

CaliforniaTransit
Association



California Transportation Commission Transportation Policy Forum

July 29, 2019

Sacramento, CA



California Transit Association

- Represents **200+** transit-affiliated entities
- Advocates for policies and funding solutions that support and advance public transit



What is Public Transit?



The Constitutional Definition

Surface transportation service...

... provided to the general public, or...

... complementary paratransit service...

... provided to disabled persons (as required by the ADA)...

... operated by bus, rail, ferry, or other conveyance...

... on a fixed route, demand response, or otherwise regularly available basis...

... generally for which a fare is charged...

The Transit Agencies



- About 220 entities receive some sort of State funding to provide public transit in California

Agency organizational forms

- Cities
- Counties
- Joint powers authorities
- Special transit districts
- Private, non-profits

Workforce options

- In-house
- Contracted
- Blended

The Vehicles



Bus



Light-Rail



Heavy-Rail

The Vehicles (*cont.*)



Commuter Rail



Intercity Rail



Ferry



Paratransit

The Challenge Facing Transit Agencies



BRIEF

APTA: Public transit ridership down in 2018



Credit: *Atomic Taco from Seattle, WA, USA* [CC BY-SA 2.0 (<https://creativecommons.org/licenses/by-sa/2.0/>)], from [Wikimedia Commons](#)

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Dive Brief:

- Americans took 9.9 billion public transit trips in 2018, a 2% decrease from 2017, according to a [report](#) from the American Public Transportation Association (APTA).
- Bus ridership fell 1.84%, light rail (streetcars, modern trolleys, heritage trolleys) fell 2.98% and heavy rail (subways and elevated trains) fell 2.6%. Commuter rail was the only mode with a ridership increase at 0.41%.
- Of the 31 large and small city transit systems included in APTA's data, 20 experienced year-over-year ridership losses, nine experienced gains and two did not have data available.



There were 37,000 traffic deaths in 2017. **What will it take to get 0?**

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Reduce, reuse, rescoot? A look at e-

Study: Uber and Lyft Caused U.S. Transit Decline

By Angie Schmitt | Jan 22, 2019 | 25





Your 2019 AI priority list

6 strategies for leading with AI

Is your business ready?



The Download

What's up in emerging technology



Ride-hailing is pulling people off public transit and clogging up roads

Uber and Lyft have made getting places easier than ever, but their convenience appears to be having an unintended side effect on cities: more traffic.

Matter of debate: Uber says its service works alongside public transportation, helping reduce traffic. Researchers disagree. "The emerging consensus is that ride-sharing [is] increasing congestion," Christo Wilson, a professor at Northeastern University who has studied Uber, told the AP.

FutureStructure

TRANSPORTATION

2018 Was the Year of the Car, and Transit Ridership Felt It

Public transit ridership in 2018 was down 2 percent from the year before, continuing a trend of declining transit use across the country. While there are a number of factors at play, privately owned cars seem to be a driving force.

BY SKIP DESCANT / APRIL 30, 2019



New UCLA Study Examines Transit Ridership Decline, Blames Increased Car Ownership

By Joe Linton | Feb 1, 2018 | 12



Southern California per capita transit ridership has declined since 2007 - a new UCLA ITS report examines why. Photo via Wikimedia



Since 2016, the [media has been reporting](#) that Metro ridership is declining. But how bad is the problem and what is causing it? A report out this week takes a hard look at the data. [Falling Transit Ridership: California and Southern California](#) was commissioned by the six-county Southern California Association of Governments (SCAG). The 70-page report comes from UCLA Institute for Transportation Studies authors Michael Manville, Brian D. Taylor, and Evelyn Blumenberg.



