

Date: _____ November 27, 2007

Committee Meeting Date: _____ December 13, 2007

Board Meeting Date: _____ January 3, 2008

BOARD MEMORANDUM

INFORMATION ITEM

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

THROUGH: Michael T. Burns
General Manager

FROM: Jim Lawson
Government Affairs Manager

SUBJECT: Update on New Bus Service for January 14, 2008

FOR INFORMATION ONLY

BACKGROUND:

The Comprehensive Operations Analysis (COA) was unanimously approved by the VTA Board of Directors on August 30th, 2007. The COA, an 18-month process, was a comprehensive study of VTA's entire bus system. The study evaluated VTA's bus route structure and performance and analyzed the market conditions for public transit in Santa Clara County. VTA's new bus service plan was developed based on this analysis with the goal of targeting market opportunities, enhancing service efficiencies and increasing customer convenience. A primary consideration of the COA was to improve bus service utilizing the same funding level.

DISCUSSION:

VTA's New Bus Service, which begins on Monday, January 14, 2008, is the implementing tool for the findings of the COA. VTA's transformed bus service structure affects over 90 percent of its bus routes and includes more frequent service of 15 minutes or less on 15 core routes, 2 new express bus routes and 11 new low-fare community bus routes. These changes also include the elimination of 7 under-utilized bus routes. VTA has developed a wide-ranging approach that includes employee education, customer outreach, passenger information, marketing, signage, trip planning and field ambassadors to ensure our customers receive the information they need to successfully use the New Bus Service starting January 14, 2008.

Further information on the status and features of the New Bus Service Plan will be provided by Jim Unites, Operations Planning Manager and Bernice Alaniz, Deputy Director, Marketing and Public Affairs.

Prepared by: Stephen Flynn, Sr. Management Analyst
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