

# B-Line Market Based Transit Study Goals and Standards

## *System Overview*

With the consolidation of the B-Line system in 2005, BCAG has strived to create a dynamic and comprehensive transit system for the residents of Butte County. The B-Line is designed to accommodate the greatest number of people over the vast area of Butte County, and in that effort we are succeeding to an extent we did not expect possible, providing almost 1.2 million trips in 07/08 on fixed route. Obviously, in providing that many trips we seem to have achieved our goal of creating a comprehensive system which accommodates a majority of the populace, but we can do more.

## *Study Goals*

This study is being undertaken not only to help B-Line grow ridership but also to ensure that it is meeting economic, customer service and productivity goals.

As the B-Line expands we must ensure that we are creating routes which service those areas our passengers deem most necessary and vital.

We must continue to create transit service which meets the economic guidelines set forth in our funding, namely that B-Line captures 20% and 10% farebox recovery rates for urban and rural bus routes. In addition we must devise routes which also meet productivity goals (i.e. number of passengers per vehicle revenue hour), for both urban and rural routes.

Finally, we look to utilize the Market Based Transit Study to help improve B-Line customer service. While this may seem to be a vast goal it really is very simple, we look to create routes which; service the sites most frequently used by passengers, with the most reasonable frequency possible, which run on-time consistently and are safe.

The bottom line is that we want the B-Line to go where you want to go, when you need it to, arrive and depart on-time so you can count on it and **ALWAYS** be safe.

# Performance Standards

## *On-Time Performance*

Minimum standard to be achieved- 95% of all trips arrive and depart on-time/NO MORE than 0.5% of trips depart stops early (HOT).

Desired standard to be achieved- 98% of all trips arrive and depart on-time and ZERO early stop departures.

## *Service Productivity*

Minimum standard to be achieved- URBAN: 19.5 passengers per Revenue Hour. RURAL: 12.5 passengers per Revenue Hour.

Desired standard to be achieved- URBAN: 21.5 passengers per Revenue Hour. RURAL: 14 passengers per Revenue Hour.

## *Cost Productivity*

Minimum standard to be achieved- URBAN: 20% Farebox recovery ratio. RURAL: 10% Farebox recovery ratio.

Desired standard to be achieved- URBAN: 28% Farebox recovery ratio. RURAL: 14% Farebox recovery ratio.

## *Customer Satisfaction*

Minimum standard to be achieved- TOTAL SYSTEM: No more than ONE (1) valid complaint per 10,000 passenger trips per month.

Desired standard to be achieved- TOTAL SYSTEM: No more than ONE (1) valid complaint per 50,000 passenger trips per month.