

**CONSIDERATION #1:**

*Which alternative will best address and complement the transit usage and travel patterns in the study area?*

**Santa Clara/Alum Rock Corridor Provides Link Between Downtown San Jose and the East Valley**

The Santa Clara/Alum Rock corridor is an extremely important east/west travel corridor between the East Valley and Downtown San Jose. It is the primary direct roadway link between the heart of Downtown San Jose and the East Valley, and is the most heavily used transit corridor in VTA's transit system. With projected growth in the Downtown and East Valley areas of San Jose and the tremendous level of both public and private investment anticipated in Downtown in the coming years, the Santa Clara/Alum Rock corridor will become even more important than it is today as a gateway to Downtown San Jose.

Approximately 20,000 to 33,000 vehicles per day travel the corridor, representing traffic volumes comparable to that on Market Street in Downtown San Jose. As such, this corridor is a major gateway into Downtown. Traffic volumes are within the carrying capacity of the roadway, however, on-street parking and frequent traffic signals and access points (i.e., driveways) and cross traffic tend to reduce the roadway capacity and, likely, increase the perceived level of traffic congestion in the corridor.

**Highest Transit Ridership Area in the County**

The Santa Clara/Alum Rock corridor exhibits an extremely high level of current transit use, with 12,000 daily transit boardings occurring in the four-mile segment between Capitol Avenue and the Diridon Station area. This is the highest ridership area in Santa Clara County, which is both a historical trend and one that is projected to continue for the foreseeable future.

While there is more transit service provided in this corridor than in any other area of the County, it should be noted that the high ridership is not merely the result of the high level of transit service provided. As shown in the box to the right, the services provided in the corridor are extremely productive. Each weekday, the corridor carries over 8% of the total ridership on VTA's entire system, even though it accounts for only .3% of the number of "transit route miles" of service.

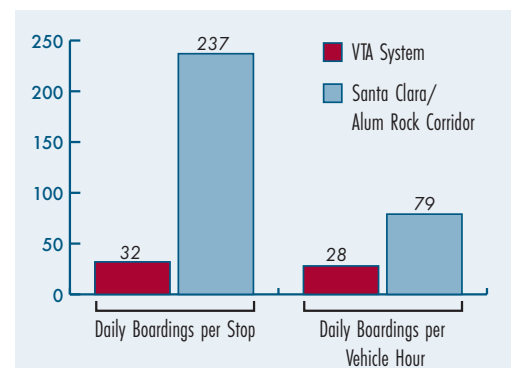
VTA bus stops serve an average of 32 riders each day, whereas the typical bus stop in the Santa Clara/Alum Rock corridor serves 237.

Transit ridership is less "peaked" in this corridor than the overall VTA system with fairly constant ridership throughout the day. The balanced number of transit trips being made during peak commute and non-peak times suggests a broader range of trip purposes for East Valley transit riders and/or less traditional work schedules.

In addition, there are dual transit needs in the corridor. There is both a demand for short "circulator" types of transit trips and longer transit trips through the corridor and beyond (sometimes referred to as "line-haul" trips).

A survey conducted by VTA in 2002 revealed the following: of all Bus Line 22 riders in the Santa Clara/Alum Rock segment, 51% got on and off within the segment, suggesting a shorter, "circulator" type of trip. The remaining 49% either got on, got off, or both outside the corridor, suggesting a longer trip through the corridor. Similarly, 42% of Bus Line 64 riders in the Santa Clara/Alum Rock segment got on and off between Capitol Avenue and the Diridon Station, versus 58% who got on, off, or both outside the corridor. This fairly even split for these two types of trips suggests significant demand for "circulator" as well as "line-haul" service.

The 2002 survey of VTA riders in the Santa Clara/Alum Rock corridor showed a high level of transit dependency among riders. There are a high percentage of riders in the Santa Clara/Alum Rock corridor who have "no other way to make the trip", and this percentage is higher than that found in the rest of VTA's service area. The survey also found that 85% of the transit riders in the study area use transit four or more days per week.



	VTA System	Santa Clara/Alum Rock Corridor
<b>Total Daily Bus Boardings</b>	150,000	12,000*
<b>Percentage of Total System Riders</b>	100%	8%
<b>Percentage of Miles of Service Area</b>	100%	.3%
<b>Average Daily Boardings per Bus Stop</b>	32	237

\* Represents combined ridership on Line 22 (6,500), Line 64 (4,300), and Line 300 (1,100)

**Travel Patterns in the Corridor**

The Santa Clara/Alum Rock corridor is very diverse, characterized by a high level of small business and community activity. It includes some of the most densely populated neighborhoods in Santa Clara County.

The entire 30-square mile Downtown East Valley area has 300,000 residents but only 51,000 jobs. In other words, approximately 16% of the population of Santa Clara County lives in the Downtown East Valley area, but only 5% of the County's jobs are found there. This means that a high percentage of Downtown East Valley residents commute to jobs located outside the study area. Because of the limited number of east/west roadways in the East Valley and increasing development in the east foothills and Evergreen area and communities to the south of San Jose, there are also a large number of commuters, traveling through the study area.

Other important characteristics of the Downtown East Valley study area:

- Average household incomes in the study area are 44% less than the countywide average.
- The number of persons per household is almost 30% higher than the countywide average (4.16 as compared to 2.97).
- People who live in the study area have fewer autos per household than is found countywide, resulting in a much higher number of "persons per auto."

This demographic makeup suggests a high need for the current transit service provided in the corridor.

**TRAVEL PATTERNS & TRANSIT USAGE IN THE CORRIDOR**

**VTA ON-BOARD SURVEY**

Topic	Study Area	System-wide
<b>Take Transit Because No Other Other Way to Make Trip</b>	73%	62%
<b>Live in Multiple Family Dwelling</b>	55%	65%
<b>Under 35</b>	77%	61%
<b>Female</b>	51%	42%
<b>Minority</b>	81%	67%
<b>Under \$35,000 Annual Income</b>	71%	55%
<b>Employed (Full or Part Time)</b>	59%	70%
<b>Student</b>	26%	17%

**Future Demand in the Corridor**

Bus lines 22, 64 and 300 accommodate nearly 12,000 passengers each day along the corridor. Projected transit demand (bus and/or rail) in 2020 in the Santa Clara/Alum Rock corridor is in the range of 16,000 to 19,000 daily riders.

Transit improvements are needed in the Santa Clara/Alum Rock corridor to meet the current and future transit needs of residents and commuters.

**CORRIDOR CHARACTERISTICS**

- Major east/west travel corridor
- Gateway into Downtown San Jose
- Vibrant central business district, characterized by small businesses and community activity
- High level of transit use
- High level of transit dependency
- Vehicle traffic and transit use projected to increase
- Population and population density projected to increase at a higher rate than the rest of San Jose