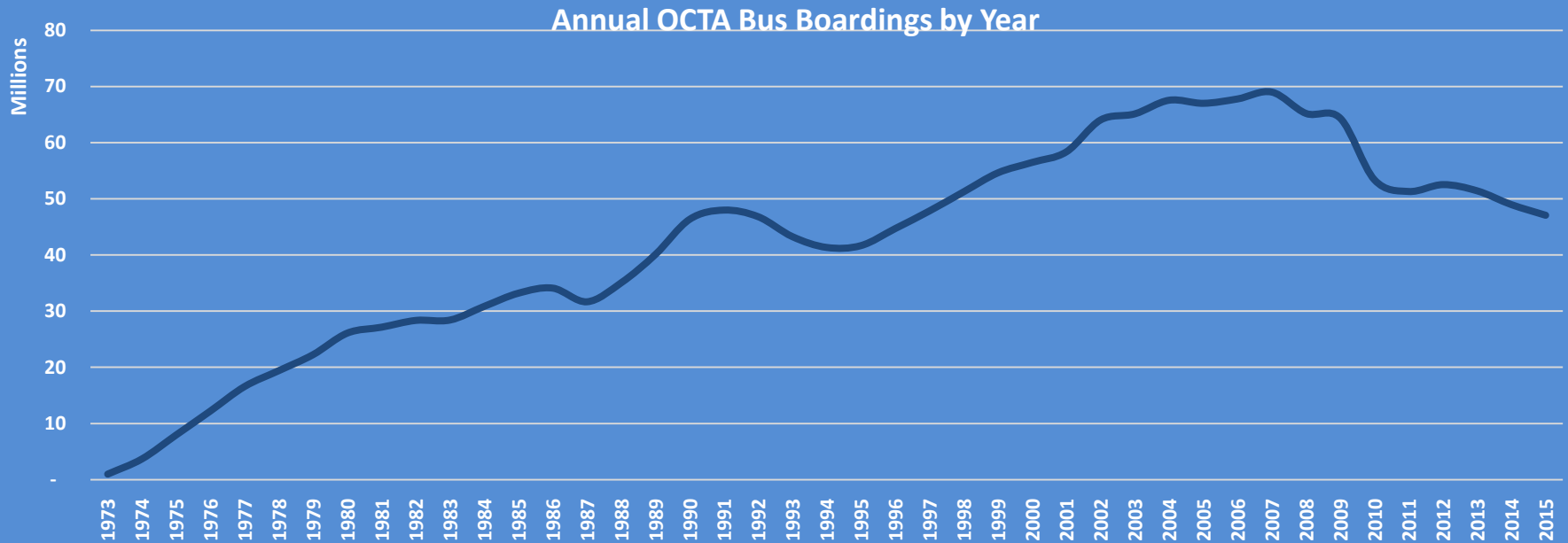




# 2016 Draft Bus Service Plan

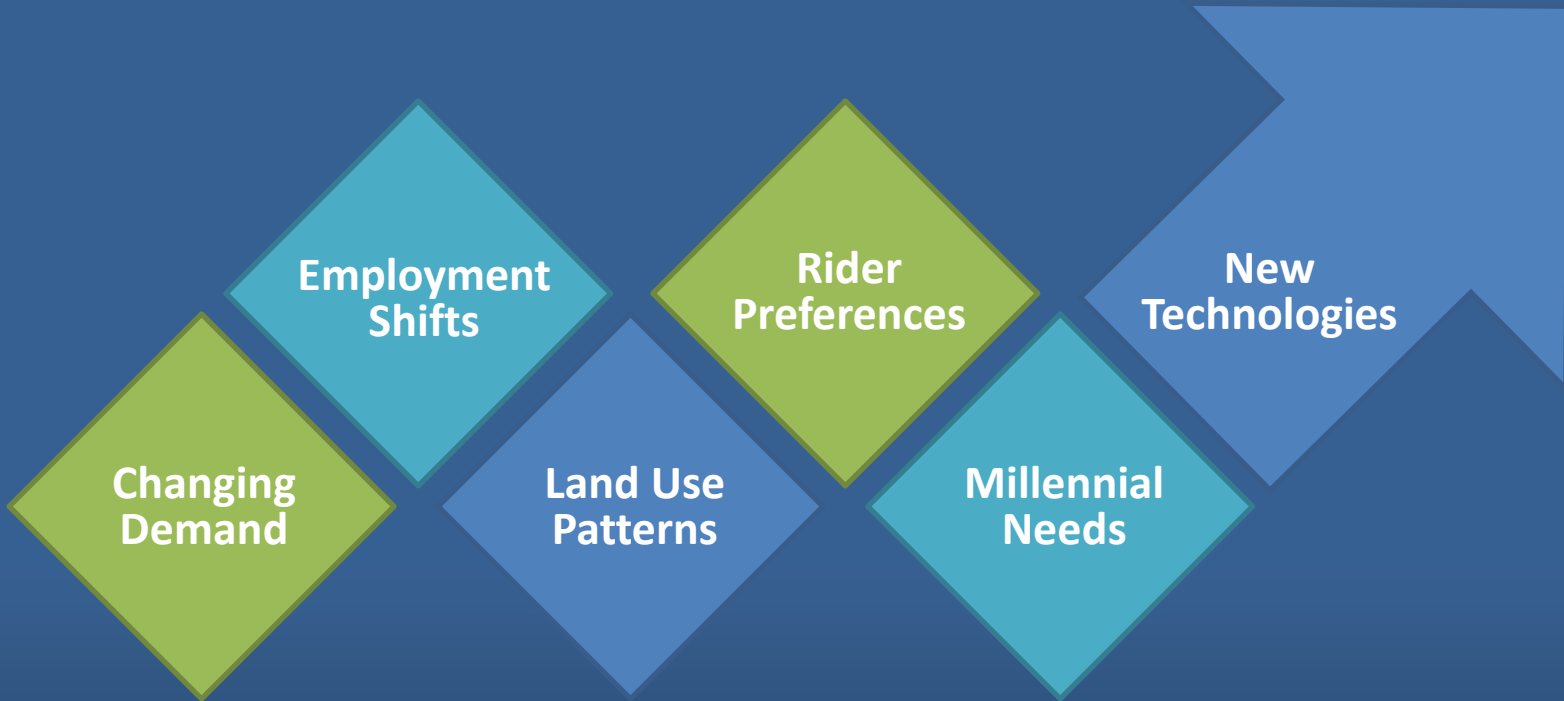


# Reverse Ridership Trends



Ridership goal: Increase boardings by 1.6 million over three years

# Background







*Innovating from every angle*

- Meet customer needs
  - Improve travel time by transit
- Reverse ridership declines
  - Offer faster, more convenient service
- Retain and build ridership
  - Re-position bus service to match markets
- Improve productivity
  - Use existing resources more efficiently
- Work within existing funding

New vehicles and  
bus branding

Project V  
community  
circulators

Real-time  
customer  
info

New Bravo!  
And Xpress routes

Fare study

Mobile  
ticketing

Peer  
review

More  
frequent  
service

Targeted  
promotions

# Retain and Build Ridership



Use Transit System Study (TSS) and Bus Market Study recommendations to:

- Invest in high-demand areas and high-performing services
- Match services to markets
- Reduce travel times
- Increase frequencies
- Add direct express routes
- Provide stops closer to destinations





