SANTA CLARA
Valley Transportation Authority

Comprehensive Operations Analysis

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Presentation Overview

- Context for VTA Comprehensive Operations Analysis (COA) effort
- Description of COA components
- Policy development and market analysis
- Implementation
- Lessons Learned

Purpose and Need

- Attract riders to the system
- Make system more cost effective and sustainable
- Guide assessment of existing services and development of new services
- Maintain and improve financial health of VTA

System Sustainability Efforts

Community Design and Transportation (CDT) Program, 2002

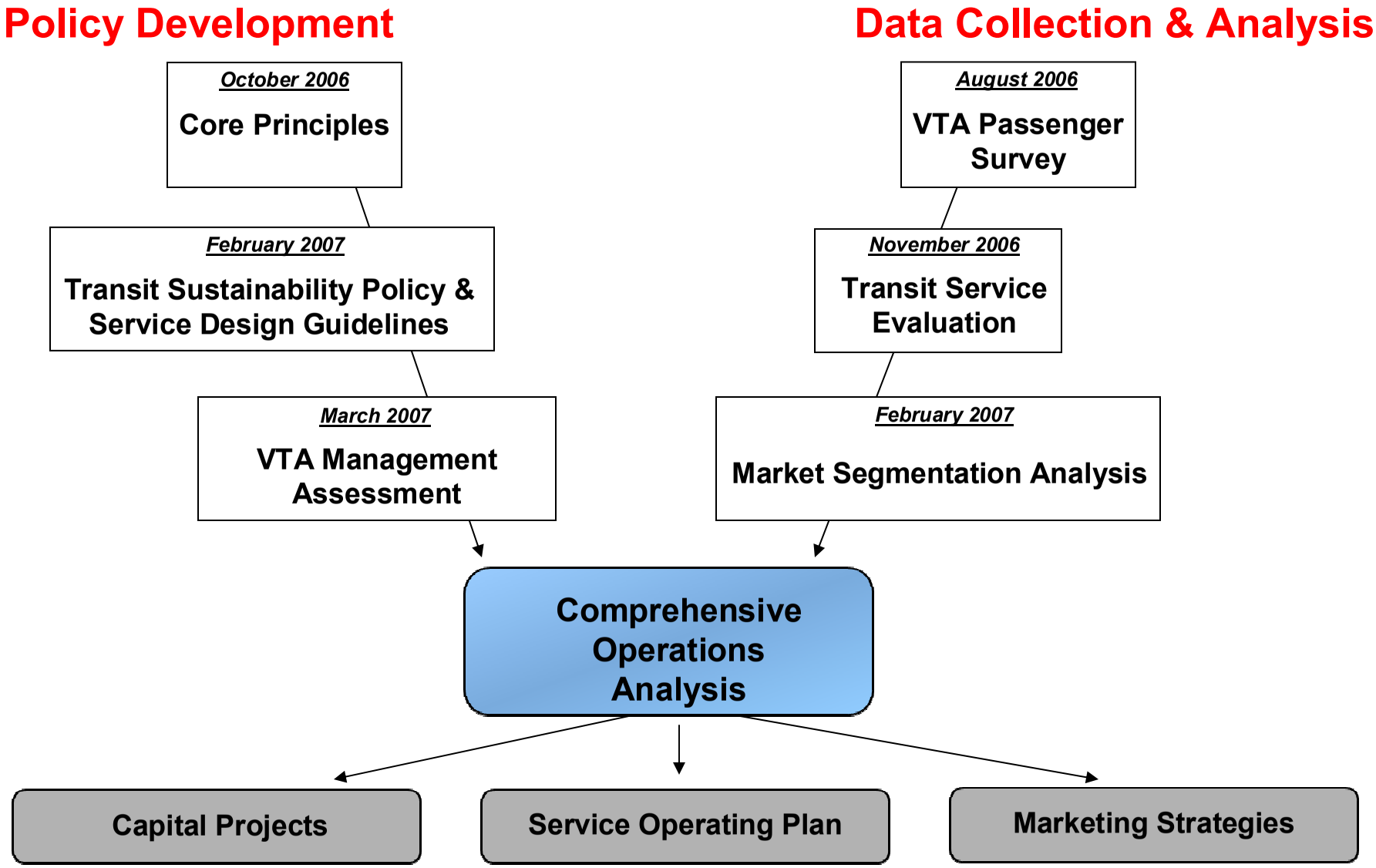
Silicon Valley Express Lane Program, 2004

