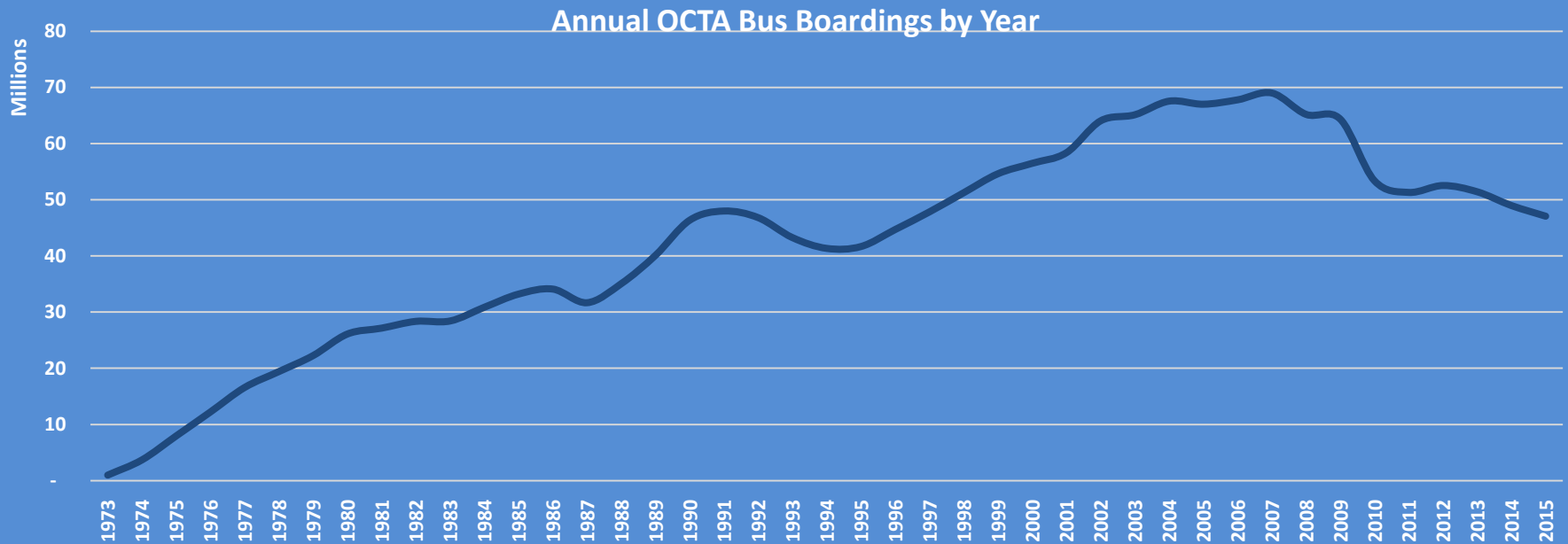




# 2016 Draft Bus Service Plan



# Reverse Ridership Trends



Ridership goal: Increase boardings by 1.6 million over three years

- 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

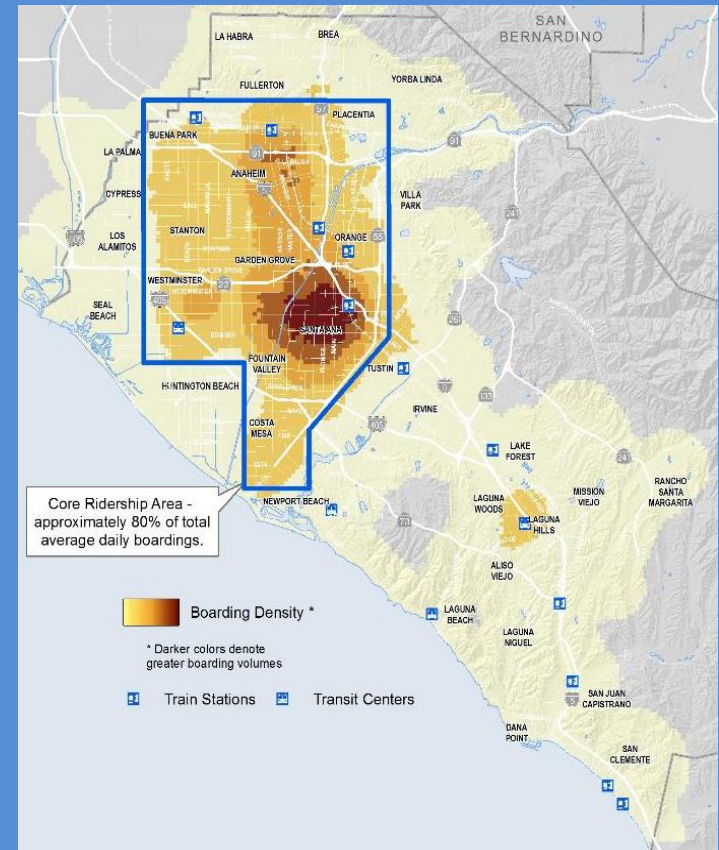
More  