# Optimize the System



WEEKDAY ROUTE PERFORMANCE					
Route	SPI	Route	SPI	Route	SPI
064	.96	129	.61	213	.25
043	.92	055	.60	145	.24
066	.89	056	.60	757	.24
053	.87	033	.58	085	.23
038	.86	090	.58	462	.22
060	.84	454	.58	175	.22
543	.84	083	.58	076	.20
037	.84	079	.56	020	.19
047	.81	472	.55	480	.19
042	.81	143	.54	758	.17
046	.80	167	.54	463	.17
029	.80	086	.52	191	.17
030	.79	082	.49	187	.15
026	.79	025	.48	021	.14
057	.79	453	.47	216	.13
054	.79	024	.47	173	.13
071	.73	153	.44	172	.12
473	.72	087	.44	188	.12
089	.70	206	.42	212	.10
050	.69	177	.38	193	.09
035	.67	051	.37	490	.08
059	.64	721	.36	430	.07
070	.64	001	.35	464	.07
091	.64	701	.35	410	.06
794	.62	178	.33	411	.04
072	.62	211	.31		

- Assess overall route performance
- Use Service Performance Index (SPI)
  - Passengers per hour
  - Passenger mile per seat mile
  - Farebox recovery
- Review TSS and Bus Market Study
- Reallocate resources to high performing routes and high demand areas

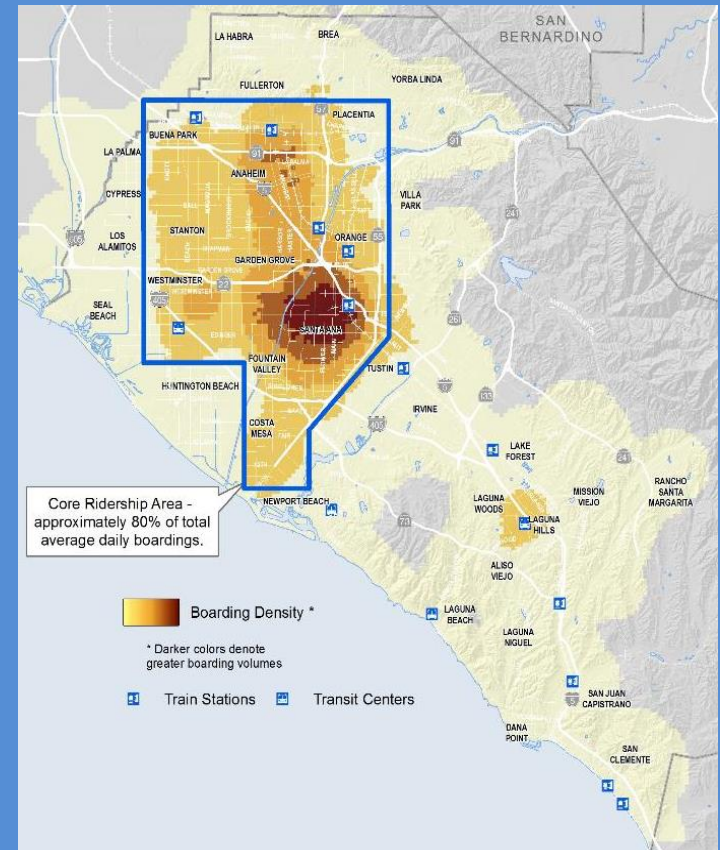
SPI Key:

- Top tier route (Most productive)
- Middle tier route
- Bottom tier route (Least productive)

