



Transit System Study

Finding new ways to maximize the efficiency
and effectiveness of our transit system

FRAMEWORK AND GUIDING PRINCIPLES

November 2010



Background

- Last Major Study 10 Years Ago
- TMD Competitively Selected as Consultant
- Constrained and Unconstrained Financial Forecasts
- Short, Intermediate, Long Term Plan Horizons

Integrated Approach

- Join fixed-route and paratransit with Measure M2 projects Transit Initiatives
 - Go Local
 - Metrolink Service Expansion
 - Senior Mobility
- Incorporate SB 375
- Connect Express Bus and Bus Rapid Transit



Integrated Approach

- Connect with
 - Other Transit Systems
 - Major Employment Centers
 - Major Colleges/Universities
- Efficient, Cost-effective, Sustainable Service Delivery
- Improve Service and Operating Performance



Project Scope

- Develop Approach and Conduct Research
- Formulate Alternatives
- Make Recommendations
- Create Implementation Plans
- Final Report
- Includes:
 - Transportation Center Site Study: Brea Mall
 - ACCESS Paratransit Alternative Service Evaluation and Recommendations



Public Outreach

- Meet with:
 - Stakeholder Groups
 - Customers
 - Public
- Collect Input and Feedback on Mobility Needs and Transit System Alternatives
- Build Advocacy for Transit and Sustainable Mobility



Transit Vision Development

- Primary Guiding Plans
 - OCTA Strategic Plan
 - Comprehensive Business Plan
 - Long Range Transportation Plan
- Visioning Effort
 - Stakeholder Groups
 - Service Delivery
 - Transit Business Models and Peer System Benchmarking



We Are Here.

Develop Framework
and Approach

Research and Data
Collection

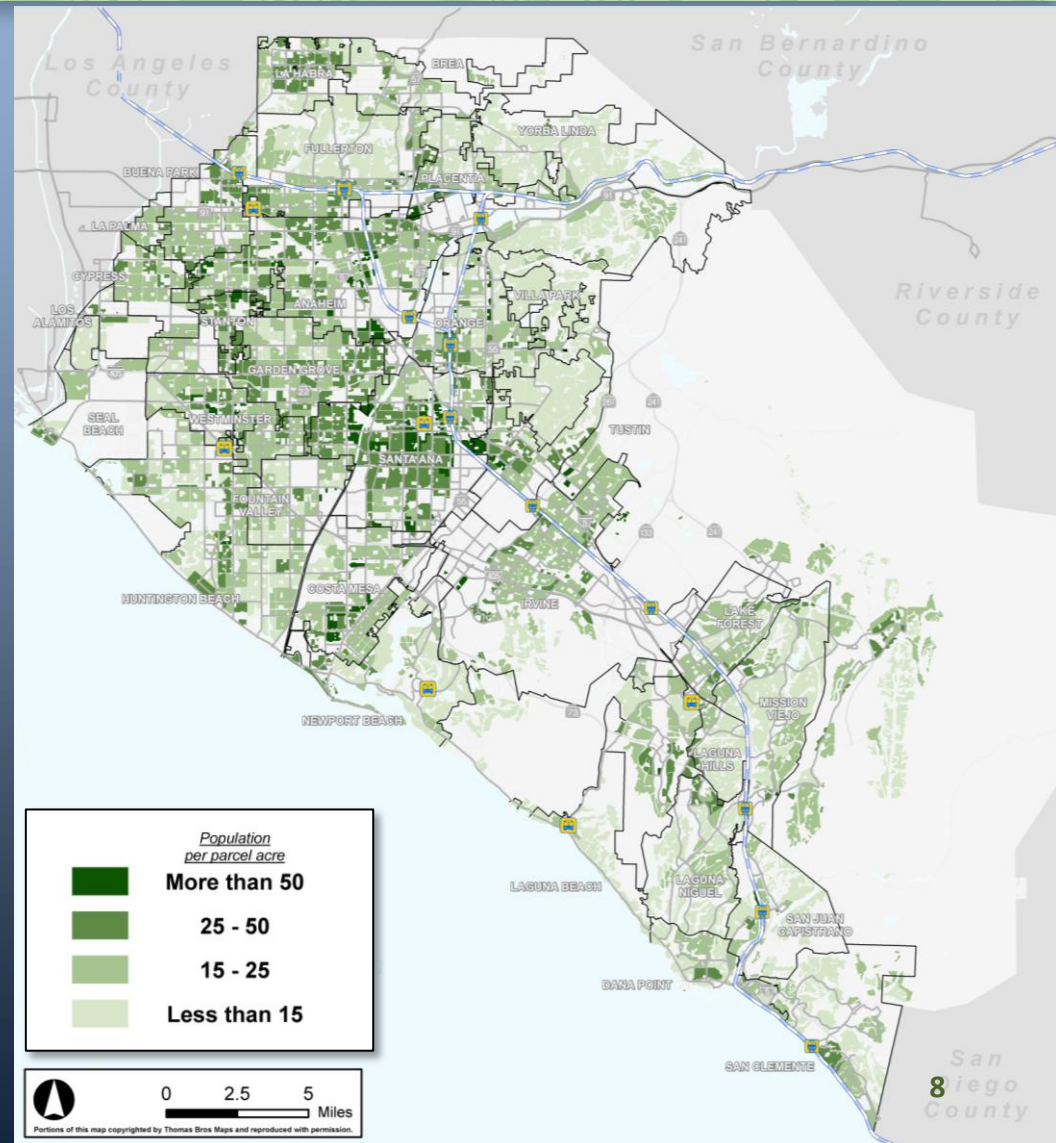
Develop Alternatives
and Recommendations

