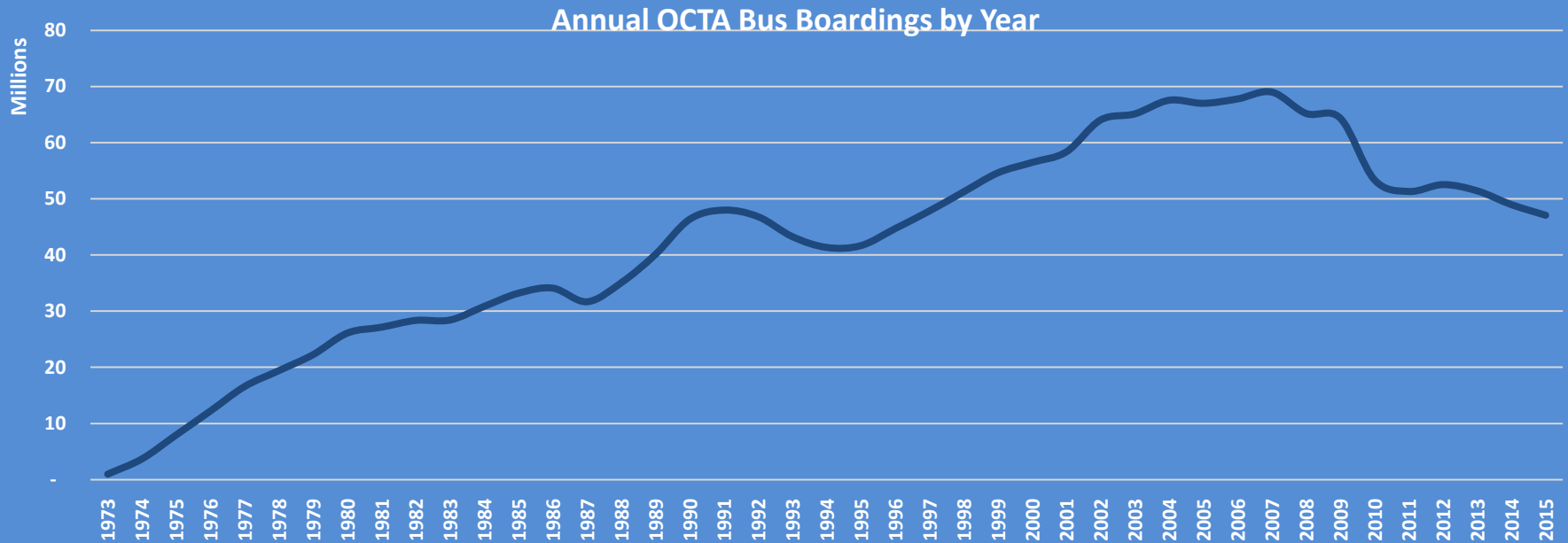




2016 Draft Bus Service Plan



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

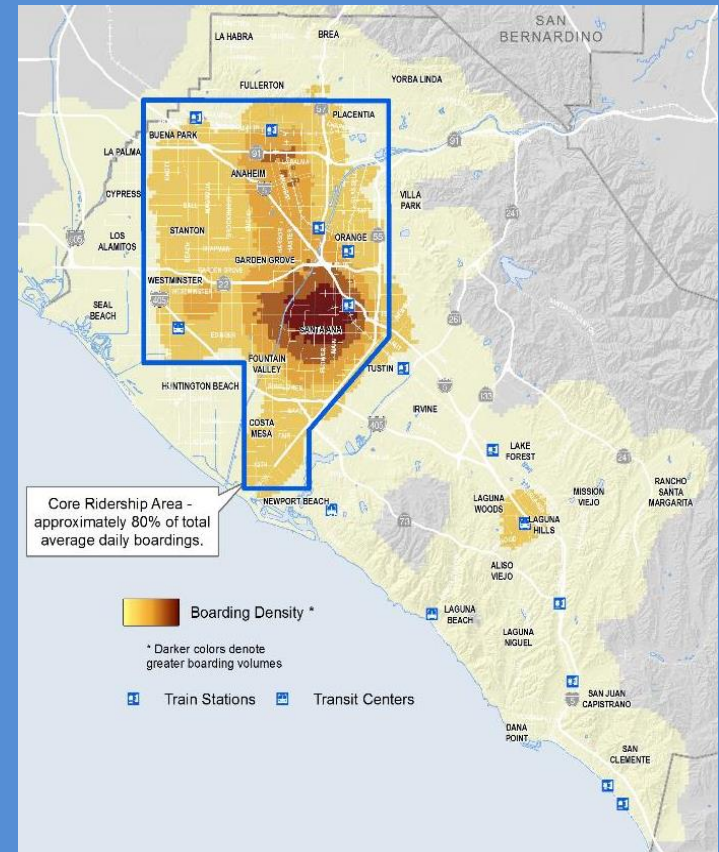
More
frequent
service

Targeted
promotions

