

**San Joaquin Valley
Express Transit Study**

**Service Recommendations
May, 2009**

Purpose of study

- To develop recommendations for inter-county commuter-express transportation service within the San Joaquin Valley region, and between the San Joaquin Valley and its neighbors.

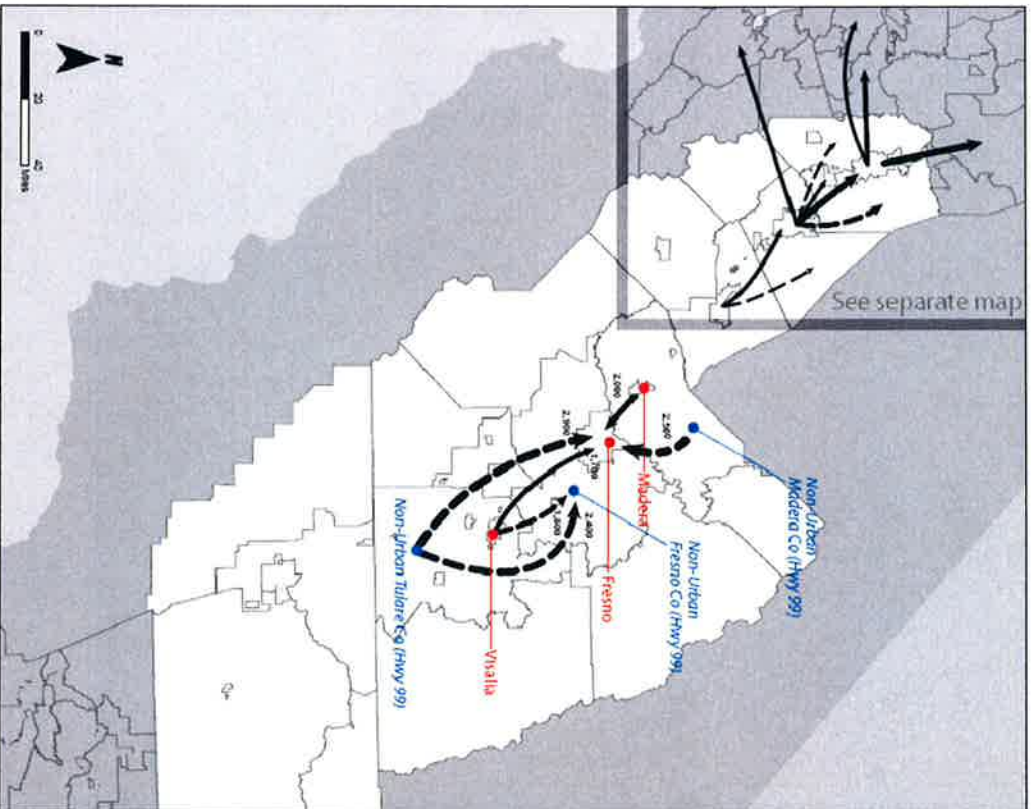


Study parts

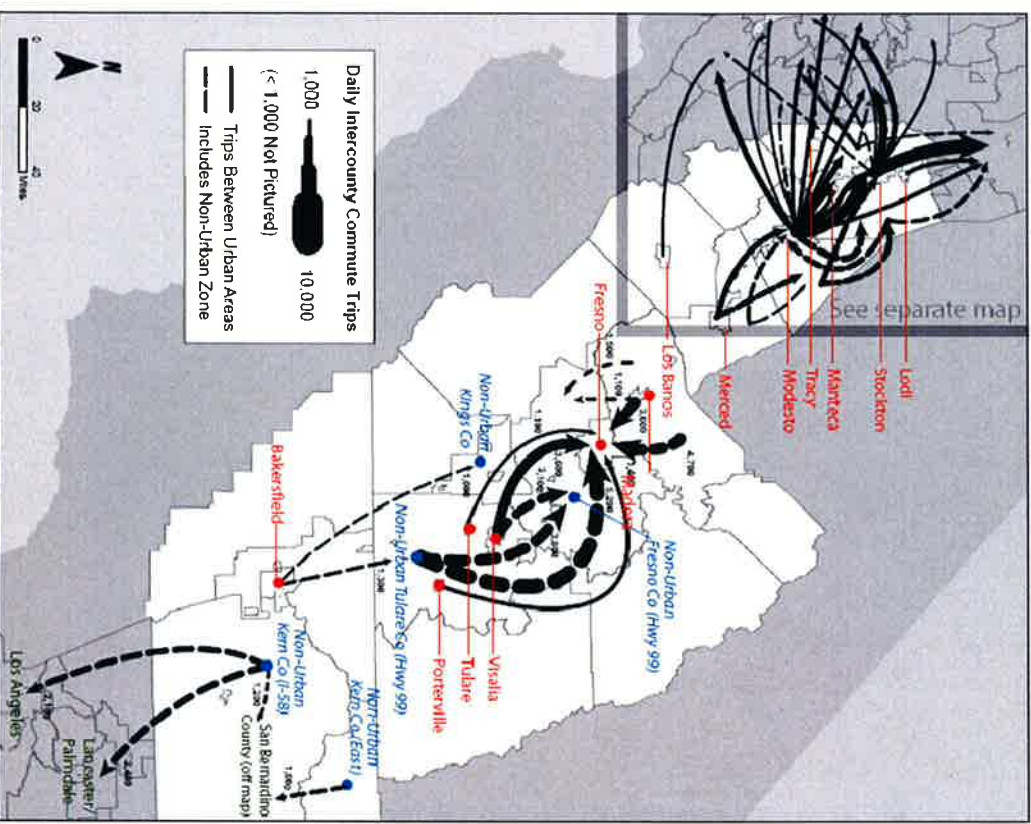
1. Existing Transit Conditions
2. Peer Review
3. Transit Operator / Major Employer Interviews
4. Travel Demand Analysis
5. Develop service and facility strategies and costs
6. Recommend operating and institutional plan

