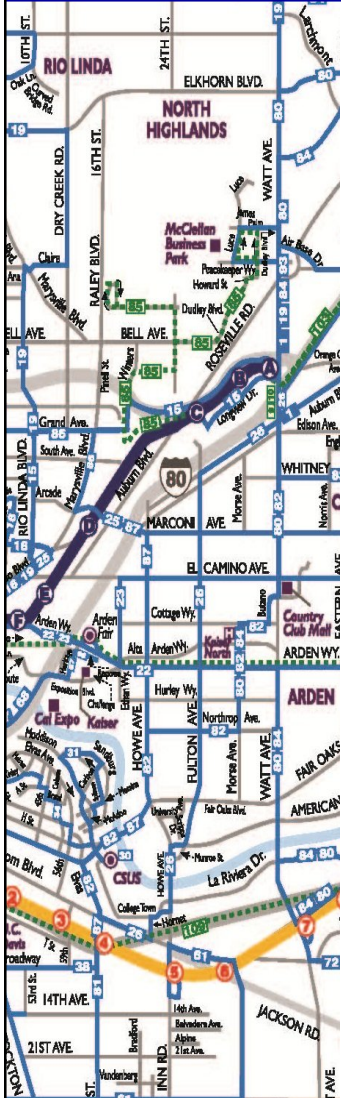
Service Delivery Review



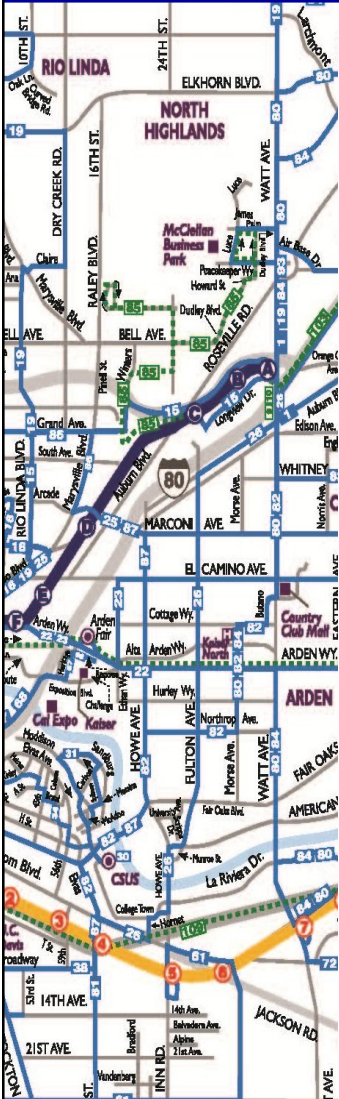
- Identify opportunities to improve bus and rail cost effectiveness and efficiency
- Division management, field service management, scheduling practices, labor agreement, maintenance
- Findings help inform implementation recommendations