# Target High-Demand Areas

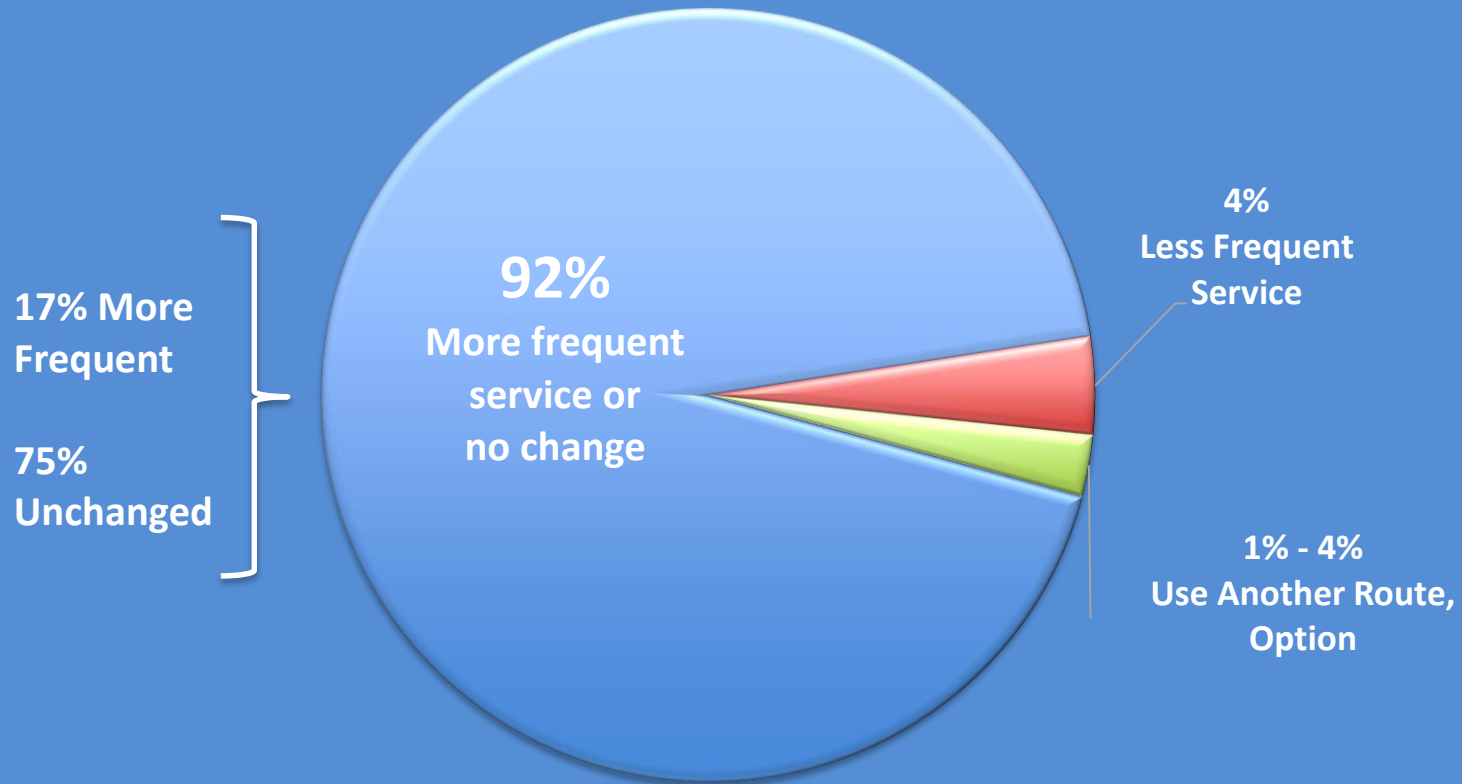


- Add six peak high frequency routes\*
  - From 11 to 17 routes
- Add two new Bravo! routes
  - From one to three
- Expand number of “Xpress” routes
  - From one to two



\* Peak high-frequency routes run every 15 minutes.

