

CHAPTER 4 - A TRANSIT VISION: PUTTING THE PASSENGER FIRST

# Sacramento Regional Transit Master Plan

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**Prepared for:**

Sacramento Regional Transit District  
1400 29th Street  
Sacramento, CA 95816  
USA

+1 916 321 2800  
[www.sacrt.com](http://www.sacrt.com)

**Prepared by:**

Steer Davies Gleave  
1000 - 355 Burrard Street  
Vancouver, BC V6C 2G8  
Canada

+1 604 608 6198  
[www.steerdaviesgleave.com](http://www.steerdaviesgleave.com)

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## 4 A Transit Vision: Putting the Passenger First

### Introduction

- 4.1 This section of the TransitAction Plan presents the Vision for the future of transit service in Sacramento. It includes a “Vision Statement”, a supporting set of Objectives, and a Service Philosophy designed to support the design of transit services, networks and routes and ultimately the delivery of the TransitAction Plan.

### The Components of a Transit Trip: Removing the Barriers

- 4.2 The development of the TransitAction Plan included a critical review of all aspects of transit infrastructure and service delivery. If Regional Transit is to respond to the emerging opportunities and challenges described in Chapter 2, then a more comprehensive, integrated approach to planning and delivery will be essential. The approach developed addressed transit needs at a very basic “single trip” level. In doing so all the key stages in a typical transit trip are identified. The process is as follows:

- I need to make a journey. Is transit an option? How do I find out?
- Route planning - easy information on schedules, route locations, stops, tickets?
- Access to transit - is it an easy and convenient walk?
- Waiting at the transit stop- do I feel safe? Am I going the right way? How long is the wait?

- The transit journey - paying my fare - do I need the exact fare? Is there change given? Do I get a seat? Is the ride pleasant or do I feel threatened? How do I get help if I need it? Where do I get off?
- Do I need to transfer? If so, where and how?
- My journey’s end - how do I get from the transit stop to my destination? Are there signs/wayfinding?
- ...And how do I get home again?
- So many questions. Maybe I’ll just drive.

- 4.3 By addressing each of these barriers to taking transit, the TransitAction Plan will help Regional Transit (RT) develop a transit system that is accessible, inviting and easy to use that will attract and keep new riders. The key components to be addressed include:

- Information and trip planning that is easy to use and readily accessible;
- Routes and frequencies that provide the right level of service;
- Local infrastructure- sidewalks, lighting, wayfinding and signing, safety and security to make it easy to access the transit network;
- Stations and stops - design, facilities, information, lighting, signing, safety and security, public art, landscaping to make the waiting environment as inviting and comfortable as possible;
- Fares and ticketing systems that are simple to use for regular and first-time users;
- Transit vehicles that are easy to access, offer adequate seating, including standing and storage space, provide information (visual, audible), are

comfortable and address safety and security concerns;

- Transit vehicles that are fast, frequent and reliable, regardless of mode. The whole system should, as far as possible, be designed with these attributes;
- Transfer centers- design, layout, convenience of transfer, safety and security, signing, landscaping, public art to make transfers between routes and modes easy, safe and convenient; and
- Final Destination- onward way-finding and information for return journeys.

## **TransitAction Plan: The Vision, Objectives, and the Service Philosophy**

### ***Introduction***

- 4.4 As part of the development of the TransitAction Plan, a workshop was held with key Regional Transit staff and managers to help frame the Transit Vision.
- 4.5 The goals of the workshop were to:
- Review feedback received from the early phases of public and stakeholder outreach;
  - Define the existing RT Service Philosophy;
  - Develop a Vision and related set of Objectives for the TransitAction Plan; and
  - Develop a Transit Service Philosophy.

### ***Review of Feedback from Public and Stakeholder Outreach***

- 4.6 The development of the TransitAction Plan was done through a highly consultative process with input provided by the public, stakeholders and through a series of advisory committees. Full details of the public outreach process are provided in Chapter 6.

4.7 As part of a first phase of public outreach from March to July 2008, the public, through a paper-based and online questionnaire, were asked to identify their most and least important characteristics of a good transit system. The key themes from this exercise were:

- Improve service frequency, type and coverage:
  - Improve quality: reliability, frequency, span of service, coverage, speed, comfort, shelter and security;
  - Improve appearance: safety, cleanliness, customer service;
  - Improve pedestrian and bike access to stop/stations and on-board accommodation;
  - Increase access to information: let them know what's going on and make it easy to find information about services; and
  - Incorporate environmental sensitivity: land use (smart growth); energy use.
- Financial considerations:
  - Willing to pay for good service (as defined above);
  - Before expanding service, make existing service higher quality (meet the needs above); and
  - People want service to reach them in far-reaching areas...but others don't want to pay for service for those who choose to live far away.

### ***Defining the Existing RT Service Philosophy***

4.8 In advance of developing a service philosophy for what RT would like to be in the future, the current RT service philosophy was defined as:

- Designed for peak period demand;
- Provides coverage over as wide a service area as possible - sometimes at the expense of providing higher frequencies on more ‘productive’ routes; and
- Maximizes light rail investment through feeder bus service.