The Response from Transit Agencies



Introduction of New Technologies, Partnerships with Private Operators



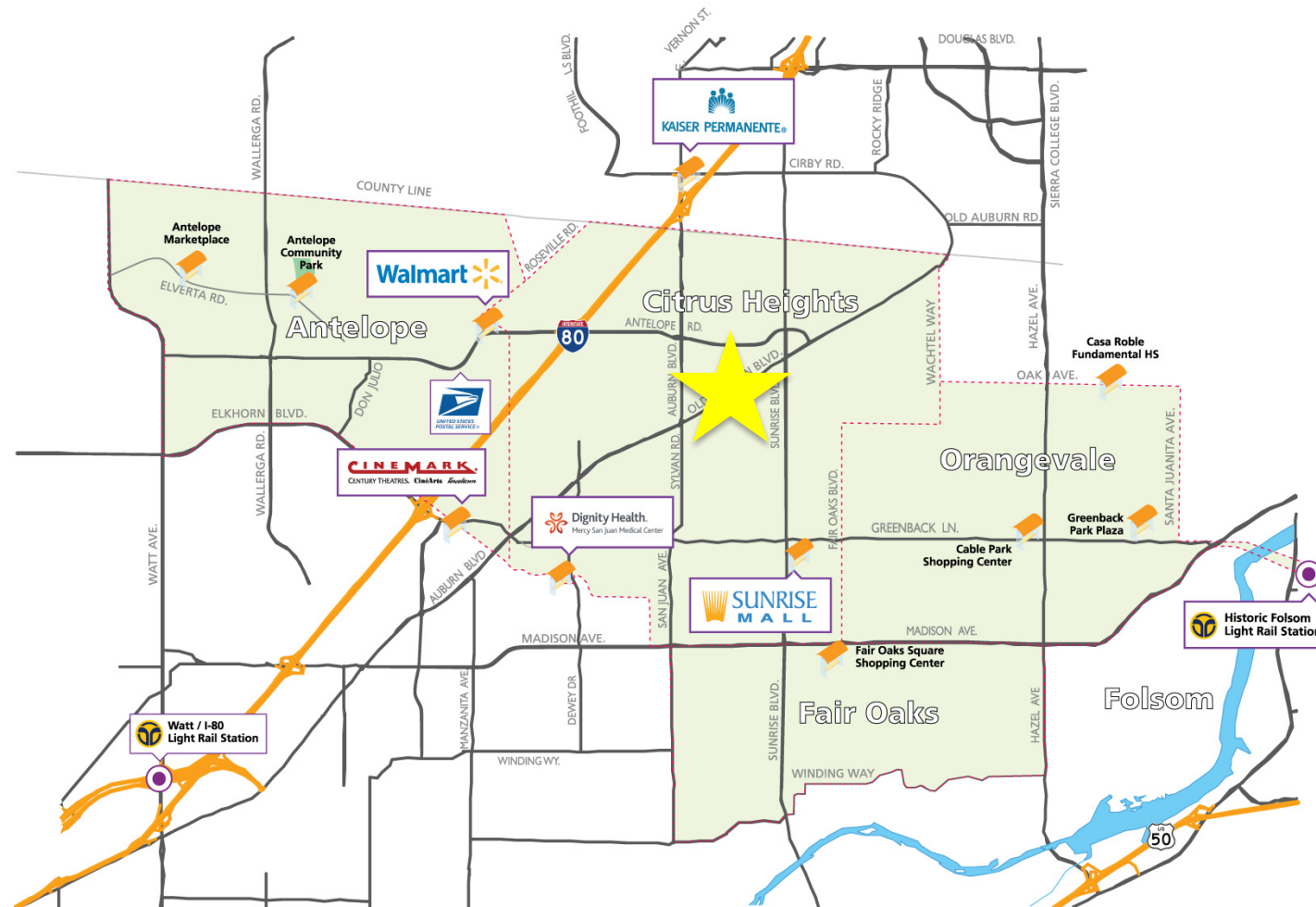
- Transit agencies are exploring new technologies and partnerships to:
 - Address first-mile/last-mile travel
 - Reduce cost and boost efficiency of paratransit service
 - Replace or augment low-performing lines
 - Expand service beyond traditional hours of operations

SacRT's SmaRT Ride

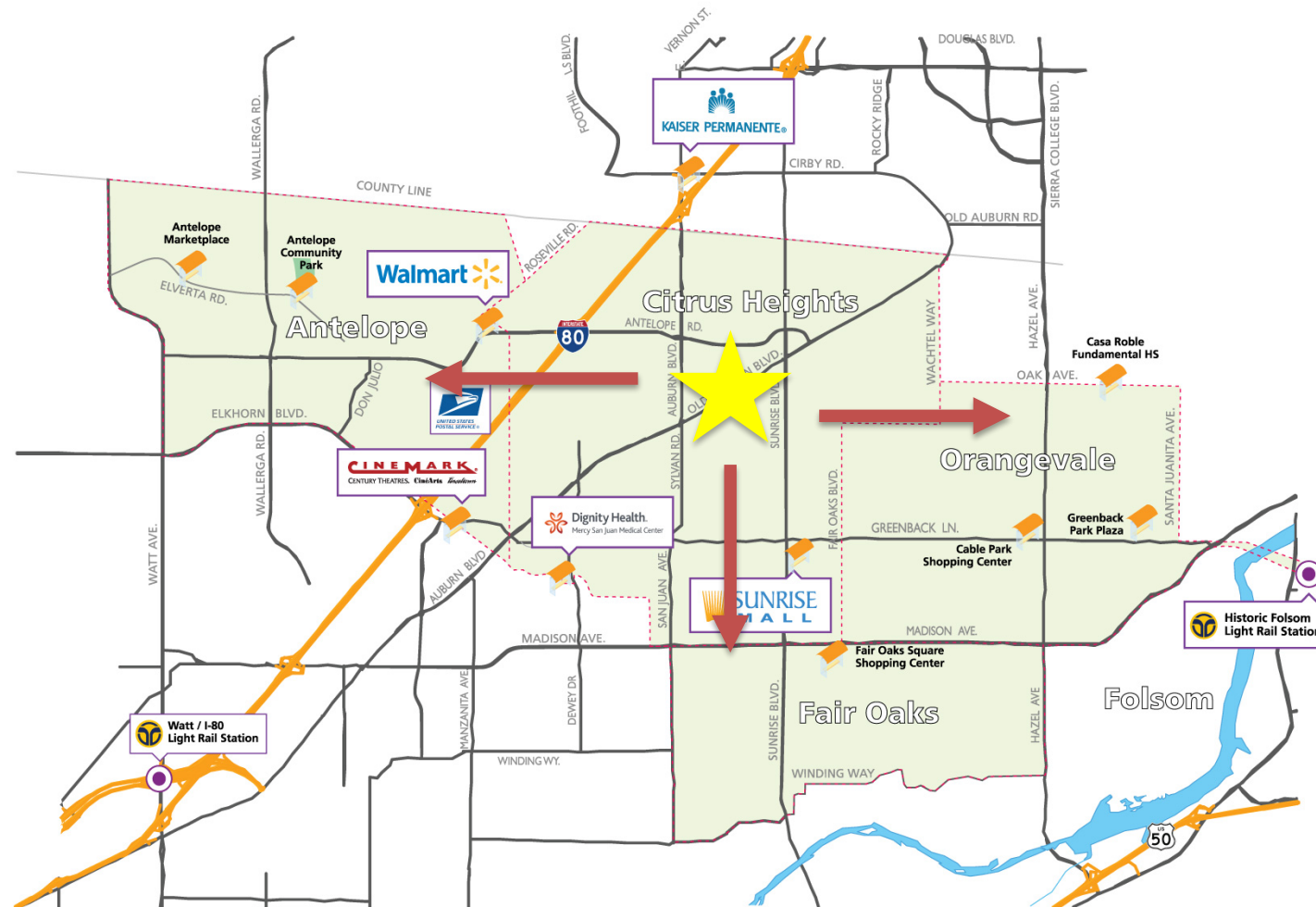
- Launched in February 2018
- Provides on-demand door-to-door service
- Service provided in-house, supported by TransLoc software
 - Reservations made by smartphone, online, or via phone
- Fares set at \$2.50; discounts for seniors, persons with disabilities, students



