



Transit Planning Student Internship Report for FY 2013

March 2014

San Joaquin Regional Transit District



(This page intentionally left blank)



Document Author: Planning Manager
Area of application: Planning Department
Document location: <https://sanjoaquinRTD.sharepoint.com/Planning/Other>
Original issue date: March 04, 2014

Revisions

Rev. No.	Date	Description
----------	------	-------------

001

002

Executive Summary

This report outlines the efforts of the Planning Department's Student Internship Program funded with the Federal Transit Administration (FTA) Section 5304 Grant.

Executive Team Signature

Gloria J. Salazar

3/7/14

Gloria Salazar, Assistant General Manager/CFO

Date



Document Author:	Planning Manager	
Area of application:	Planning Department	
Document location:	https://sanjoaquinRTD.sharepoint.com/Planning/Other	
Original issue date:	March 04, 2014	
Revisions		
Rev. No.	Date	Description
001		
002		
Executive Summary		
This report outlines the efforts of the Planning Department's Student Internship Program funded with the Federal Transit Administration (FTA) Section 5304 Grant.		
Executive Team Signature		
Gloria Salazar, Assistant General Manager/CFO		Date



Student Internship Program Report for FY 2013 – March 2014

San Joaquin Regional Transit District

Introduction..... 6
 Organizational Benefits..... 6
 Intern Benefits..... 6
 Program Goals..... 6
Scope of Work 7
 Working with the Public..... 7
 Surveying the Public 7
Program Objectives and Accomplishments 8
 Program Start-Up and Intern Recruitment 8
 Transit Planning Intern Program 8
 Administration 8
Appendix A – Approved Program Schedule/Timeline..... 9
Appendix B – Board Presentation of 2013 Community Survey Analysis..... 10



(This page intentionally left blank)



Introduction

Caltrans awarded RTD funding for a Transit Planning Student Internship Program under the Federal Transit Administration (FTA) Section 5304 Grant. This award was provided to RTD through the San Joaquin Council of Governments as a pass-through program. This report provides the scope of the approved program and a status update on the program.

Organizational Benefits

RTD finds that it is difficult to recruit and retain new college graduates in the public transportation field. Internship programs provide college students with exposure to the opportunities within the transportation industry. This internship reflects that benefit by presenting current college students with experience in the careers within the transportation industry that they may not be aware of, including long-range planning, grant writing, service development, and marketing.

This internship program also provides RTD the manpower to complete important tasks such as conducting customer and planning surveys and community outreach efforts to enhance our relationship with our customers. RTD is a very lean organization and with our current staffing level, it would be challenging to provide regular outreach to our customers without the additional support provided by the interns. The interns provide RTD the front-line interaction that is necessary to provide effective service planning by gathering and sharing valuable information. Effective transportation planning requires an accurate knowledge of our customers' needs and travel patterns. RTD cannot serve customers without knowing who they are and what they do. This knowledge is also important to improve the way that RTD communicates with customers and encourages public input and participation in the service delivery decisions that we make. In order to improve RTD's public participation process, RTD's interns developed an updated community survey as an outcome of this grant. This survey provided a general needs assessment for future service expansions allowing RTD to anticipate service needs throughout the community.

Intern Benefits

This internship program provides students the opportunity to obtain first-hand experience in marketing, communications, and the planning processes. Interns are provided the opportunity to work directly with multiple RTD departments including: Planning, Service Development, and Marketing. Interns also enhance professional skills including: public speaking, time management, office communications, statistical analysis, and report writing.

Program Goals

The goal of the internship program is to introduce college students to the transit planning field and at the same time obtain useful information about RTD's customers that will guide future service enhancements and capital improvements.



Because of the considerable amount of hours that the interns used to survey customers and organize data, RTD obtained comprehensive information about the demographics, transportation needs, and transportation habits of our customers.

Scope of Work

The Transit Planning Student Internship provides hands-on experience to future planning professionals, who are currently attending a local college or university, while providing planning studies to improve RTD's management and operations efficiencies. Interns participated in planning activities that included: public outreach, customer surveys, data input, data analysis, and market outreach for new services. As a deliverable for this program, interns participated in the write-up of the market assessment and presentation materials that were brought to RTD's Board of Directors for review (Appendix B).

In FY13, RTD provided interns with 700 hours of training, education, and work experience. RTD hired two (2) Part-Time Equivalent (PTE) interns for this program.

Working with the Public

RTD's planning process includes participation in existing committees to generate outreach to communities that are typically under-represented or have difficulty in participating in standard outreach efforts. The local established committees include the Interagency Transit Committee (ITC), Access Advisory Committee (AAC), Social Service Transportation Advisory Committee (SSTAC), and the Mayor's Task Force on Persons with Disabilities.

While conducting public outreach, student interns engaged the public to gain information on transportation needs and uses. Surveys were collected from a variety of settings including common trip destinations, employment centers, and human service centers.

