

Caltrans & UCLA

Statewide Transit Strategic Plan

Advisory Committee Meeting
1:30-3:30 PM
April 12, 2012
California Transit Association

UCLA Institute of
Transportation Studies
Lewis Center for Regional Policy Studies
University of California Transportation Center



UCLA Team

Juan Matute



- Project Manager
- Director, UCLA Luskin Center Climate Change Initiative
- MBA, MA Urban Planning (Transportation) UCLA

Dr. Allison Yoh



- Co-Principal Investigator
- Associate Director of UCLA Institute of Transportation Studies and Lewis Center for Regional Policy Studies

Dr. Brian Taylor



- Co-Principal Investigator
- Professor, Urban Planning
- Director of UCLA Institute of Transportation Studies and Lewis Center for Regional Policy Studies

UCLA Team (continued)

Shira Bergstein

- Masters Urban & Regional Planning 2012
- Legislative assistant for U.S. Senate Committee on Commerce, Science, & Transportation
- Recruited to highly-selective Presidential Management Fellows program

Julia Campbell

- Masters in Urban & Regional Planning 2012
- Experience as civil & hydraulic engineer for development and highway projects
- Pursuing PhD in Civil Engineering

Florentina Craciun

- MA Urban Planning 2011
- Focused on institutional and organizational responses to crises

Carter Rubin

- Masters in Urban & Regional Planning 2013
- Focused on transportation planning
- Experience as writer for Metro's *The Source*, California Planning & Development Report

Project Objectives

- Provide research support to Caltrans's efforts in developing a statewide transit strategic plan
 - Identify obstacles and opportunities for reaching consensus on long-term visions, short-term achievable goals
 - Identify present and future needs to better support collaborative efforts between transit, land use, and other planning institutions
 - Produce findings that incorporate transit within a multi-modal approach
 - Identify cost-effective improvements to transit

Overview of Research Project

July 2011

Establish baseline conditions

- *Baselines: Current and Future Transit and Demographic Trends* by Caltrans with assistance from UC Berkeley and UCLA (final 7/11)

January 2012

Identify common visions and priorities

- *One State, Many Visions: Transit Stakeholder Views on Planning for the Future of California's Mobility* - by UCLA (draft: 11/11, final: 1/12)

June 2012

Cost-effective improvements to transit

- *California Statewide Transit Strategic Plan: Recommendations for Caltrans* by UCLA (draft completed 3/12, final due 6/12)
- UCLA Transit Wiki – Current working title of web-based tool to assist agencies in the identification and implementation of cost-effective strategies

Baselines Report: Overview

- Completed by Caltrans with assistance from UC Berkeley and UCLA
- Sent to STSP Stakeholder Advisory Committee
- Available from Caltrans DMT
- Documents demographic changes
 - By 2050
 - Population below driving age ↑42.5%
 - Population over 65 ↑ 162%
- Transit Funding trends

Baselines Report: Summary

- Demographic Changes
 - By 2050
 - Population below driving age ↑42.5%
 - Population over 65 ↑ 162%
- Transit Funding
 - \$64.3B 10-year Unmet Transit Funding Needs
 - Operating & Maintenance: \$22.2B
 - Capital: \$42.1B
- Need for regional & interregional coordination
- Need for non-traditional transit and infrastructure
 - Trunk line service
 - Transit-oriented development

Additional Baselines Research

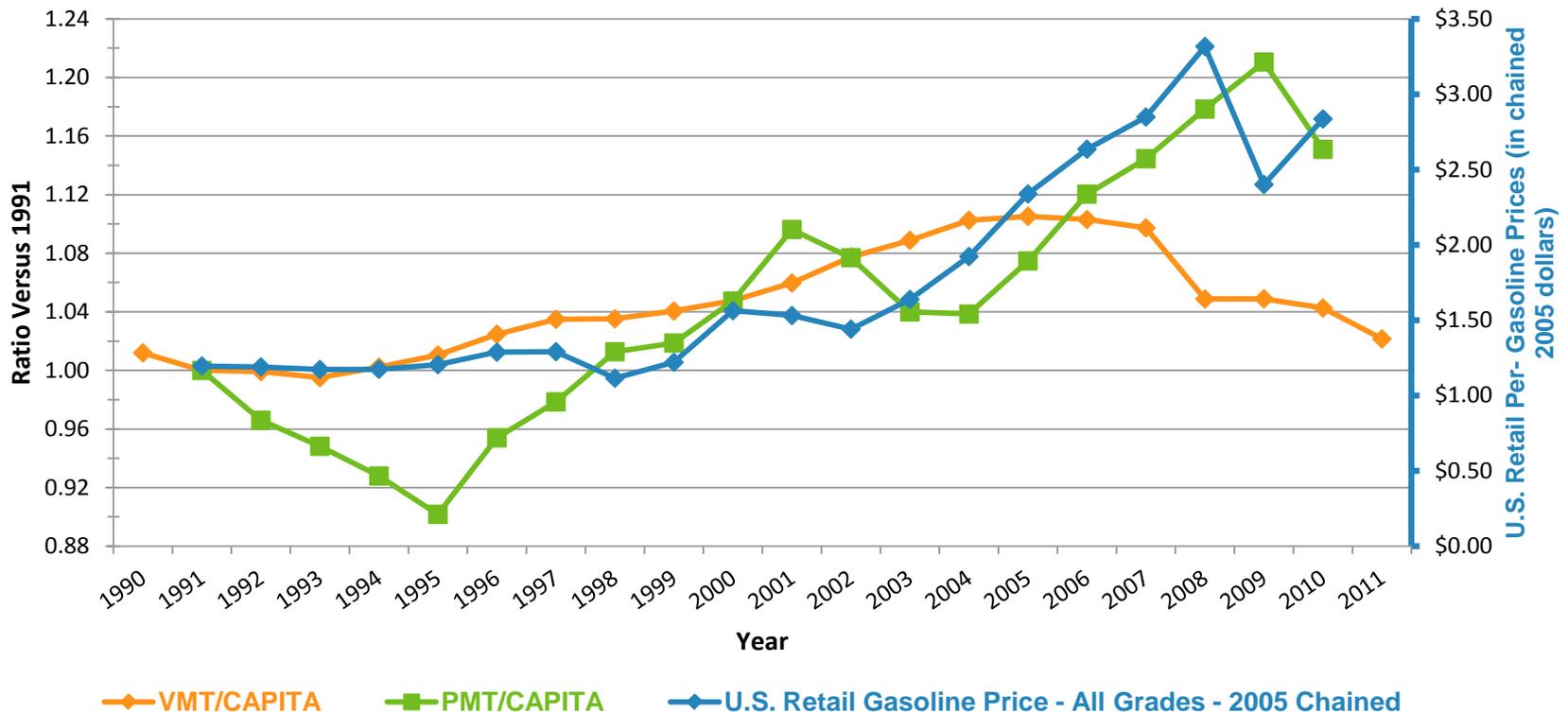
- New UCLA research for Cost-Effectiveness project and Recommendations document
- Available in *Statewide Transit Strategic Plan: Draft Recommendations for Caltrans*