Service Boundaries



Service Boundaries

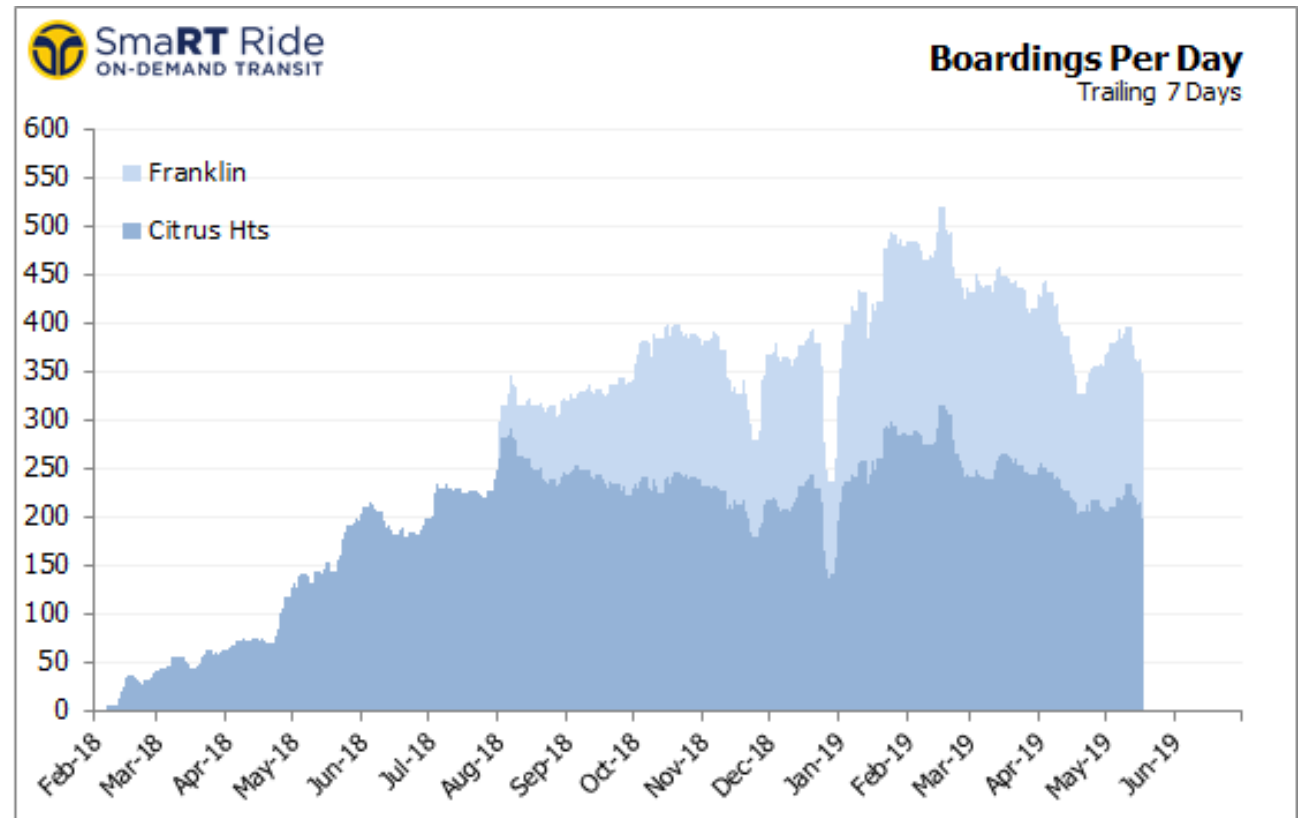


Service Boundaries (cont.)