# Rider Impacts



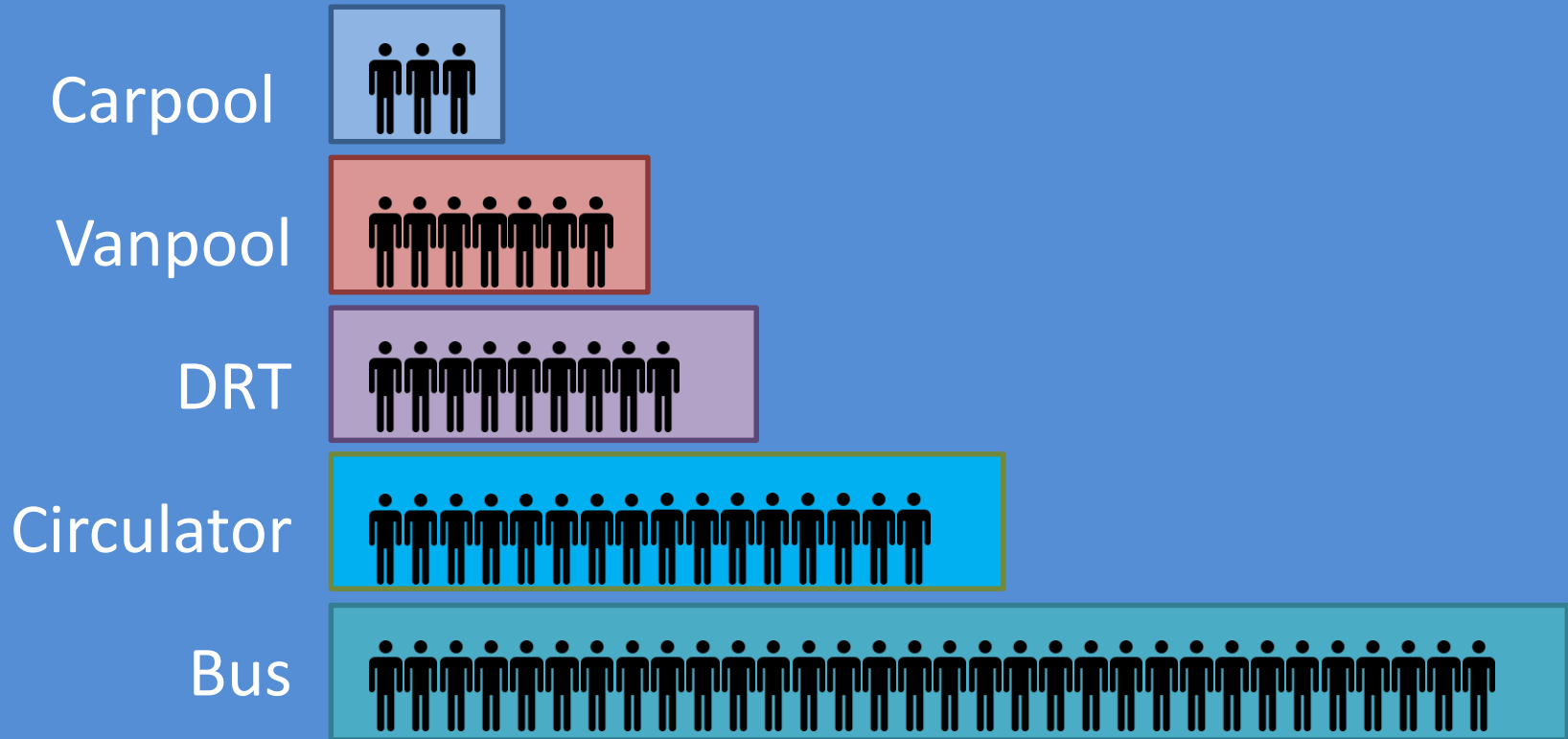
Note: ACCESS footprint mirrors fixed-route, estimated impact is 1.5% of trips.

