



San Joaquin Regional Transit District (RTD) *Comprehensive Operational Analysis And Gap Study*



June 18, 2009

What is a COA?



A **Comprehensive Operational Analysis** is:

- An in-depth study of RTD to identify its strengths and areas for improvement
- Recommendations to address those findings
- Through a successful COA, RTD can build advocacy for increased public support

The COA is a jointly funded effort by RTD and the City of Stockton

The COA process will answer these questions:

- Who are our current and future customers and what are their travel needs (Transit Gap Study)?
- What works well in our system? What needs improvement?
- How can we use transit resources effectively to reduce greenhouse gas emissions?
- How can we best serve customers within our financial and operational constraints?

Why is a COA necessary?



Develop the Network of the Future

- Increasing ridership and the need to serve more customers
- Increase transit's role in providing mobility throughout the region

A COA will allow RTD to evaluate its system and ensure that it is responding to customer needs

Climate Impact

- Investigate service gaps (current and future)
- Reduce VMTs increase transit mode share
- Identify funding to support Transit Program



The COA will help RTD to use its resources effectively



How will the Gap Study be Performed?

Existing Ridership

- Who is the RTD customer?
- Where are people riding?
- Where are customer origins and destinations?

Future Ridership

- Review COG and City models
- Review Journey trips (work)

Markets

- What is the demographic makeup of the service area?
- What are the future development patterns?

Mapping/Analysis

- Analyze current service area
- Overlay future needs

Gap Study Process

1. Data Collection

- Full system ridecheck
- Passenger survey
- Non-transit user survey

2. Analysis

- Land use and demographics
- Current performance
- Future Needs

3. Recommendations

- Current and future gaps
- Considerations for Transit Program

RTD, TMD and key stakeholders will collaborate throughout the process to form recommendations



Preliminary Findings

Survey



•Current Transit User

- Female, African American, 31-59, <\$15,000 Annual Income, No Car
- Rides RTD 7+ times per week

•Current Stockton-area Employee

- 45-54 Female, drives 5-10 miles alone
- Works from 8am-5pm
- Would take transit if there was a guaranteed ride home

• Origin/Destination Comparison

• Improve current transit mode share (2.6%) to reduce VMTs

- 46% reduction in GHGs by increasing transit mode share, introducing congestion pricing, telecommuting and better land use planning

Preliminary Findings

Service



- **Build on Bus Rapid Transit (BRT) Success**

- Metro Express carries 20 percent of system ridership
- Attractive, affordable transportation alternative
- Ridership has increased 25% this year

- **Future BRT corridors**

- Airport Way
- Hammer Lane

- **Further simplify system**



Project Schedule

June 2009

- Data analysis
- Market analysis
- Field work

September 2009

- Finalize and present recommendations
- Completion of Gap Study
- Begin Transit Program scoping

July 2009

- Brainstorming
- Stakeholder discussions

August 2009

- Preliminary recommendations