Results

- Steady ridership growth
- Positive customer feedback
- Easier for dispatchers and operators to navigate
- No trip denials and fewer trip cancellations, no shows

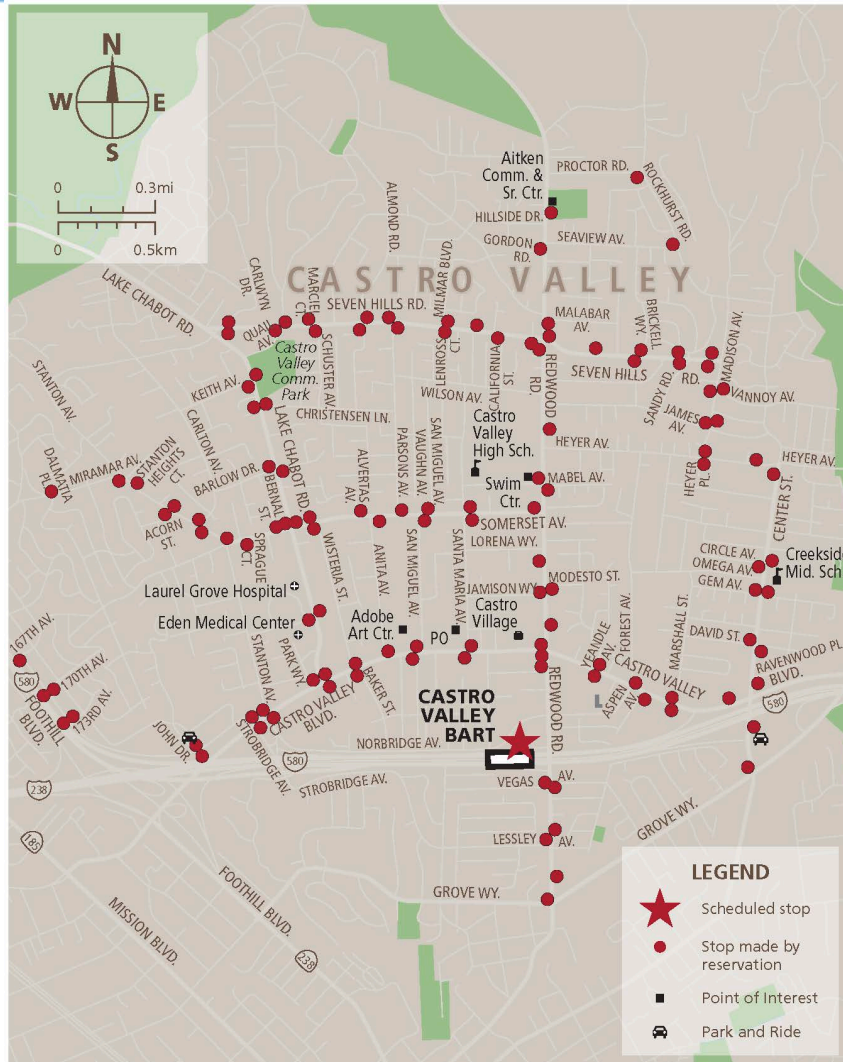


AC Transit's FLEX Service

- Launched in July 2016
- Provides on-demand service to/from specified bus stops
- Service provided in-house
 - Reservations made by smartphone, online, in-person (at scheduled stops), or via phone
- Fares set at \$2.50; discounts for seniors, persons with disabilities, youth