Transit Sustainability Policy, 2007

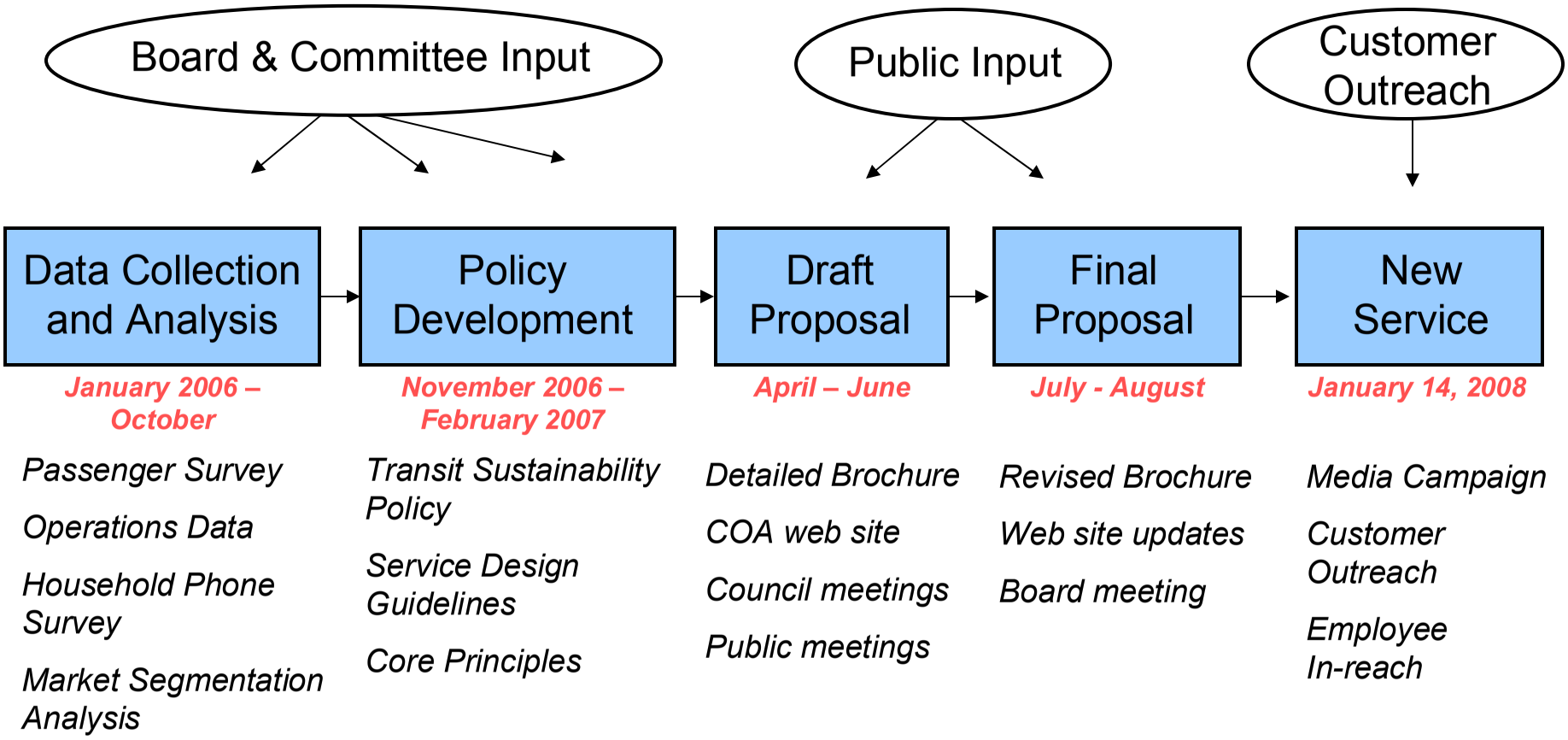
Comprehensive Operations Analysis, 2006-10

- *Bus 2008*
- *Bus Rapid Transit 2009*
- *Light Rail 2009*
- *Express Bus 2010*

COA Milestones and Products



Project Timeline



COA Outreach: Meetings

2006	
Committees	VTA Technical Advisory Committee, VTA Policy Advisory Committee, VTA Committee for Transit Accessibility, VTA Citizens Advisory Committee
Stakeholders	Amalgamated Transit Union (ATU)
Board / Councils	VTA Board Workshop