Surveying the Public

RTD interns helped to create a new survey to help the Service Development department identify the demand for expanded services in light of additional operating funds for Fiscal Year 2014. RTD interns compiled and analyzed the survey results with the Planning department, and worked with the Marketing department to help visualize the data.

RTD staff presented the survey findings to RTD management and Board of Directors in October 2013.



Program Objectives and Accomplishments

The following is an outline of the tasks identified for this program. For purposes of this program all of the tasks were the responsibility of the Planning Manager to oversee and complete on behalf of RTD.

Program Start-Up and Intern Recruitment

Task 1.1 – Kick-off meeting with Caltrans

Task 1.2 – Advertise internship positions

Task 1.3 – Applicant interviews

Task 1.4 – Intern selection

Transit Planning Intern Program

Task 2.1 – Kick-off meeting with interns

Task 2.2 – Public outreach

Task 2.3 – Collect and analyze data

Task 2.4 – Write market data summaries, planning study reports, and other reports

Task 2.5 – Intern prepares experience write-up/program evaluation

Administration

Task 3.1 – Fiscal administration of grant

Task 3.2 – Grant quarterly report

Appendix A – Approved Program Schedule/Timeline

California Department of Transportation
 Transportation Planning Grants
 Fiscal Year 2012-2013

PROJECT TIMELINE

Task Number	Project Title	Transit Planning Student Internship Program												Deliverable			
		Fund Source						Grantee									
		Responsible Party	Total Cost	Grant Amount*	Local Cash Match	Local In-Kind Match	Fiscal Year 2012/13	Fiscal Year 2013/14	Fiscal Year 2014/15								
1.0	Project Start-up and Intern Recruitment																
1.1	Kick-off meeting with Caltrans	RTD	\$0	\$0	\$0												
1.2	Advertise internship positions	RTD	\$250	\$271	\$29												
1.3	Applicant interviews	RTD	\$0	\$0	\$0												
1.4	Intern selection	RTD	\$0	\$0	\$0												
2.0	Transit Planning Student Internship Program**																
2.1	Kick-off meeting with interns	RTD/Intern	\$50	\$44	\$6												
2.2	Public Outreach (e.g. surveys and information distribution)	Intern/RTD	\$10,000	\$8,853	\$1,147												
2.3	Collect and analyze data	Intern/RTD	\$6,000	\$5,312	\$688												
2.4	Write market data summaries, planning study reports, and other reports.	Intern/RTD	\$6,000	\$5,312	\$688												
2.5	Intern prepares experience write-up/program evaluation	RTD/Intern	\$50	\$44	\$6												
3.0	Project Management and Administration																
3.1	Fiscal administration of grant	RTD	\$1,000	\$885	\$115												
3.2	Grant quarterly report	RTD	\$650	\$575	\$75												
TOTALS			\$24,000	\$21,247	\$2,753	\$0											

* Distribution of cost between each sub-task may vary.

**Cost under this section (2.0) represent the wages paid to the interns at \$12/hr for a total of 1 842 hours.

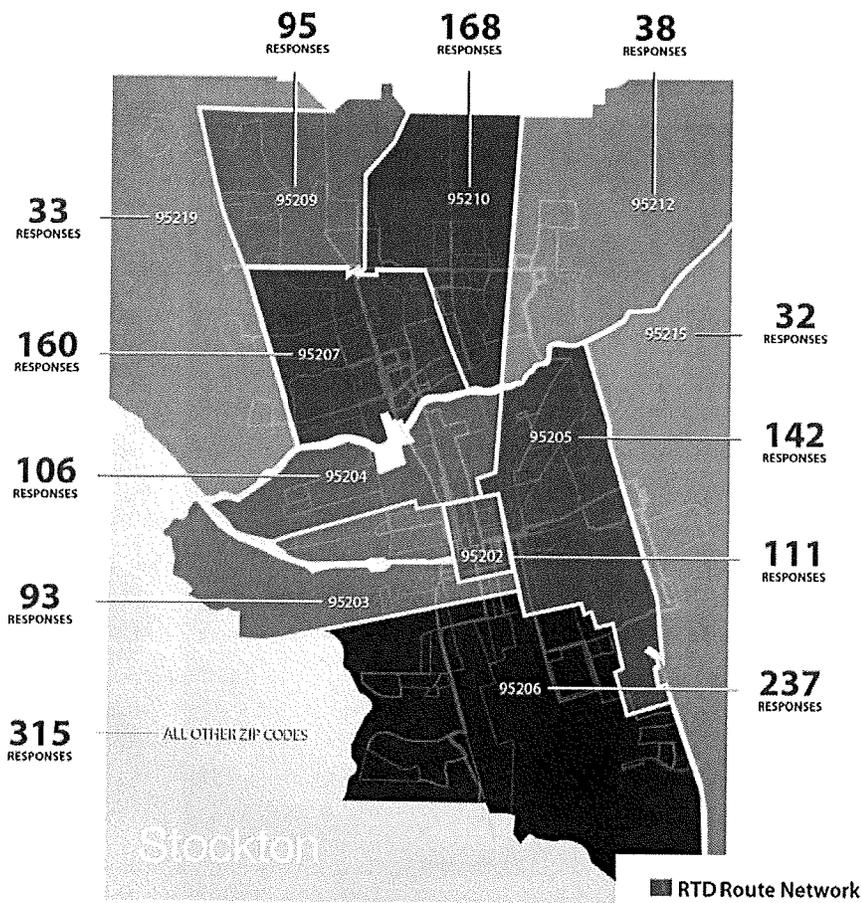
Note: Each task must contain a grant amount and a local cash match amount. Local cash match must be proportionally distributed by the same percentage throughout each task. Local in-kind match needs to be indicated where in-kind services will be used. Please review the grant program section that you are applying to for details on local match requirements. Make sure the project timeline is consistent with the scope of work.