Develop Implementation
Strategies

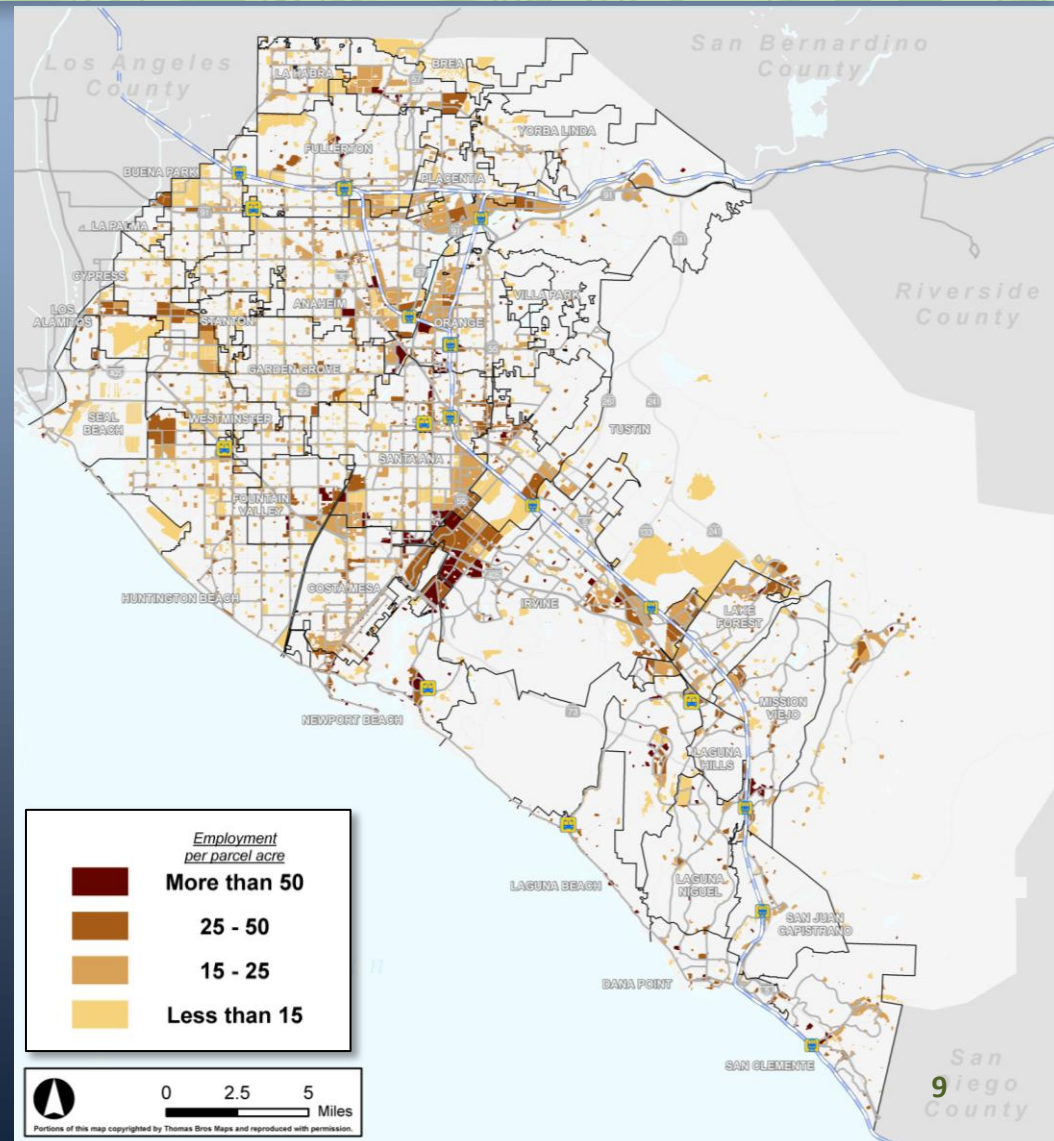
Present Draft Plan

conduct public outreach and gather feedback