2007	
Committees	VTA Technical Advisory Committee, VTA Policy Advisory Committee, VTA Transit Planning & Operations Committee, VTA Committee for Transit Accessibility, VTA Citizens Advisory Committee
Stakeholders	North County Cities Group, West Valley Cities Group, Palo Alto, Silicon Valley Leadership Group, Moffett Park TMA, Los Gatos High School, Foothill Community College, Valley Medical Center, West Valley College, Fremont Union School District, Operations Supervisors, VTA Staff
Public Meetings	Hillview Branch Public Library, Great Mall Community Room, Lucie Stern Fireside Room, Mountain View City Hall, Gilroy City Hall, Campbell Community Center, San Jose City Hall
Board / Councils	Cupertino City Council, Saratoga City Council, Milpitas City Council, Gilroy City Council, Los Gatos Town Council, Sunnyvale City Council, Morgan Hill City Council, Palo Alto City Council, Campbell City Council, Monte Sereno City Council, Mountain View City Council, Santa Clara County Board of Supervisors, VTA Board of Directors

VTA Board – Transit Sustainability Policy

1. Improved **Ridership**, Productivity, and Effectiveness
   - ***Operate service when and where there is sufficient mass of demand to meet ridership and revenue expectations***
2. Higher **Farebox Recovery**, Less Reliance on Subsidies
   - ***Increase transit mode share by focusing resources to target markets where transit can compete effectively.***
3. Greater **Responsiveness to Customers**
   - ***Define a core transit network of services that serve a variety of trip purposes, and a market-based network of services that serve specific customer needs.***
4. Effective Use of **Transit Investment and Resources**
   - ***Establish performance goals and standards for productivity and effectiveness, and evaluate and adjust service and standards regularly for optimum effectiveness.***

The VTA Transit Sustainability Policy identifies performance standards for all new LRT stations and extensions.