Appendix B – Board Presentation of 2013 Community Survey Analysis

SUMMARY

Total Survey Responses - ZIP Codes

1530 TOTAL SURVEY RESPONSES - ALL ZIP CODES

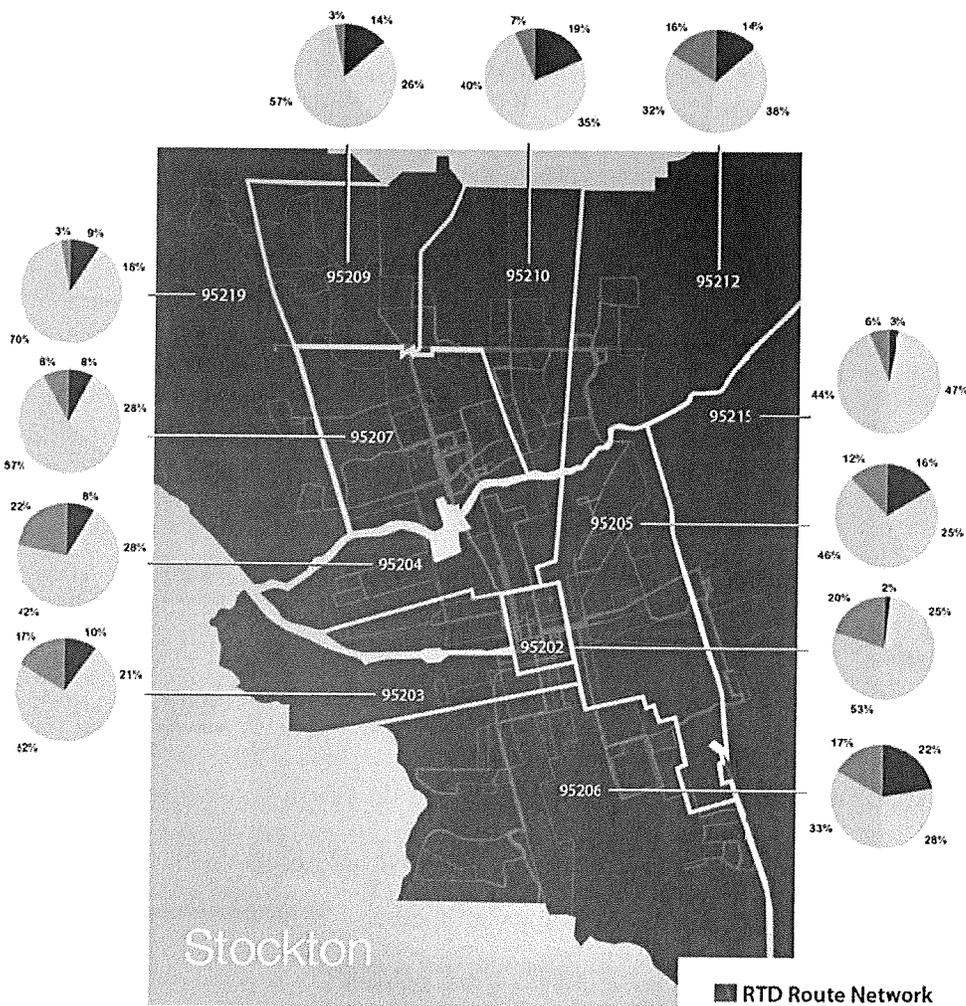


NOTE:
1215 RESPONSES WERE RECEIVED IN THE STOCKTON METROPOLITAN AREA. RESPONSES FROM OTHER ZIP CODES WERE RECEIVED BUT ARE CONSIDERED OUTSIDE THE RELEVANT AREA OF THIS SURVEY.

QUESTION 1

What is your age group?

