



Date: September 6, 2006

Committee Meeting Date: September 13, 2006

Board Meeting Date: N/A

BOARD MEMORANDUM

ACTION DISCUSSION INFO

TO: Citizens Advisory Committee
Santa Clara Valley Transportation Authority
Board of Directors

THROUGH: Michael T. Burns *Michael T. Burns*
General Manager

FROM: Carolyn M. Gonot *Carolyn M Gonot*
Chief Development Officer

SUBJECT: Outreach Process for the Comprehensive Operations Analysis

FOR DISCUSSION

In the past year, considerable progress has been made in the Comprehensive Operations Analysis (COA) project. COA elements, including the Market Segmentation Study, Passenger Survey, and Existing Conditions Analysis are near completion. In the next several months, staff will present the results of the analyses and key findings.

The COA has the potential to increase VTA's operations efficiency, and improve overall system ridership, and improve VTA's farebox recovery. To establish framework to guide future COA efforts, staff is proposing a Draft Outreach Process and Schedule, as shown in Attachment A. Extensive analysis and comprehensive outreach will be key in attaining COA goals. The stakeholders will include VTA Board and committees, passengers, operators, seniors, disabled persons, schools, and employers. Major outreach elements will include presentations to VTA Board of Directors and Committees, VTA Board workshops, briefings with City staff and elected officials, and public meetings. It is anticipated that final service and operation plans based on COA findings will be ready for VTA Board consideration in April 2007, with implementation scheduled to begin in July 2007.

Prepared by: Ying Smith, Senior Transportation Planner

COA Outreach Schedule (DRAFT)

August 29, 2006

Task	Outreach Round 1										Outreach Round 2										
	August		September			October			November		December	January			February			March			April
	VTA Committees	VTA Committees	VTA Board	VTA Committees	Community Meetings	VTA Board	VTA Committees	Community Meetings	VTA Board	VTA Board	VTA Committees	Community Meetings	VTA Board	VTA Committees	Community Meetings	VTA Board Workshop	VTA Committees	Community Meetings	VTA Board	VTA Board	
COATSP																					
Work Program / Informational		X				X															
Existing Conditions				X		X															
Transit Sustainability Policy	X	X		X		X	X			Action											
Core Principals		X		X			X														
Service Restructuring Alternatives											X	X		X	X	X					
Draft Service and Operations Plans																		X	X		
Final Service and Operation Plans																	X				Action
On-Board Survey	X	X				X															
Market Segmentation							X		X												
South County Community Bus				X	X		X	X													Action
Phase II Community Bus															X			X			Action

Stakeholder Definition:

VTA Committees Committees include Transit Planning & Operations, Policy Advisory Committee, Citizens Advisory Committee

VTA Board VTA Board plus briefings of individual members

VTA Board Workshop Workshop for Board members and policy makers. Open to other stakeholders.

South County Community Bus Outreach to cities regarding community bus program. Incorporates early results of COA.

Community Meetings Include meetings and hearings for elected officials, City staff and the general public.