### ***The TransitAction Plan Vision and Objectives***

4.9 Using the feedback received through the outreach process, a draft Vision statement was developed to provide RT with the 30-year, long term focus. The key principles of the Vision are a focus on ‘Putting the Passenger First’ and a focus on using transit to support and integrate with the Blueprint’s smart growth principles.

4.10 A set of supporting Objectives were then developed that were directly linked to the Vision, to enable RT to help justify, prioritize and trade-off projects and investments both through the development of the TransitAction Plan but also well into the future.

4.11 The TransitAction Plan Vision and Objectives are provided in Table 4.1 on the following page.

### ***The TransitAction Plan Service Philosophy***

4.12 With a vision and a set of objectives in place, RT’s service philosophy for delivering transit services to the region was re-defined to provide a:

- *“Core high speed, high frequency, high capacity transit network serving the key demand corridors and destinations supported by a network of community and neighborhood shuttle and circulator services.”*

### **Integrated Transit Planning: Transit, Land Use, and Demand Management**

4.13 The Blueprint process undertaken by SACOG identified a need to move away from continued suburban development towards a pattern of intensification and smart growth. SACOG, through their Metropolitan Transportation Plan (MTP) 2035, recognized that this new growth alternative could not work on its own and that there was a need for a greater investment in transit service to support the mobility needs of the region.

4.14 RT through the TransitAction Plan is developing a Vision for transit service in Sacramento that will fully support the Blueprint land-use patterns of growth. However, RT is not the land-use regulator and it must therefore rely on local jurisdictions and the development market to provide the intensified, more densely populated transit supportive communities.

4.15 The TransitAction Plan will only be delivered through an integrated approach to land-use planning alongside transit investment combined with transportation demand management (TDM) measures that will make transit a real transportation choice in Sacramento.

**TABLE 4.1 TRANSIT ACTION PLAN VISION AND OBJECTIVES**

<p><b>TransitAction Plan Vision Statement</b></p>	<p><i>“Regional Transit will work in partnership to deliver a TransitAction Plan that supports the Blueprint’s smart growth land-use principles by providing a modern, efficient and sustainable transit system that attracts and serves riders by offering a real transportation choice catered to their lifestyles and supporting the region’s future economic prosperity.”</i></p>					
<p><b>TransitAction Plan Objectives</b></p>	<p><i>Provide a safe and secure transit system</i></p>	<p><i>Provide an efficient, cost-effective transit system</i></p>	<p><i>Provide an integrated transit system that is linked to transit-oriented, land-use policies</i></p>	<p><i>Provide a fully accessible transit system that maximizes passenger convenience</i></p>	<p><i>Reduce the impact on the environment</i></p>	<p><i>Support the economy by improving access to opportunity areas by transit</i></p>

**TransitAction  
Plan  
Sub-Objectives**

- All design and operational standards to meet established safety principles
  - Security presence/CCTV on entire RT network
  - Established legal powers/framework for reducing nuisance behavior
  - Defined system-wide cleaning protocols/ standards
  - Crime Prevention Through Environmental Design (CPTED) standards applied to fully address ‘whole trip’ safety issues/ concerns:
    - Access to stops (including signing, lighting, landscaping) and onward to final destinations
    - On-board safety requirements
    - Stops designs and waiting environment including transfer points/ centers.
- Efficient:**
- Fast journey times (competitive with car)
  - Reliable services (consistent with performance standards)
  - Punctual services (consistent with performance standards)
- Cost-effective:**
- Maximize ridership through market segmentation and targeted service provision
  - Improve the fare-box recovery of transit services
  - Fare structure and collection that is simple to administer and easy for passengers to use
  - Reduce the per rider cost of transit provision
  - Provide value-for-money
- Minimize the need to travel**
- Walkable, livable communities with development and activity focused on transit hubs, centers and interchanges
  - Transit provision linked to higher density, mixed-use smart growth development and land-use
  - Integrating TDM policies with transit investment
- Accessible:**
- Complete streets to provide safe and easy access to transit
  - Low-level boarding throughout the network
  - Improve access to the transit system for the disabled and elderly
  - Improve the transit system serving disadvantaged areas
  - Improve bicycle access and storage facilities.
- Passenger Convenience:**
- Information systems
  - Simple, easy-to-use fares & ticketing
  - High frequency services
  - 24-hour services
  - Direct services to key destinations
  - Easy interchange between lines and modes
  - Park & Ride with complementary services
- Increase mode share for transit as well as walking and bicycling within communities**
- Transit service to support Smart Growth
  - RT’s network to be an exemplar green system
  - Policies on use of recycled materials in construction
  - Recycling policies for operational practices
  - Use of proven ‘green’ energy supplies/ suppliers
  - Reduce local and global air pollution and greenhouse gas emissions.
- Transit investment and services linked to (re)development and intensification of land-uses**
- Transit service as alternative to car use
  - Transit to support wider business community efficiencies, projects and goals
  - Transit network that provides easy access to retail, commercial, business, government, cultural, educational and leisure facilities
  - Transit services to support the implementation of regional General Plans and Blueprint Smart Growth land-use principles.