- 17 & Under
- 18-30
- 31-59
- 60 & Up



QUESTION 3

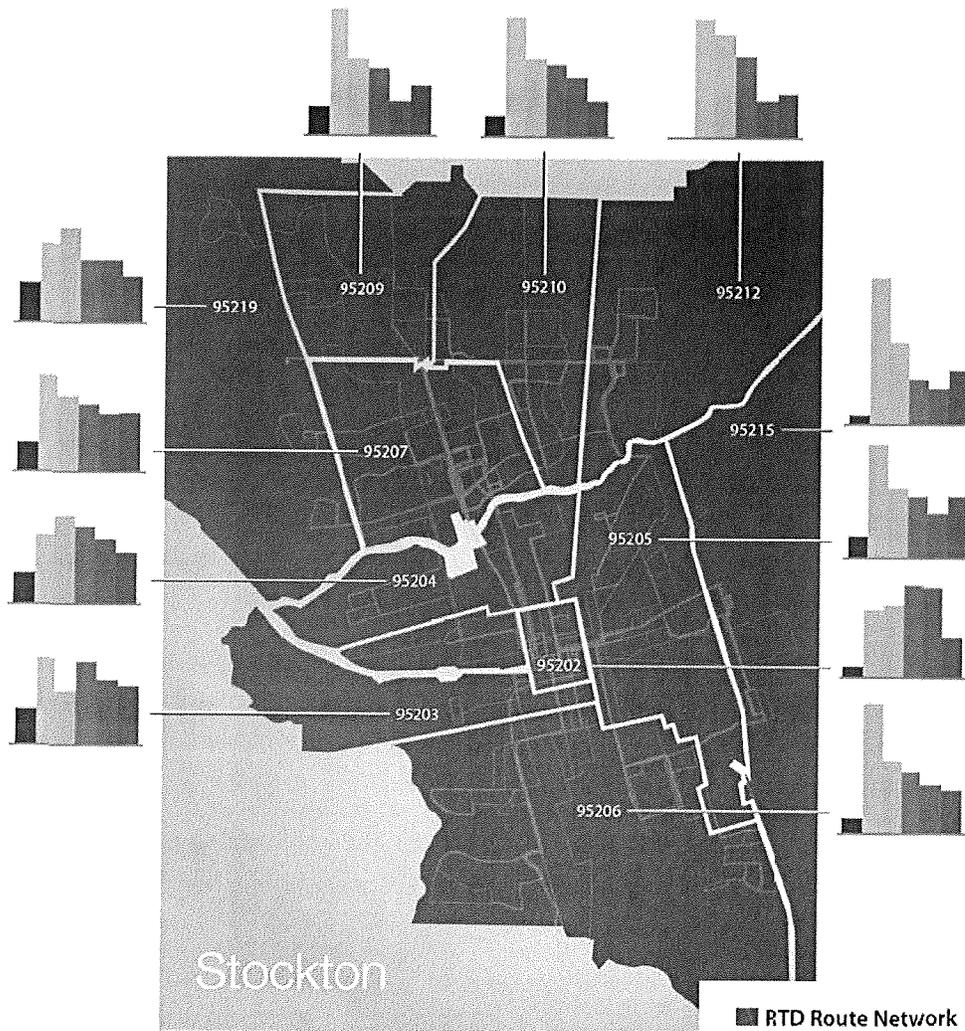
How many days a week do you ride the bus?



QUESTION 4

What is the main reason you ride the bus?