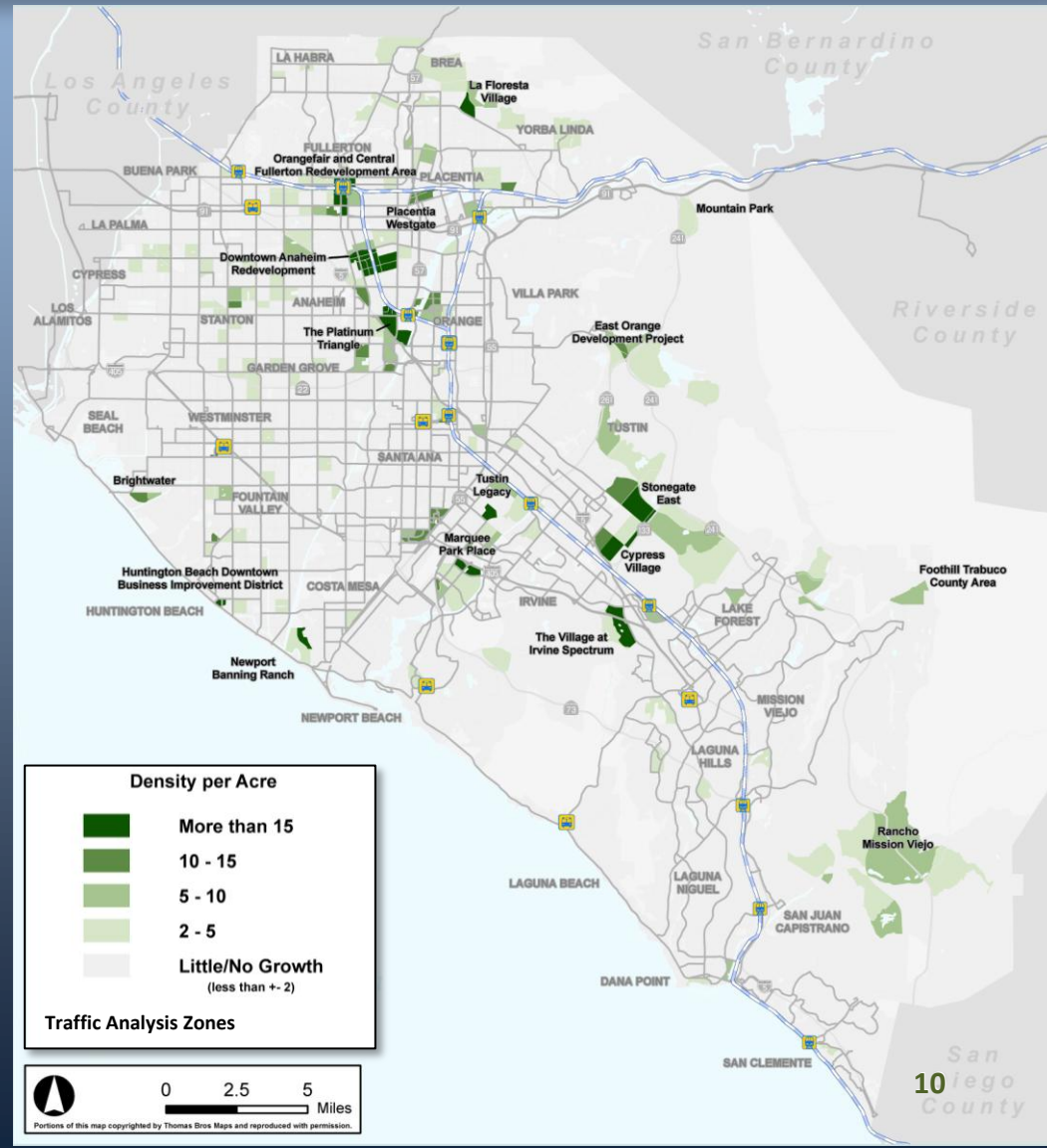
2008 Population Density



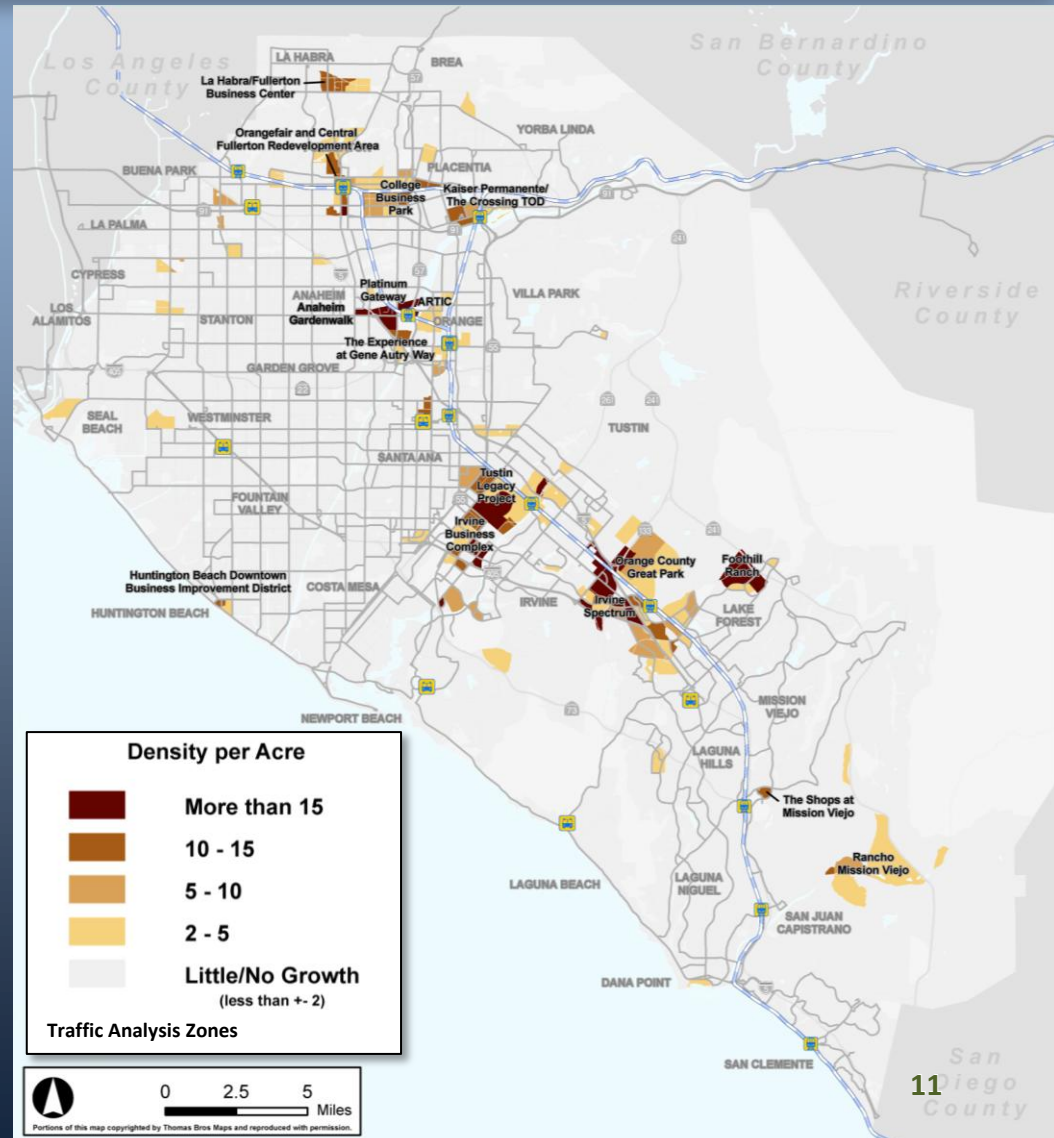
2008 Employment Density



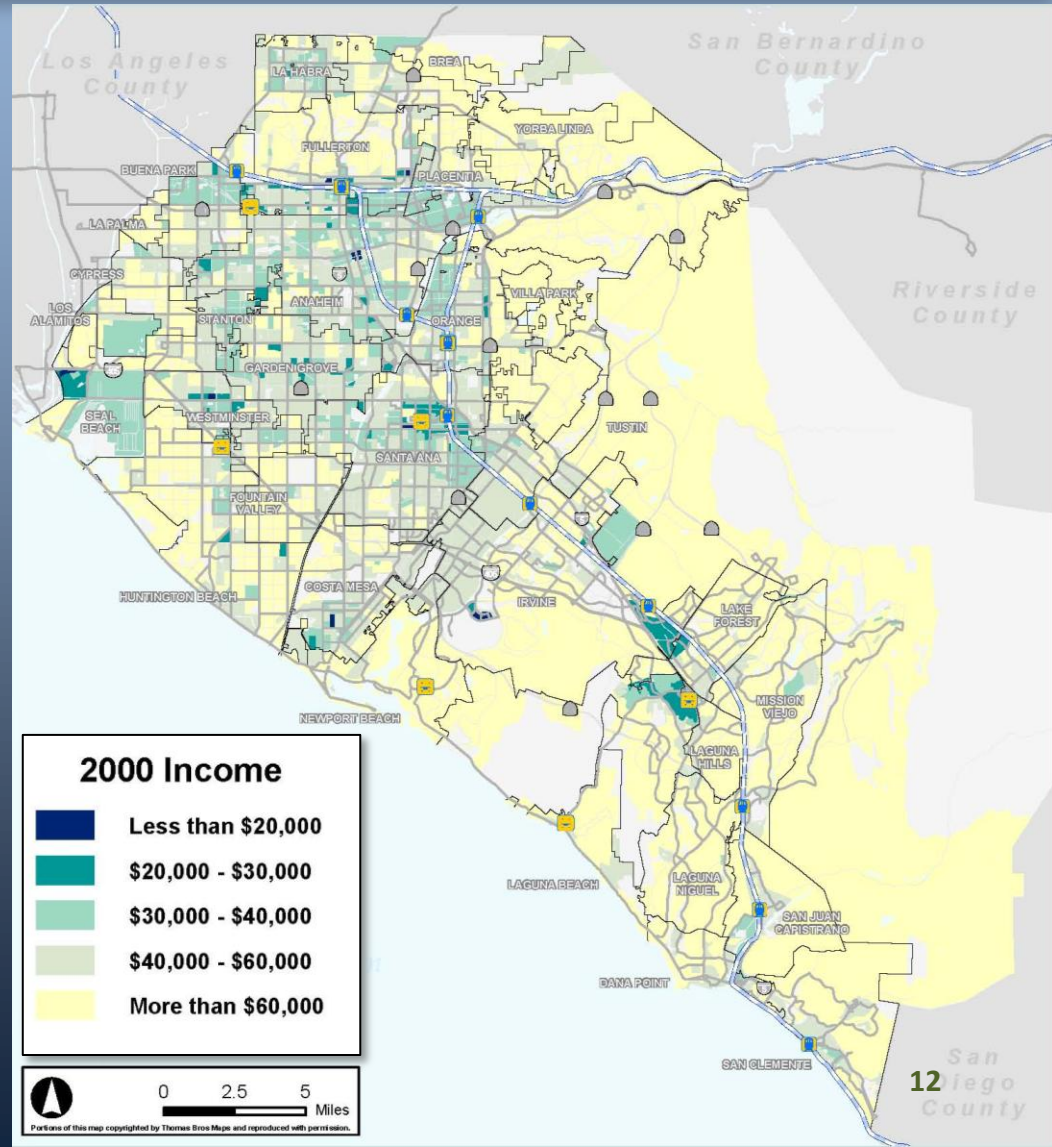