Service Boundaries



Results

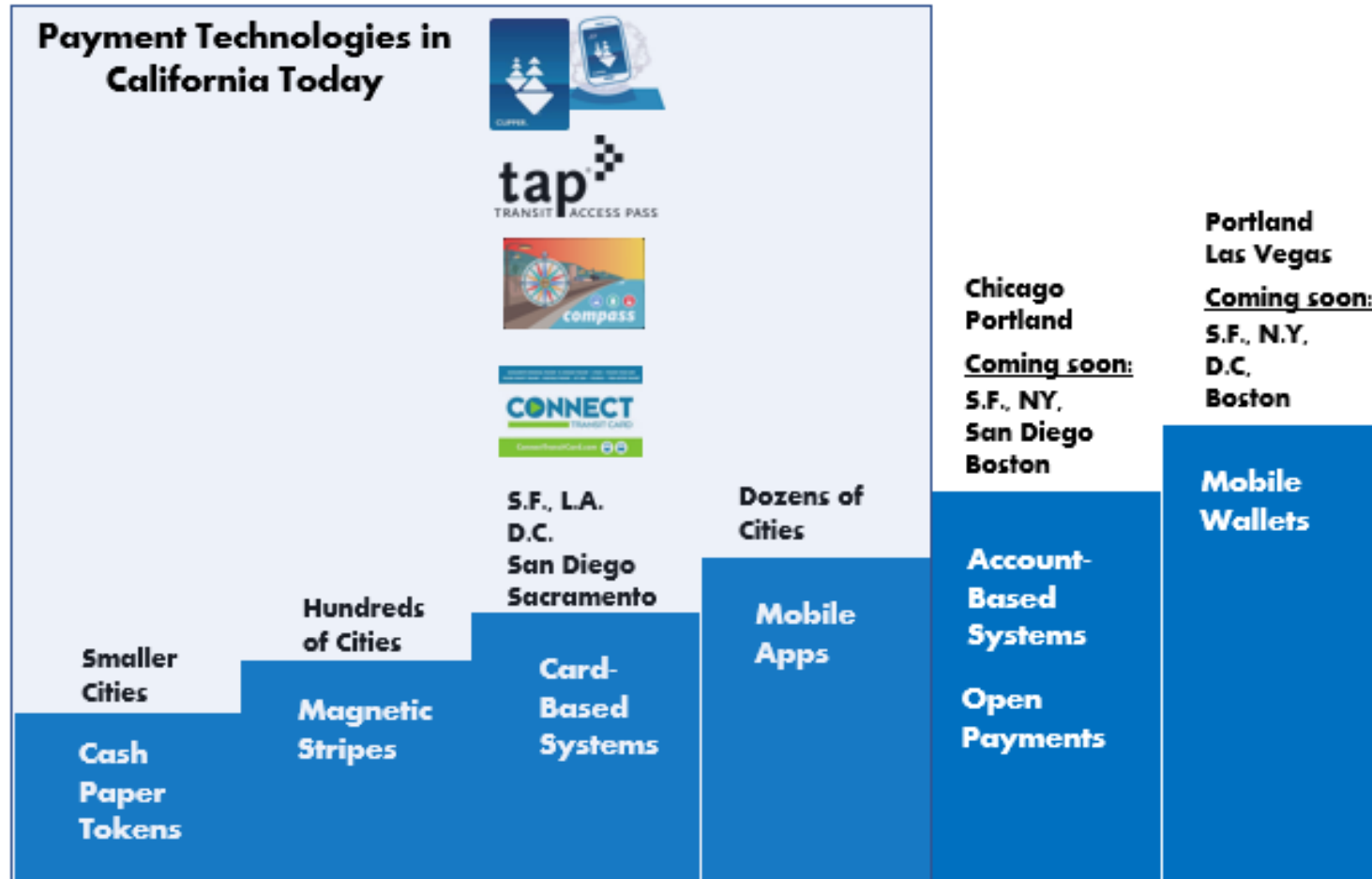


- 23,000 trips completed
- Increased frequency at BART stations, where 2/3 of passenger trips begin or end
- Positive customer feedback – 94% of riders preferred Flex

BUT...

- Service averages 3 passengers/hour, half of fixed route line it replaced
- Gross cost roughly equal to fixed route, but cost/passenger more than double

Increased Integration



Increased Integration (*cont.*)

- California exploring how to:
 - Encourage ticketing integration between systems, across regions
 - Coordinate scheduling using better quality real-time data
 - Create truly seamless rides between modes & geographies



	Rules Engine; Account Management & Components		Mobile Apps	Multi-agency	Open Payment
	Card Based	Acct. Based			

Opportunity for small and medium PTOs, and integration with existing programs

Cal-ITP		✓	✓	✓	✓
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Current / Upcoming Fare Systems