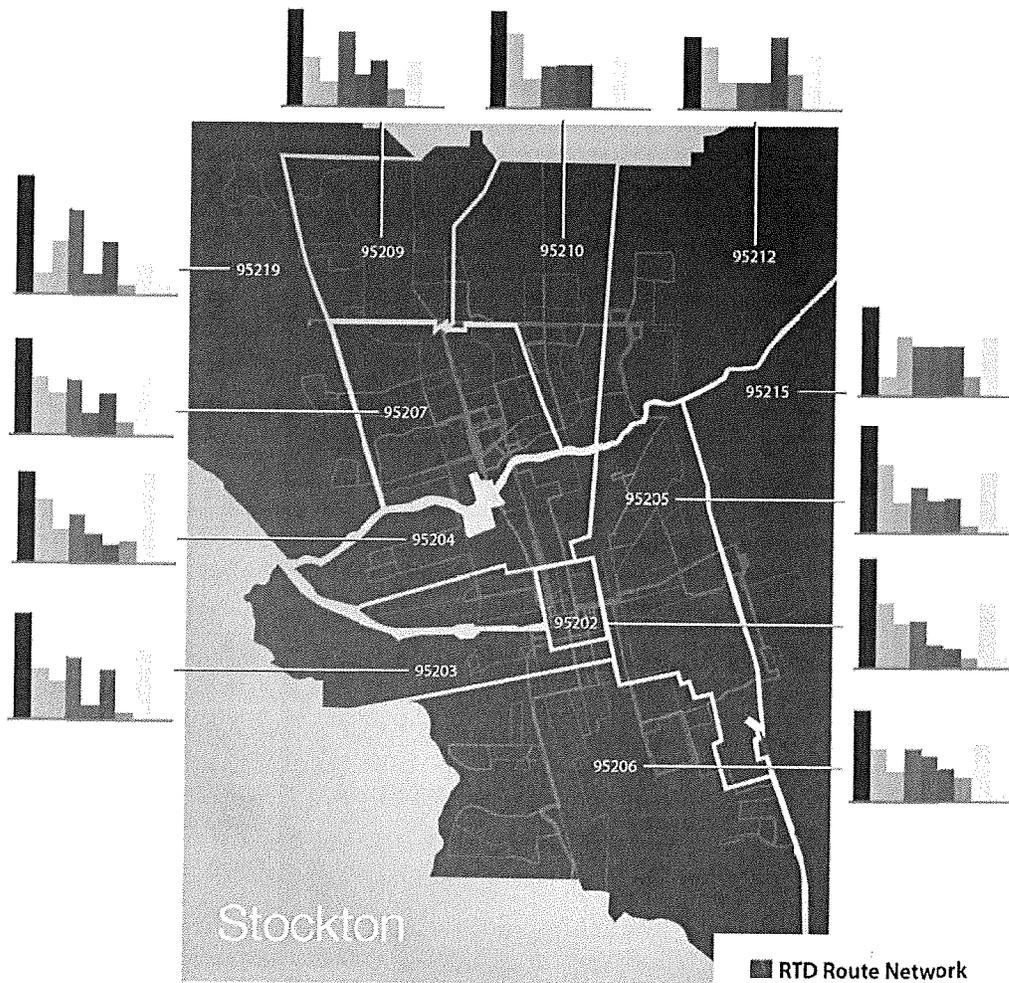
Leisure/Recreation
 School
 Work
 Errands/Shopping
 Medical
 Other



QUESTION 5

What is the main reason you do not ride the bus more often?

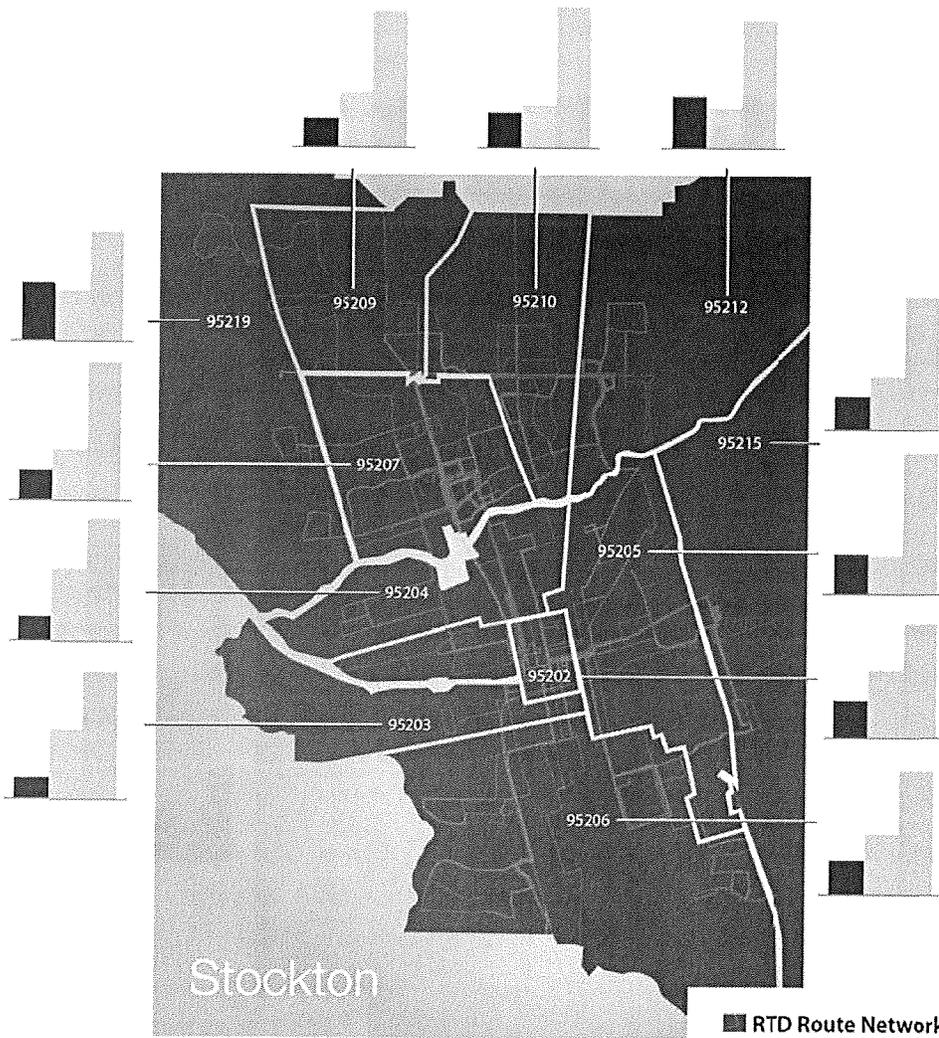
- bus does not operate frequently enough
- bus costs too much to ride
- bus does not operate on the days that I need
- bus does not operate at the times I need
- bus trip takes too long
- bus does not come close enough to my home
- I do not feel safe/comfortable riding the bus
- I do not need to ride more often
- I do not know how to ride the bus



QUESTION 6

Which is more important to you?

