



Market-Based Transit Study

Kick-Off Meeting

February 6, 2009



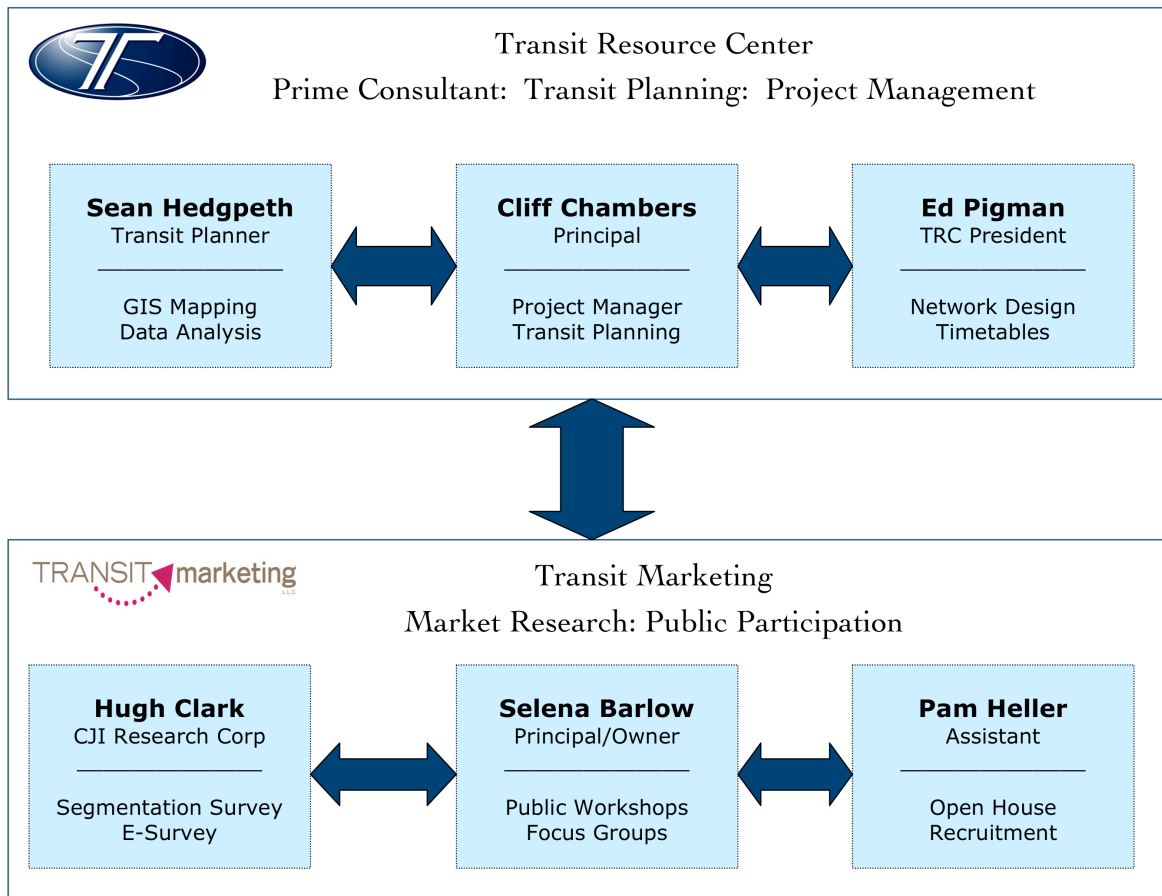
TRANSIT RESOURCE CENTER
a division of AmeriTran Service Corporation



