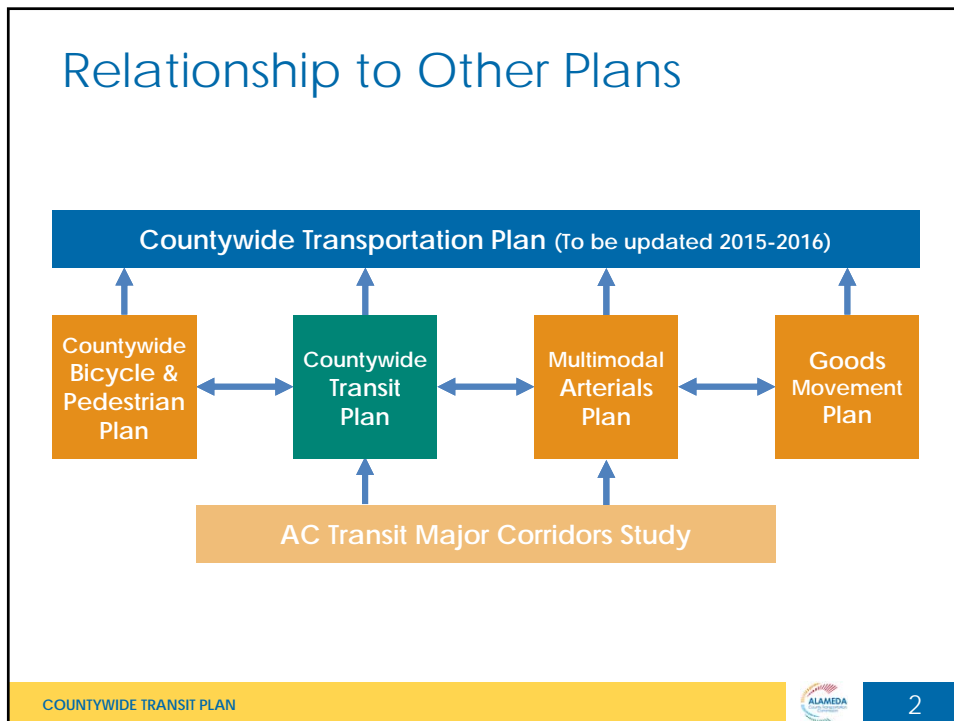


ALAMEDA COUNTY TRANSPORTATION COMMISSION

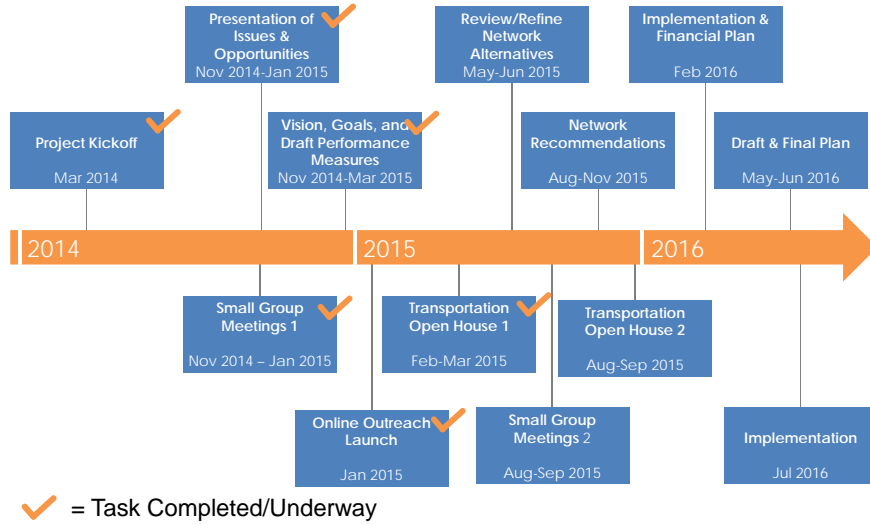
Countywide Transit Plan

Issues, Vision, and Goals

ACTAC Presentation
 Rebecca Kohlstrand, Vice President Parsons Brinckerhoff
 March 2015

