

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
11	08/14/17	Open	Information	08/04/17

Subject: Route Optimization Study Update

ISSUE

Staff will provide an update on the Route Optimization Study project.

RECOMMENDED ACTION

None. Information item only.

FISCAL IMPACT

None

DISCUSSION

On Monday, July 24, 2017, SacRT released a request for proposals for a route optimization study. A pre-proposal meeting took place with potential bidders on August 8, 2017 and proposals are due on August 24, 2017. After preliminary evaluation of written proposals, finalists will be invited for oral presentations on September 20, 2017. Staff expects that a contract will be awarded and fully executed in October 2017, with a notice to proceed by November 1, 2017.

As SacRT embarks on a comprehensive review of our service network, our project goals include understanding changes in travel patterns, tapping our key markets to increase ridership, improving service, identifying opportunities and challenges offered by new mobility options, and building strong relationships with customers and stakeholders. We will work closely with the public, the Board, our bus and light rail operators and other internal staff to ensure a seamless process and customer satisfaction with the end result.

The project has initial authorized funding of \$223,567. Staff intends to seek authority from the Board of Directors in the fall of 2017 to add another \$100,000 to the project budget as funding becomes available. Staff also intends to apply for a Caltrans planning grant to support the project in the fall timeframe.

Comprehensive route re-design studies are typically a one to two-year process. SacRT is pursuing a fairly aggressive schedule, in which the first two phases of the route optimization study are planned to be complete by September 2018. The scope for Phase 1 and 2 includes a comprehensive system review and the route optimization study.

Phase 1 - Comprehensive System Review

Tasks:

- Project Management Plan
- Coordination of Public Involvement and Community Engagement

Approved:

Presented:

Final 08/09/17

General Manager/CEO

VP, Planning & Accountability

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11	08/14/17	Open	Information	08/04/17

Subject: Route Optimization Study Update

- Demographic and Economic Spatial Analysis
- Analyze Existing Ridership and Trends
- Internal Interdepartmental Workshop
- Schedule Analysis
- Major Project, Plan and Policy Review
- Customer Input Analysis
- Comprehensive System Review Report

Phase 2 - Route Optimization Study:

Using information from Phase 1, the consultant will work with staff to comprehensively reexamine SacRT’s design philosophy and service development strategy. This will include, at a minimum, analyzing two funding scenarios: (1) status quo, and (2) assuming an increase in local sales tax. This work will also include completing a Title VI service change equity analysis. It will also serve as an update to SacRT’s existing Transit Master Plan (known as TransitAction).

The study will also include an update to SacRT’s Short Range Transit Plan (SRTP), a 10-year cost constrained plan, as required by the California Transportation Development Act.

Phase 3 - Optional Tasks:

Phase 3 tasks are not necessarily expected to be performed under the initial project budget. These tasks are contingent on available funding and will include a Paratransit Plan and Fleet Management Plan update.

Survey Work:

In a preliminary effort to educate the public regarding the benefits of an expanded public transportation network and to gain initial service data from current riders, SacRT conducted an online survey in Spring 2017, as well as a face-to-face survey at 17 bus and light rail stations between May 10-17, 2017. The selected consultant must analyze these results, as well as other available customer comments, complaints, and suggestions. The selected consultant must also identify gaps in SacRT’s customer feedback (e.g., lack of data from particular communities or ridership segments) and plan and perform additional outreach to acquire needed feedback. The Public Involvement Plan (PIP) identified in the scope of work must be consistent with SacRT’s Language Assistance Plan and provide key information in Spanish, Chinese, Vietnamese, Russian, Hmong, and Punjabi. Staff has asked that potential consultants propose other innovative public engagement strategies. Staff will also seek broad input from bus and light rail operators and field supervisors.

Key results from the customer survey effort are included in the attached PowerPoint presentation. Significant findings include that real-time train and bus arrival information was rated as a key service area of improvement and the Sacramento International Airport received the highest votes for ways to expand the light rail system to improve ridership. Cleanliness of stops, stations, and vehicles continues to be a priority issue for SacRT customers.