Transit Sustainability Policy: Service Design Guidelines

Core Principles — Sustainability Policy — **Service Design Guidelines**

Community Bus

Standard:
20 Boardings/Rev. Hour

Lines:
19 routes

Local

Standard:
30 Boardings/Rev. Hour

Lines:
36 routes

Express

Standard:
60% Seat Utilization

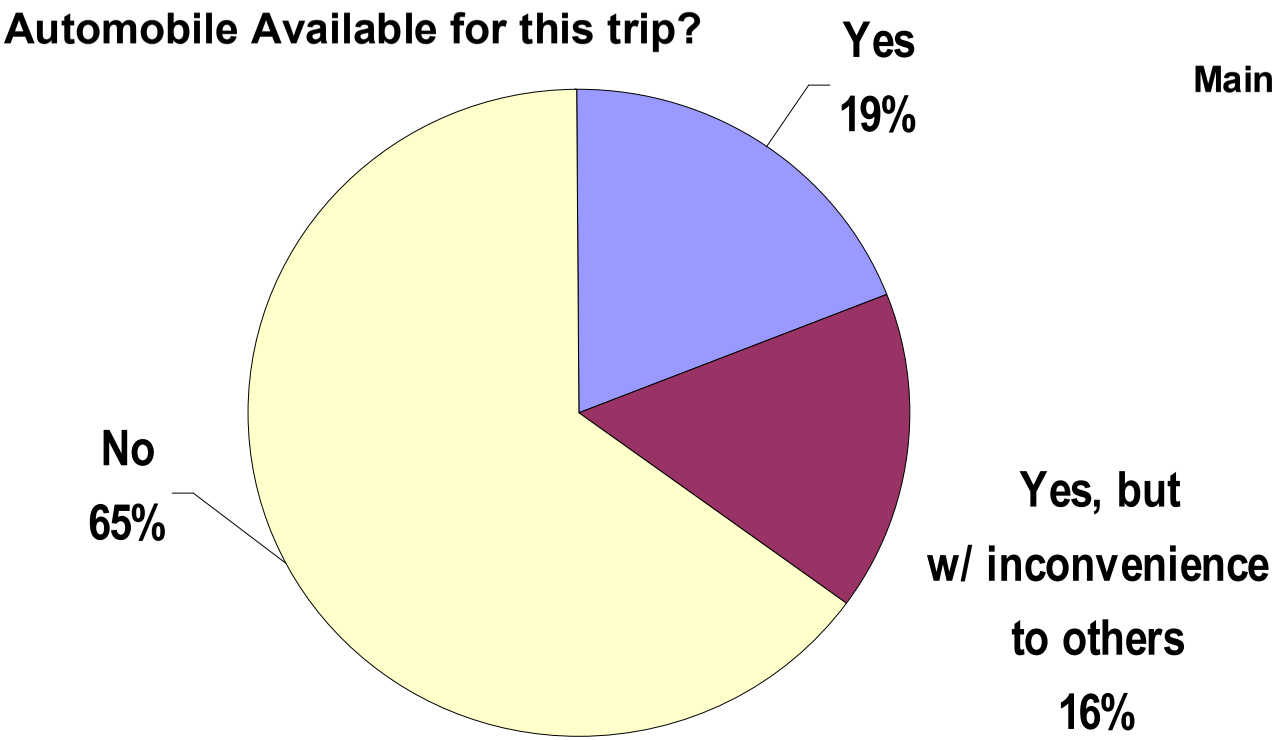
Lines:
12 routes

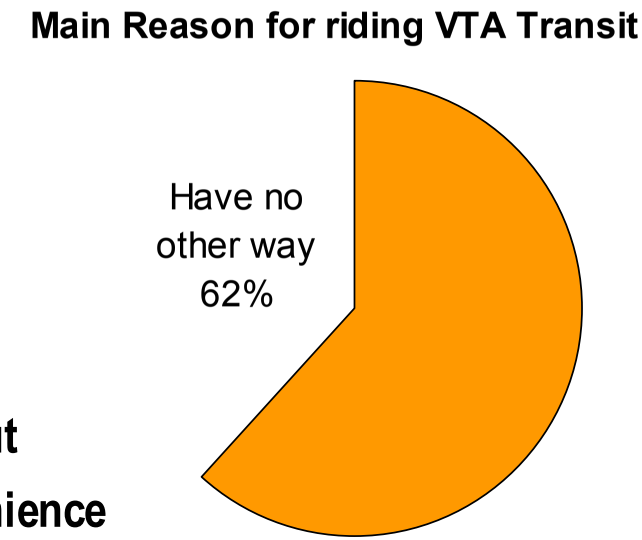
