

Metropolitan Transit System
Blue Ribbon Committee
Comprehensive Operational Analysis
Tuesday, July 12, 2005
Meeting Notes

ATTENDANCE

Steve Alcové, ATU Local 1309
Barrow Emerson, Building Industry Association
Clayton Kraft, San Diego State University
Wendy Lanahan, Qualcomm Incorporated
Harry Mathis, MTS Board Member
Phil Monroe, MTS Board Member
Milton Phegley, University of California, San Diego
Jennifer Porter, San Diego Regional Chamber of Commerce
Alexandra Robinson, San Diego Unified School District
Dale Fleming, County of San Diego Health and Human Services
Tom Clabby, MTS Board
John Webster Sr., National City Transit/National City Chamber of Commerce
Erik Bruvold, San Diego EDC

Staff and Consultants

Claire Spielberg, MTS Chief Operating Officer
Conan Cheung, MTS Director of Planning and Performance Monitoring
Brandon Farley, MTS Planning
Dara Heffler, MTS Planning
Russ Chisholm, Transportation Management and Design
Brent Boyd, Transportation Management and Design
Dave Schumaker, SANDAG
Sara Katz, Katz & Associates
Jennifer Shira, Katz & Associates

DISCUSSION

Welcome and Introductions

Ms. Katz welcomed the Blue Ribbon Committee members to the third meeting and began the meeting with a round of introductions. She asked the members if they had revisions to the April 18, 2005 meeting notes or the revised mission statement and principles of participation. No revisions were requested.

Follow Up from Last Meeting

Ms. Katz then reviewed the meeting agenda, the March April 18, 2005 meeting notes and revised mission statement and principles of participation. She asked for comments or revisions to each. No revisions were requested.

STAFF PRESENTATION

Ms. Katz then turned the meeting over to Mr. Cheung, who began the presentation. Mr. Cheung invited questions from the members during the presentation.

Service Development Guidelines

Mr. Cheung began the presentation, which described the criteria for system redevelopment, BRC and CAC feedback, MTS vision of services and service development guidelines, and how resources should be allocated. He said the service development guidelines had been presented and adopted by the board on Thursday, July 7, 2005. He shared the comments received at the previous day's CAC meeting, as requested by the CAC members.

- Councilmember Monroe said a third type of rider, a commuter rider, should be included in addition to the choice and transit-dependent riders.
 - Mr. Cheung said the market segmentation portion of the presentation will address the complexities described.
- Mr. Mathis said MTS should seek ways to attract voluntary dependent riders with incentives such as park and rides.
- Mr. Clabby said that the COA should focus on reliability. He added that reliability fades with the aging fleets of the current system.
- Mr. Alcove said transportation should focus on getting people where they need to go and choice comes if the transportation has the capability to get riders to their final destination.
- Mr. Phegley said new routes and partnerships should be identified to improve system performance.
- Councilmember Monroe said it will be difficult to find the balance between riders' wants and riders' needs. He added that for spontaneous use the waiting time should be between five and eight minutes, and that 15 minutes is too long to wait.
- Mr. Alcove said that bunching of buses can contribute to the increased waiting times and said that if there is a sufficient amount of buses there would not be an increased waiting times.
- Mr. Emerson said a many-to-many system is difficult for productivity. He asked how transfers will contribute to the productivity of the core network.
 - Mr. Chisholm said the core is building on a network and the goal to provide a network based on spontaneous transfers.
 - Mr. Emerson said he sees two levels of service, 1) core and 2) community.
 - Mr. Cheung said the service attributes are different than the core network.
- Ms. Lanahan said that the buses must adhere to a schedule no matter what the interval time selected is whether it is five, eight or 15 minutes. She said if they stick to a schedule people will wait.

- Mr. Chisholm said their goal is to run a system that is frequent enough so a route is not thought of as the “315 bus” but rather just walk to a stop and catch a bus.
- Ms. Spielberg described a new technology MTS has invested in and will be implementing.
 - Ms. Lanahan asked what the technology will be able to do other than telling passengers that a bus is late. She asked if MTS is going to use the information the new technology will provide to adjust the system in real time to avoid other buses in the system from being late.
 - Mr. Cheung said yes, that is the goal.
 - Ms. Spielberg said the MTS operations staff will be able to make decisions and issue direction at a moment’s notice.
- Mr. Bruvold said the frequency during peak periods is a key factor and is important to evaluate. He said in the core and commuter networks the goal should be to increase frequency during the peak hours and less frequent in the off-peak hours.
 - Mr. Cheung said the core network should support all day, everyday travel demands.
 - Mr. Chisholm said midday ridership in the core network typically outperforms any time of day in the commuter network.
- Mr. Bruvold suggested using a “P” for “preferred” rather than an “R” for “required” in the “Regional Service Concept: Service Warrants” slide in the presentation.
- Ms. Robinson suggested changing the bus icon on the “Easy-Goers Care About...” slide in the presentation to something that does not resemble a school bus.
- Mr. Bruvold said that the major employment centers of Sorrento Mesa and Kearny Mesa were not included in the analysis. He said the future employment regions should be considered and provided with a robust transit system to those areas.
 - Mr. Chisholm said MTS is trying to build a system that contains three legs with equal focus on each prong. He said they were currently rationalizing the demand.
 - Mr. Bruvold said he appreciated the three prong approach and said that should be at the core of the results of the committee’s recommendations. However, he added that he does not want the COA to justify tradeoffs that MTS has to make in order to only supply the core network with transit.
- Some committee members did not like the term “core” network. They felt that it provided too much emphasis on that part of the system.
- Councilmember Monroe said the committee is requesting more transit than MTS can afford. He said that criteria or thresholds need to be established to determine which routes should stay and which routes should be cut.

NEXT STEPS

Mr. Cheung reviewed the next steps in the process and said MTS would follow up with the members regarding future meeting dates.

PUBLIC COMMENT

There were no public comments.

CONCLUSION

Ms. Katz thanked the committee members for their time and the meeting was adjourned.