Population Change (2008-2035)



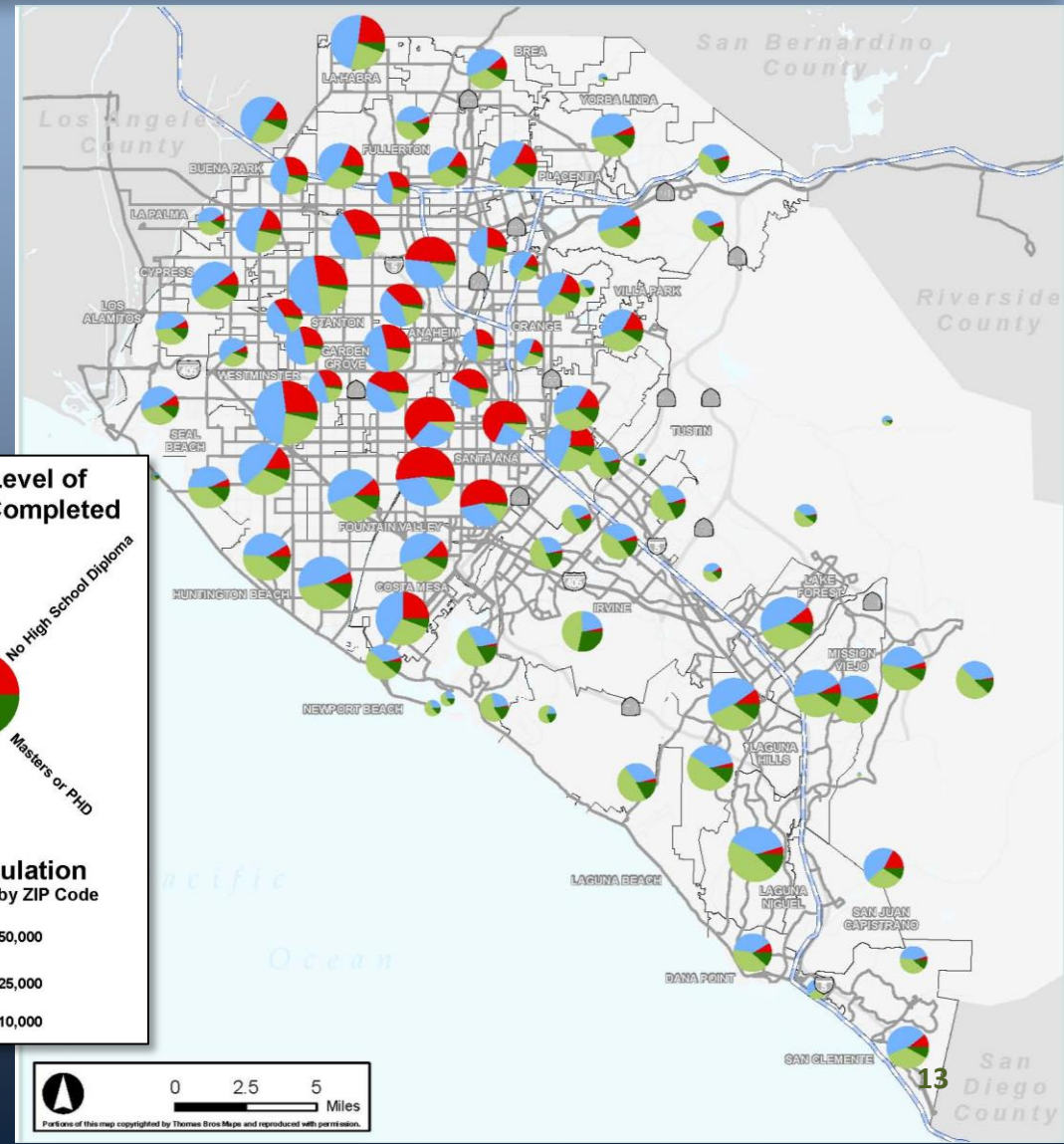
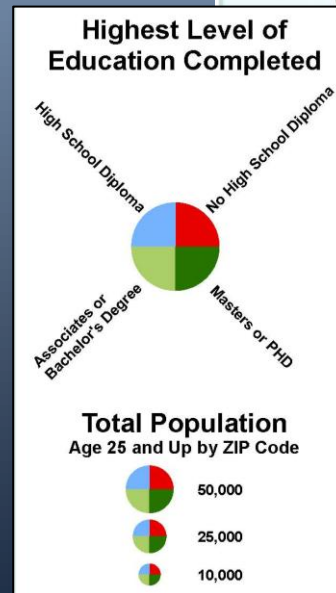
Employment Change (2008-2035)