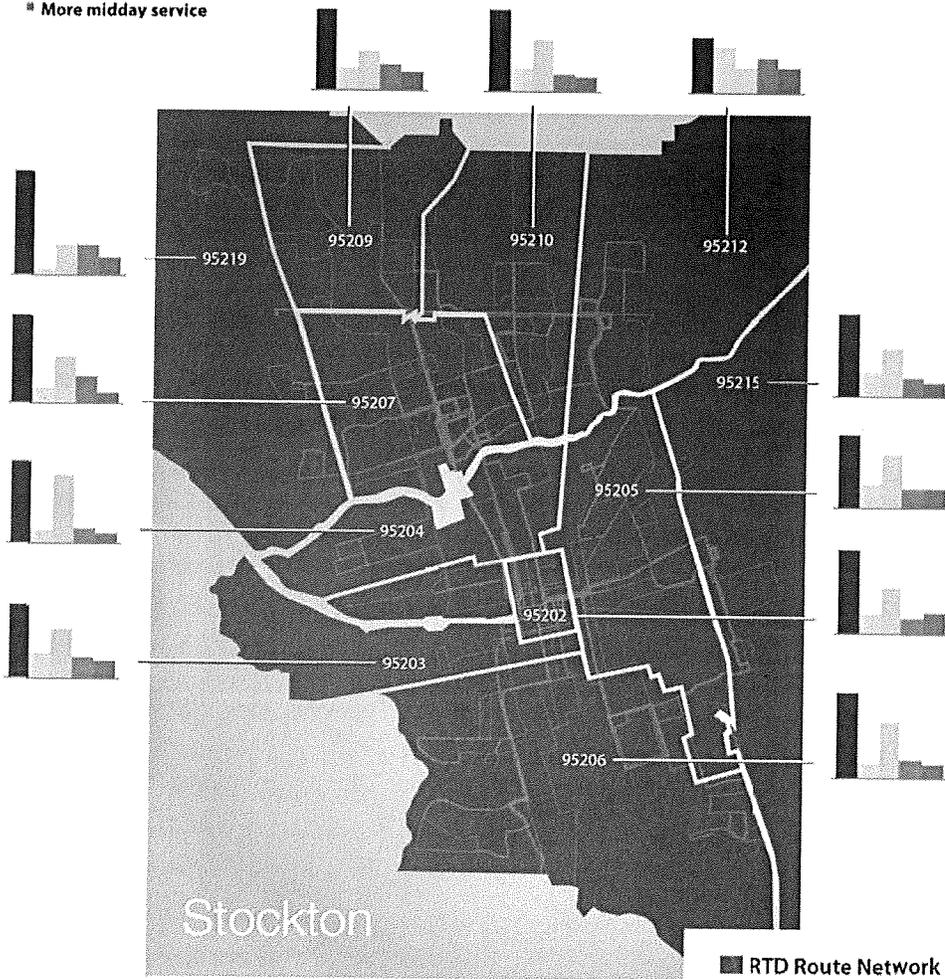
Improving bus service during the weekdays
 Improving bus service on the weekends
 Both are equally important



QUESTION 7

What is your most important factor to determine if a bus is convenient?