Policy Need for Increase in Transit Use

- AB 32 Climate Change Scoping Plan
- SB 375 – Sustainable Communities Planning Act of 2008
- SB 391 – Need for Comprehensive, Statewide, Multi-modal Planning
- SCAG Regional Transportation Plan / Sustainable Communities Strategy
 - Expects 36% increase in transit boardings by 2035
 - Double the 18.5% increase state experienced between 1991 and 2010

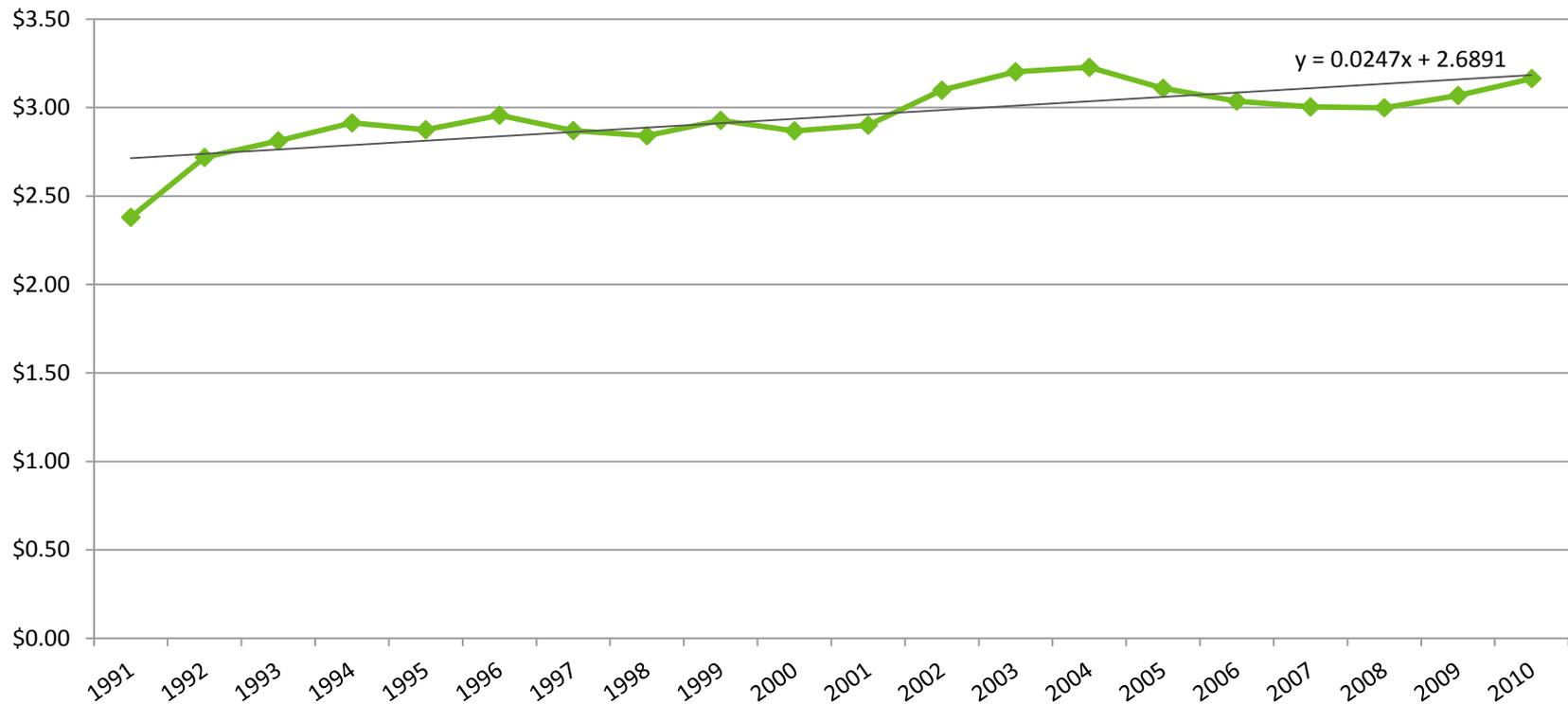
Californians Fleeing to Transit as Alternative to Driving

Relative Change in California Driving and Transit Use Versus Real Gasoline Prices Since 1991



