

FRAMEWORK AND INITIAL SERVICE CONCEPTS City Involvement Workshop March 23, 2011



Status Update



We Are Here.

Develop Framework and Approach

Research and Data Collection **Develop Alternatives** and Recommendations

Develop Implementation Strategies

Present Draft Plan

Summer 2011



Overview



- Financial Outlook
- Findings
- Market Regions
- Study Framework
 - Service products
 - Service type
 - Service restructuring principles
- Initial Concepts
 - Systemwide
 - By Market Region
- Service Phases
- Next Steps

Financial Outlook



- Past declines in revenues/limited future resources
- Future revenue projected to meet existing service levels
- Situational analysis
 - Funds partly limited with growth in cost of ADA service
 - Increase efficiency and effectiveness key strategies

Market Findings



- Core area is the focal point
- Focus on attracting and retaining riders
 - High-quality, spontaneous use network
- Consider cost-effective options for non-Core market regions
- General transit network = not competitive, not cost-effective
 - Target services only to specific markets where transit can be a viable mobility choice

Service Findings



- Highest overall performance in Core
- Core is key to raising overall system performance
- Investment in top corridors to benefit majority of riders
- Increasing speeds will benefit riders and decrease operating costs
- Increasing farebox recovery supports financial sustainability
- Routes with high subsidy per boarding warrant reconsideration and rationalization

Core

- High population and employment density (24 people per parcel acre)

Los Angeles

County

AHABRA

- High productivity (45 passenger boardings per revenue vehicle hour)
- Low subsidy per passenger boarding (\$1.69)
- High farebox recovery (34%)

Outer Core

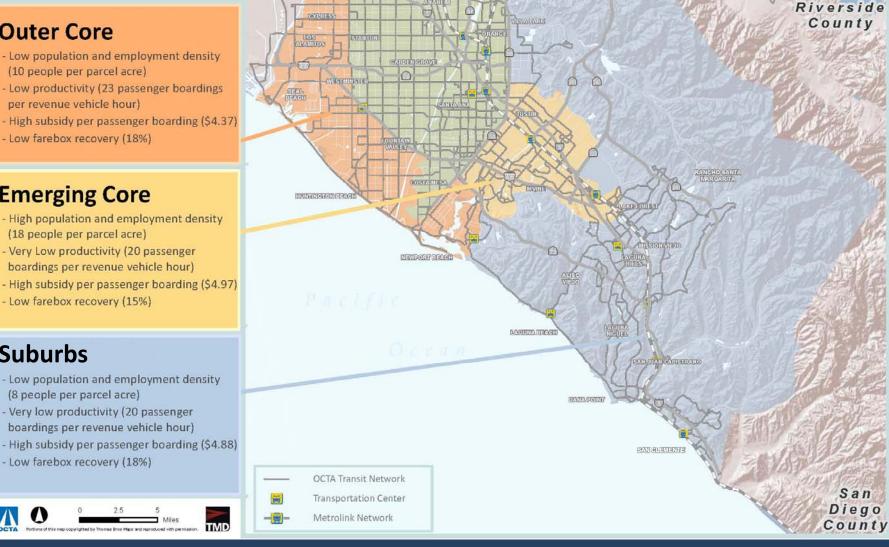
- Low population and employment density (10 people per parcel acre)
- Low productivity (23 passenger boardings per revenue vehicle hour)
- High subsidy per passenger boarding (\$4.37)
- Low farebox recovery (18%)

Emerging Core

- (18 people per parcel acre)
- boardings per revenue vehicle hour)

Suburbs

- (8 people per parcel acre)
- Very low productivity (20 passenger
- High subsidy per passenger boarding (\$4.88)
- Low farebox recovery (18%)