Overview

- Who We Are
- Study Objectives
- Key Challenges
- Our Approach
- Key Milestones

Who We Are



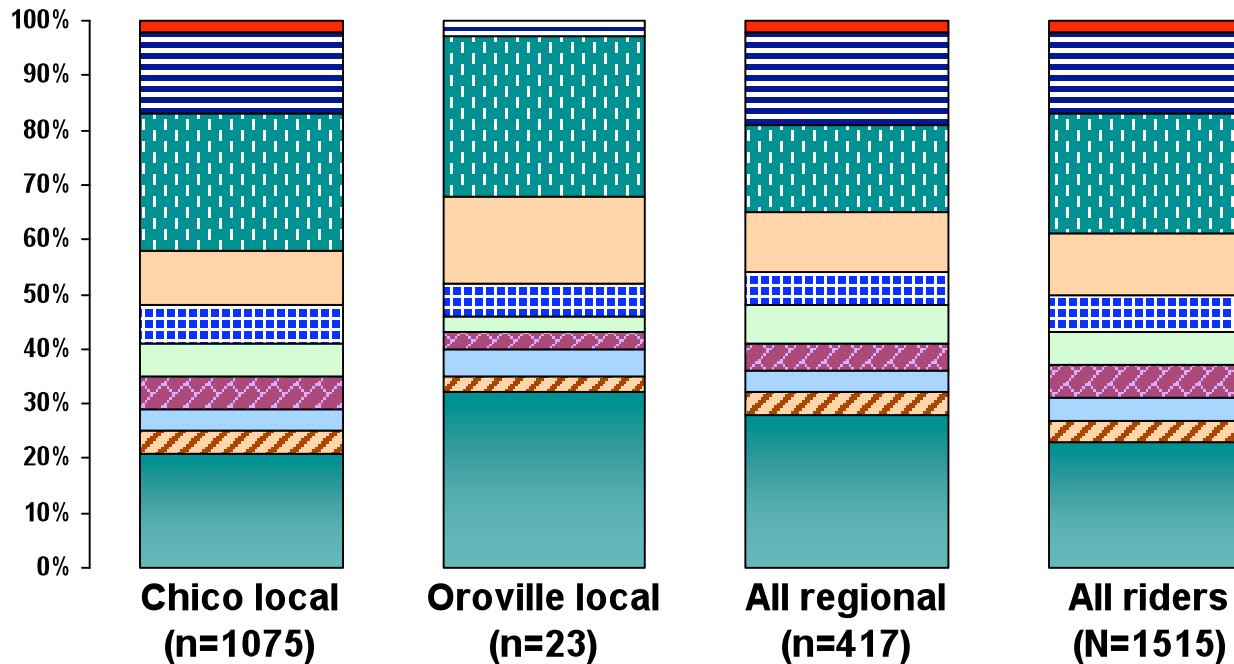
3 Key Study Objectives

- Identify the transit market needs of existing and potential riders and determine the most cost effective routing and scheduling that match market needs with available resources.
- Improve the efficiency and effectiveness of the fixed routes by improving productivity, addressing schedule adherence problems, and improving farebox recovery ratios.
- Increase ridership, improve customer satisfaction, and provide an accessible, convenient public transportation service.

Key Market Challenges

Changing Ridership Base

(Source: Question #9 In what year did you begin riding the bus in Butte County?)