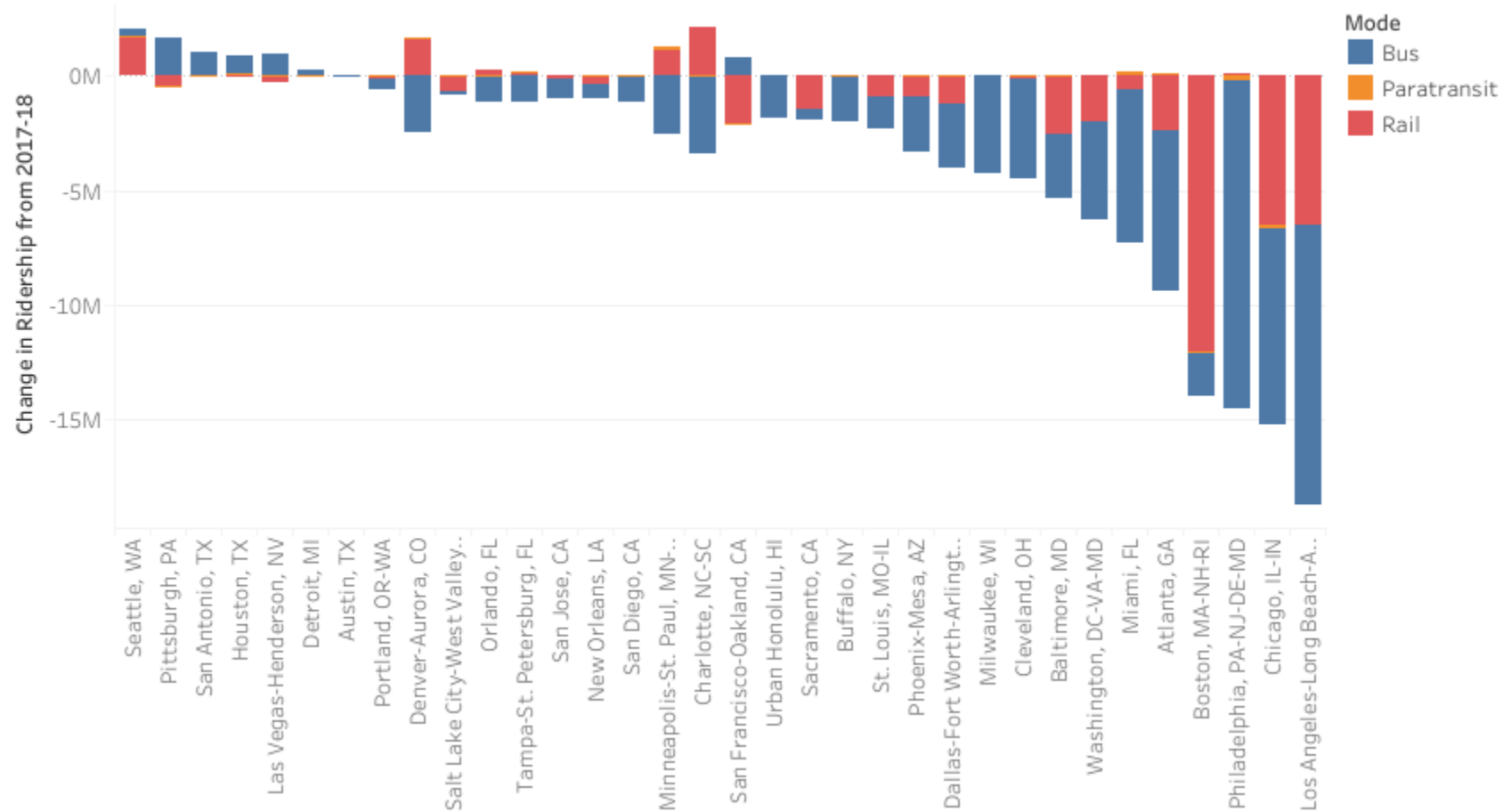
Small and Medium (not in the below)	No	No	Some	No	No
Bay Area	✓	Planned	Planned	✓	Option
Sacramento	✓			✓	
Los Angeles	✓		✓	✓	
San Diego	✓	Planned	✓	✓	Planned