Bus Rapid Transit

Standard:
300 Boardings/Station

Lines:
5 future routes

On-board Survey: Transit Dependency





- The 2006 results follow a similar trend (68% No) as those of the 2000 survey
- According to Census data, 5.7% of Santa Clara households do not have a car

Market Segmentation Analysis Findings

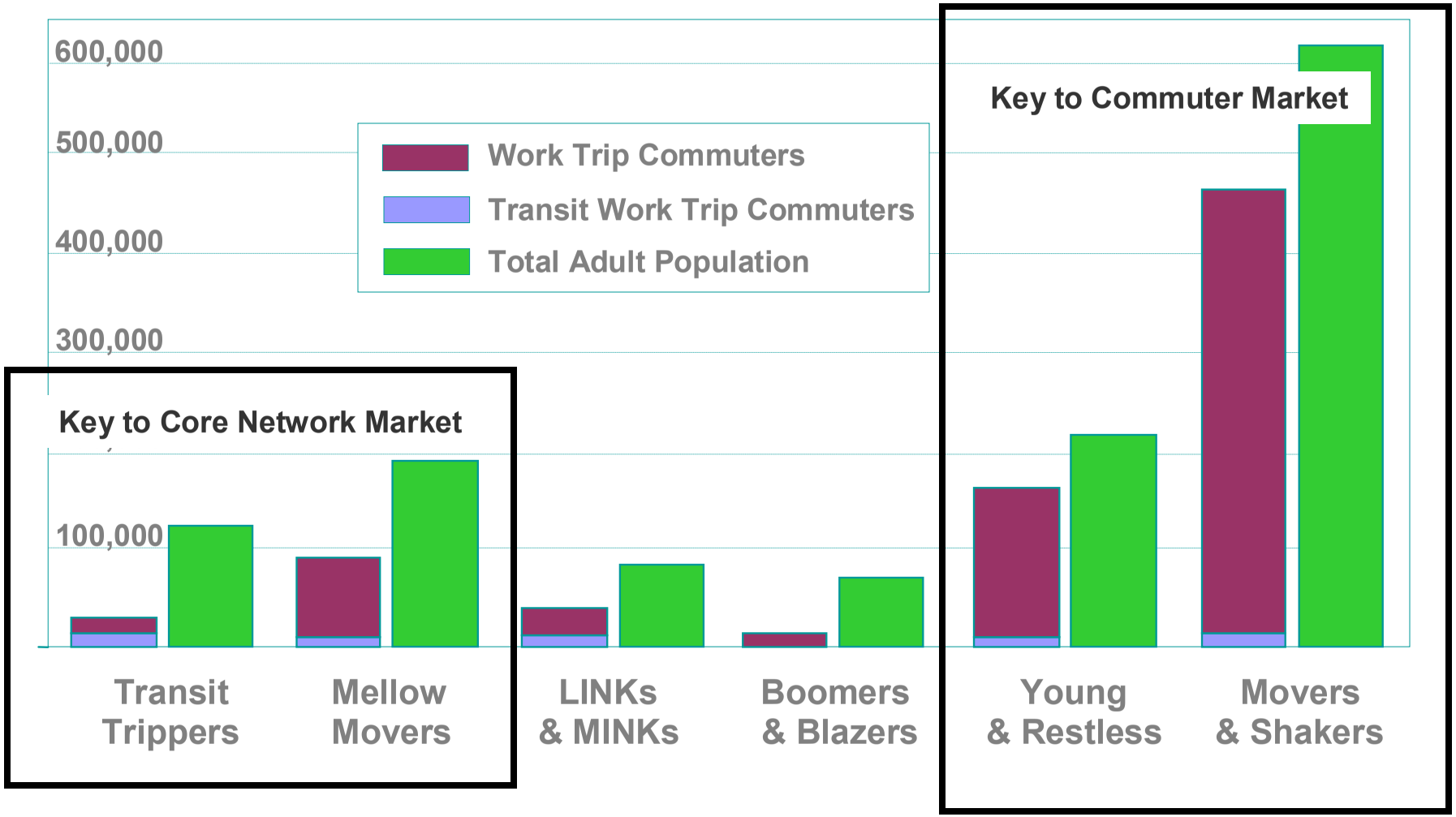
Six Santa Clara County Customer Segments