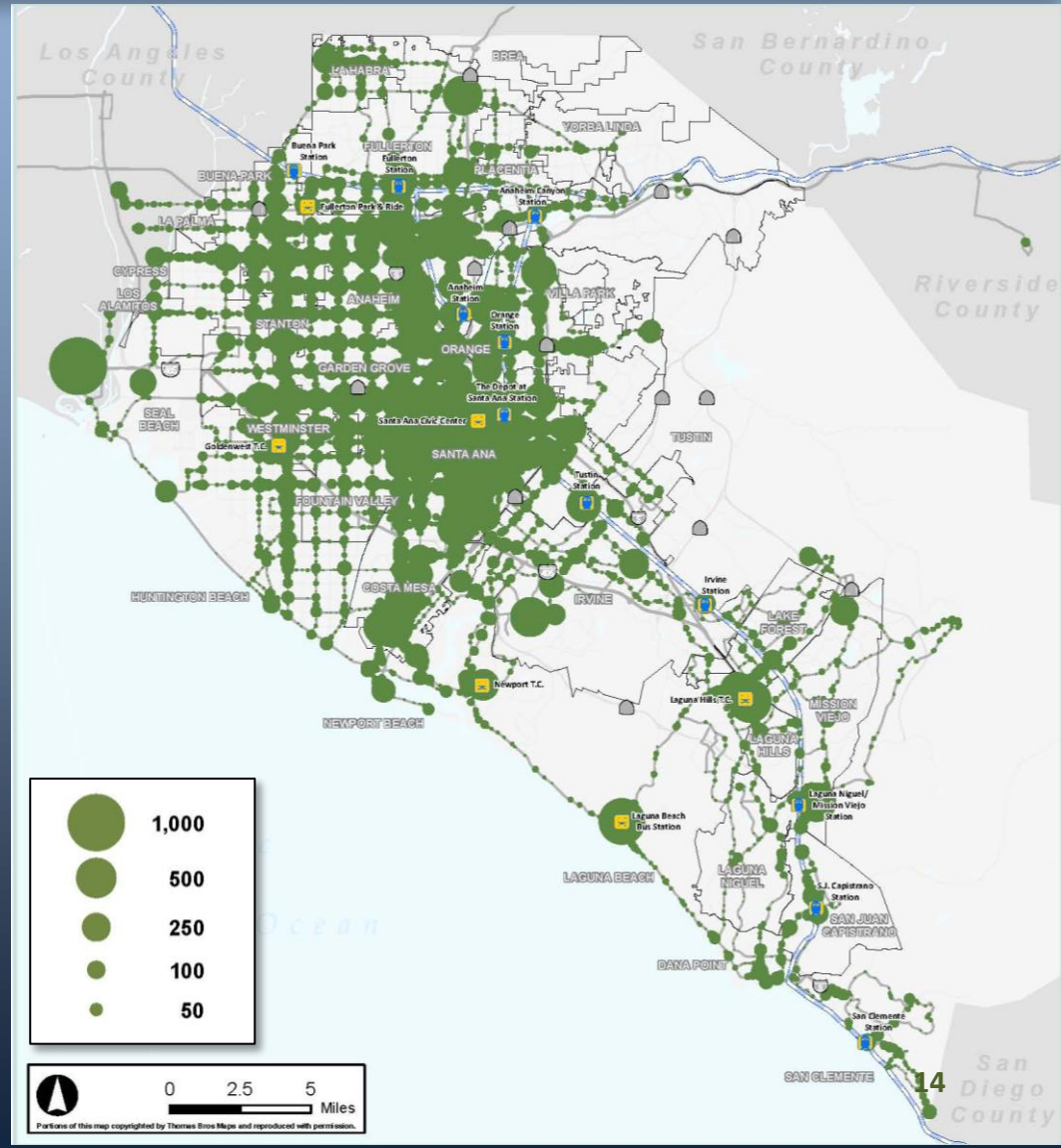
Median Household Income (2000)