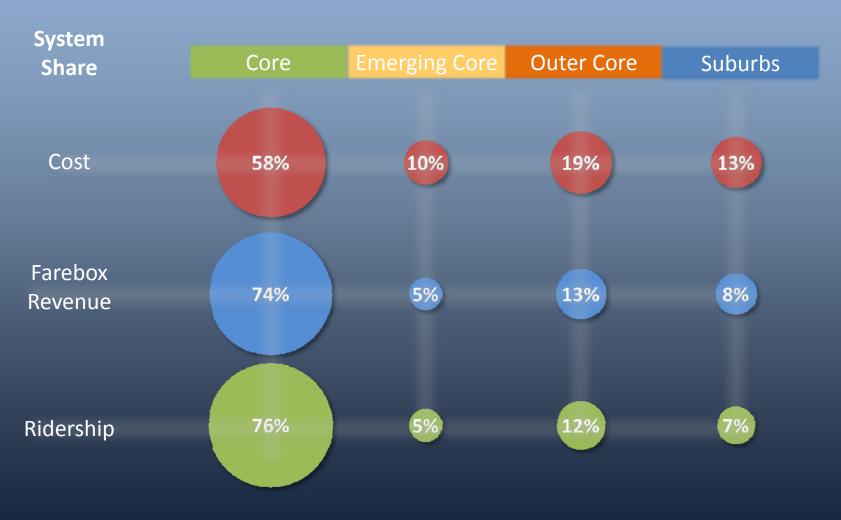






Market Region Performance





Study Framework



- Service Products
- Service Type/Family of Services
- Market Area Service Strategies and Concepts
 - Guiding principles of markets
 - Service strategy tailored to markets







Service Products









Corridors

- Express / Freeway Bus Rapid Transit (BRT)
- BRT/Rapid Bus
- Local Bus
- Regional Rail
- Commuter Rail

Community

- Circulators
- Shuttles
- Flex Routes
- Dial A Ride
- Trip-based Services

Destination

- Shuttles
- Station Vans

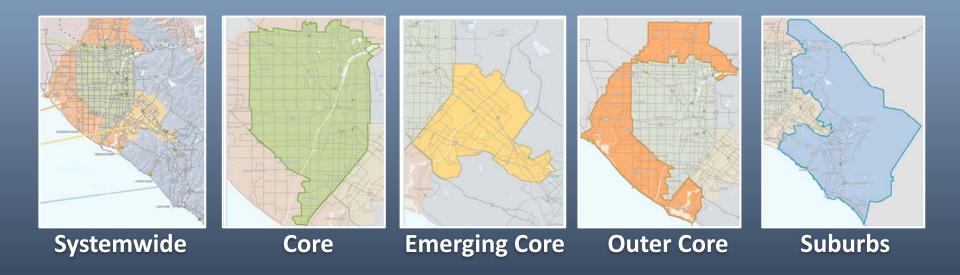
Service Type/Family of Services



Service Type		Network Role	Key Markets
	Express/ Freeway BRT	Structural network spine, fast regional service	All-day, all-week sub-regional and regional travel
B	Arterial BRT Rapid Bus	Structural network spine, fast sub-regional service	All-day, all-week sub-regional travel
	Regional Rail	Structural network spine, fast regional service	All-day, all-week sub-regional and regional travel
	Local Bus	Completes Core network, key non-Core corridors	All-day, all-week local and sub- regional travel
	Community Shuttle	Network connections, local circulation	Neighborhood circulation, school trips, senior/ADA mobility
	Destination	Trip completion from regional network	Work and school commute

Market Area Service Strategies and Concepts







Systemwide Restructuring Principles

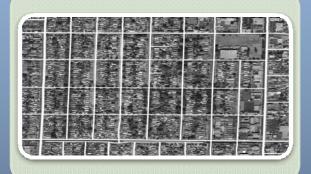


- Develop service tiers into an integrated network
- Reinvest in high performing services
- Replace lower performing services with lower cost services
- Integrate Go Local with the fixed route network
- Match service products to markets
- Improve service efficiency and service speeds



Core Guiding Principles





Core

- High densities
- Transit-centric
- Pedestrian friendly
- Mix of trips
- Linear corridor grid
- High transit expectation

"Transit First" Solution

- Transit-oriented lifestyle
- High transit utilization

Focus on "Supply-Side"

- Build the network, focus on structural spines (current BRT proposals plus others)
- Short waits (spontaneous use frequencies)
- Move people quickly
- Provide capacity