Target High-Demand Areas

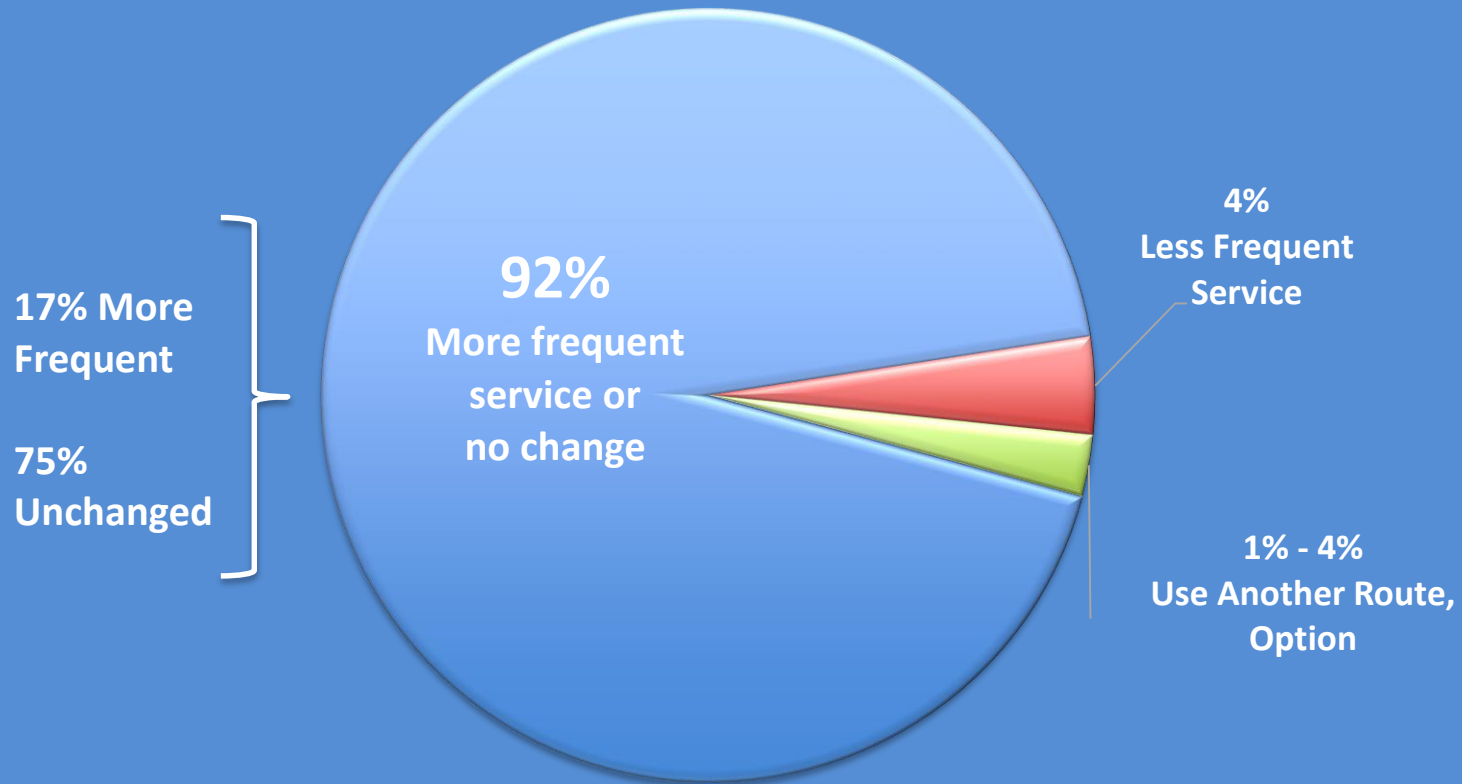


- Add six peak high frequency routes*
 - From 11 to 17 routes
- Add two new Bravo! routes
 - From one to three
- Expand number of “Xpress” routes
 - From one to two