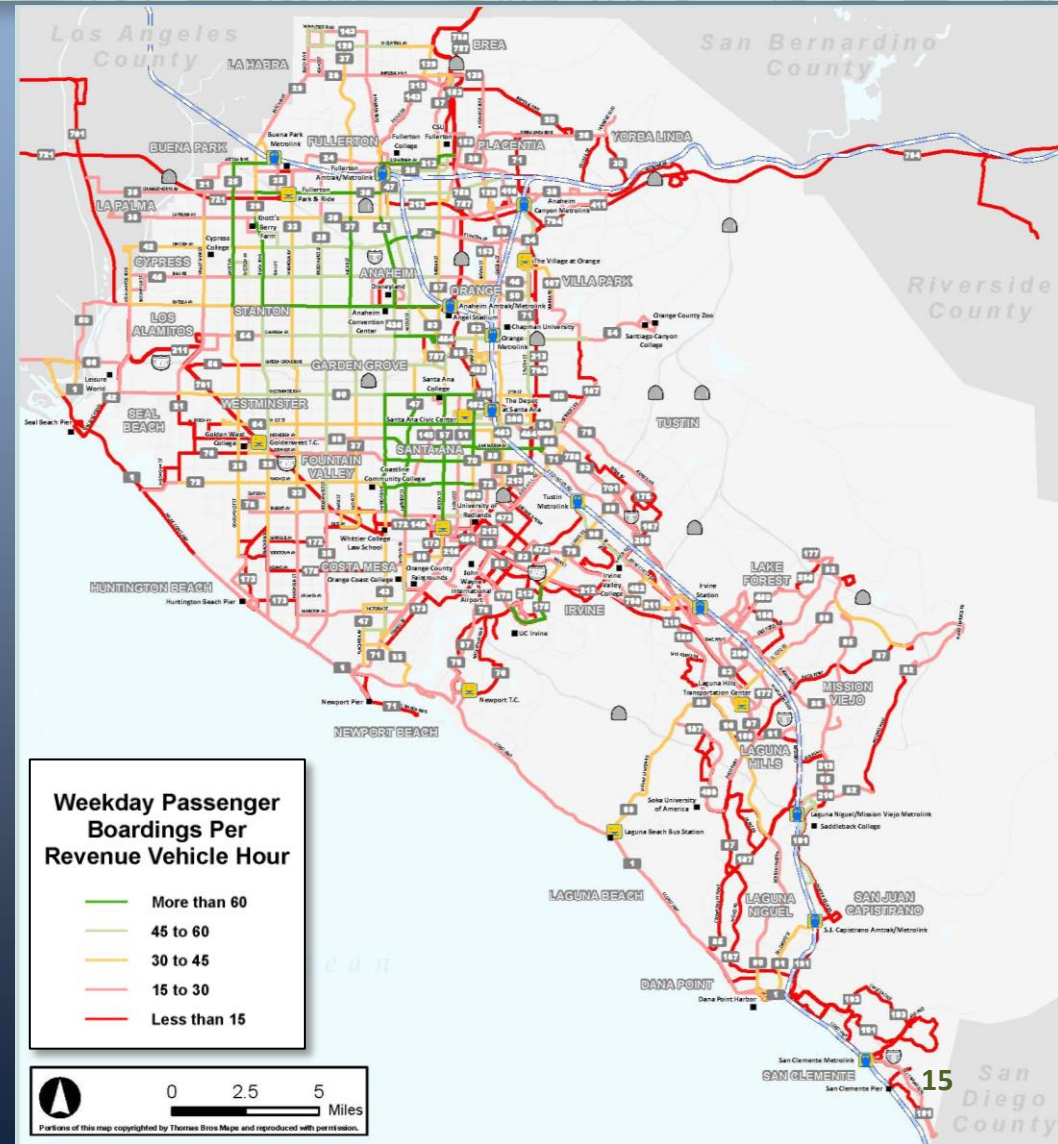
Education Level (2000)



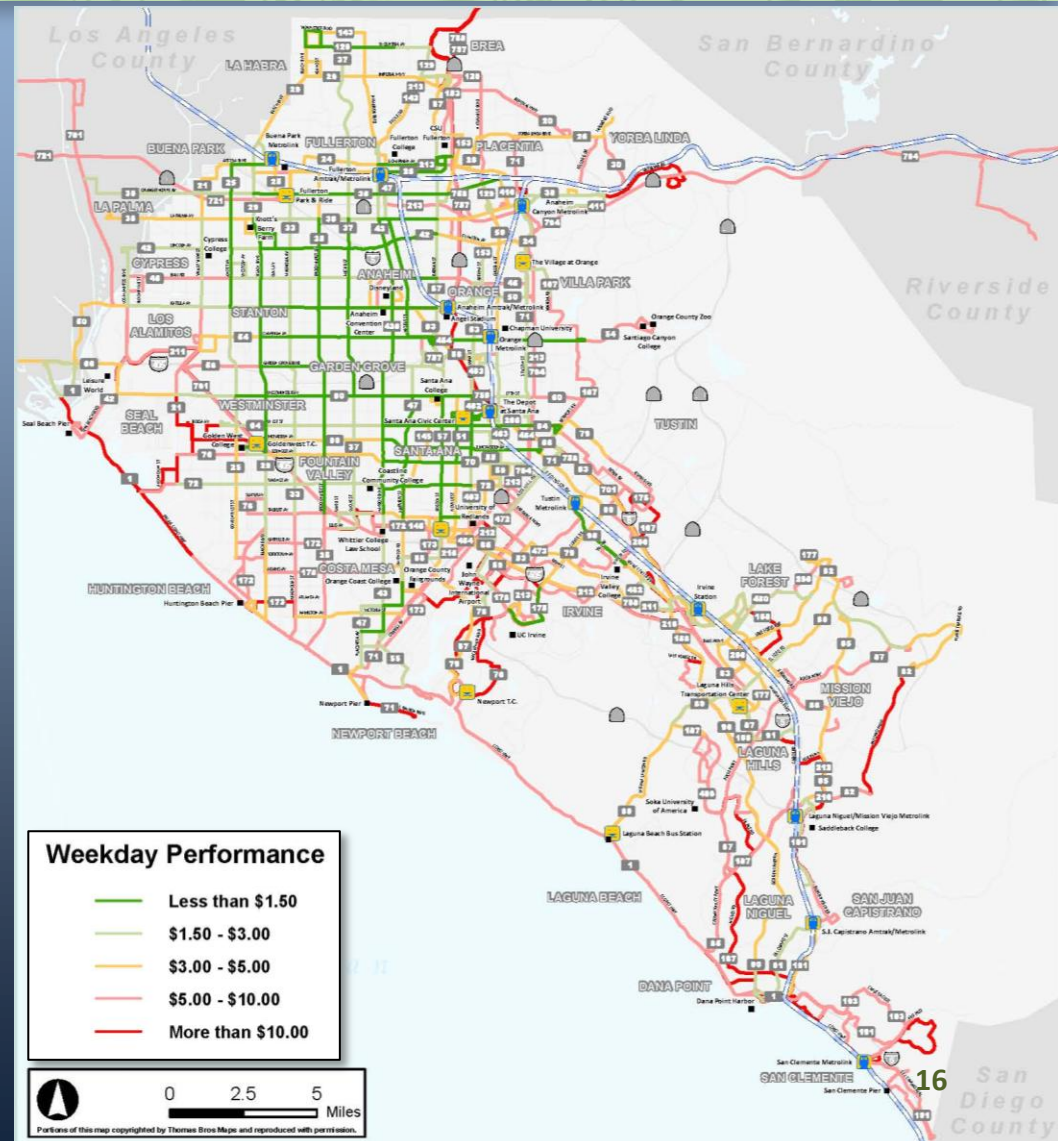
System Ridership (Weekday)