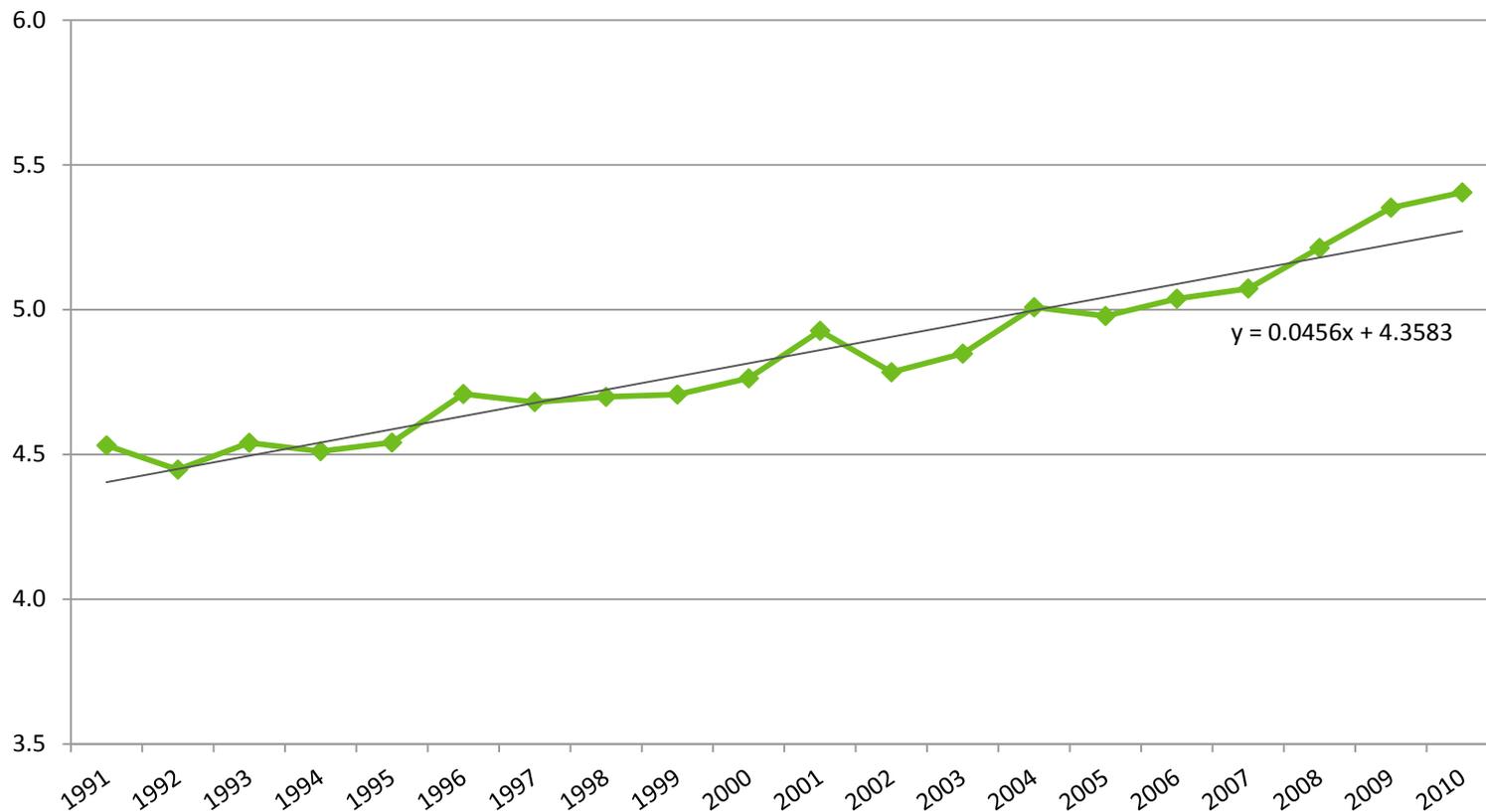
Cost per unlinked passenger *trip* is up in California