frequent  
service

Targeted  
promotions

# Target High-Demand Areas

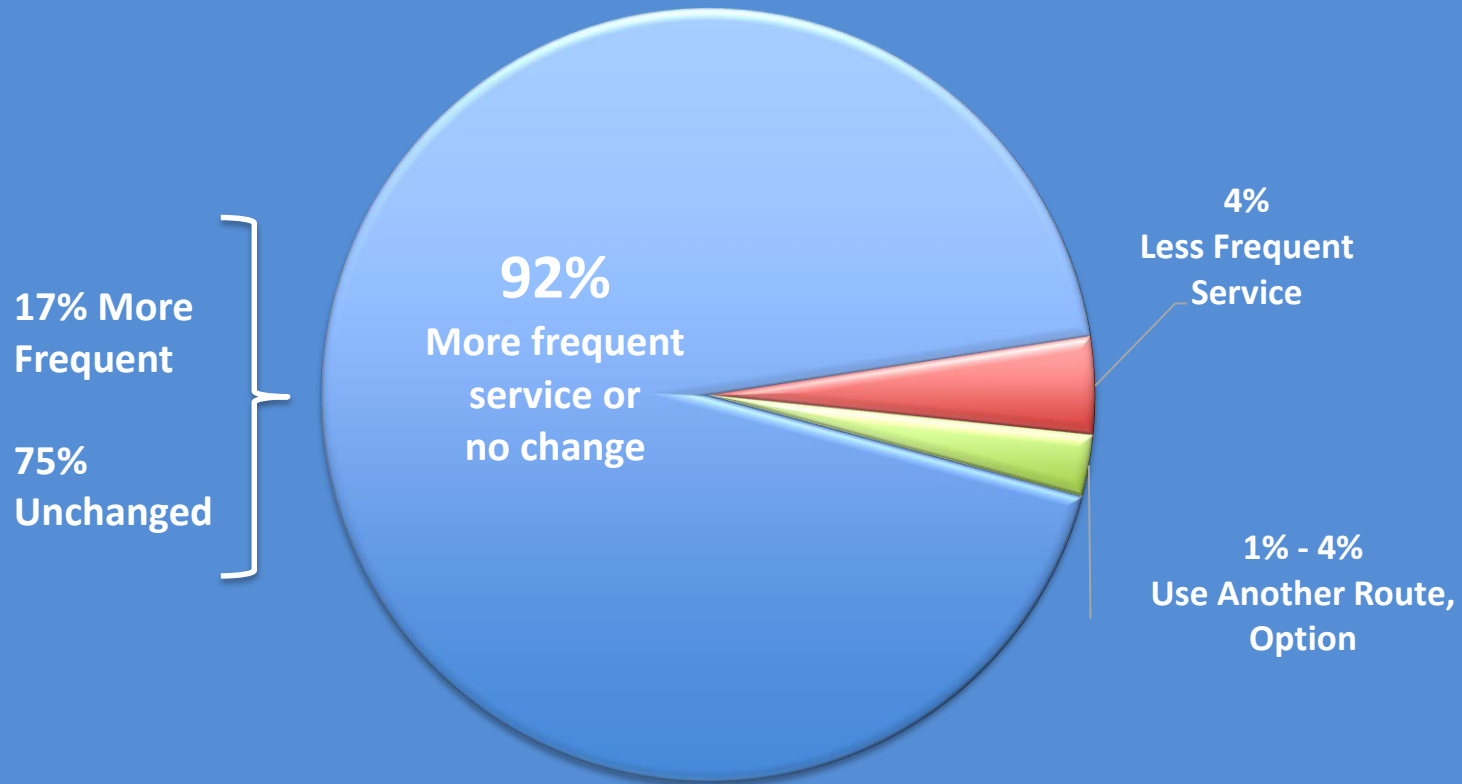


- Add six peak high frequency routes\*
  - From 11 to 17 routes
- Add two new Bravo! routes
  - From one to three
- Expand number of “Xpress” routes
  - From one to two