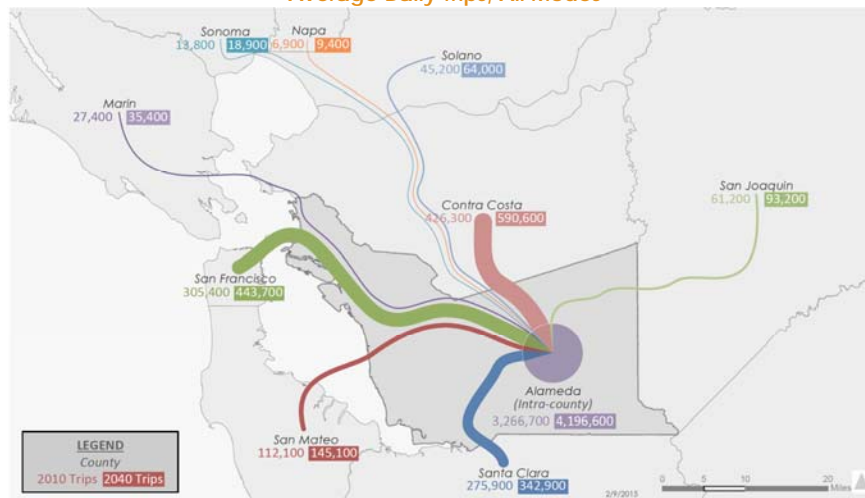


Countywide Transit Plan Schedule



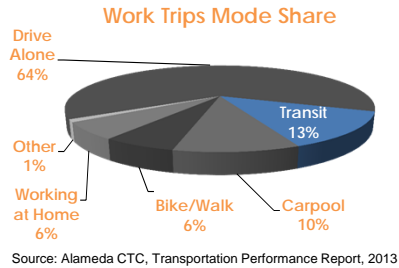
Travel Patterns

Average Daily Trips, All Modes



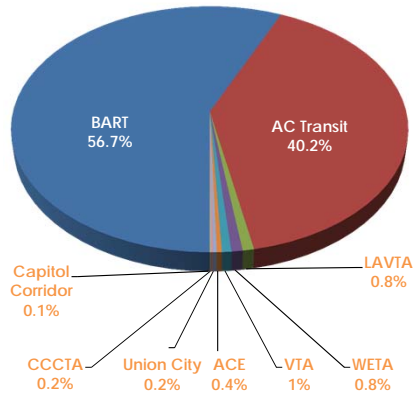
Source: Parsons Brinckerhoff, using Alameda Countywide Travel Demand Model (2014)

Transit System Ridership



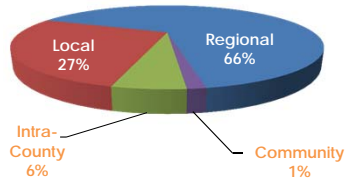
Source: Alameda CTC, Transportation Performance Report, 2013

Transit Ridership by Operator



Source: Ridership data provided by operators

All Transit Trips by Type

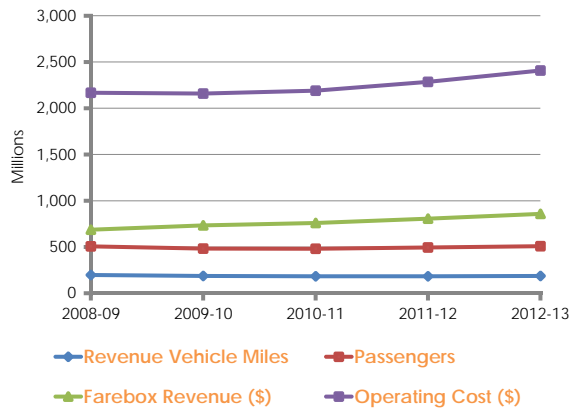


Source: Alameda CTC, Transportation Performance Report, 2013



Bay Area Transit Trends

- Cost of providing transit service is increasing more rapidly than service and ridership

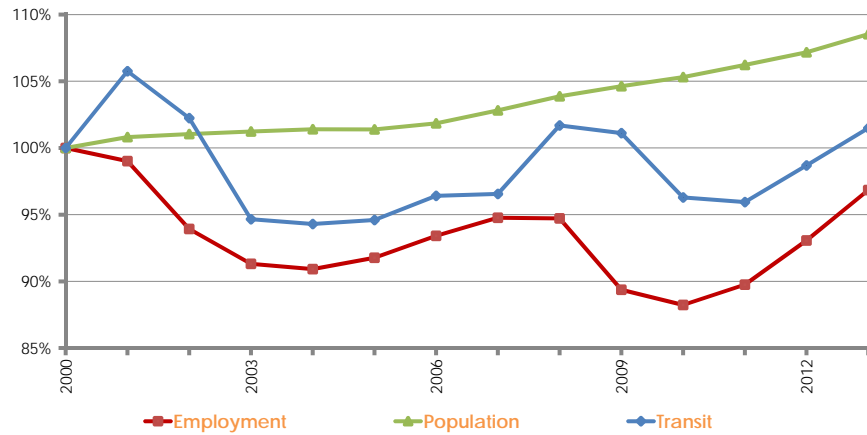


Source: Statistical Summary of Bay Area Transit Operators, MTC, July 2014



Bay Area Transit Trends

- Transit usage in Bay Area is not keeping pace with population growth.