Inflation-adjusted Operating Expenditures per Passenger Trip



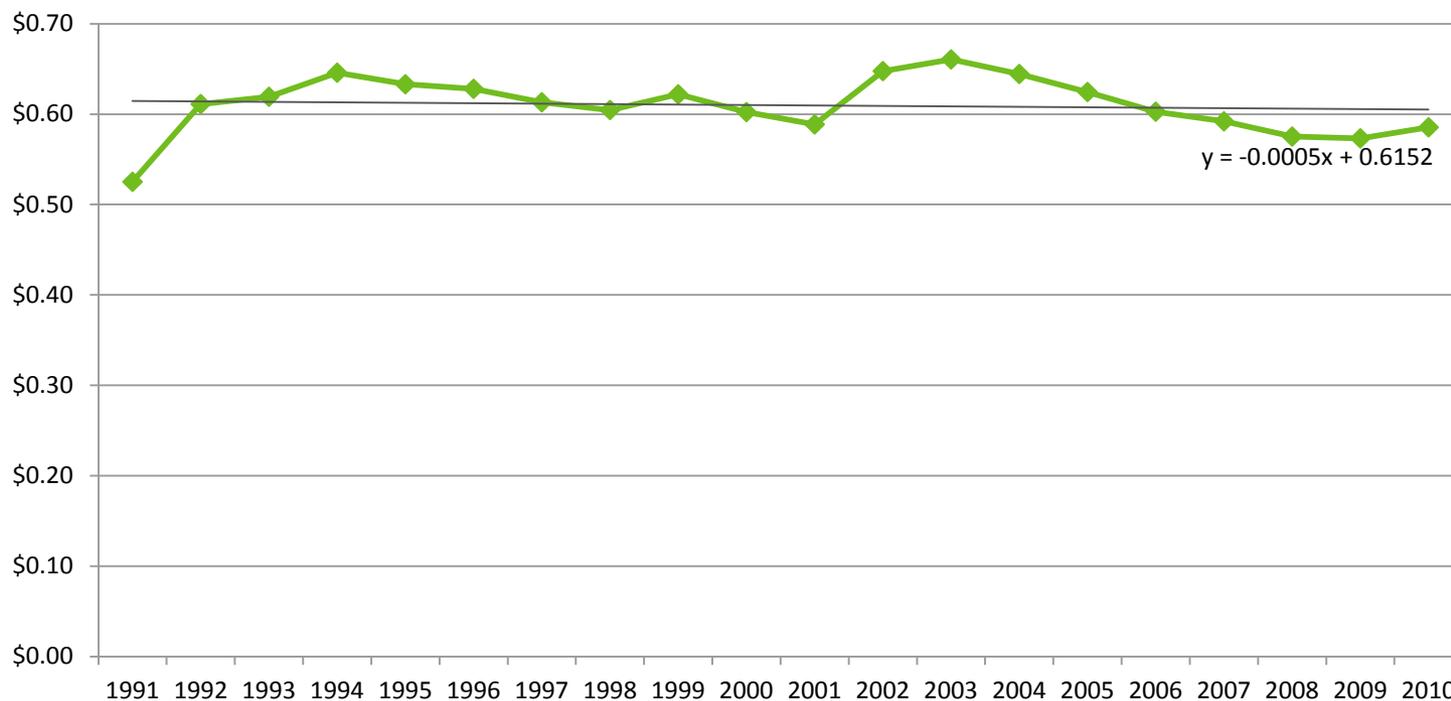
But trips are getting longer

Passenger Miles Traveled per Unlinked Passenger Trip



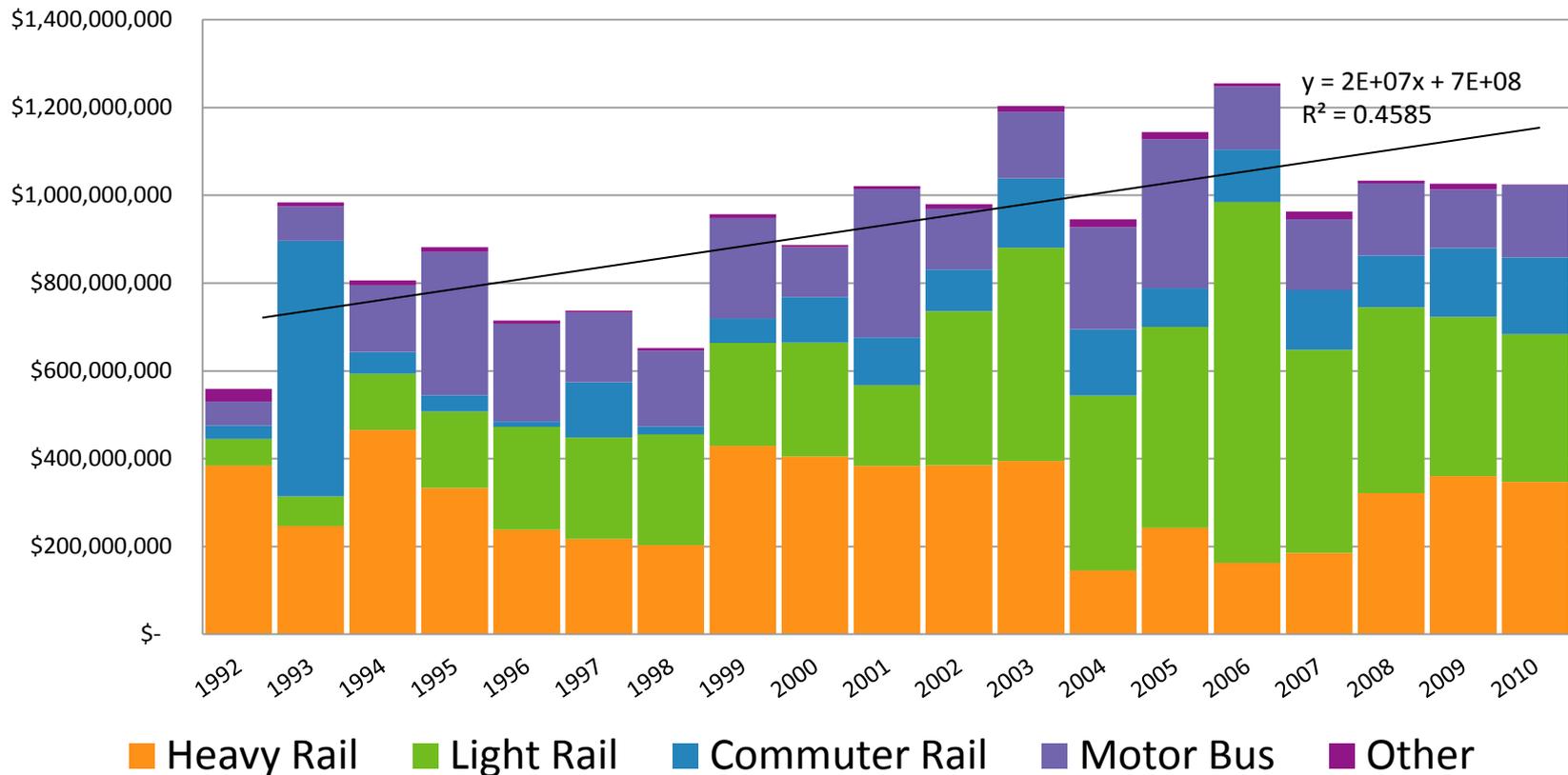
So costs per passenger *mile* are down slightly

Inflation-adjusted Operating Expense per Passenger Mile Traveled



Capital Expenditures are Up

California Inflation-Adjusted Facilities Expenditures, by Mode



Need for Cost-Effective Improvements to Transit

- Need increase in ridership to meet policy goals
- 10-year unmet transit funding need is \$64.3B
- State projects continued fiscal constraints
- Need to do more with less
 - What's popular in California?
 - **Identify common visions & priorities**
 - Which improvements to transit service in California have been or can be cost-effective?
 - **Research & recommendations on Cost-effective improvements to transit**

One State, Many Visions: Transit Stakeholder Views on Planning for the Future of California's Mobility

- Report examines the goals, objectives, and challenges of California's many transit operators
- Deliverable for summer-fall 2011 interviews project
 - Interviews with 23 transit stakeholders on STSP Advisory Committee
- Draft submitted to Caltrans November 2011
- Final submitted to Caltrans January 2012

Top Priorities

Top 3 Long-term Visions and Goals

1. Financial Sustainability
2. Social Sustainability
3. Market-responsiveness

Top 3 Short-term Actionable Measures

1. High-quality trunk line services, like BRT
2. Improvements in pedestrian and bicycle access
3. Passenger information systems

- Respondents ranked top visions, goals, and measures in online survey
- Researchers followed up on topics of interest in interviews conducted in-person or over the phone

Need for Financial Sustainability

- Most important long-term vision
- Uncertain funding stream has substantial impact on transit operators
 - Financial management, service planning (cuts), and funding applications take up significant and growing share of resources
- Respondents agencies more starved for operating funds than capital funds
- Respondents wary of social impact of fare increases to add revenues
- Saw need for market responsiveness - see that transit operations are responsive to changing demographics, consumer expectations, and relative prices (e.g. cost of gasoline)

Challenges to Improving Transit Operations

- Improvements to high-quality trunk line service (like BRT) was most important actionable measure
- Passenger information systems
 - Agencies see benefits of providing riders with static and real-time information in multiple formats
 - Agencies also see challenges in implementing the systems

Barriers to Working With Other Agencies & Jurisdictions

- Respondents expressed need for improvement in pedestrian and bicycle access and integration with land-use vis-à-vis transit-oriented development and smart growth
- Bus-only lanes and bus-on shoulder were popular cost-effective strategies to improve transit
 - but agencies encounter difficulty working with public, local governments, and Caltrans

Interviews - Other findings

- Conditional support for congestion pricing
 - Urban agencies want local control of funds generated
- Little support for State Infrastructure Bank
 - Agencies lack local capital funds to borrow against

Cost-Effective Improvements to Transit in California

- In Progress: January – June 2012
- Two deliverables:
 - **Web-based tool:** to assist agencies in the identification and implementation of cost-effective strategies
 - **Document:** recommendations for Caltrans summarizing findings from visions & priorities and cost-effectiveness phases of research

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Main Page

Welcome to the UCLA Transit Wiki.

We'll be developing this resource for California's transit agencies over the next few months. The goal of the tool is to facilitate the identification of cost-effective strategies that are appropriate to an agency, and connect agency staff with the additional information they need to explore and implement the strategy.

This work by [UCLA Institute of Transportation Studies](#) is funded by the [Caltrans Division of Mass Transportation's](#) [Statewide Transit Strategic Plan](#) project.

About the Alpha Version

This Alpha version is a draft version of a site that will be finalized in June. The draft version is incomplete, but is meant to sketch an example of the final resource so that Caltrans staff and other project stakeholders may provide feedback. Only the **featured articles** listed below have been completed to near-final versions. The remaining content on the site serves as placeholders.