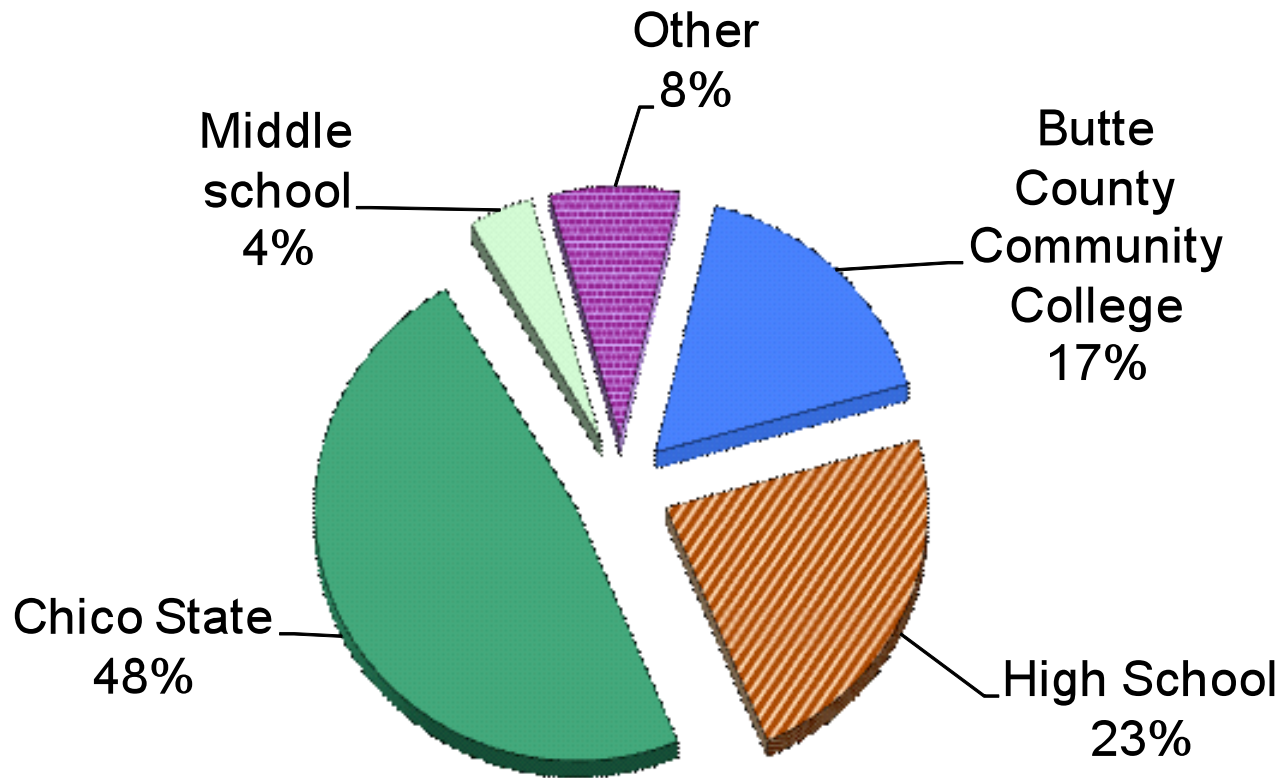


	Chico local (n=1075)	Oroville local (n=23)	All regional (n=417)	All riders (N=1515)
■ 1st time	2%	0%	2%	2%
▨ 2008	15%	3%	17%	15%
■ 2007	25%	29%	16%	22%
■ 2006	10%	16%	11%	11%
▨ 2005	7%	6%	6%	7%
■ 2004	6%	3%	7%	6%
■ 2003	6%	3%	5%	6%
■ 2002	4%	5%	4%	4%

50% of riders have begun using B-Line since 2006

Students Are a Diverse Group

(Source: Question #18a If a student, where do you attend school?)



48% X 53% = 26% CSU
Students in Sample

24/7 Economy and Transit

- Slightly more than half of the employed riders (53%) said they work on Saturdays, and 42% said they work on Sunday.
- Unfortunately, of those who work on weekends, more than two-thirds (68%) said the bus does not run when they need it for work on the weekend.
- This is a service allocation conundrum because later evening and weekend service has lower productivity and drives down farebox recovery.

