



COA TIMELINE

Part 1 – April/May 2009

Collect and Analyze Current Service Data: Review current ridership and bus service

- Perform detailed ridership count at every stop of every route in RTD's service area
- Conduct a survey of passengers to gather detailed information on ridership demographics, passenger travel needs, and how they use RTD
- Evaluate current RTD service on a route-by-route basis to identify what is working and what could be improved
- Analyze the quality of current RTD transit service including on-time performance and service reliability
- Gather information from key stakeholders on ways that RTD can better serve the public

Part 2 – May 2009

Market Analysis

- Look at current and future land use development, demographics, employment/school enrollments and associate travel needs
- Identify population markets most likely to use different transit options
- Identify where growing congestion and higher densities present opportunities for transit

Part 3 – June 2009

Early Action Plan and Stakeholder Outreach

- Identify and develop feasible immediate-term recommendations that will grow ridership and/or control operating costs, such as altering existing routes, adjusting bus frequency and service span to match demand, and reducing customer wait times.
- Conduct public forums throughout San Joaquin County
- Update or make COA website available for public comment and suggestions

Part 4 – Summer 2009

Recommend Preferred Service Plan and complete Transit Gap Study

- Build on what currently works well
- Match transit service type and level to different markets
- Improve the overall customer experience
- Make services faster, more direct and easier to use
- Improve efficiency in service delivery
- Identify additional services needed to match San Joaquin County's growing demand
- Make RTD a part of more people's daily travel experience

Visit the RTD website for more information on the buses and to learn about ways that you can contribute to this project.

www.sanjoaquinRTD.com