Customer Type	Time Sensitivity	Transit Tolerance	Price Sensitivity
Transit Trippers	○	●	●
Mellow Movers	○	◒	◒
LINKs & MINKs	◒	○	◒
Boomers & Blazers	◒	○	○
Young & Restless	●	○	◒
Movers & Shakers	●	○	○

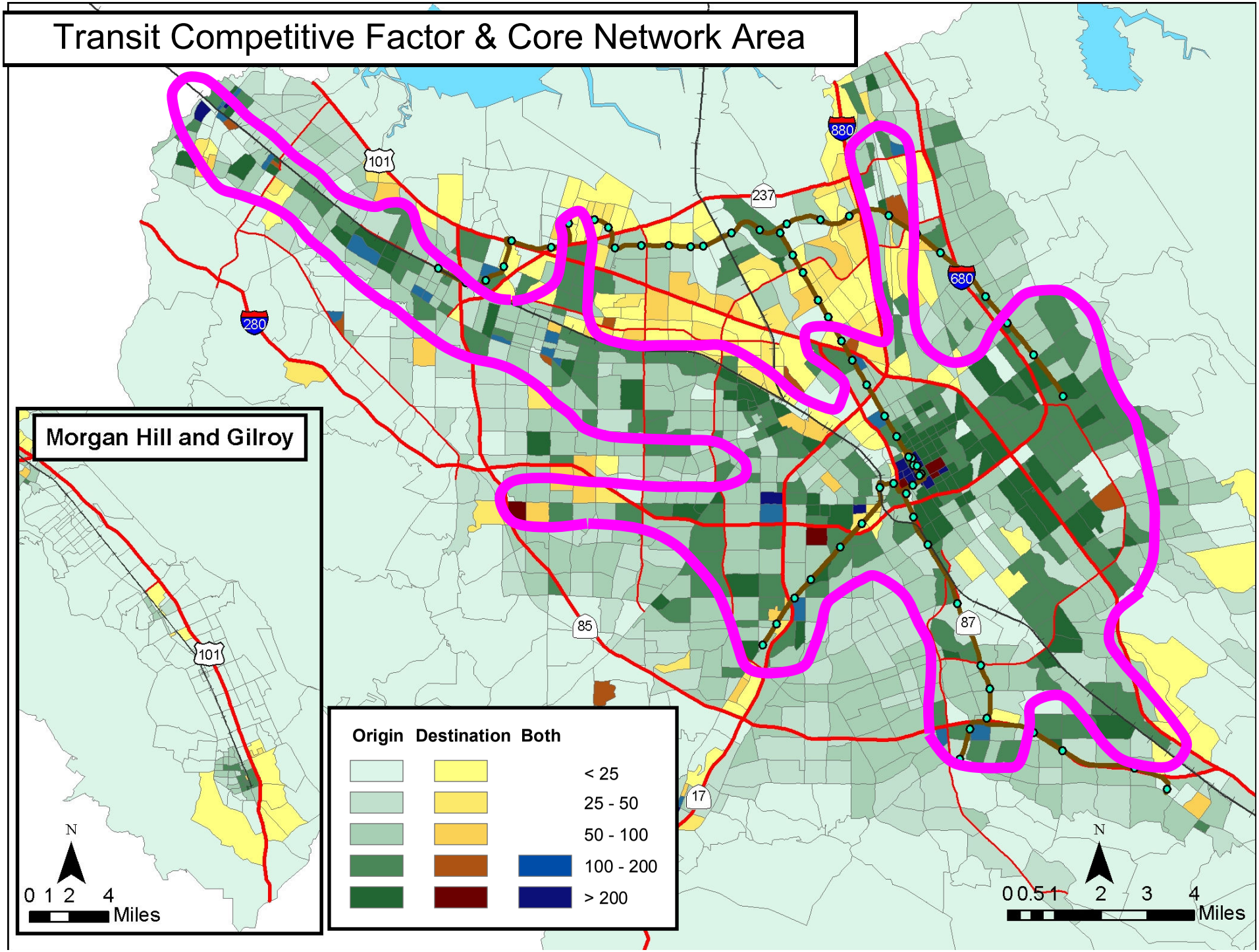
○ Low ◒ Medium ● High

Market Share

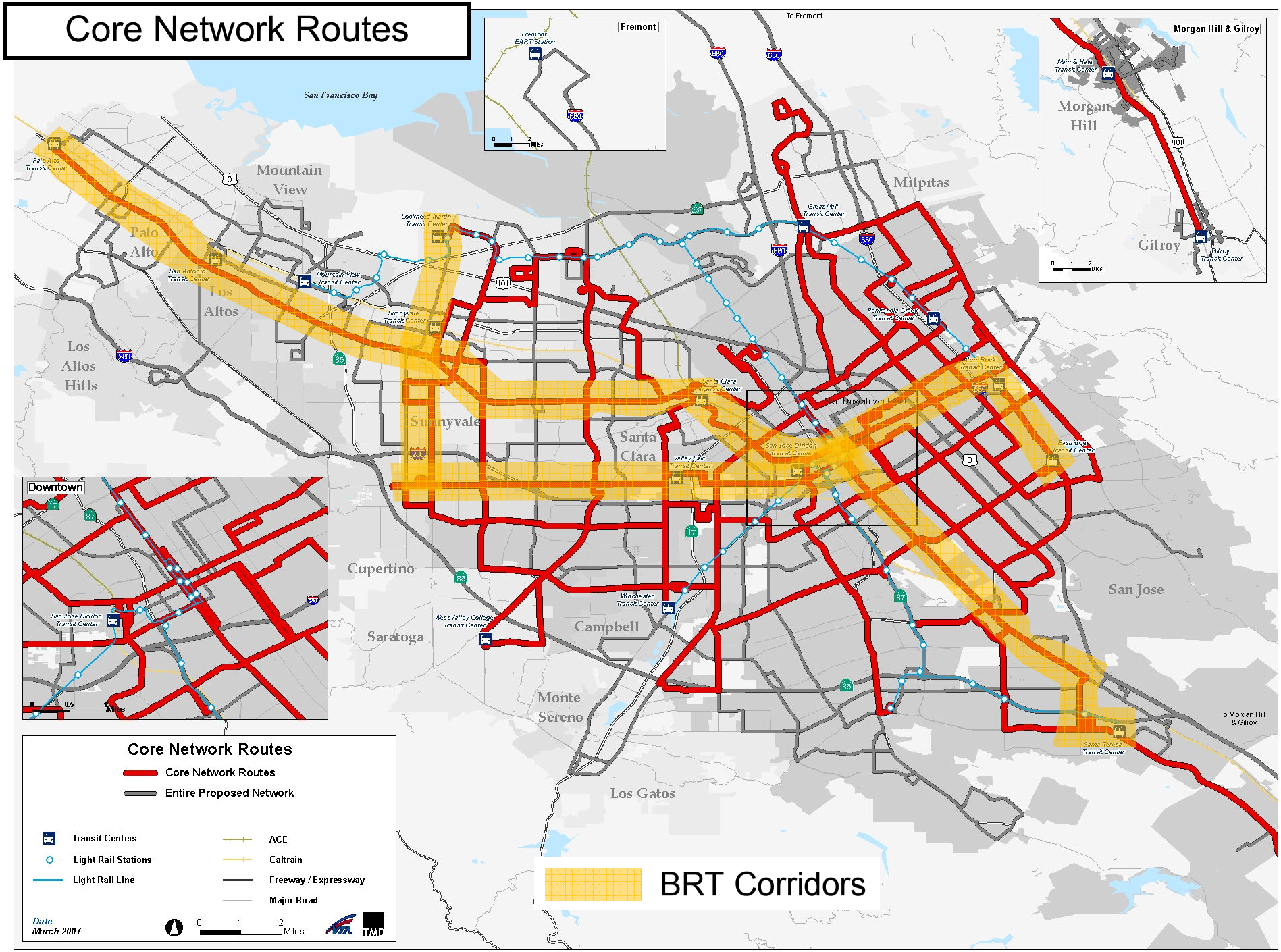
Commuters by Customer Type (2005)