Addressing Existing Rider Concerns

Good

Safety while waiting at the bus stop



Courtesy of the drivers



Pretty good

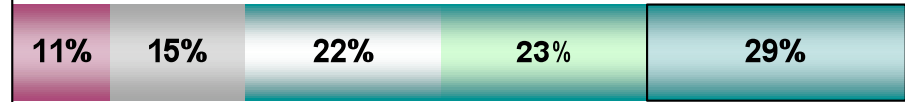
How often your bus runs



How quickly your bus gets you there



Coordination of schedule timing when you transfer between buses

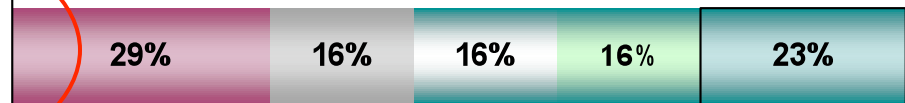


How often your bus is on schedule

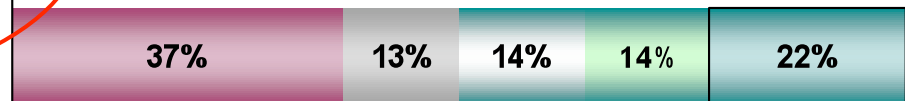


Not so good

Shelters at the bus stops



B-Line information at bus stops



OVERALL, how do you rate B-Line service?



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Poor (1,2,3)
 Neutral (4)
 Good (5)
 Very good (6)
 Excellent (7)

Key Operational Challenges

- All but 2 routes are behind schedule by at least 10 minutes or more each day, and 3 routes are behind schedule 30 minutes or more.
- Significant out-of-direction travel for some trips.
Example: Weekday trip to Chico Mall from Paradise or Oroville.
- While some would say this is a good problem to have, there is significant overcrowding on some bus runs.
- Schedule timetables need to be adjusted for more system reliability

Approach

5 Key Components

- Market research
- Gather and illustrate facts on existing conditions
- Develop and evaluate four alternatives
- Extensive public outreach
- Recommend preferred alternative

Market Research

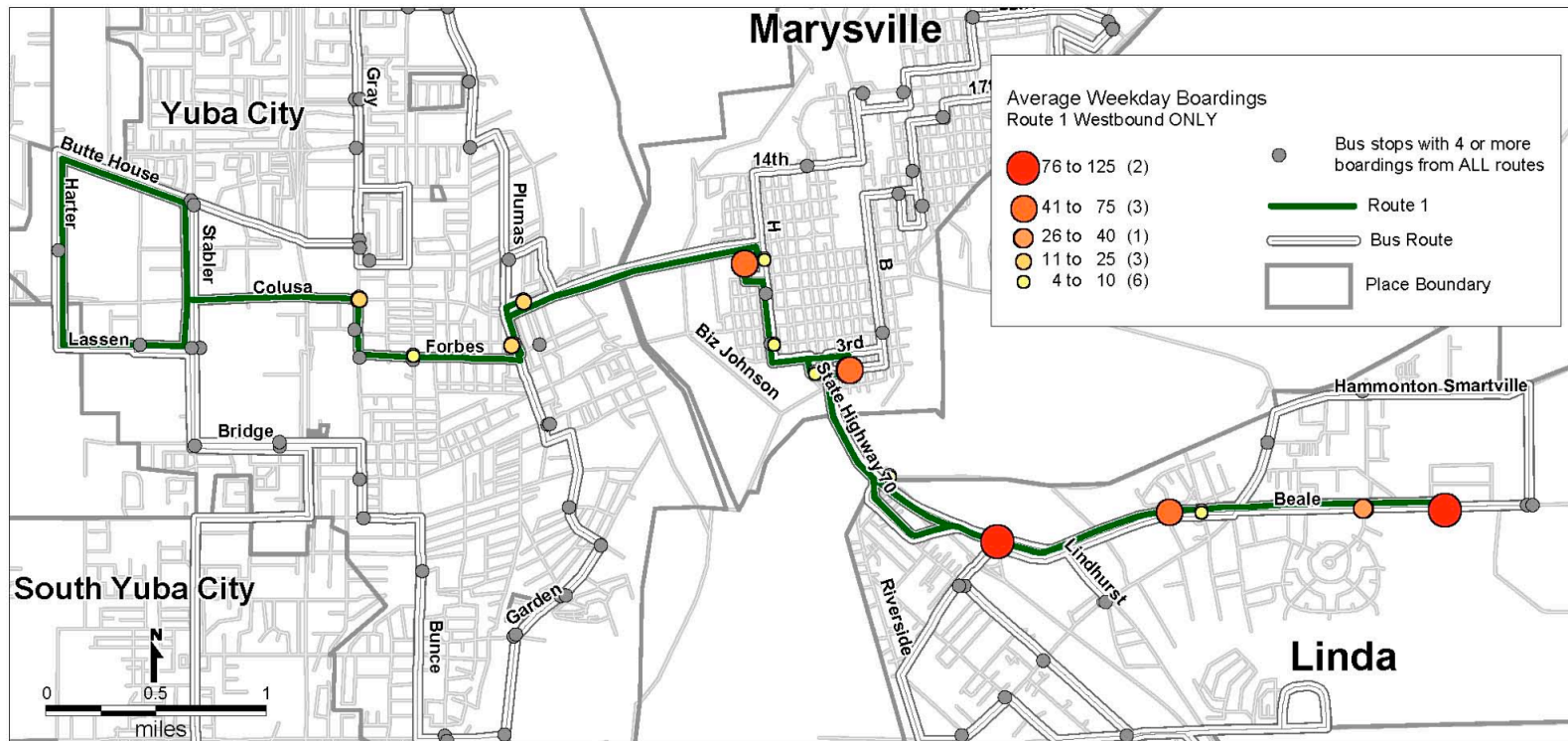
- Existing customers: 2008 onboard survey
- Potential customers:
 - Market segmentation telephone survey of 600 Butte County residents
 - E-surveys of CSU-Chico and Butte College students.
Rationale: Heavy student ridership and students not reached by traditional telephone survey due to ubiquitous cell phone usage