Inter-County Commute Travel Demand

2000 Commute Trips (Location-to-Location)



2030 Projected Intercounty Commute Trips (Location-to-Location)

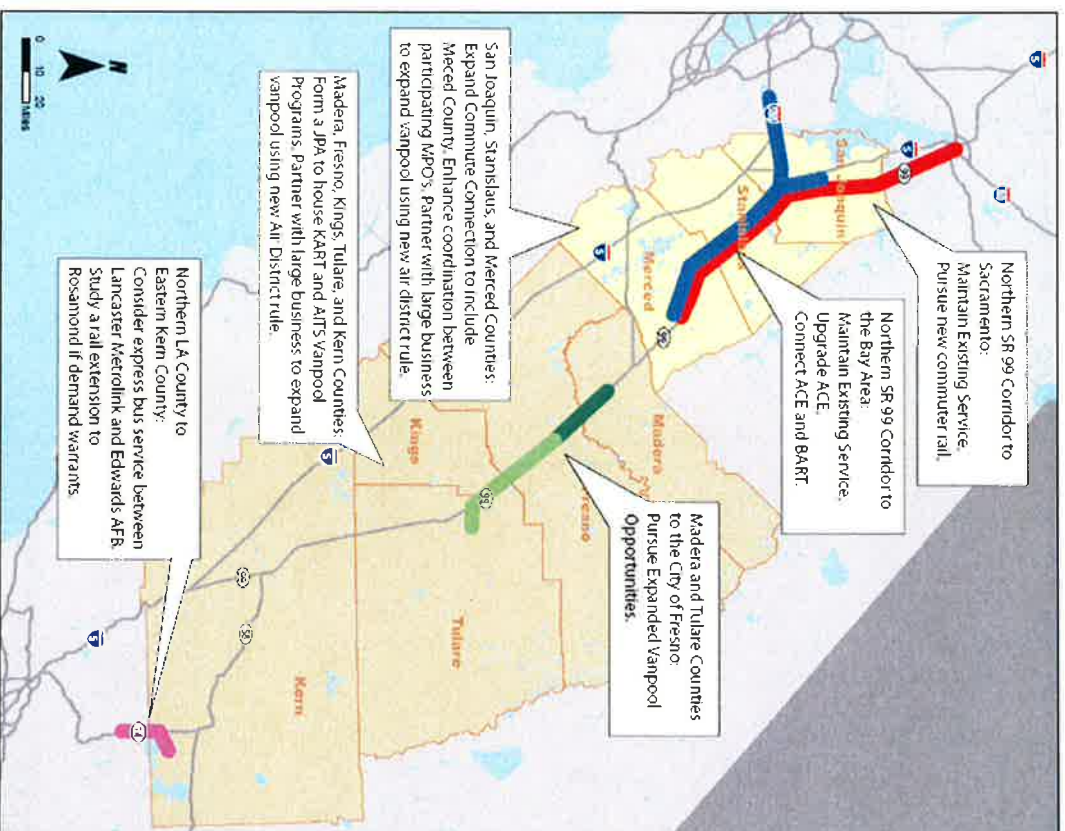


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Service Models

Model	Strengths	Limitations
Ridesharing/ Vanpool	High cost recovery ratio; User-operated.	Need numerous riders from same destination; capacity limited.
Subscription Bus	Service scaled to demand.	Provides riders with limited flexibility.
Express Bus	Flexible – very targeted to very robust. Moderate capital investment.	Subject to roadway congestion. First and last mile challenges.
Rail	Very high capacity. Avoids roadway congestion. TOD opportunities.	High capital investment, long planning horizon. First and last mile challenges.

Service Recommendations by Corridor



Service Recommendations: Ridesharing

Continue with plans to form a Joint Powers Authority in the southern portion of the Valley to operate KART and AITS Vanpool.

Partnership between Kings, Madera, Fresno, Tulare and Kern county MPO's.

Share the administrative burden of the program, manage costs, encourage cohesive planning.

Would take on other ridesharing functions, including South Valley Rideshare web site.

Should also administer the Guaranteed Ride Home program described later.



Service Recommendations: Ridesharing

Expand Commute Connection's service area to include Merced County, and enhance coordination between the participating MPO's.

Meet to discuss adjustments to program structure and governance during fiscal year 2009-2010.

Commute Connection should consider a pilot test of lease-purchasing vanpool vehicles.



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Service Recommendations: Ridesharing

Prioritize Vanpooling to Fresno

Instead of new fixed-route transit, the region should prioritize the promotion and availability of vanpool opportunities for inter-county commuters traveling to the City of Fresno.

Seek to market the program more aggressively through employers in the City of Fresno.

Seek to make more park-and-ride facilities available in Tulare and Madera Counties.



Service Recommendations: Ridesharing

Provide a single Valley-wide ride-matching and vanpool website.