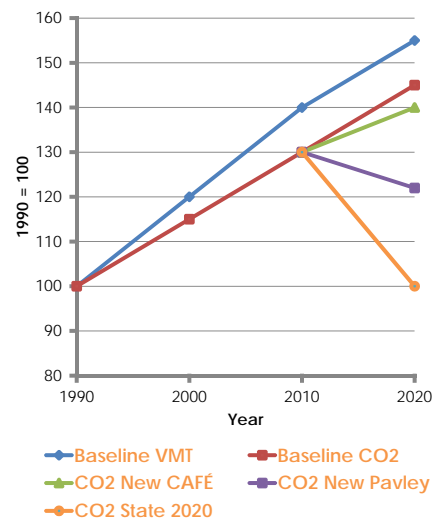
COUNTYWIDE TRANSIT PLAN



7

Greenhouse Gas Reduction Targets

- Bay Area will need to make substantial changes to meet greenhouse gas reduction targets



Source: Metropolitan Transportation Commission, 2012

COUNTYWIDE TRANSIT PLAN



8

Transit User Issues

- Connectivity between different transit operators and fare integration needs to be improved.
- Transit users have concerns about lack of information, safety, costs, service hours, crowding, frequency, and reliability.
- Private shuttles and ridesharing are becoming increasingly important as transit alternatives.



Real-time arrival info available now on AC Transit.

www.actransit.org/nextbus



What We've Learned

- Alameda County has very competitive transit markets.
- Transit ridership has remained fairly stable in the Bay Area, but it should be growing.
- Cost of providing transit is increasing more rapidly than transit service and ridership.
- The Bay Area will need to make substantial changes to meet greenhouse gas reduction targets.
- Connectivity between different transit operators and fare integration needs to be improved.
- Transit users have concerns about lack of information, safety, costs, service hours, crowding, frequency, and reliability.
- Private shuttles and ridesharing are becoming increasingly important.

Future of Alameda County

- Population will grow by 31% and employment by 40% between 2010-2040
- Percentage of population over 62 is increasing
- Decline in driving for younger population
- Aggressive emissions regulations and targets
- Ridesharing services are becoming viable alternatives

40%↑
EMPLOYMENT

1990↓
EMISSIONS

100%↑
SENIORS



Transit Opportunities

- Increase transit mode share
- Promote best practices
- Align transit and land use policies
- Focus on rider experience to increase ridership
- Partnerships and Technology



Objectives Driving Vision and Goals

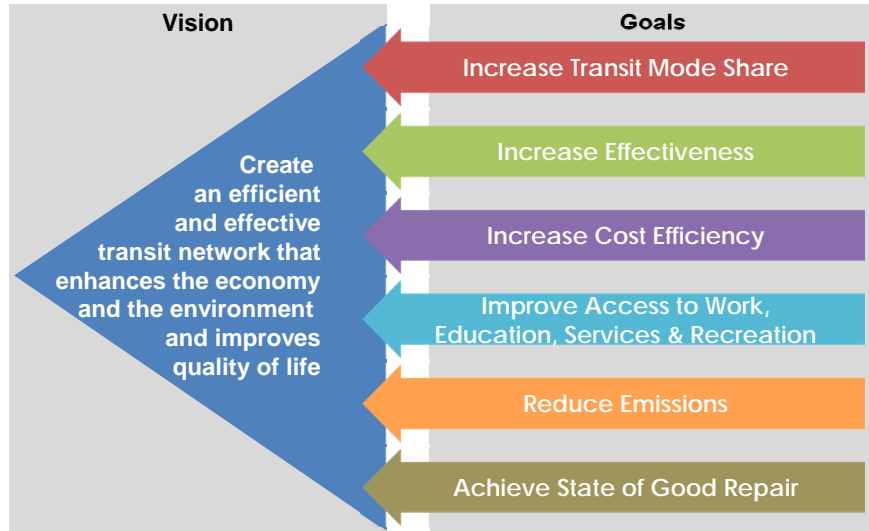
- Increase transit ridership and share of market by meeting “customer” needs
- Create reliable and user-focused service for a positive customer experience
- Provide the right type of service for the right market
- Provide a financially sustainable transit system
- Create partnerships
- Integrate land use decision-making with transit investments
- Support economic growth and environmental benefits

ACTAC Comments on Draft Vision and Goals

- Recommended Additions to Goals:
 - Customer Experience
 - Keep pace with technology
- Comments focused on performance measures

Recommended Vision and Goals

SV1



Thank You!