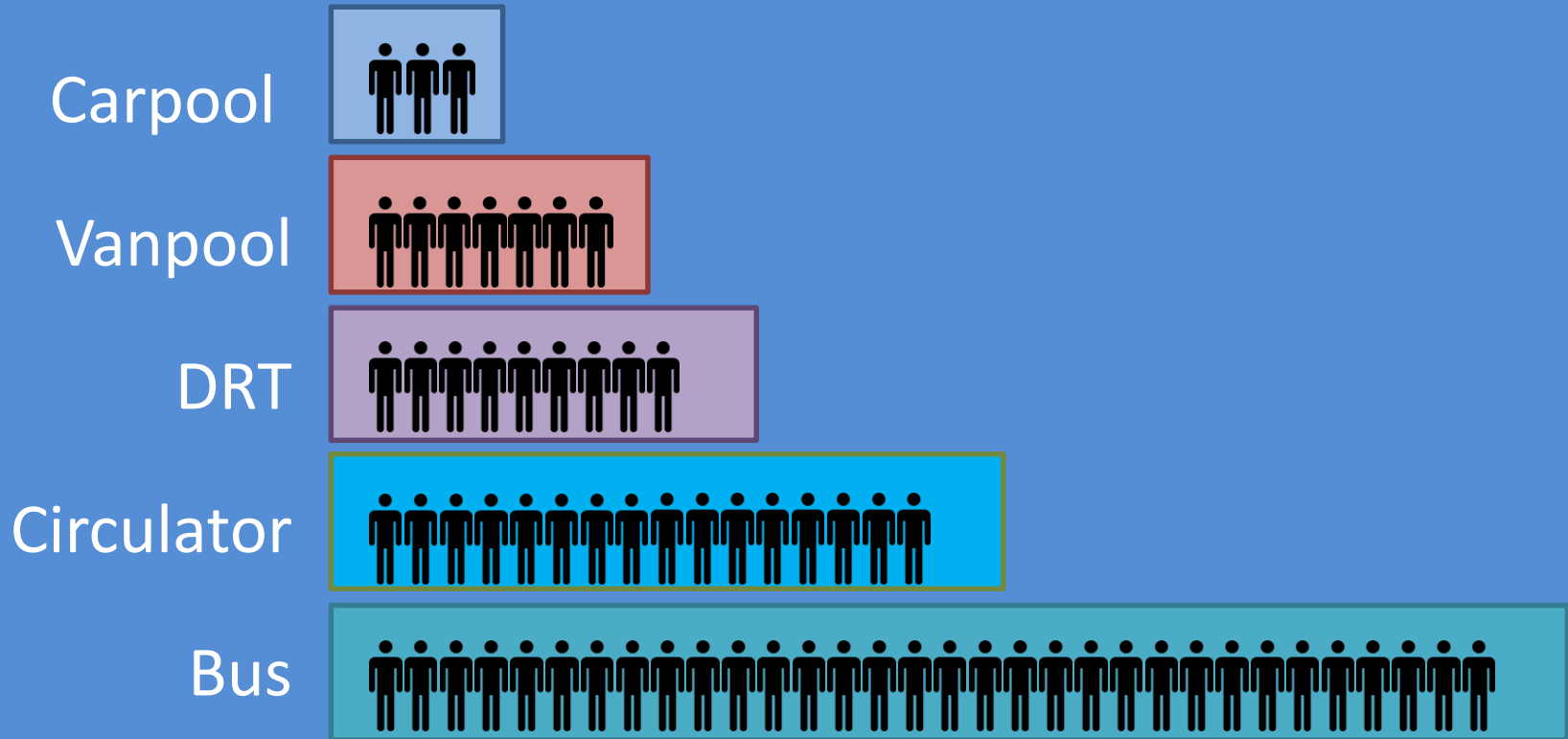
\* Peak high-frequency routes run every 15 minutes.

# Rider Impacts



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

# Match Capacity With Demand



# Public Involvement