Market Research: Trade-Off Analysis

A. B-Line buses operate every 30 minutes from 6:30 am to 8 pm	B. B-Line buses operate every 45 minutes from 5:30 am to 1 a.m.
A. Buses run every 15 minutes during morning and afternoon commute hours and 60 minutes the rest of the day	B. Buses run every 30 minutes throughout the day.
A. Have large buses running every 30 minutes with bus stops on major streets only.	B. Have small buses running every 60 minutes with more bus stops on neighborhood routes
A. Walk 6 blocks from your home to the bus stop for a bus that runs every 60 minutes	B. Call two hours in advance for a mini-bus to pick you up at your house and take you to your destination

Illustrate Facts On Existing Conditions

Route 1 Westbound Average Weekday Daily Boardings



Note: Bus stops shown have 4 or more average weekday daily boardings.

Public Participation: Phase I

- 4 public open houses to gather initial input: Chico, Oroville, Paradise, Gridley
- Combined with invited and recruited stakeholders interviews prior to open houses



Evaluate and Develop Four Alternatives

- 5% decrease from existing 67,000 annual service hours
- Existing 67,000 annual service hours
- 5% increase above 67,000 annual service hours
- 10% increase above the current 67,000 annual hours

3-Day Design Summit



Public Participation Phase II

- Two focus groups of existing riders: students and non-student to test alternatives