Getting Started

The site has two navigation options: a hierarchical category tree and a web of links between articles

- Hierarchical browsing by category:
 - [Category:Capital planning and project delivery](#) - cost-effective strategies for major investments
 - [Category:Operations planning](#) - strategies to improve operating performance
 - [Category:Transit system management](#) - managerial strategies affecting transit agencies, including fare restructuring and outsourcing.
 - [Category:Coordination](#) - measures which require significant coordination with external agencies and actors
- Try web-style navigation by starting at one of the **featured articles**
 - [Fare reform](#)
 - [Contracting transit operations](#)
 - [Streetcar alternatives](#)
 - [Automated fare media](#)
 - [California Vanpool Authority](#)
 - [Value-capture finance](#)



Category:Operations planning

Subcategories

This category has the following 3 subcategories, out of 3 total.

I

- [\[×\] Improve user experience](#) (0)
- [\[×\] Increase vehicle speeds](#) (0)

R

- [\[×\] Reduce dwell time](#) (0)

[Category: Internal strategies](#)

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Category:Reduce dwelling time

Introduction

A suite of strategies address vehicle dwell times. These include multi-door boarding, off-vehicle fare payment, automated fare media and low-floor buses. Dwells increase Vehicle Revenue Hours, which increase costs. Dwells also reduce average vehicle speeds, which makes trips longer. Reductions in vehicle dwell times can also attract ridership by making transit more attractive relative to automobile use.

Transit buses can spend upwards of a quarter of its travel time dwelling at stops to allow passengers to board and pay their fares^[1]. Thus, changes to bus design, fare media and boarding procedures that reduce dwell time have the potential to reap significant time savings -- and thus money savings -- for transit agencies. Furthermore, reduced travel times improve the experience for existing transit patrons and can attract new patrons by making transit more time competitive with driving and other modes.

Notes

1. ↑ [Transportation Research Board. "Analyzing Transit Travel Time Performance." 1983.](#) [↗](#)

Pages in category "Reduce dwelling time"

The following 4 pages are in this category, out of 4 total.

A

- [Automated fare media](#)

L

- [Low-floor bus](#)

M

- [Multi-door boarding](#)

O

- [Off-vehicle fare payment](#)

Category: [Operations planning](#)



A Los Angeles County Metro bus pulls away after up passengers. Photo by Flickr user waltarrrrr.

Automated fare media

Contents [\[hide\]](#)

- [1 Introduction](#)
- [2 Interagency coordination](#)
- [3 Reducing vehicle dwell time](#)
- [4 Notes](#)

Introduction

Transit agencies traditionally used cash fare systems, but some agencies have introduced automated fare media by expanding fare payment to electronic, magnetic stripe contact cards and more recently to smart cards. A smart card is a contactless, reusable, prepaid card that includes an embedded microchip to monitor fare transactions and stored balance. Transit agencies view smart cards as a potentially revolutionary advancement due to their benefits, which include convenience, greater fare flexibility, operational cost savings, service enhancements, decreased fare processing time, centralized fare collection, more efficient fare pricing, and greater capacity for data compilation of ridership and travel behavior.

Interagency coordination [\[edit\]](#)

Automated fare media can be used to consolidate fare media among several agencies within a region. This has the benefit of making transfers between agencies more simple and straightforward for transit customers.

Reducing vehicle dwell time [\[edit\]](#)

An automated fare media can reduce or eliminate the need for transit customers to pay in cash, a typically time-intensive process compared to electronic fare media. Many electronic fare media in use feature the ability to pre-load the fare card with passes or cash value.

The Federal Transit Administration notes:

Many transit agencies offer prepaid fare media, such as a season pass, stored value card, or ticket. If a driver is required to inspect passes, boarding can be longer than with payment in change. An electronic fare box with a card reader can reduce boarding time for pass holders. Fare cards with a microchip, or smart cards, can allow transit agencies to offer a more sophisticated fare policy. Contactless smart cards need only be waved at a marked spot, and therefore can reduce payment time.^[1]



The Clipper Card is an automated fare medium used in the San Francisco Bay Area by seven of the region's transit agencies, including Bay Area Rapid Transit (BART). Photo by Flickr user sam_churchill.