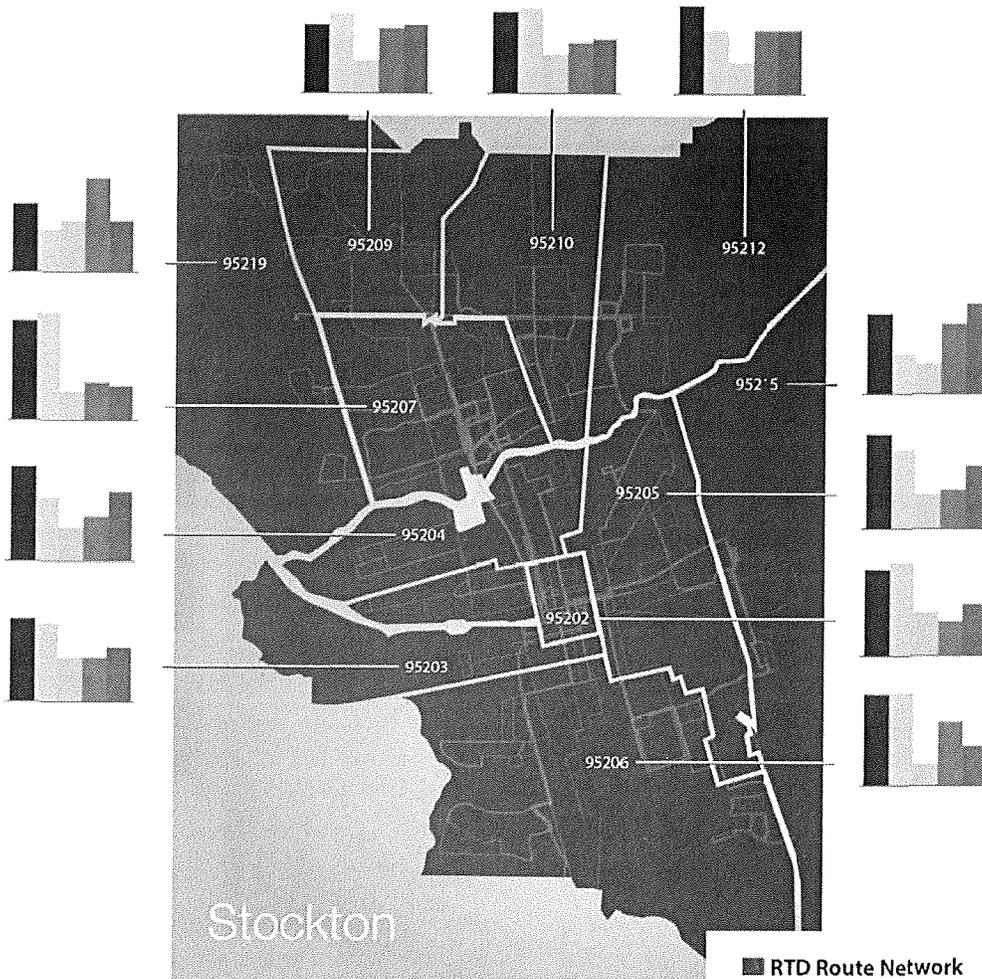
- Morning or Night service
- Closer bus stop to my destination
- Shorter wait times/Buses arrive more often
- Closer bus stop to my home
- More midday service



QUESTION 8-A

Most important ways to improve RTD's services

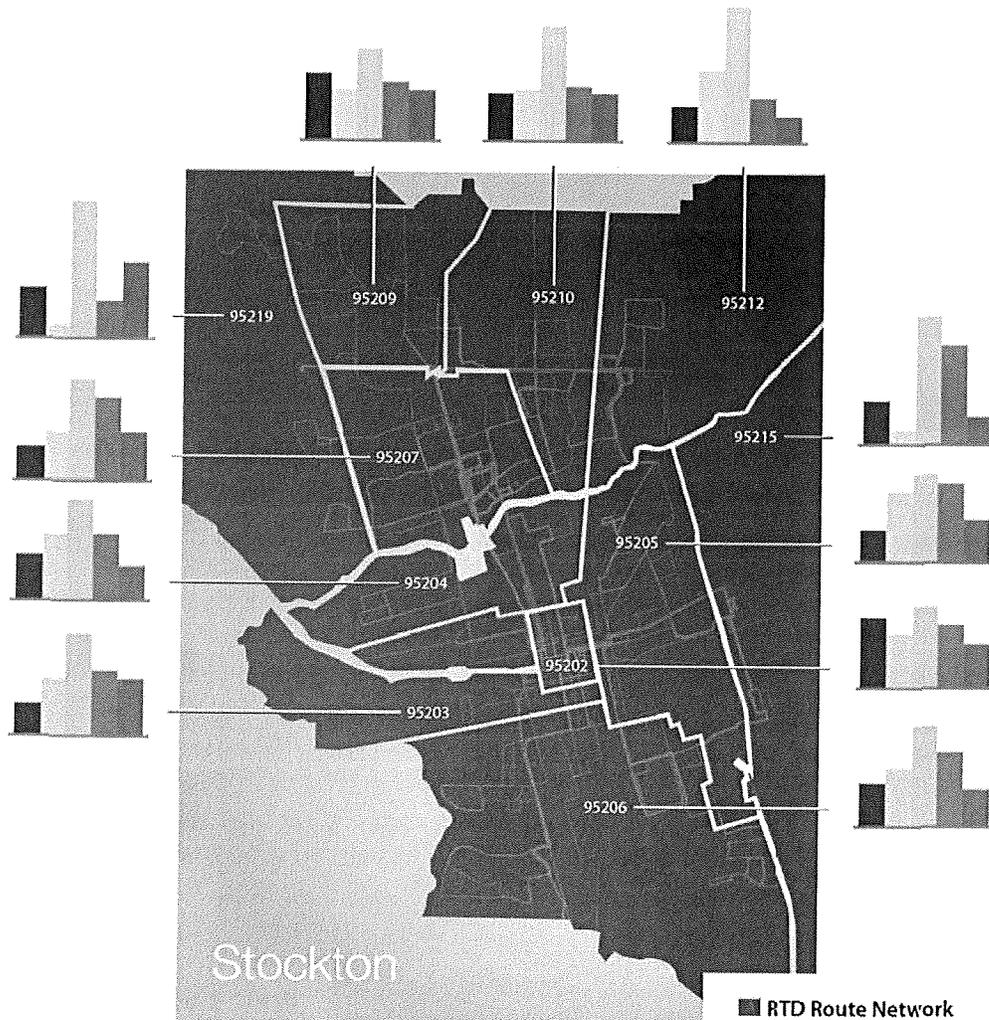
- Buses would arrive at my stop more often
- Buses would operate before 7am and after 7pm
- Buses would operate more midday service
- A new route would serve my neighborhood
- My route would operate every day of the week



