



Comprehensive Operational Analysis

COA Newsletter #1

March 2005

The Metropolitan Transit System (MTS) has begun a Comprehensive Operational Analysis (COA) of its bus and trolley services. The COA is a joint effort of MTS, its transit service operators including San Diego Trolley, San Diego Transit, MTS Contract Services, Chula Vista Transit, National City Transit, and the San Diego Association of Governments (SANDAG).

The COA focuses on public transit service in Central, East and South San Diego County. The study area does not include the North County Transit District, which recently undertook a similar refocusing of its services called *Fast Forward*.

The COA is the first comprehensive look at MTS services since the Trolley was introduced in summer 1981.

The major elements of the COA include:

- **Rediscover Transit Markets:** Conduct a market analysis of current and future mobility needs through a detailed market segmentation analysis. This analysis will build on previous efforts that led to the SANDAG Regional Transit Vision, the region's long term strategy for transit service.
- **Investigate Today's Transit Service:** Study detailed ridership and service performance to identify what is and is not working for customers. Identify opportunities for new types of transit service, a faster and more streamlined transit network, and more efficient ways of providing transit service.
- **Redevelop the System:** Develop a regional service concept around both the market and service opportunities that will guide the redevelopment of service and provide a bridge to the upcoming transit improvements planned under the voter-approved *TransNet* half-cent sales tax extension, which is administered by SANDAG.
- **Provide Sustainable Transit System:** Ensure that the redeveloped transit system is sustainable under a balanced budget and that is responsive to current and forecast MTS funding limitations.

Phase One *Dec 2004 through Sept 2005*

The principal objective of Phase One is to achieve a *financially sustainable* system. In doing so, MTS will endeavor to maintain travel options and minimize impacts for customers. This will be achieved by:

1. **First**, improving the efficiency of MTS management, support and service operations.
 - MTS continues to reduce the cost and size of its transit management and support.
 - MTS continues to improve Trolley and bus operating efficiency; over \$2.5 million a year has been saved without reducing service.
2. **Second**, adjusting transit service by:
 - Improving the relationship between bus and trolley services, and providing existing services more efficiently.
 - Making services more attractive for customers and less expensive to operate increasing speeds and reducing trip times.
 - Eliminating duplicative services and those that are used by very few customers.

Phase Two *Apr 2005 through June 2006*

Phase Two will focus on redeveloping the MTS Bus and Trolley network to:

- Respond to mobility needs today and into the future.
- Respond to specific customer needs such as speed, schedule reliability, more frequent service, access and better connections.
- Prepare for the first stages of the \$5 billion in SANDAG transit initiatives from the recent reauthorization of *TransNet*, including three Bus Rapid Transit (BRT) projects:
 - I-15 Escondido to Downtown SD
 - El Cajon/Park
 - South Bay/Chula Vista

Public Involvement

Commitment to the Community

MTS is very committed to involving the public as we undertake this project. A series of public and committee meetings will be held to provide opportunities for stakeholders, policy makers and community members to provide their input on transit system improvements and adjustments. MTS hopes you will take full advantage of these public involvement opportunities.

Blue Ribbon Committee

The "Blue Ribbon Committee" (BRC) is a group comprised of invited public officials and other key members of business, education, community and other interested groups. The BRC will participate in a series of interactive workshops during each phase of the COA.

Citizens' Advisory Committee

The Citizens' Advisory Committee has representatives from a wide range of interested groups creating a diverse distribution of geography and interests. They will also participate in a series of interactive workshops during each phase of the COA.

Customer Outreach

MTS will also conduct outreach sessions at transit centers throughout the service area. Look for the sessions during your afternoon or evening commute Downtown at 3rd and Broadway, and at the Euclid, Fashion Valley, H Street, San Ysidro, Old Town and Iris Transit Centers. For exact times and dates please visit our website at www.sdcommute.com.

Transit Operator Outreach

MTS is conducting special sessions with its Bus and Trolley operators to share information and get input on how the MTS system can improve both its service and its daily operation.

Comments?

Let us know what you think! Drop us an email at coa@sdmts.com or call us on our COA Hotline at (619) 595-3711.

Community Meetings

Public meetings will be held during each phase of the COA. Each round of meetings will involve discussion of key findings and take feedback and input on proposed service changes. MTS invites you to attend one of the public meetings in your area. In addition to the outreach sessions conducted at Transit Centers, the Phase One Community Meetings are scheduled at:

San Diego / University Towne Center

March 23, 2005, 6:30 - 8:00 p.m.

Doyle Park Community Center
8175 Regents Road
San Diego, CA 92122

San Diego / Mid-City

March 24, 2005, 6:00 - 8:00 p.m.

Metro Career Center
3910 University Ave., Suite 107
San Diego, CA 92122

El Cajon

March 28, 2005, 6:00 - 8:00 p.m.

R. Reagan Community Center
195 E. Douglas Avenue
El Cajon, CA 92020

Poway

March 29, 2005, 6:00 - 8:00 p.m.

Community Park Auditorium
13094 Civic Center Drive
Poway, CA 92074

National City

March 30, 2005, 6:00 - 8:00 p.m.

MLK Community Center
140 East 12th St.
National City, CA 91950

If you are unable to attend, additional information and a comment box will be provided at the MTS Transit Store located at 102 Broadway in downtown San Diego.

Visit www.sdcommute.com for more information on the COA, Community Meetings and MTS services.