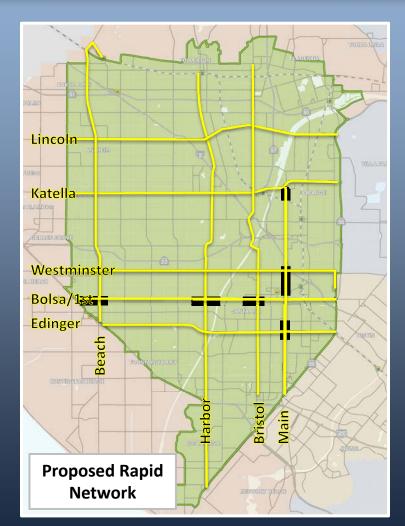
Core Concepts



Create a network of Rapid bus

- Introduce Bravo! brand and attributes incrementally
- Build a network of Rapid bus instead of one BRT
- Investing in a rapid bus network will benefit a majority of system riders





Core Concepts



Supporting local network

 Invest in overall Core network to foster spontaneous use and faster journey times



Discussion?





Emerging Core Guiding Principles





Emerging Core

- Foster sustainable mobility
- Auto-centric development
- Incomplete pedestrian accommodations
- Multiple trip purposes
- High transit expectation

Stronger Transit-Orientation Required

- Mixed-use development
- Accessible, walkable streets
- Linear rather than nodal development
- Street-front development

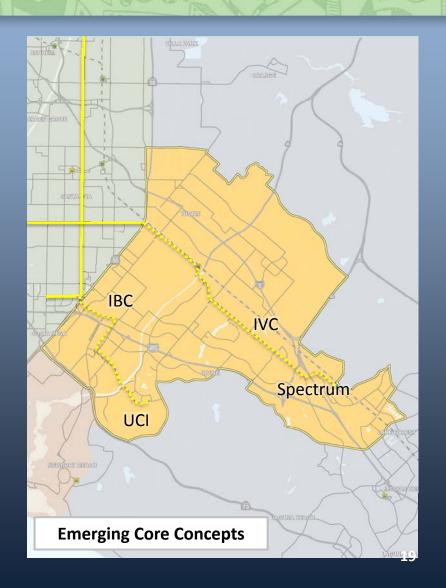
Focus on "Demand-Side"

- Extend the Core network as transit corridors are developed
- Short waits and easy transfers
- Fast travel times
- Make transit a competitive product





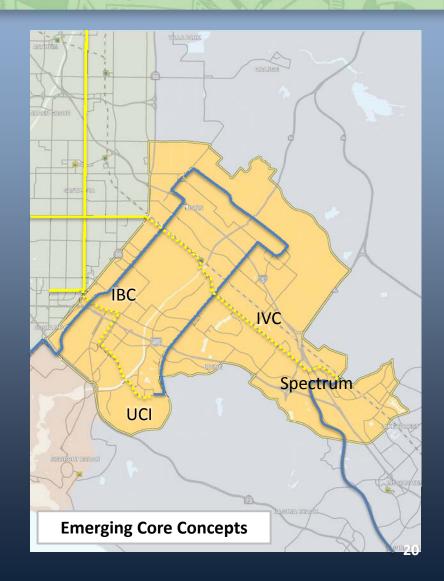
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 - IBC/UCI
 - IVC/Spectrum







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 - IBC/UCI
 - IVC/Spectrum
- Streamline supporting local network

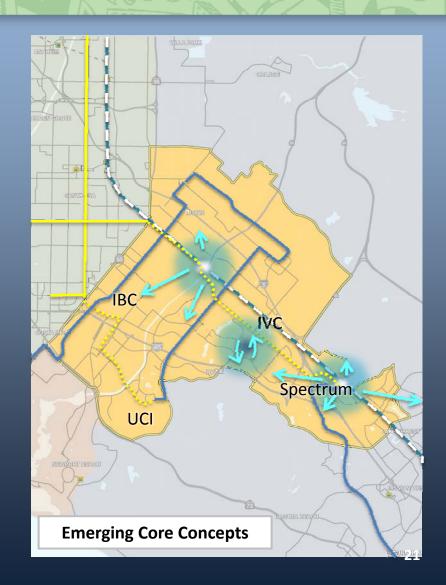






- Possible Rapid extensions
 - IBC/UCI
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- Streamline supporting local network
- Metrolink and neighborhood shuttles