# Options for Riders

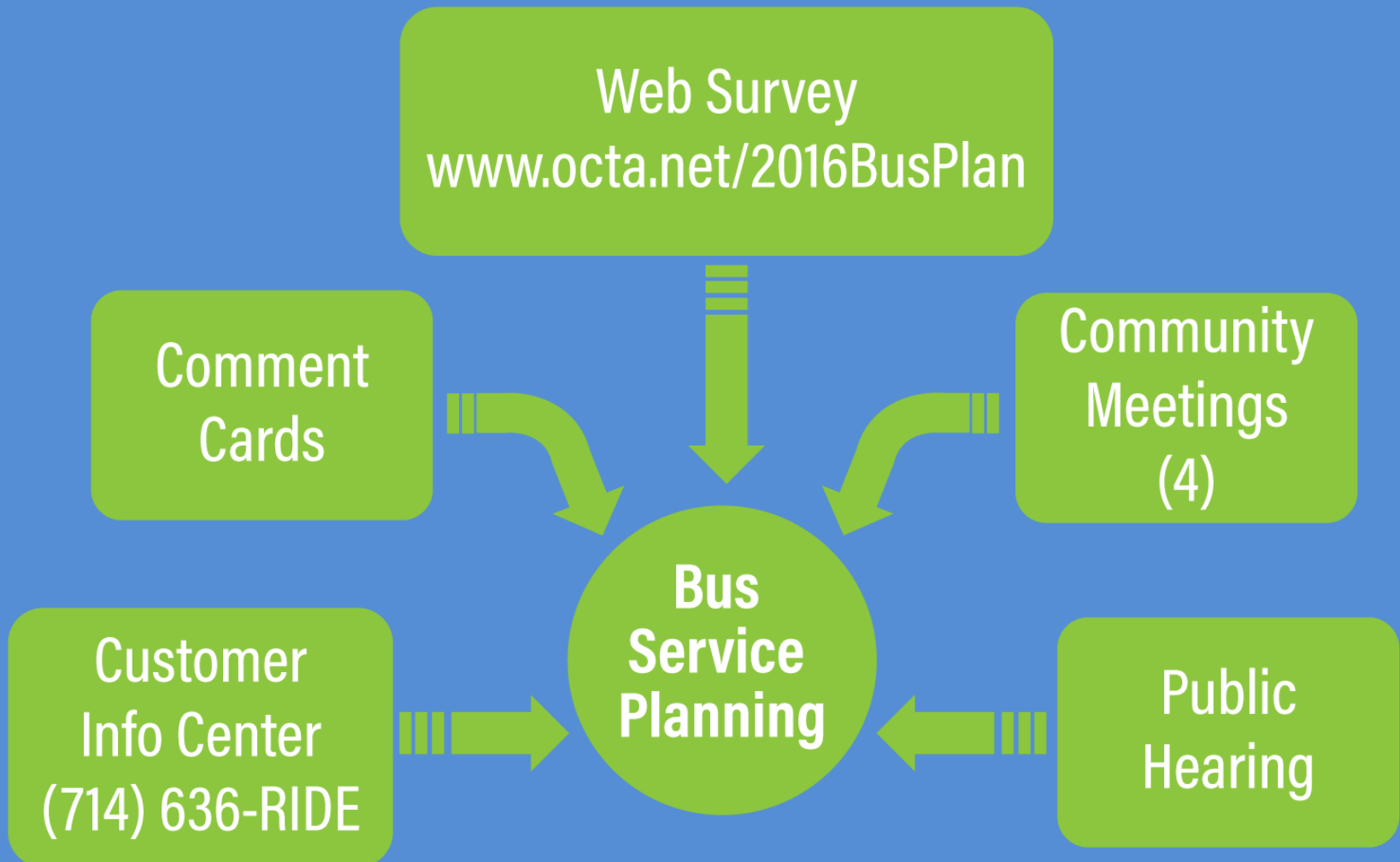


\* TNCs = Transportation Network Companies

# Match Capacity With Demand



# Public Involvement



# Next Steps



Description	Timeline
Finalize Draft Plan	November 2015
Issue Project V Call For Projects	November 2015
Conduct Outreach	December 2015 – January 2016
Submit Final Plan to Board	February 2016
Award Project V Funds	March – June 2016
Conduct Outreach / Work with Local Jurisdictions on Project V	March – September 2016
Implement Changes	June and October 2016