SacRT Board of Directors Update Route Optimization Study (ROS)

Monday, August 14, 2017

Presented by:
Laura Ham and James D. Boyle

ROS Contract Schedule



- **RFP released: July 24, 2017**
- **Pre-Proposal Meeting: August 8, 2017**
- **Oral Presentations: September 20, 2017**
- **Contract Award: October 2017**
- **NTP: November 1, 2017**
- **Phase I and II Complete: September 2018**

ROS Phases and Tasks

Three Phases

- Phase I: Comprehensive System Review
- Phase II: Route Optimization Study
- Phase III: Optional Tasks

Phase I – Comprehensive System Review

- Task 0: Project Management Plan
- Task 1: Public involvement and Community Engagement
- Task 2: System Review and Assessment of Existing Conditions

ROS Phases and Tasks



Phase II – Route Optimization Study

- Task 1: Route Optimization Study
- Task 2: Short Range Transit Plan Update

Phase III – Optional Tasks

Optional Tasks:

- Update Paratransit Plan
- Update Fleet Management Plan

Successful Projects

Jacksonville Transportation Authority (JTA) Route Optimization Initiative (ROI)

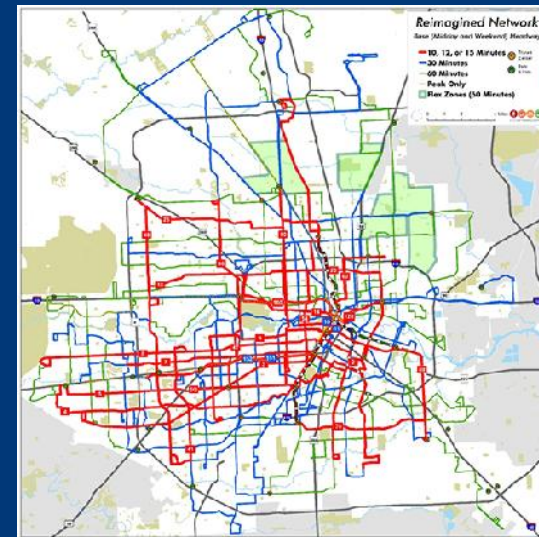
- 18-Month Process
- Launched December 1, 2014
- \$2.1 million in capital and operating costs
- Increased number of routes operating 30-minute headways or better
- Installed 10 routes with 15 minute frequency
- Increased later service
- APTA 2016 Outstanding Public Transportation System Award



Successful Projects

Houston Metro Route Redesign Effort

- 24-Month Process
- Launched August 16, 2015
- One of the largest changes in US history
- High frequency all-time grid
- Doubled number of routes with 15 minute service or better
- Transformed into a full-time system
- Ridership increased 4.3%
- Service reliability increased



SacRT – FY 2017

Customer Engagement Survey

Summary

Monday, August 14, 2017

Background:

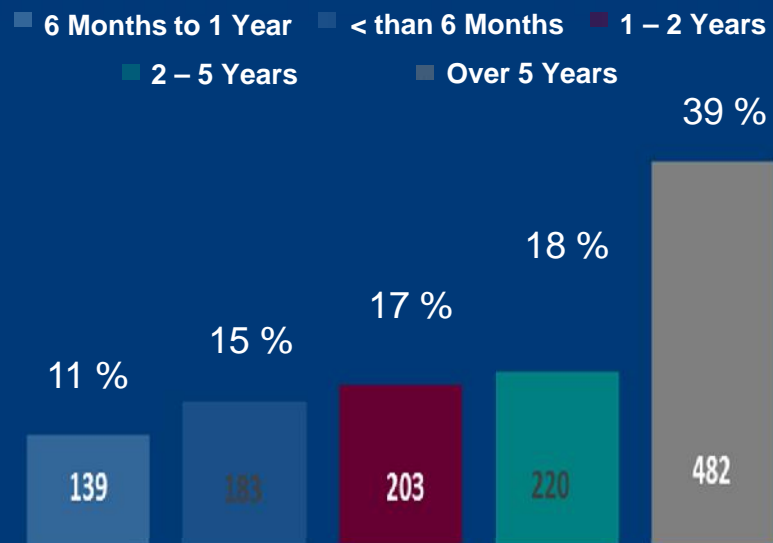
- Sacramento Regional Transit (SacRT) survey was conducted to gain initial service data from current riders
- Customer survey results were to determine satisfaction levels of current service as well as provide direction for future system network planning
- The survey feedback will be used as input to the upcoming Route Optimization Study (ROS) and assist with the development of question sets for future surveys and focus groups

Methodology:

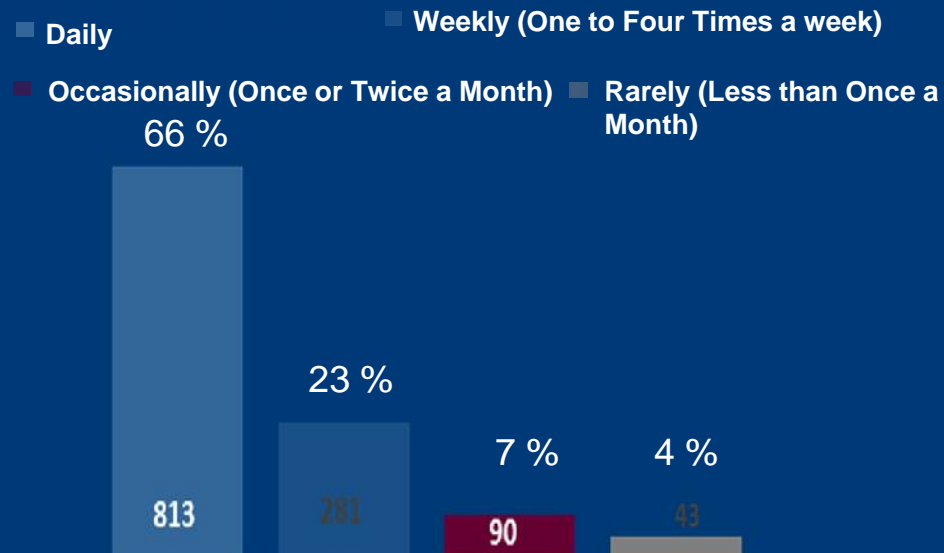
- SacRT survey was designed with 18 questions to capture demographics, CSAT measurement and feedback data from commuters
- Survey period: May 10-17, 2017
- There were eight (8) surveyors
- The survey was administered face-to-face at 17 station and transit center locations
- 1,227 customer responses were collected

Demographic Data

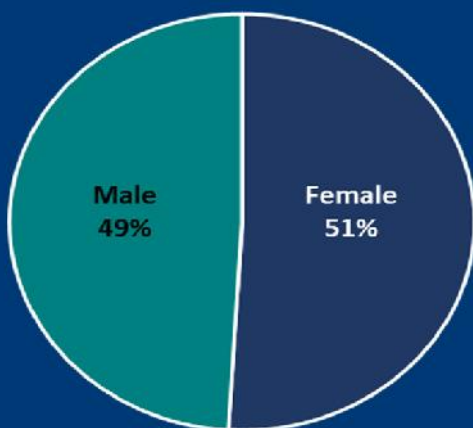
How long have you been riding SacRT?



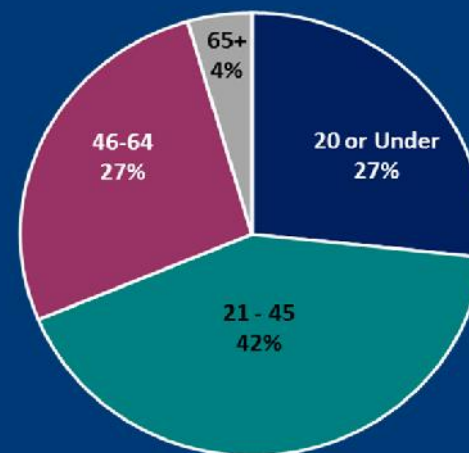
How often do you ride SacRT?



Gender



Age











What We Heard

What system or service improvements have you noticed in the past 12 months?

- Riders feel safer while riding the system than in the past 12 months. They also noticed more security personnel and measures taken to increase sense of security in parking lots
- Increased fare inspection and making sure only paying customers are riding has improved, thereby making the system safer for riders
- Riders feel the system is cleaner. They state cleanliness in stations, buses and trains have all improved than in the past 12 months
- On-time performance has improved for both light rail and buses
- Operators appear to be more helpful and courteous

Overall Service Ratings

Summary of Overall Service Ratings How satisfied are you with several elements of RT's service?		Satisfied	Neutral	Dissatisfied
Access to route, schedule and fare information		78%	14%	8%
Helpfulness of the operators and staff		70%	20%	9%
Courteousness & friendliness of the operators		69%	20%	10%
Safety and Security on the vehicles		67%	22%	10%
Safety and Security at the stops and stations		66%	22%	13%
On time performance		61%	22%	16%
Cleanliness of the stops and stations		50%	29%	21%
Cleanliness of the vehicles		49%	30%	22%

Service Improvement Priorities

- Provide real-time train and bus arrival information for light rail and bus services
- Provide more frequent weekend bus service
- Add more evening and late night bus service
- Improve the reliability of bus service
- Provide more frequent weekday bus service
- Expand bus service areas



Discussion