Employers, counties, and council's of government throughout the Valley could link to this common web site,

We site could be jointly managed by the two regional ridesharing entities.

The region could consider creating a combined ride-matching database.



SOUTH VALLEY
RIDE SHARE.COM
YOUR COMMUTER RESOURCE CENTER

Your single source for all your transportation needs throughout
Madera, Fresno, Kings, Tulare and Kern Counties.

The advertisement features three images: a carpooling scene with two people in a car, a bus, and a vanpool. The text is in a mix of blue and white colors, with 'RIDE SHARE.COM' in large, bold, blue letters.

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Service Recommendations: Ridesharing


Invest in more marketing of Vanpool to choice riders

Market directly to employers.

Add signage at park-and-ride facilities.

Add billboard advertising on freeways.

Add signage on vehicles.



SOUTH VALLEY
RIDE SHARE.COM
YOUR COMMUTER RESOURCE CENTER

Your single source for all your transportation needs throughout
Madera, Fresno, Kings, Tulare and Kern Counties.

The advertisement features three small images: a person driving a car with passengers, a white vanpool, and a person sitting on a transit bus.

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Service Recommendations: Ridesharing

Expand park-and-ride opportunities

Vanpool programs should work to develop a coordinated strategy to negotiate for expanded rights to park-and-ride access to underutilized business parking lots.

These agreements, if necessary, should use program funds to compensate parking lot owners for facility where-and-tear.

It may be particularly fruitful to seek shared parking agreements with businesses that have peak parking demand outside of normal commute hours, such as restaurants and movie theatres.



Service Recommendations: Ridesharing

Offer Guaranteed Ride Home throughout the Valley

Expand Commute Connection GRH to include Merced County.

Add GRH as a service of the regional vanpool entity being created in the southern counties of the region.

GRH should be part of the trip reduction program offered to large employers under the Air District's new trip reduction rule.

