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## Agenda

### COMPREHENSIVE OPERATIONAL ANALYSIS (COA)

#### BLUE RIBBON COMMITTEE OF THE METROPOLITAN TRANSIT SYSTEM

TUESDAY, JULY 12, 2005  
12:30 P.M. – 2:30 P.M.

Metropolitan Transit System Offices located at  
1255 Imperial Avenue, San Diego, Board Room (10<sup>th</sup> Floor)

This information will be made available in alternative formats upon request. To request an agenda in an alternative format, please call 619.231.1466 at least five working days prior to the meeting to ensure availability.

1. Welcome and Introductions
2. Follow Up from Last Meeting
  - a) Revised Mission Statement
  - b) Review and approve meeting minutes
3. Service Development Guidelines\*
4. Regional Service Concept\*
  - a) Core Network Map
  - b) Market Based Services
5. Next Steps
  - a) Next meeting date and time
6. Public Comment
  - a) Speakers are limited to three minutes each.
7. Adjournment

\* Indicates attachments



## SERVICE DEVELOPMENT GUIDELINES

**Develop a Customer-Focused System:** Provide services that reflect the travel needs and priorities of our customers

- Develop services based on input from existing customers, the public, operators, and other key stakeholders
- Provide services that are simple to use, and provide information through multiple sources that is easily understood:
  - Develop a core network that supports spontaneous use for a wide range of travel needs
  - Augment the core network with market specific services tailored to specific trip purposes

**Develop a Competitive System:** Provide services that are competitive with other travel options by meeting market segment expectations

- Provide services only where they can meet the market segment expectations:
  - Balance speed, directness, and access when planning routes and stops according to specific market-segment needs to ensure that transit has a competitive position
  - Provide services that are predictable and reliable, particularly on less frequent routes
  - Provide services that are attractive, comfortable, and safe

**Develop an Integrated System:** Develop transit services as part of an integrated network rather than a collection of individual routes

- Establish a core network of services that accommodates the diverse travel needs of areas with sufficient all day demand
- Maintain high frequencies and consistent span of service along key corridors within the core network for spontaneous use
- Augment the core network with market-specific services as warranted by demand (e.g. commuter, community based)
- Design routes and locate major transfer hubs for efficient connections
- Provide timed connections between less frequent services where timed transfer benefits outweigh the impact to through riders
- Market services as part of an integrated system

**Develop a Sustainable System:** Provide appropriate types and levels of service that are consistent with market demands and are maintainable under current financial conditions

- Provide services that maximize customer benefits and usage within available funding
- Provide services where and when there is a “critical mass” of demand to meet subsidy expectations
- Introduce new services only if:
  - Financially viable after the initial testing period
  - Seek partnerships with local jurisdictions, other agencies, communities, businesses, and other organizations to help design and finance special community services
- Regularly evaluate and adjust transit services to optimize performance

SERVICE CHARACTERISTICS OF THE REGIONAL SERVICE CONCEPT

	<b>Markets Served</b>	<b>Frequency</b>	<b>Span of Service</b>	<b>Service Attributes</b>
<b>Core Network</b>	Wide range of local and regional travel needs within the core of the service area.	15 minutes or better all day along key corridors, with a minimum of 30 minutes throughout the network.	Consistent all-day/ every-day service on key corridors with a minimum of all day weekday service throughout the network.	Network of local and corridor services with convenient connections to regional network. Allows for spontaneous use from anywhere to anywhere along the network throughout the day.
<b>Commuter Services</b>	Peak-period regional work trips that demonstrate sufficient demand.	15 minutes or better during peak periods and 60 minutes during off-peak periods on key corridors.	Weekday service from start of commute to early evening on key corridors, and peak periods only on other corridors.	Direct service for one-seat travel for key origin/destination travel pairs.
<b>Community-Based Services</b>	Specifically defined niche market needs; e.g., seniors, disabled, students that demonstrate sufficient demand.	Tailored to specific market needs.	Tailored to specific market needs.	Flexible routing and schedule tailored to the specific needs of the market served. Generally links neighborhoods with local destinations (e.g. retail, schools, civic centers, and medical) and regional transit services. May vary throughout day and week.

REGIONAL SERVICE CONCEPT SERVICE WARRANTS

	<b>Core Network</b>	<b>Commuter Services</b>	<b>Community-Based Services</b>
High demand for all-day/every-day travel	R	N/A	N/A
High degree of transit dependence	R	O	O
High density of employment	R	R	O
High demand for specific market travel pattern	N/A	R	R
Commitment at destination to assist in trip completion (station cars, shuttles), if needed	O	R	O
High degree of positive market segments given underlying land-use conditions	R	R	O
High degree of positive market segments given transit's competitiveness as a travel option	R	R	R (at least one of these is required)
Funding commitment to ensure that minimum cost-effectiveness standards are met	O	O	

R – Required element

O – Optional element