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 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

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

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

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

July 2009
• Brainstorming
• Stakeholder discussions

August 2009
• Preliminary recommendations

September 2009
• Finalize and present recommendations
• Completion of Gap Study
• Begin Transit Program scoping