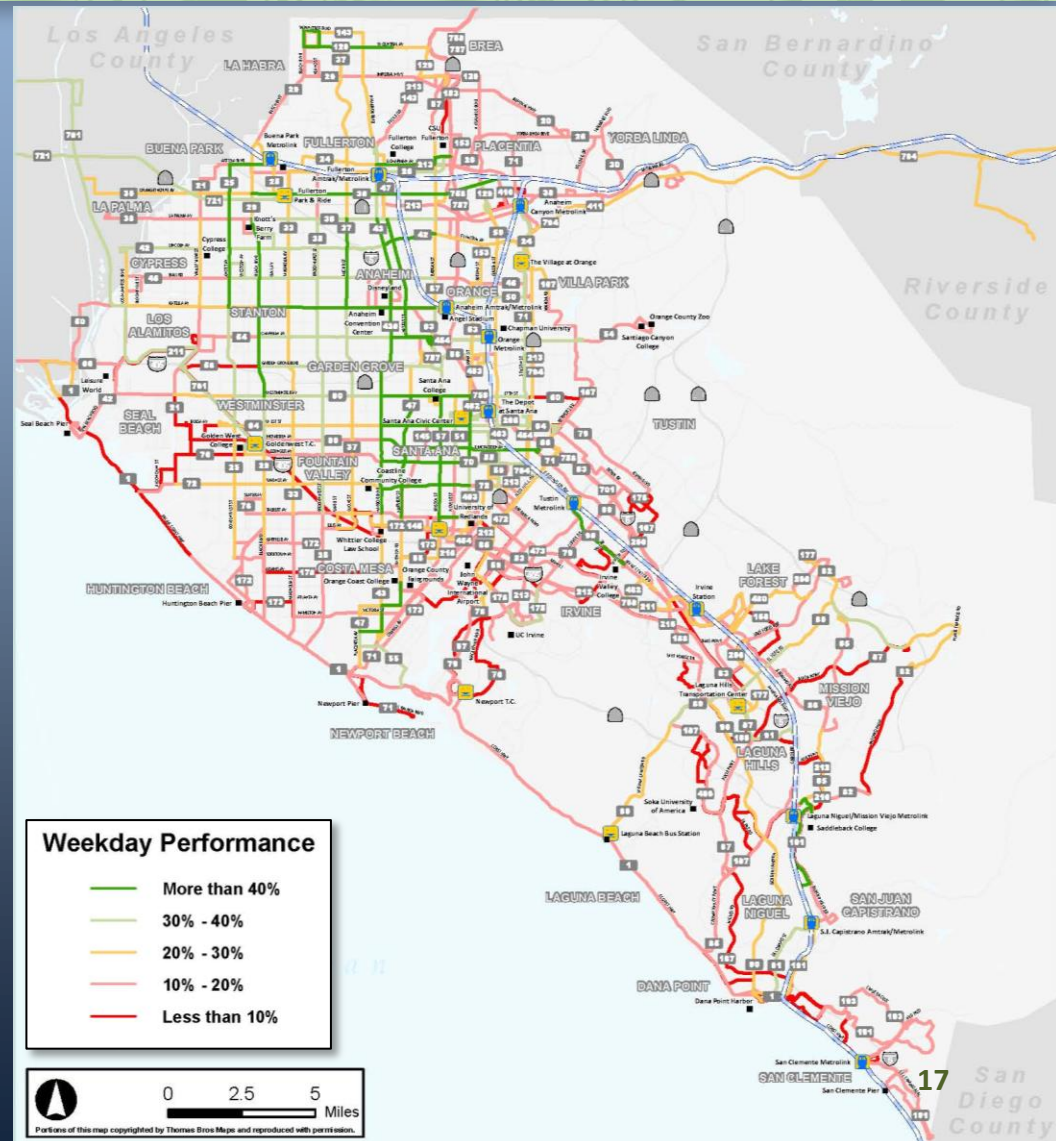
Service Productivity



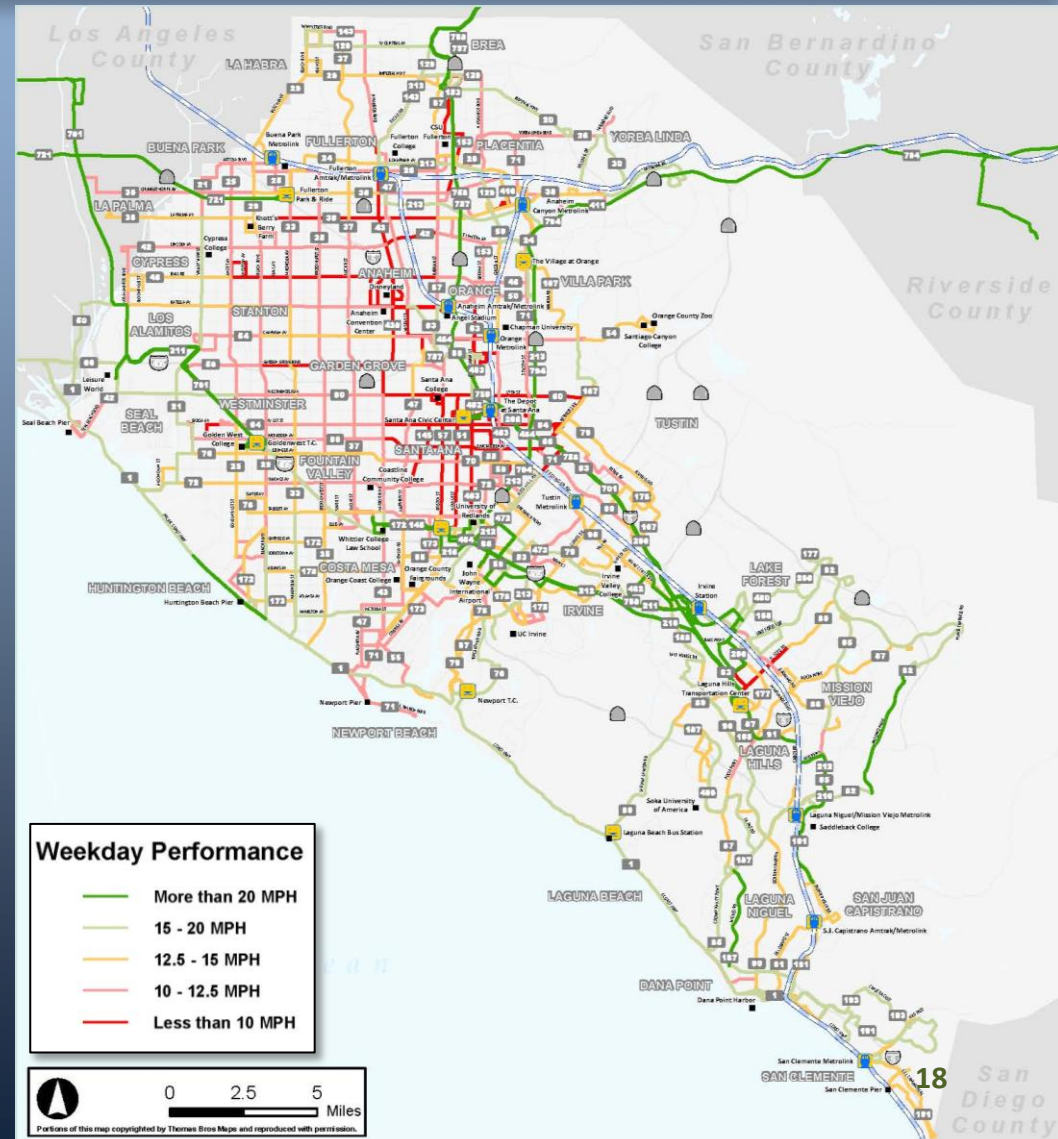
Subsidy per Passenger Boarding



Farebox Recovery



Service Speed

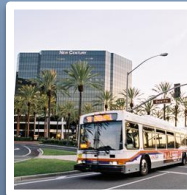


Framework Themes



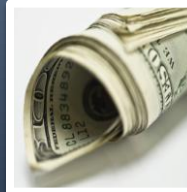
Transit Markets

Service Design



Service Standards/
Performance

Partnerships



Fare Policy

1. Transit Markets

A. Equal Service in All Areas (Geographic Equity)

- Should OCTA focus bus service equally across Orange County or should it be focused in areas where people need it most?
- Should OCTA focus on providing bus service to bus dependent people or to those who can use either a car or a bus?
- Bus service should focus more on getting you to your:
 - Job
 - Entertainment
 - School
 - Shopping
 - Medical Appointments
 - Other

Transit
Markets

1. Transit Markets

B. Continue Service Today and in the Future (Sustainability).

Historically, transit works best in areas where lots of people and jobs exist close to each other.

- Should OCTA focus on providing more service in these types of areas?
- Should OCTA automatically be expected to serve new developments that are far from other bus services?

Transit
Markets

2. Service Design

- Should OCTA focus on direct bus services to improve travel time or is more frequent service between connecting routes more important?
- Should OCTA focus on improving bus-to-train connections?