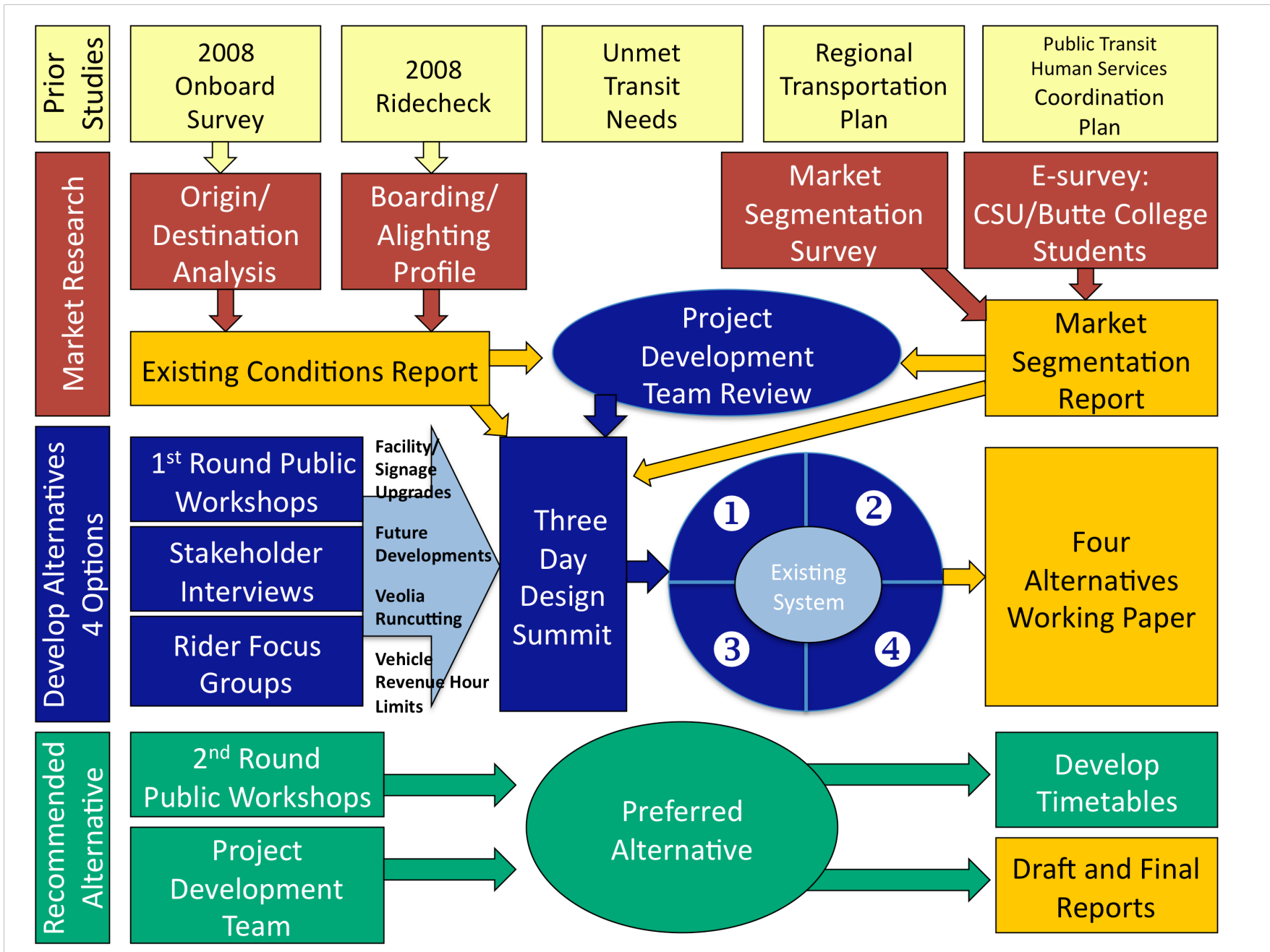


- Second round of open houses in Chico, Oroville, Paradise and Gridley to receive public comment on four alternatives

Evaluate and Recommend

Screen and Modify Alternatives

- Apply to Study Goals and Standards (reviewed later in agenda)
- Respond to public comments from the second round of four open house sessions.
- Prepare updated route network maps and summary tables of hours and frequencies for each alternative
- Provide pros and cons of each alternative
- Meet with Project Development Team to recommend preferred alternative
- Present to BCAG Board for adoption



Key Schedule Milestones

- First Round of Public Workshops: Week of March 23rd
- Existing Conditions Report: April 30th
- Market Segmentation and E-Surveys: April
- Market Segmentation Report: Early May
- Three Day Design Summit: Mid-May
- Four Alternatives Working Paper: Mid-July
- Focus Groups: August
- Second Round Public Workshops: early September
- Select Preferred Alternative, Project Development Team: late September
- Draft Report: early November
- Final Report: January 2010