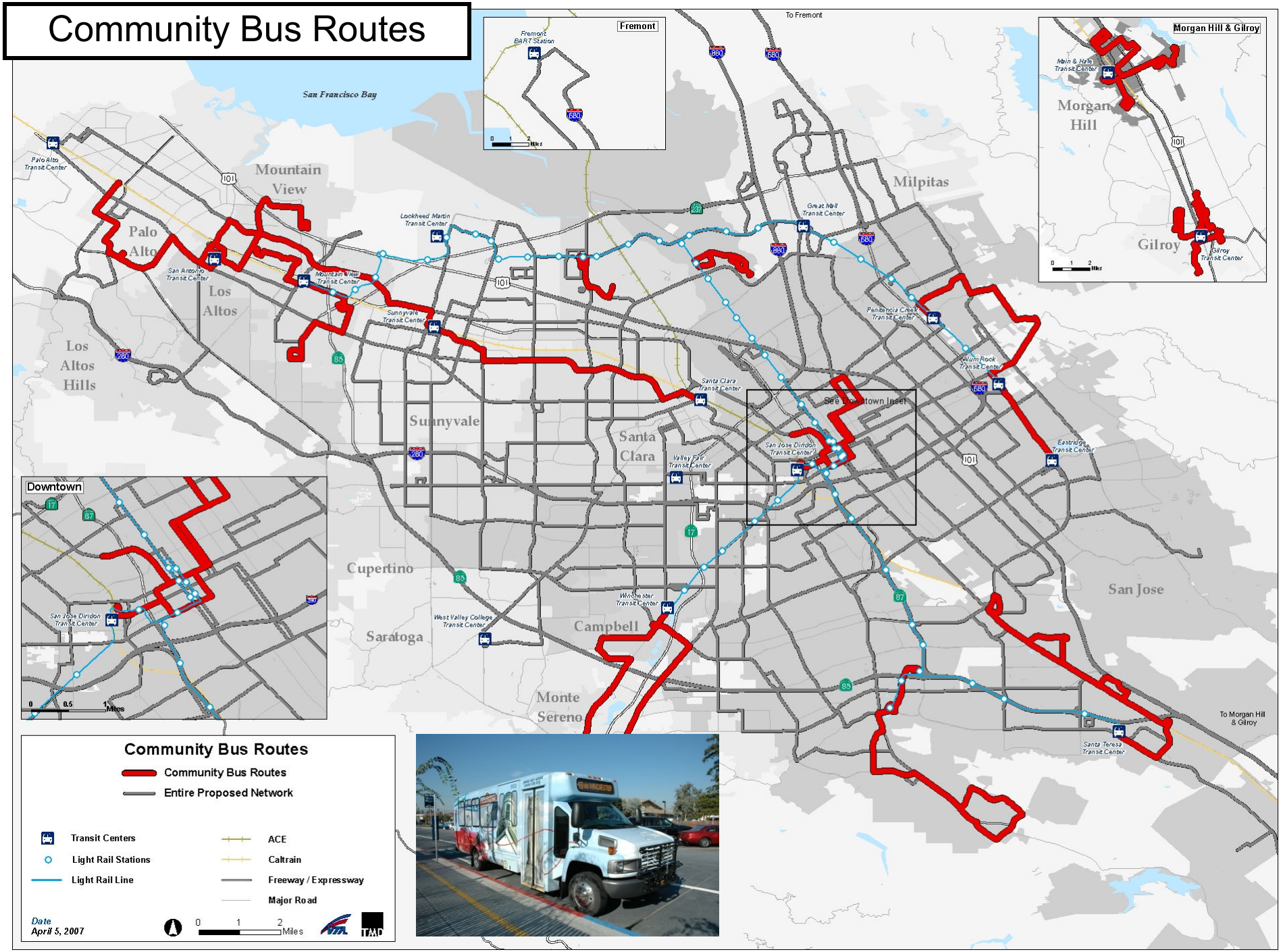
Transit Competitive Factor & Core Network Area