- Should OCTA consider different types of bus service such as van pool (carpool), dial-a-ride (shared use taxi-like service), deviated fixed route (flexible bus route service) for lower use areas?

Service
Design

3. Service Standards/Performance

- Since OCTA has limited funds, should we grade bus routes based on how many people they carry? In the short term? In the long term?
- Should OCTA reduce or remove services based upon the grade?
- If extra funds become available, how should OCTA focus bus improvements?
 - New routes to new areas
 - Faster bus service
 - More buses on existing routes
 - More buses in the evening
 - Other

Service
Standards

4. Partnerships

- Should OCTA reach out to others to help pay for bus services (businesses, schools, cities, event centers)?

Partnerships

5. Fare Policy

- Should OCTA consider raising fares if it will improve bus services?
- Should OCTA consider lower fares even if it means bus service is reduced?
- Should fares be based on how far you travel?

Fare Policy

Outreach

- Web Site and Discussion Board: www.octa.net/tss
- Distribute multilingual comment cards on buses to obtain public input and feedback
- Continue to conduct stakeholder meetings
- Implement City Involvement Program in Early 2011

Next Steps

- Continue to Develop Framework and Approach with:
 - Board of Directors
 - Stakeholder Groups
 - Customers
 - Public
- Implement City Involvement Program
- Return to Board of Directors in Early 2011 with defined Framework and Approach