



TIMEFRAME:
2005 to 2006
2008 to present

CLIENT CONTACT:
C. Mikel Oglesby
General Manager

Sunline Transit Agency
32-505 Harry Oliver Trail
Thousand Palms, CA 92276
(760) 343-3456

PRINCIPAL-IN-CHARGE:
Russell Chisholm

DEPUTY PROJECT MANAGER:
China Dungfelder

LEAD SCHEDULER:
Dolores Brehm

Service Planning, Scheduling and BRT Development

TMD conducted SunLine's first Comprehensive Operations Analysis (COA) in 2005. As a result of the continuing rapid growth in the region, TMD updated the COA in 2008 and implemented planning for the COA-proposed BRT and Commuter Express services.

The COA included a complete assessment of current and future mobility markets, detailed analysis of SunLine ridership and service performance, and an evaluation of the passenger facilities program.

An extensive outreach program was conducted to provide an opportunity for SunLine stakeholders to participate in the redevelopment of their transit service. Group forums, interviews, surveys, and a project website were part of the outreach strategy. New partnerships were initiated with the member cities, focusing on transit's role in local sustainable mobility and the coordination of passenger facility development.

The service plan recommended a dramatic increase in regional and local transit service that included BRT (Hwy 111) and Commuter Express (I-10) as part of an expansion program. Regional service was concentrated on key corridors that served key destinations (College of the Desert, city centers), matching major travel demand patterns. Proposed community transit focused on local circulation connecting with the regional network. Improved frequencies and spans of service were also proposed.



The service plan was accompanied by an implementation plan, a sustainable financial plan (both subsidy neutral and expansion plans were proposed), and a fleet plan. SunLine realized a significant increase in service cost effectiveness and operating efficiency as a result of the plan.

As part of an ongoing planning support contract, TMD serves as SunLine's scheduling department, and prepares operating schedules, vehicle blocks, and operator runs/rosters for the agency.

TMD
TRANSPORTATION MANAGEMENT & DESIGN, INC.
1902 Wright Place, Suite 180
Carlsbad, CA 92008
(760) 476-9600
www.tmdinc.net