Service Standards



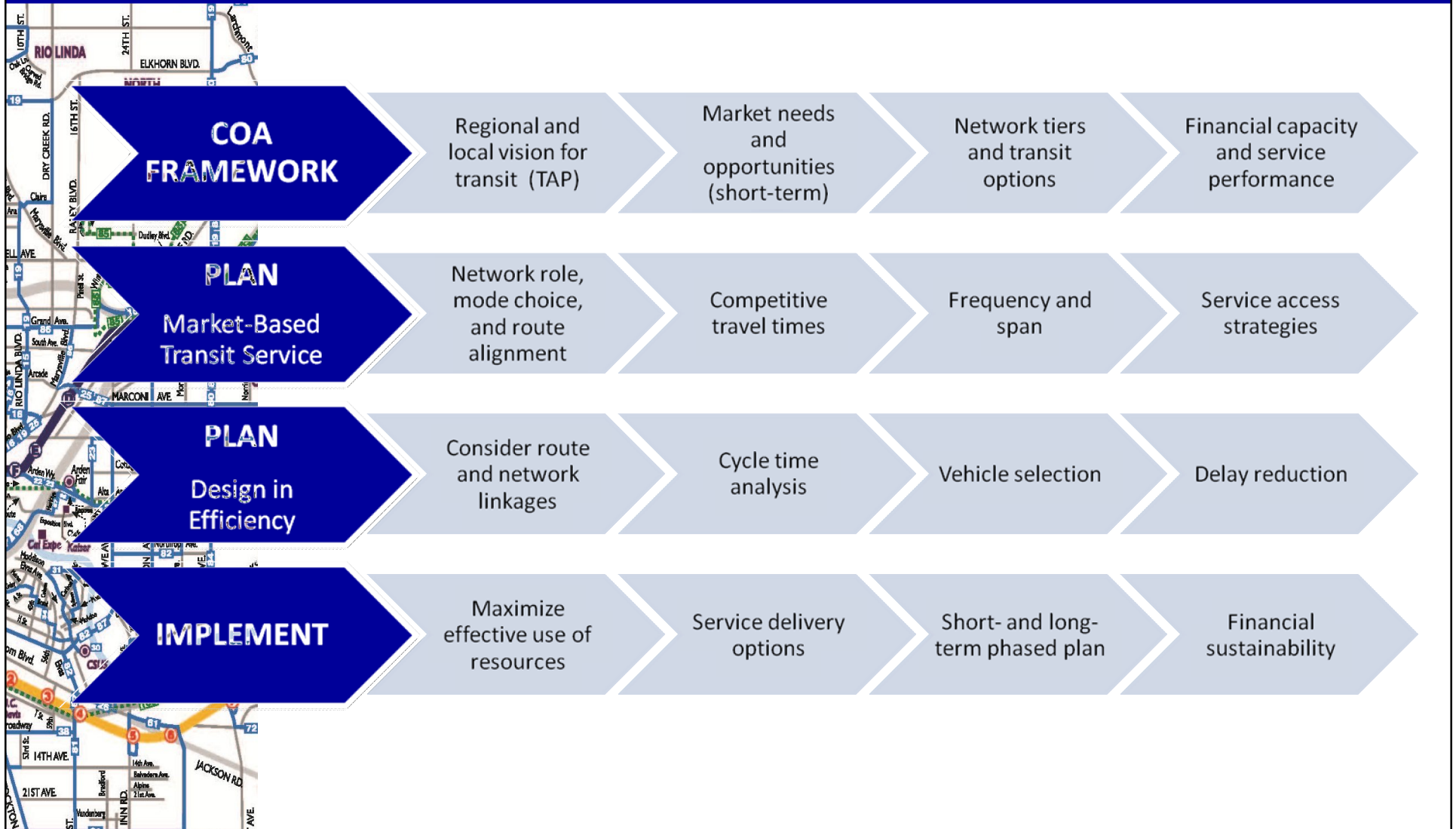
Stakeholder and Community Participation



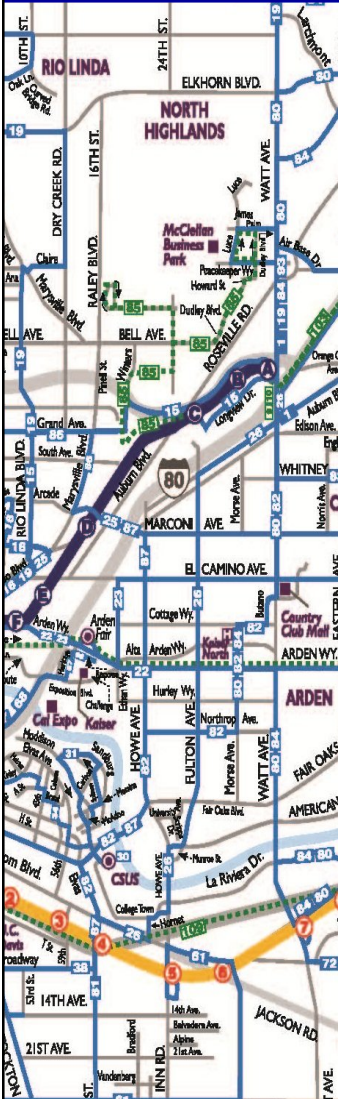
- Ongoing coordination – building consensus
- Multiple levels of outreach
 - RT leadership and staff
 - Community stakeholders
 - Riders and the general public
- Informing as well as receiving input
- Additional forums for outreach
 - Project website, social media



Service Plan Development



Short-Term Service Plan



- Recommendations lay the groundwork for the long-term TAP
- Re-grow system sustainably
- Consider service delivery options
- Ready to implement
 - Detailed service specifications including cost and ridership
 - Staffing and organization
 - Service delivery options