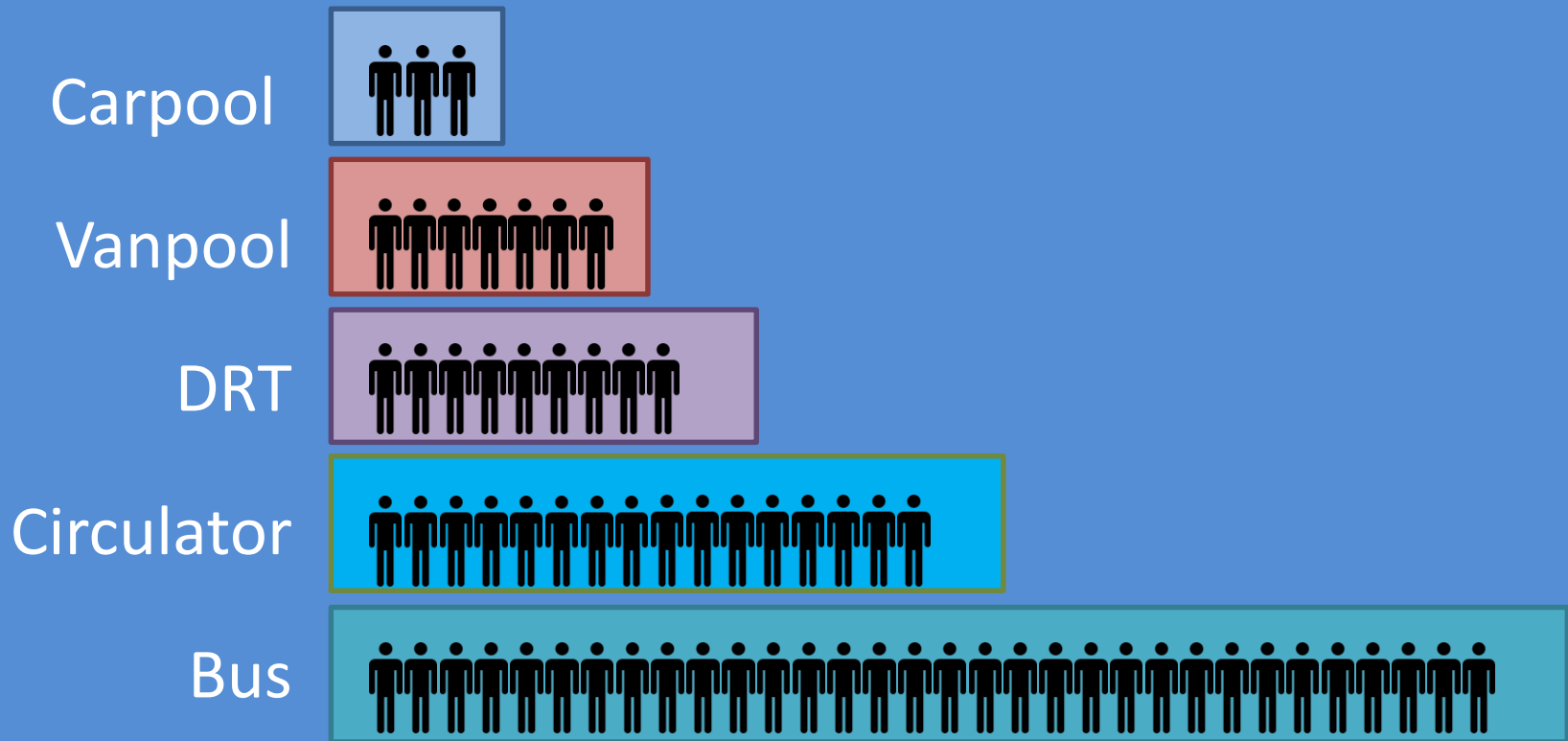
* Peak high-frequency routes run every 15 minutes.

Rider Impacts



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

Match Capacity With Demand



Public Involvement

