

Information Forms Foundation For Decision Making

Begin with a Solid Base of Information

“Quantitative” Information

- Survey of passengers and residents of San Diego.
- Detailed market segment information on mobility needs and preferences.
- Understanding of current regional and local travel patterns.
- Passenger activity (ons and offs) and loads by route, segment, and stop.
- Measures of Service Quality (e.g. On Time Performance).
- Measures of Service Effectiveness (e.g. Passengers per Service Hour and Mile).
- Measures of Service Efficiency (e.g. Subsidy per Passenger).

“Qualitative” Information

- Comments and suggestions from passengers, drivers, other transit staff, and the Board.
- Comments from members of the community including neighborhood groups, business, education, various cities and the County, and representatives of seniors and the disabled.
- Field observations.



Metropolitan Transit System



THE COA IS A PLANNING PROJECT OF THE MTS