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Editing Automated fare media



```
[[Category:Reduce dwell time]]
[[Category:Coordination between agencies]]

==Introduction==

[[File:Clipper_card.jpg|thumb|right|300px|The Clipper Card is an automated fare medium used in the San Francisco Bay Area by seven of the region's transit agencies, including Bay Area Rapid Transit (BART). Photo by Flickr user sam_churchill.]]

Transit agencies traditionally used cash fare systems, but some agencies have introduced automated fare media by expanding fare payment to electronic, magnetic stripe contact cards and more recently to smart cards. A smart card is a contactless, reusable, prepaid card that includes an embedded microchip to monitor fare transactions and stored balance. Transit agencies view smart cards as a potentially revolutionary advancement due to their benefits, which include convenience, greater fare flexibility, operational cost savings, service enhancements, decreased fare processing time, centralized fare collection, more efficient fare pricing, and greater capacity for data compilation of ridership and travel behavior.

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Summary:

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Value-capture finance

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2.2 Tax increment financing
2.3 Special assessment districts
2.4 Development impact fees
2.5 Negotiated exactions
2.6 Joint development
2.7 Air rights
3 Notes
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Introduction

New transit capital projects produce a great deal of value. Some of this value is captured by the agency, some by riders, other value is captured by drivers who may experience congestion reduction. Considerable value is captured by owners of property near transit facilities. The accessibility of these properties increases virtually overnight, and as firms and households are willing to pay more in rent or purchase price for nearby spaces, the value of these buildings increases. Value-capture finance attempts to divert some of this value back to the public or transit agency, which is responsible for financing the facility. Such a model can increase the cost-effectiveness of transit delivery.

Strategies

Land value tax

See *Land value tax* for more information

Split role taxation with separate rates for improvements and land. Typically, land and improvements are valued separately, but taxed with a single rate. In split-role taxation, land is taxed using a separate (and often higher) rate than improvements. Such a tax structure creates market incentives to maximize a property's use (redevelop low density parcels and parking lots), especially when assessments of land value are based on the "highest-and-best use," which captures value from an increase in accessibility (due to the transit line) and an increase in potential activity (due to zoning/density).

Land value tax is not widely used outside of Pennsylvania. Using a land value tax to fund a fixed-route transit line or stations can create political pressure to increase density and land values, which can increase available square footage near transit but also cause gentrification pressures. Land value taxation may be unlikely or illegal in California due to proposition 13 limits on tax increases.

Tax increment financing

Tax Increment Financing is one of the most common forms of value capture finance, and has typically used to finance redevelopment. With TIF, a property's overall tax rate doesn't change because of the TIF district, but taxes on increases in assessment value are diverted from conventional uses to finance the redevelopment. Redevelopment projects can lead to significant increases in property values if they are transformative for a neighborhood.

Special assessment districts

Special assessments are fees charged to property owners that are used for a public improvement that benefits the property. Special assessments have been used to finance streetlight operations and maintenance, streetcars, and other infrastructure.

In California, a special assessment must provide a special benefits defined as "a particular and distinct benefit over and above general benefits conferred on real property located in the district or the public at large. General enhancement of property value does not constitute 'special benefit.'"^[1] Additionally, the assessment area must be confined to those properties that will receive the special benefit, and the amount of the assessment must be based on a factor other than property value. Assessments meeting these and other requirements are eligible for a one-half voter approval threshold. Assessments not meeting these definitions are considered special taxes, which require the approval of 2/3rds of voters.

Infrastructure Financing Districts are a specific form of special assessment districts under the consideration of the State legislature.

The timing of benefits and tax assessments does not always align. When used to finance fixed guideway transit capital projects, a special assessment must be considered in advance of receiving a full funding agreement from the Federal Transit Administration. In this case, the revenues from the special assessment would be part of a local funding package that would be leveraged with federal funds. Because the special assessment must be approved before an area commits to a transit line, this leaves several years between when the assessment begins and when the benefits of the transit line are realized.

Special Assessments were considered to partially fund stations for the Los Angeles Red Line, but ultimately were not used.^[2] Assessments can not be based on property value, but rather some other attribute such as street footage, floor area, distance from improvement, land area.

Development impact fees

Development impact fees (or mitigation fees) are charges assessed to new developments to finance new infrastructure needed for developments or to mitigate some of the negative effects a new development may have on the community. Development impact fees could be assessed regionally, subregionally, or locally to fund new transit infrastructure, or could be assessed in areas within walking distance of fixed route transit stations. Developers are unlikely to oppose such fees if they see direct benefit from the improvement projects, or if the fees are small compared to their total budgets. Additionally, developers of new projects can bundle these fees into their "cost of doing business," and these fees might be more popular than assessments which apply to existing buildings.

Where increases in assessment value are capped (as in California), TIF redistributions can lead to real reductions in property tax revenue for conventional uses. In California, the property value increases spurred by a catalytic project (e.g., a fixed-rail transit line) would only be realized on sale when properties are re-assessed to current market values. This can delay realization of funds, which reduces total funds available for bonding at project initialization.

The San Francisco County Transportation Authority (SFCTA) is considering a Transportation Sustainability Program that harmonizes California Environmental Quality Act implementation with the calculation of development impact fees. The program administers a Transportation Sustainability Fee based on a square foot of developments anticipated impacts to the automobile, bicycle, pedestrian, and transit networks.^[3] One attribute of the program that the SFCTA values as fairer than current impact mitigation methods is that, rather than requiring a single project in an area mitigate the cumulative impacts of all prior projects, the fee spreads mitigation funding over all new projects.

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California Vanpool Authority