How You Can Help

|

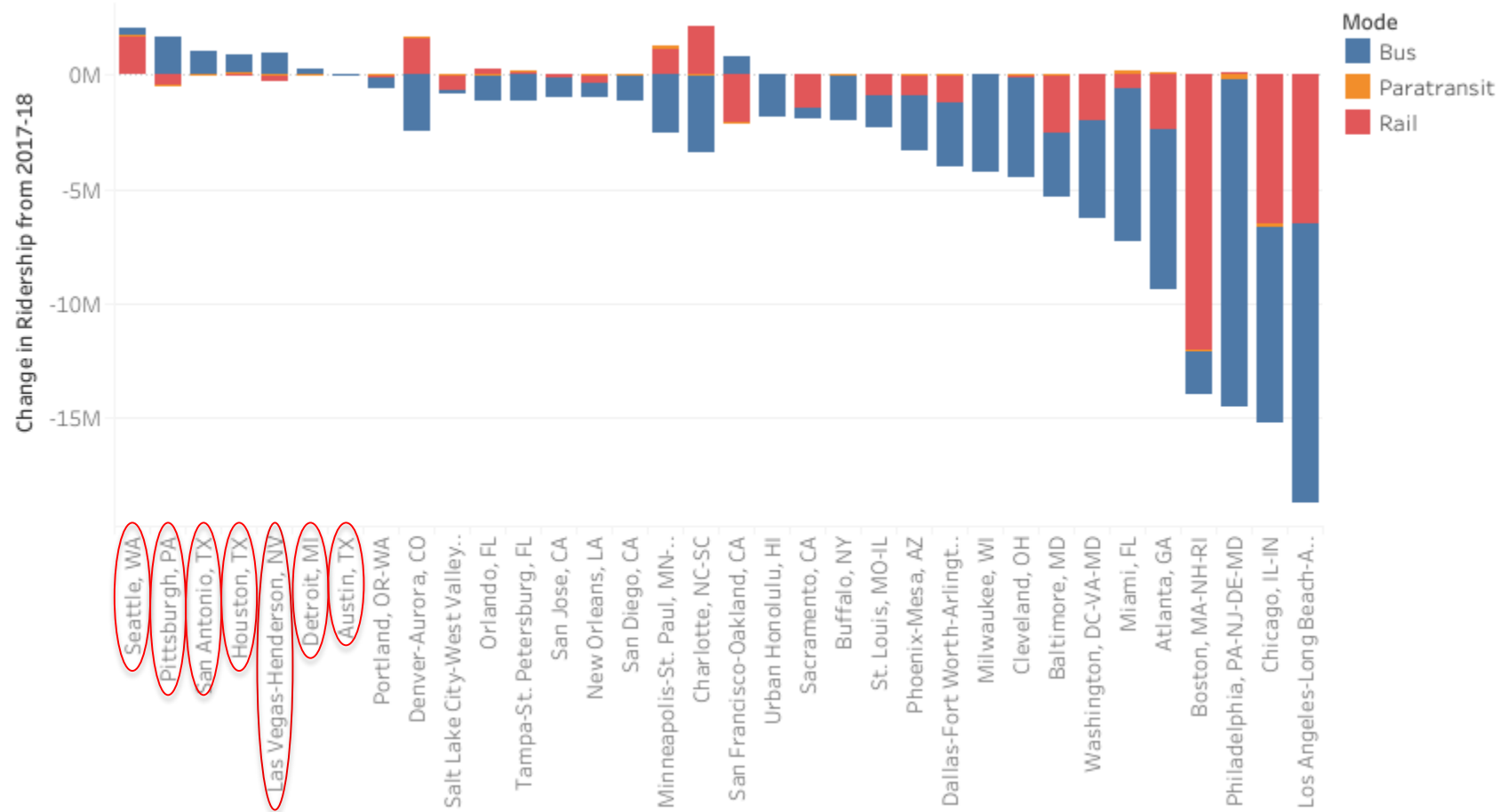
Ridership is Growing in Several Metro Areas

Ridership Change 2017-18 by Mode in the Largest 35 Regions



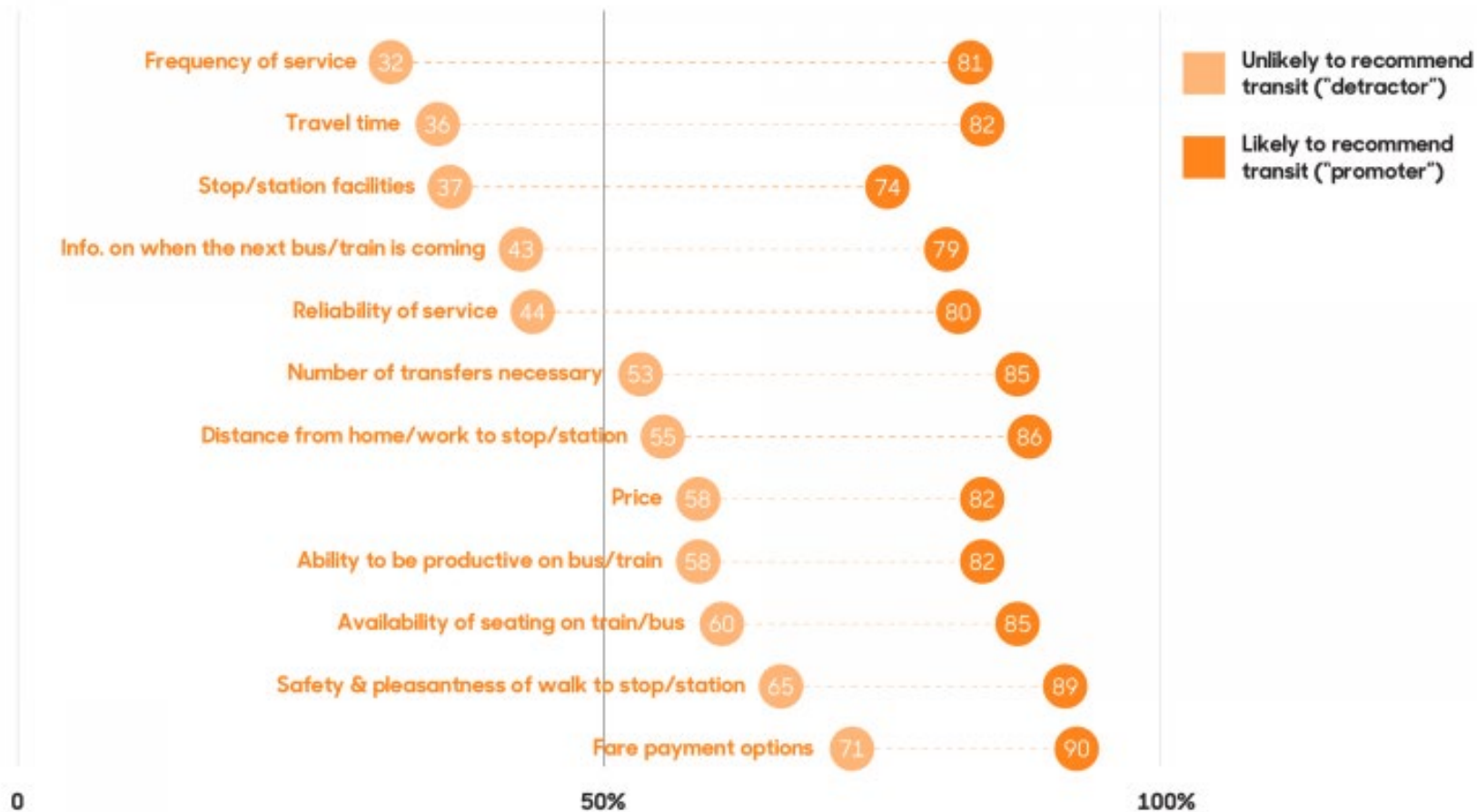
Ridership is Growing in Several Metro Areas