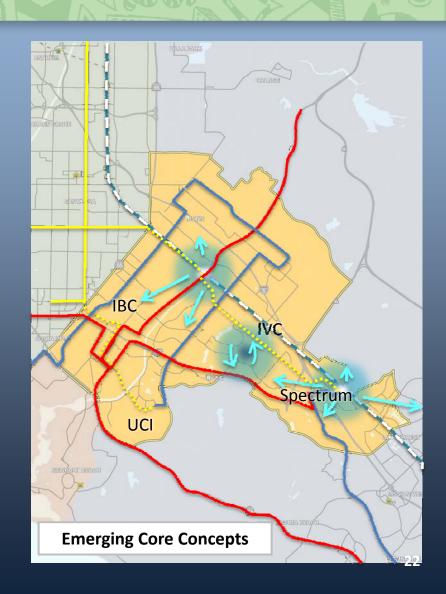




- Possible Rapid extensions
 - IBC/UCI
 - IVC/Spectrum
- Streamline supporting local network
- Metrolink and neighborhood shuttles
- Freeway express service









Outer Core Guiding Principles





Outer Core

- Lacks major concentrations
- Linear corridors with reduced densities
- Long travel to central Core areas and major destinations
- Split OC-LA orientation
- Geographic service barriers

Transit Part of Mobility Solution

 Match transit levels and options with market conditions

Focus on Where Transit can be Successful ("demand-side")

- Compete with auto travel
- Focus on favorable market segments; need for continued infill development
- Recognize need for partnerships



Outer Core Concepts



Integrate with Core network

Extend rapid network





Outer Core Concepts



Integrate with Core network

- Extend rapid network
- Extension of local routes



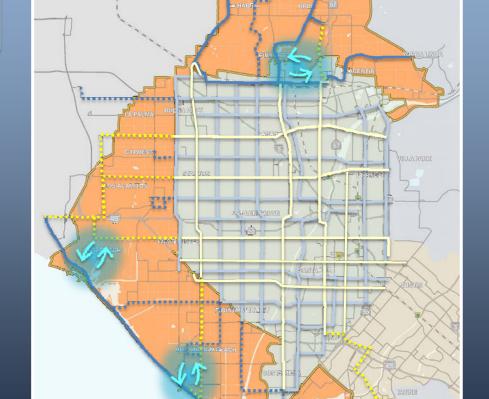


Outer Core Concepts



Integrate with Core network

- Extend rapid network •••••
- Extension of local routes
- Introduce new fixed route or flexible community options
- Integrate Go Local proposals



Outer Core Concepts

Discussion?



Suburbs Principles





Suburbs

- Low density with pockets of demand
- Auto-centric
- Long trips to Core area
- Higher income
- Dispersed trip-making

Auto-Centric Mobility

- Transit not part of basic mobility solution for residents
- Transit has a role for certain travel needs

Transit Challenges

- Difficult to meet performance targets for regular all-day transit
- Work/school commute and senior mobility focus
- Connecting Core residents to jobs
- Destination partnerships necessary for route success





Match service to markets

 Enhance connections to the Core







Match service to markets

- Enhance connections to the Core
- Express service to EmergingCore destinations







Match service to markets

- Enhance connections to the Core
- Express service to Emerging
 Core destinations
- Retain productive fixed route local bus service







Match service to markets

- Enhance connections to the Core
- Express service to Emerging
 Core destinations
- Retain productive fixed route local bus service
- Augment with flexible community based services



Fullerton Anaheim Santa Ana Tustin Irvine Laguna Niguel/Mission Viejo San Juan Capistrano San Clemente

Discussion?

Service Restructuring Strategy Recap



- Recognize financial limitations, opportunities towards achieving financial sustainability
- Match products and competitive markets to attract dependent and choice customers
- Focus transit investment:
 - Meet financial sustainability mandate
 - Prioritize sustainable markets that meet farebox ratio thresholds

Service Phasing



Short Term (1 – 3 Years)

Mid-Term (4 – 6 Years)

Long Term (7 – 10 Years)

Next Steps



- Continue to Gather Feedback from:
 - Board of Directors
 - Stakeholder Groups
 - Cities
 - Customers
 - Public
- Continue Developing Service Recommendations