The **California Vanpool Authority** (also known as **CalVans**) is a Joint Powers Authority formed in 2012. The Authority evolved from a vanpool program established by Kings County in 2001. The Authority's vanpool services connect residents in areas with low population density with employment centers, operate at 100% cost recovery, and generate operating funds for fixed route transit and paratransit in the areas it serves.

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3.2 Job Access / Reverse Commute (JARC)
3.3 State and Local Transportation Funds
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4 Joint Powers Authority Members
5 Notes
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History

The vanpool program was established in 2001 by Kings County Area Public Transit Agency (KCPTA)to fill a gap created when Caltrans ceased operating vanpools to state facilities. Beginning with a single van serving state correctional employees, it expanded to include agricultural workers in 2002. The agricultural vanpool project was established as a pilot program called AITS (Agricultural Industries Transportation Services) funded by in part by a JARC grant.



AITS sought to be a safer, low-cost alternative to private "raiteros" linking residences with agricultural jobs. According to Hughes, these agricultural workers travel an average of 85 miles per day. The AITS program was originally started after a 2002 accident with a private van killed 13 agricultural workers [1]. To keep cost of service low, the Authority transitions used vans to AITS participants. AITS vans are outfitted with rugged interior flooring, water coolers, and toolboxes for use in agricultural settings. The Authority bills for AITS services weekly as agricultural workers are paid weekly. AITS vans have been used to transport agricultural workers to seasonal jobs in the Imperial Valley, which increases the utilization rate of the vans and allows workers based elsewhere in the state to stay employed during the winter growing season.

By 2011, the CalVans program expanded to 18 counties, providing over 400 vans to agricultural and non-agricultural vanpools. The California Vanpool Authority Joint Powers Authority was formed in 2012 to allow multiple stakeholders to have oversight over the growing program.

Service model

The public Authority owns and manages the operation of Vanpools. This publicly-owned model contrasts with the private model offered by VPSI Inc., Enterprise Rent-A-Car, and other companies that has been more common in California. *San Benito County* also offers public vanpool services.

Individuals who wish to commute with their co-workers may apply to form a vanpool and be a driver. Drivers must meet certain conditions and agree to manage and operate the van in a non-profit manner. The Authority pays fuel and maintenance expenses.

Having a driver who is responsible for making payments, acquiring new passengers, and managing day-to-day operations reduces labor costs that might be incurred by a centrally-administered vanpool program. According to Hughes, the CaVans model allows it to accept the 30-40% applicants who would be declined by for-profit vanpool companies due to poor credit. Because of this, he sees the service as providing a lifeline to individuals who would not otherwise be able to access jobs. Additionally, Hughes said that a leasee who loses a job or is unable to maintain payments can return a van if needed because the van can be reassigned to other routes as the system continues to grow.

CalVans tracks demand for vanpools that is not currently being realized: requests for vanpools on routes and times that don't currently exist. Tracking these routes allows potential users to express interest, and allows CalVans to convert suggested routes to operating routes when sufficient demand exists. CalVans for non-agricultural workers are billed monthly. The capital cost of vans is amortized over 5 years, at which point the monthly rate charged for the vanpool decreases.

Funding

The Kings County Area Public Transit Authority Board originally decided to pursue vanpools only if they could achieve 100% recovery of operating and capital costs. The program has been financially self-sustaining from the day it began, according to Hughes. In contrast to some privately operated vanpool providers, the public Authority reports operations data to the National Transit Database. This makes the authority's members eligible for federal formula funds.

The ability to generate revenues in excess of expenses is not uncommon for publicly-sponsored vanpools in California. The Los Angeles County Metropolitan Transportation Authority has sponsored vanpools since 2007. During this time, the MTA has subsidized vanpools an average of \$1.48 per passenger trip, but has received \$6.88 per passenger trip in federal formula funds.^[1]

Small Transit Intensive Cities (STIC)

Federal funds formulas for small urbanized areas have historically included demographic factors but not service characteristics. SAFETEA-LU established Section 5307 funding for for cities that offer high levels of transit service relative to their size^[2]. The program has brought new operating funds to communities that CalVans serves, and have been key in the Authority's expansion. KCAPTA and other agencies have used these funds to expand vanpool service and to cover operating fund deficiencies for fixed route transit.

Job Access / Reverse Commute (JARC)

The Authority has used section 5316 funds to fund a portion of the AITS program and currently uses these funds to provide vouchers to new vanpool riders in select counties.

State and Local Transportation Funds

State funds that are in excess of what is available to meet local transit needs can be used to purchase new vans. This was enabled by AB276

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Web Tool - Completed & Planned Articles

Completed:	fare reform, contracting transit operations, streetcar alternatives , automated fare media, California Vanpool Authority, value-capture finance
Planned:	bus rapid transit, transit signal priority, altering labor agreements, cost-effective vehicle purchases, coordination with land use, coordination between agencies, contracting ADA service, park-and- rides, public-private partnerships, NFC fare payment, intercity bus service, real-time information, multi-door boarding, bicycle connections, pedestrian connections, off-vehicle fare payment & suggestions

Benefits of web-based tool

- Connect agency staff with the additional information they need to explore and implement the strategy.
 - Direct links to other web-based resources agencies can use, including past Caltrans studies
- Facilitate the identification of cost-effective strategies that are appropriate to an agency
 - Large agency in urban area can find information about value-capture finance
 - Small agency in rural area can find information about publicly-sponsored vanpools
- Allows greater depth for each topic than “linear” report format
- Allows easier cross-referencing of strategies and measures
- Editable by registered users – can continue to evolve into future

Feedback on web-based tool

- Available at http://164.67.57.107/UCLATransitWiki/index.php/Main_Page
- Currently a “draft” – in alpha version
 - “featured articles” are representative of finished product
 - Other aspects of site still under development
- Please send comments by 4/30/2012 to jmatute@ucla.edu

Recommendations for Caltrans



Given need to grow transit ridership, and limited future funding, what are cost-effective strategies to improve transit that would be popular among stakeholders?

- Findings based on entire research project
- Identifies state-wide transit needs
- Reflects not only the primary research conducted for this project, but also a review of existing literature, and authors' informed opinions

Recommendations for Caltrans

1

- Inventory Transit's Critical Role

2

- Accelerate Transit's Growth in California

3

- Leverage California's Transit Successes

