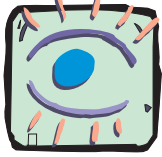


WHAT ARE YOUR PRIORITIES?



PROJECT VISION STATEMENT

"Demonstrate how increased efficiency, speed and service can attract new transit ridership, improve customer satisfaction and benefit the broader community by providing train-like service through the use of bus technology."

WHAT YOU CAN DO!

Place your 3 gold stars next to the objectives below that represent your **very highest priorities**. Use your 5 gold stars for other **high priorities**.

PROJECT GOALS & SUPPORTING OBJECTIVES

36 (B x 3) = 108 + 24 (G x 1) = 24, Total = 132

1

GOAL 1. Reduce Transit Travel Time

- Objective "1a"- Reduce showcase transit vehicle travel time by a significant level (20-30%) over standard bus service in the corridor.
- Objective "1b"- Reduce patron waiting time at stations by providing frequent bus service during peak periods & by improving service reliability.

19 (B x 3) = 57 + 22 (G x 1) = 22, Total = 79

3

GOAL 2. Attract New Ridership

- Objective "2a"- Significantly increase the number of new transit riders (20%-40% of real growth as opposed to transferred riders from other transit services).
- Objective "2b"- Consider implementing a "Frequent Rider" reward program to encourage use.
- Objective "2c"- Consider ways to target and attract students and new employment-related ridership in corridor.

18 (B x 3) = 54 + 27 (G x 1) = 27, Total = 81

2

GOAL 3. Enhance Customer Experience

- Objective "3a"- Provide a clear system identity that is unique and differs from the current blue car service.
- Objective "3b"- Implement state of the art amenities such as "Next Bus" and other technologies to ease transfers, increase comfort, assure safety, improve accessibility and decrease time delays.
- Objective "3c"- Provide technologies & information to make it easier for the public to integrate the service into their transportation requirements.
- Objective "3d"- To the extent possible, improve connections with other services (such as enhanced greenline) to make connections easier.

9 (B x 3) = 27 + 16 (G x 1) = 16, Total = 43

6

GOAL 4. Improve the Pedestrian Environment Around Stations

- Objective "4a"- Increase access to stations and buses and remove barriers to encourage walking and cycling to transit stations.
- Objective "4b"- Improve safety and the walking experience for all of the public in areas within 1/4 mile from transit stations.
- Objective "4c"- Encourage business patronage by transit users at and around transit stations, as well as by all the general walking public.

11 (B x 3) = 33 + 15 (G x 1) = 15, Total = 48

5

GOAL 5. Optimize Traffic Operations along Park and El Cajon Boulevard

- Objective "5a"- Implement signal priority systems to improve the speed and efficiency of the showcase buses.
- Objective "5b"- Increase signal synchronization to improve traffic flow for all vehicles.
- Objective "5c"- Review EVP (Emergency Vehicle Priority) needs in the corridor.

8 (B x 3) = 24 + 15 (G x 1) = 15, Total = 39

7

GOAL 6. Implement Service by the Summer/Fall of 2006

- Objective "6a"- Launch a substantial part of the service and improvements within three years.
- Objective "6b"- Improvements needed to make a substantial difference in speed, ridership and service should be available at the project opening.
- Objective "6c"- Phasing should be reserved for increased levels of services that may include additional stations or alternative route service combinations.

5 (B x 3) = 15 + 17 (G x 1) = 17, Total = 32

8

GOAL 7. Reflect Community Desires

- Objective "7a"- Provide a forum for community input through workshops, meetings and presentations.
- Objective "7b"- Gather input from key stakeholders and the broader community to determine overall program objectives, ideas and recommendations that reflect community desires and priorities as well as funding realities.
- Objective "7c"- Use the PRC with their local experience and expertise to help make decisions and inform the project team of priorities.

6 (B x 3) = 18 + 12 (G x 1) = 12, Total = 30

9

GOAL 8. Protect Parking Resources

- Objective "8a"- Look for partnerships with adjacent development and redevelopment for sharing new parking resources.
- Objective "8b"- If any parking spaces are removed, replace parking within 500' of the lost parking through restriping, curb cut elimination, bus stop consolidation and reconfigurations, or adjacent street angled parking options.
- Objective "8c"- Prioritize the protection of parking spaces based on utilization, adjacent uses, other parking options & difficulty in replacing lost parking.

11 (B x 3) = 33 + 17 (G x 1) = 17, Total = 50

4

GOAL 9. Enhance Public Spaces around Transit Stops

- Objective "9a"- Provide well designed transit stops that are positive elements to the sidewalk environment and to the adjacent businesses.
- Objective "9b"- Transit stops should help support existing businesses as well as encourage future development.
- Objective "9c"- Transit stop circulation should accommodate transit riders and other pedestrians and be fully accessible.
- Objective "9d"- Provide opportunities to add public art to the station areas in the future.

4 (B x 3) = 12 + 18 (G x 1) = 18, Total = 30

10

GOAL 10. Improve Operational and Maintenance Efficiencies

- Objective "10a"- Show improvements over existing operational conditions in Passengers per Revenue Mile in the corridor.
- Objective "10b"- Develop a system of capital improvements that can be properly and regularly maintained (including buses, stops, traffic systems & roadway surfaces) and that fit well within the unique character of the surrounding community.
- Objective "10c"- Utilize efficiency improvements to increase frequency of service in the corridor.
- Objective "10d"- Identify opportunities to utilize community funded operations to meet goals such as those called for in #4 for maintenance & cleaning.



SDSU to DOWNTOWN
BUS RAPID TRANSIT SHOWCASE PROJECT