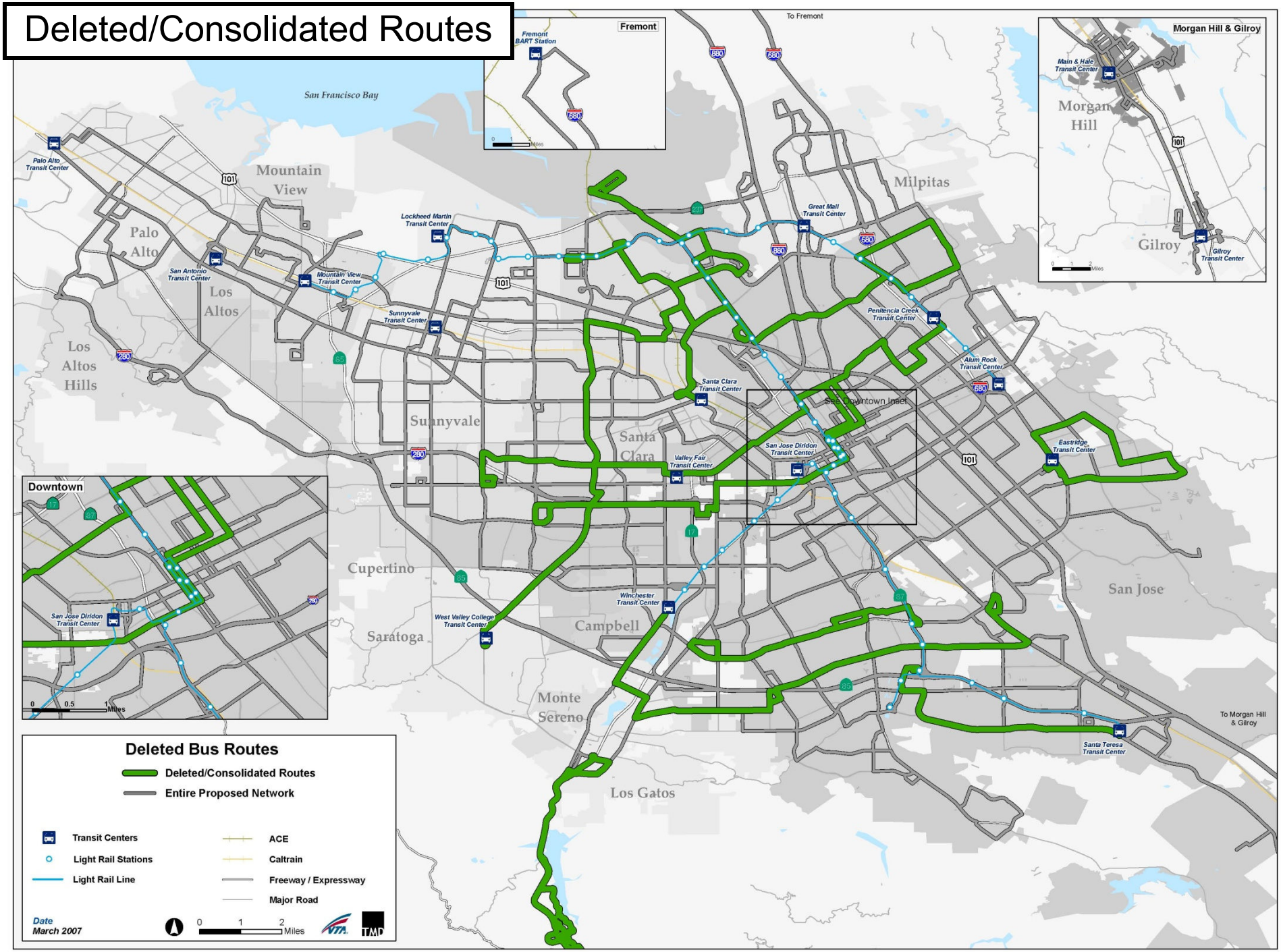
Core Network Routes



Community Bus Routes



Deleted/Consolidated Routes



Implementation

- Service change: January 14, 2008
- Policy and market analysis informed promotional effort
- In-reach
- Ambassadors

Lessons Learned

- Analysis drives policy development, which ultimately drives decisions
- Stakeholder involvement
  - *Early and often, at the grassroots level*
- Implementable approach, well-defined objectives
- Understand your service area
  - *Metrics can change when measuring effectiveness*
- A process for continual improvement – long range vision, incremental change
  - *Light Rail System Analysis, Express Bus Study, BRT*