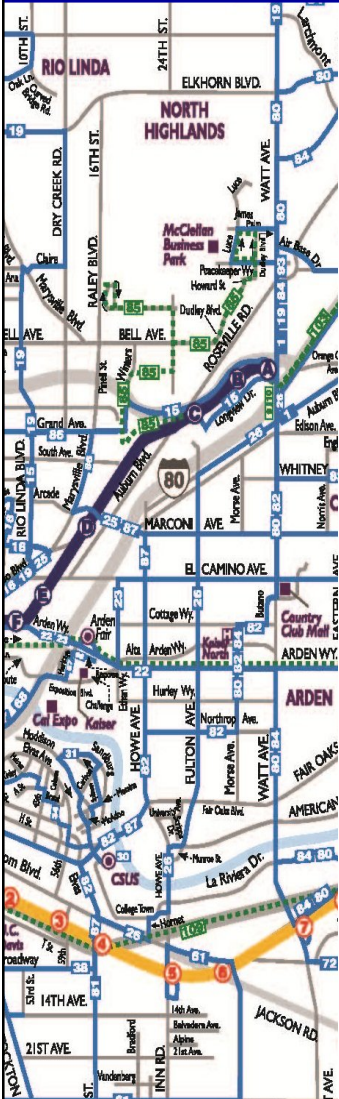
2011

2035

2016



Long-Term System Expansion Plan



- Refresh the TransitAction Plan
- Respond to updated market expectations
- Phasing sustainable within RT financial forecasts
- Implementation plan
 - Full service specifications including cost and ridership
 - Staffing and organization
 - Service delivery options

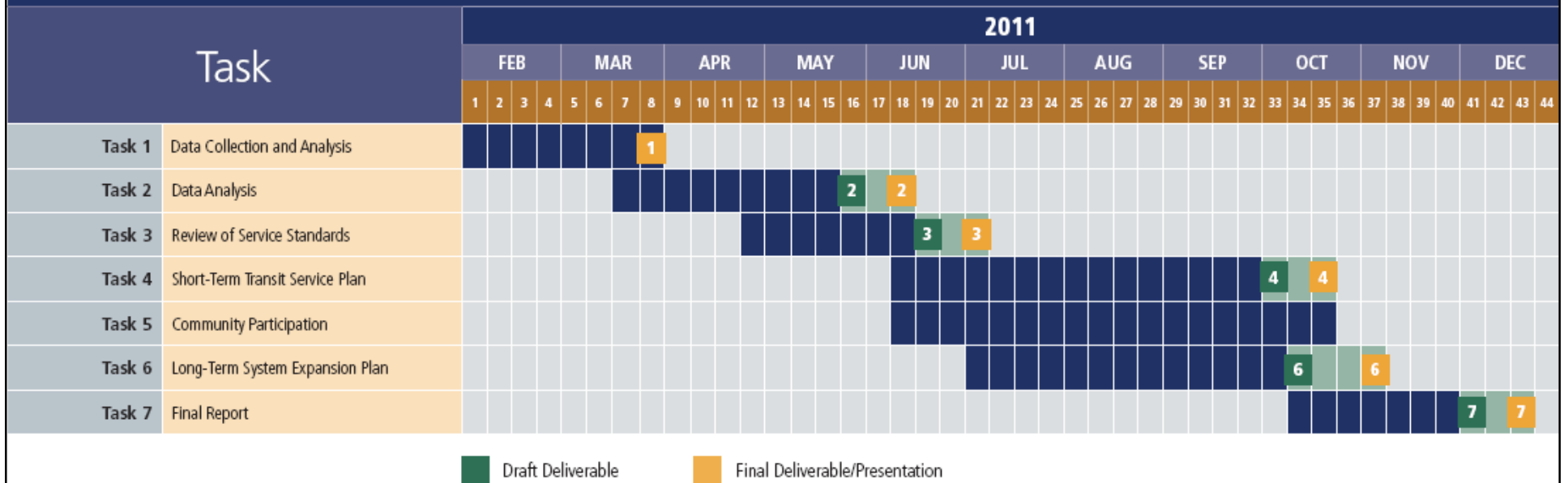
2011

2035

2016



Sacramento RT Comprehensive Operational Analysis



Deliverables Listing

- 1 Task 1: Deliverable**
Data Collection and Analysis
Technical Memorandum
- 2 Task 2: Deliverables**
Detailed Service Analysis
spreadsheets and maps
Service Evaluation Report
Operations Review Technical
Memorandum

- 3 Task 3: Deliverable**
Updated Service Standards
Memorandum
- 4 Task 4: Deliverables**
Final Short-Term Service Plan
recommendations and impacts
Short-Term Financial Plan
Title VI Assessment
Organizational Analysis

- 5 Task 5: Deliverables**
Project website
- 6 Task 6: Deliverable**
Long-Term System Expansion Plan
recommendations and impacts
- 7 Task 7: Deliverable**
Final Report

Q & A