QUESTION 8-B

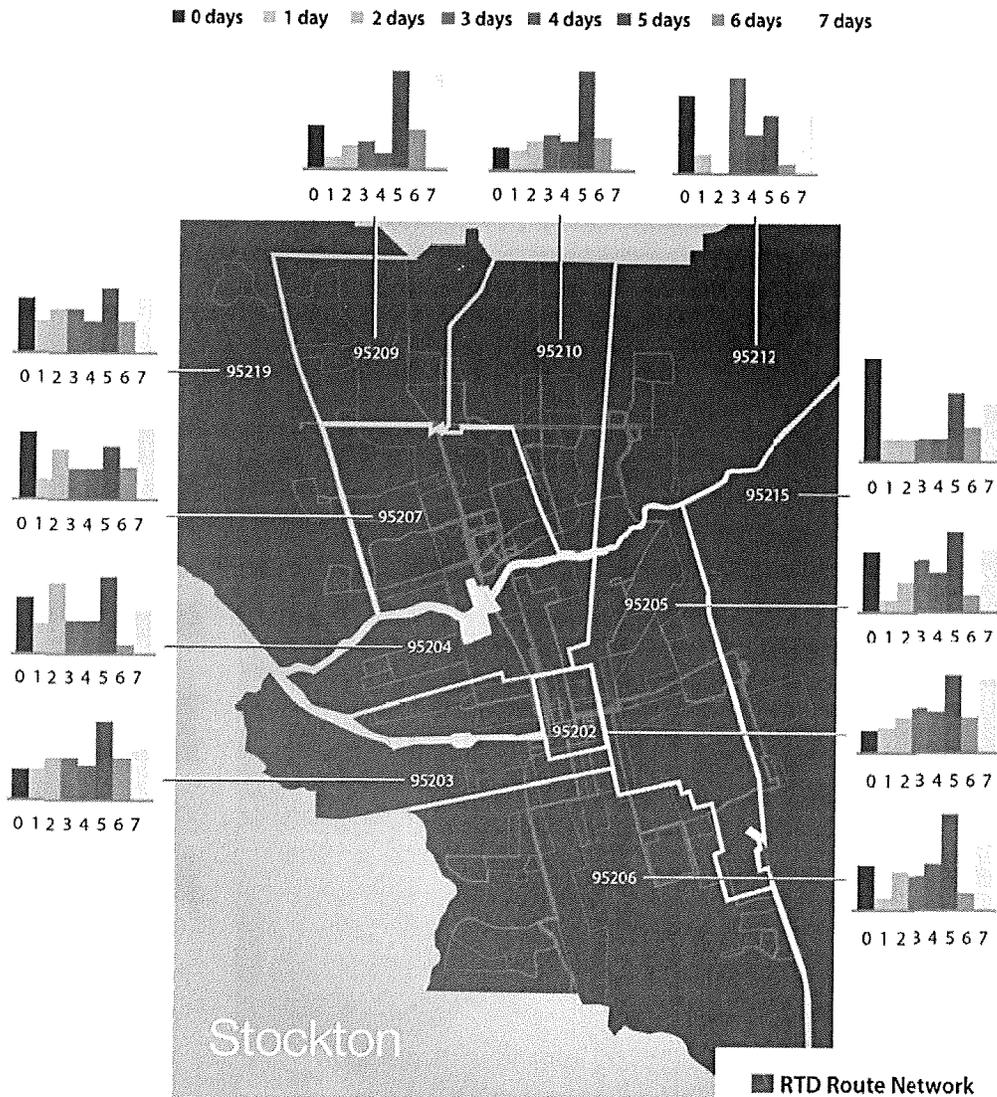
Least important ways to improve RTD's services

- Buses would arrive at my stop more often
- Buses would operate before 7am and after 7pm
- Buses would operate more midday service
- A new route would serve my neighborhood
- My route would operate every day of the week



QUESTION 9

How many days a week do you ride Metro Express (Routes 40, 43, & 44)?



QUESTION 10

If you could change one thing about Metro Express, what would it be?

- Buses would arrive at my stop more often
- Buses would operate before 6am and after 8pm
- Buses would operate more weekend service
- A new route would serve my neighborhood