Inventory Transit's Critical Role

“the importance of transit gets lost in the shuffle of what the legislature is doing”

- STSP Advisory Committee respondent,
quoted in *One State, Many Visions* report

- Federal, State, and Local governments ask a lot of transit
- A thorough inventory of these policy goals and legal mandates can help communicate transit's value to California.

Inventory Transit's Critical Role

Environmental	Economic	Social
<ul style="list-style-type: none"> • SB 375 - transit is an integral part of a region's Sustainable Communities Strategy to reduce per capita GHG emissions from transportation by 2020 and 2035. • AB 32 - GHG reduction • ARB's Fleet Rule for transit vehicles • Transit provides service base which triggers CEQA streamlining, density bonuses etc., including SB 226 • Increases in density, increased demand for land-use mix by transit users who seek to capture rents within walk-shed of a station • Shorter trips by all travelers due to increase in density 	<ul style="list-style-type: none"> • Congestion reduction • Access to employment • Transit service availability provides alternative to constructing costly subterranean and structured parking in economically vibrant urban areas • Increases nearby land values due to improvements in accessibility and mobility 	<ul style="list-style-type: none"> • Social safety-net for individuals who cannot or choose not to drive because of economic, physical, mental, legal or other reasons • Social safety-net for drivers with access to automobiles who are affected by increases in costs of automobile ownership and operation (including fuel price increases, parking fees, and tolls)

Accelerate Transit's Growth:

Understand Market & Demographic Changes

- Due to changes in demographics, socio-economics, and consumer preferences, growth in transit ridership will come from new and expanded segments
- By commissioning statewide market-research analysis, Caltrans can save individual operators significant expense

Accelerate Transit's Growth: Sample Market-Research Segmentation Results

← less costly to acquire and maintain ————— more costly to acquire and maintain →

Existing High-Propensity Transit Users

Existing high-propensity transit users will make up the base of ridership. These current “transit-dependent” users lack viable substitutes for transit trips. This can be due to an inability or unwillingness to drive, or lack of regular access to a vehicle. Because these users lack alternatives, they are likely to continue to use transit under a range of service qualities.

Market segmentation may also reveal that transit dependents and “choice riders” have similar needs, and that investments to capture more choice riders will simultaneously improve existing riders’ levels of satisfaction (and thus improve retention).

New High Propensity Transit Users

New high-propensity transit users will make up the bulk of ridership increases. Individuals may have a high propensity to use transit for three reasons:

- Economic Causes – increased cost to own and operative vehicle
- Demographic causes – older Californians
- Psychographic causes – changes in consumer behavior and preferences

Market segmentation may also reveal that these groups may be willing to pay for premium services if reliability and frequency are improved.

Low-Propensity Transit Users

Low-propensity transit users might use transit occasionally for trips to parking-constrained neighborhoods or for special events, but these trials are unlikely to lead to regular transit use. Most low-propensity transit users will continue to drive. They might consider carpools and vanpools. Additionally, this group may oppose the implementation of measures to improve transit service relative to automobiles because they do not perceive personal benefits. These riders can be very expensive to acquire.

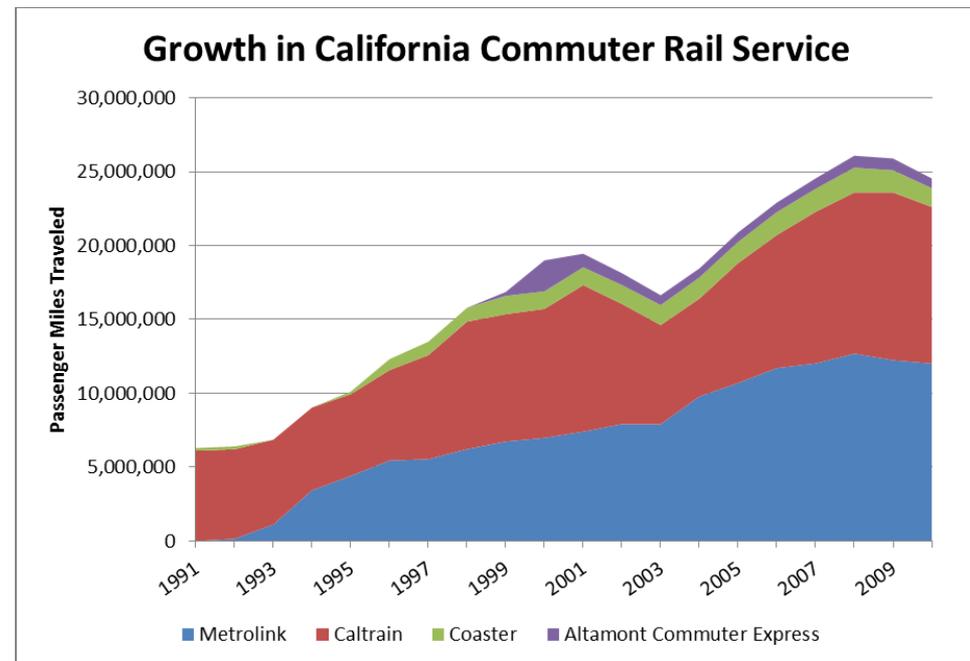
Accelerate Transit's Growth: Work with State Agencies to Improve Perception of Transit

- California has a history of success with statewide campaigns that seek behavioral change to conserve resources
- Use state-wide market research to guide campaign to promote alternatives to driving alone, including transit
- Coordinated state-wide messaging and branding can rise above the “noise” better than fragmented messages
- Connect with regional #511 programs and local transportation management agencies



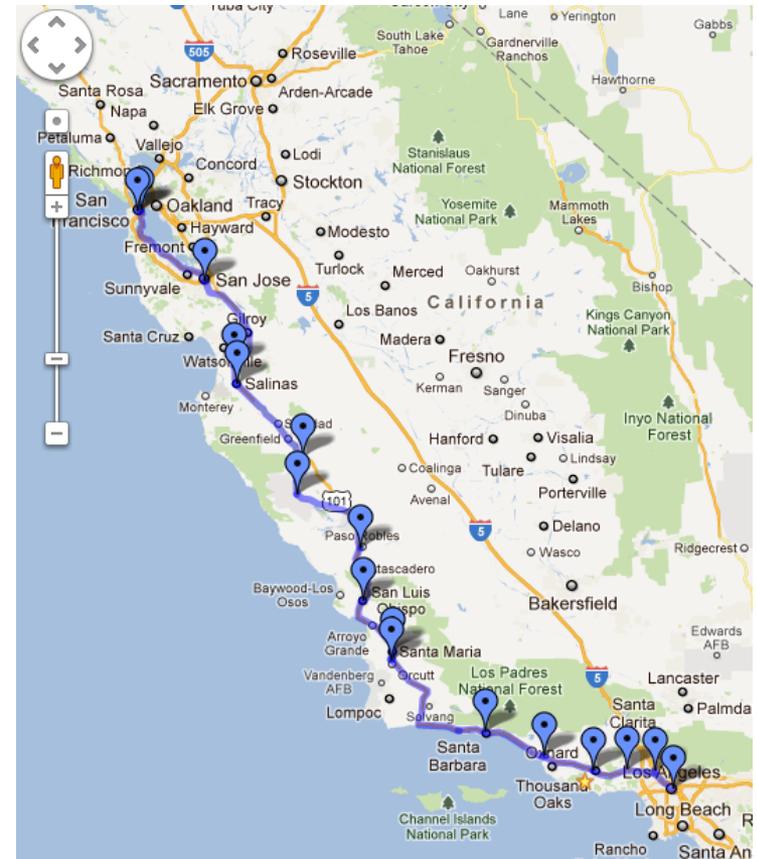
Accelerate Transit's Growth: Continue to Coordinate between Caltrans Modal Divisions

- Commuter rail ridership is up 390% from 1991 to 2010
- Commuter rail exists within a fragmented planning environment, which can complicate single mode and multi-modal planning
- Consider plans from multimodal rail integration plans from users' perspective



Accelerate Transit's Growth: Statewide Resource for Passenger Information Systems

- Continue to promote standards for information sharing
- Caltrans work to proliferate State-wide General Transit Feed Specification (GTFS) has facilitated interagency transfers
- Real-time arrival and alerts increase perception of service quality and ridership
- Leverage state-wide economies of learning and scale to facilitate expansion of GTFS-real-time



SF to LA using Google Transit: 480 miles, 7 operators, 15 transfers, 32 hours 7 minutes, \$41.25

Leverage California's Successes: Publicly-sponsored Vanpool Service

- Vanpool miles reported to NTD increased 8600% between 1991 and 2010
- Reporting miles to NTD is profitable: Los Angeles Metro has subsidized vanpools an average of \$1.48 per passenger trip but has received \$6.88 per passenger trip in federal formula funds
- The California Vanpool Authority (CalVans) is a successful example of publicly-sponsored vanpool service meeting a broad range of policy goals than
- Possibility for Station-Van service



Leverage California's Successes: Transit Priority

- Peak period congestion is costly:
 - increases vehicle hours per vehicle mile
 - Maintaining headways may increase vehicles operating in maximum service
- Increasing speed of transit vehicles in congested corridors can make service more cost-effective and attractive





Leverage California's Successes: Bus-only lanes

- Implementation of bus-only lanes can be challenging
- Caltrans can:
 - Identify and disseminate best-practices in public and interagency engagement
 - Work with Governor's Office of Planning and Research to identify what can be done to address CEQA transportation impacts
 - Develop state-wide guidance for bus-only lane implementations
 - Adopt an internal policy to expedite review and implementation on Caltrans facilities

Leverage California's Successes: Bus-on-Shoulder

- Utilized throughout country, including Minneapolis-St. Paul
- Pilot on CA-52 in San Diego County
 - Transit achieved 99% on-time performance
- Caltrans can
 - Share information on experiences
 - Develop best practices
 - Consider Caltrans routes with bus-on-shoulder treatments in California Transportation Plan



Leverage California's Successes:

Consolidation and Coordination of Non-Core Functions

- Regional groups of operators can achieve economies of scale for provision of certain functions through consortia
- The Southern California Regional Transit Training Consortium is an 8-year old 501(c)(3) non-profit organization governed by member transit agencies and educational institutions
 - The program promotes local workforce development goals while providing transit agencies with a cost-effective local option for training maintenance employees
- Caltrans can support the formation of multi-agency consortia through interagency planning incentives.

Plan of Action for STSP Project Completion

By April 30 Solicit Feedback

- On Web-Based tool
- On Recommendations

By June 30 Continue work on Deliverables

- Cost-effectiveness web site
- Publish final recommendations in June when project is complete

Additional Questions, Discussion and Input