Ridership Change 2017-18 by Mode in the Largest 35 Regions




What Really Drives Transit Ridership

Satisfaction With Transit Service Attributes



Recommendation #1: Support Policies That Improve the Quality of Transit Service



Transit performs well in cities and regions where it competes with the automobile on trip time and convenience.

The State of California and local governments *should*:

- Increase funding for transit operations;
- Create bus-only lanes;
- Authorize the use of highway shoulders for limited bus operations; and,
- Establish traffic-signal prioritization.

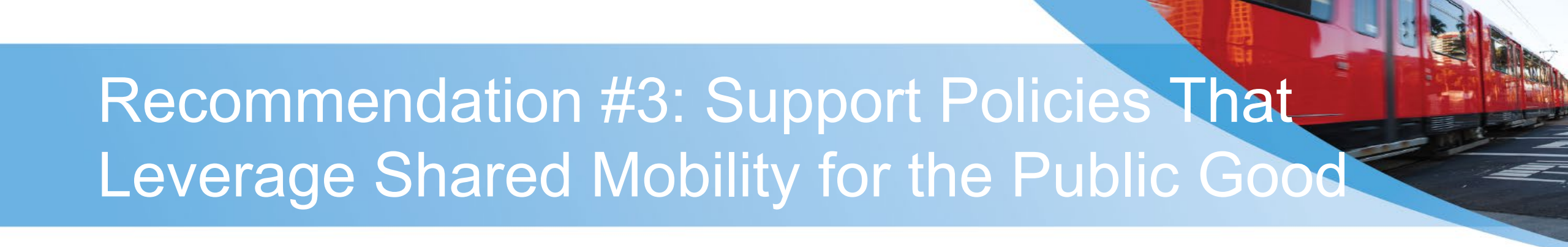


Recommendation #2: Support Policies That Improve the Financial Appeal of Public Transit

Transit ridership suffers, because we have failed to enact the pricing mechanisms necessary to improve its financial appeal relative to automobile travel.

The State of California and local governments *should*:

- Mandate that employers provide commuter benefits;
- Trial congestion pricing;
- Implement VMT fees; and,
- Price parking appropriately.



Recommendation #3: Support Policies That Leverage Shared Mobility for the Public Good

Municipalities and transit agencies, including those who partner with shared mobility providers, are often unsuccessful in compelling shared mobility providers to share trip level data.

The State of California *should*:

- Establish baseline access standards for trip level data; and,
- Protect the ability for municipalities to establish their own requirements.

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Recommendation #1

Support policies that improve the quality of transit service: Transit performs well in cities and regions where it competes with the automobile on trip time and convenience. Unfortunately, factors outside the control of transit agencies mean that transit service is often slow, inconvenient or unreliable.

The State of California and local governments can improve the quality of transit service and grow transit ridership by implementing policies specifically designed to allow transit to compete with the automobile on trip time and convenience. These policies include: creating bus-only lanes, authorizing the use of highway shoulders for limited bus operations, and establishing transit-signal prioritization.

Recommendation #2

Support policies that improve the financial appeal of public transit. Transit ridership suffers, because we have failed to enact the pricing mechanisms necessary to improve its financial appeal relative to automobile travel.

The State of California and local governments can help transit agencies compete with the automobile by mandating that employers provide commuter benefits, trialing congestion pricing, implementing VMT fees and pricing parking appropriately.

Recommendation #3

Support policies that leverage shared mobility options for the public good.

Shared mobility options have the potential to augment and improve traditional transit service. That said, municipalities and transit agencies, including those who partner with shared mobility providers, are often unsuccessful in compelling shared mobility providers to share trip level data. This data could be used to understand the impact of these options on traditional transit service, improve the efficiency of existing transit service, monitor the efficacy of partnerships, and focus outreach efforts for new services.

The State of California can ensure that shared mobility options are leveraged for the public good by establishing baseline access standards trip level data and maintaining the ability for municipalities to establish their own requirements.