

CHAPTER 6 - THE PEOPLE'S PLAN: STAKEHOLDER AND PUBLIC INPUTS

Sacramento Regional Transit Master Plan

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6 The People’s Plan: Stakeholder and Public Inputs

Introduction: The Outreach Process

6.1 As noted in Chapter 4, the development of the TransitAction Plan was done through a highly consultative process that included meetings, presentation, open houses, questionnaires, surveys, interviews and interactive online activities. This multi-faceted approach included the active participation from:

- Advisory panels;
- Key stakeholders; and
- General public.

Advisory Panels

6.2 A number of advisory panels were used to gather input and to help shape the TransitAction Plan. These included:

- Technical Advisory Committee (TAC);
- Financial Advisory Panel;
- Mobility Advisory Council (MAC); and
- Partnership Group.

Technical Advisory Committee (TAC)

6.3 The TAC was the key stakeholder group which brought together staff from the state, the region and the local agencies covered by RT. It included representatives from:

- California Department of Transportation;
- Sacramento Metropolitan Air Quality Management District;
- Sacramento Area Council of Governments;

- Sacramento County; and
- The Cities of Sacramento, Citrus Heights, Rancho Cordova, Folsom, and Elk Grove.

Financial Advisory Panel

6.4 This panel consisted of a group of national financial experts who reviewed financing options and proposals that could be used to generate sufficient capital and operating funds to deliver the TransitAction Plan. Further information regarding the input of the Financial Advisory Panel can be found in Chapter 9.

Mobility Advisory Council (MAC)

6.5 The MAC was primarily responsible for evaluating and providing feedback on the ADA/Paratransit plans and proposals as well as voicing their support for major increases in network coverage and service hours of the TransitAction Plan.

Partnership Group

6.6 The Partnership Group brought together the members of the TAC as well as other key stakeholders and agencies to form a group of over 100 participants, including local community groups, redevelopment advisory committees and other neighborhood associations.

Community Outreach - Phase 1

6.7 Between March and June 2008, presentations, open houses and forums were held with over fifty organizations across Sacramento County and input was received with respect to a variety of both general and specific element of transit service provision. This outreach exercise included:

- Eight public workshops/open houses;

- ▮ Presentations to all City Councils, the Board of Supervisors and other transportation partner agencies;
- ▮ A schools program;
- ▮ An Interactive website;
- ▮ Newsletters, phone line, advertising, and flyers; and
- ▮ Media engagement.

6.8 This phase of consultation was primarily focused on presenting the scenarios detailed in Chapter 5, and asked the following questions:

- ▮ Which Scenario do you prefer?
- ▮ What characteristics do you want in a transit system?

6.9 As noted in Chapter 4, feedback was collected through a questionnaire that was available online and was distributed at all the community meetings and events.

6.10 The TransitAction Plan website was launched to provide a key portal for the public and enabled them to keep up to date with the planning process. A screenshot of the home page of the website is shown in Figure 6.1.

FIGURE 6.1 TRANSIT MASTER PLAN WEBSITE

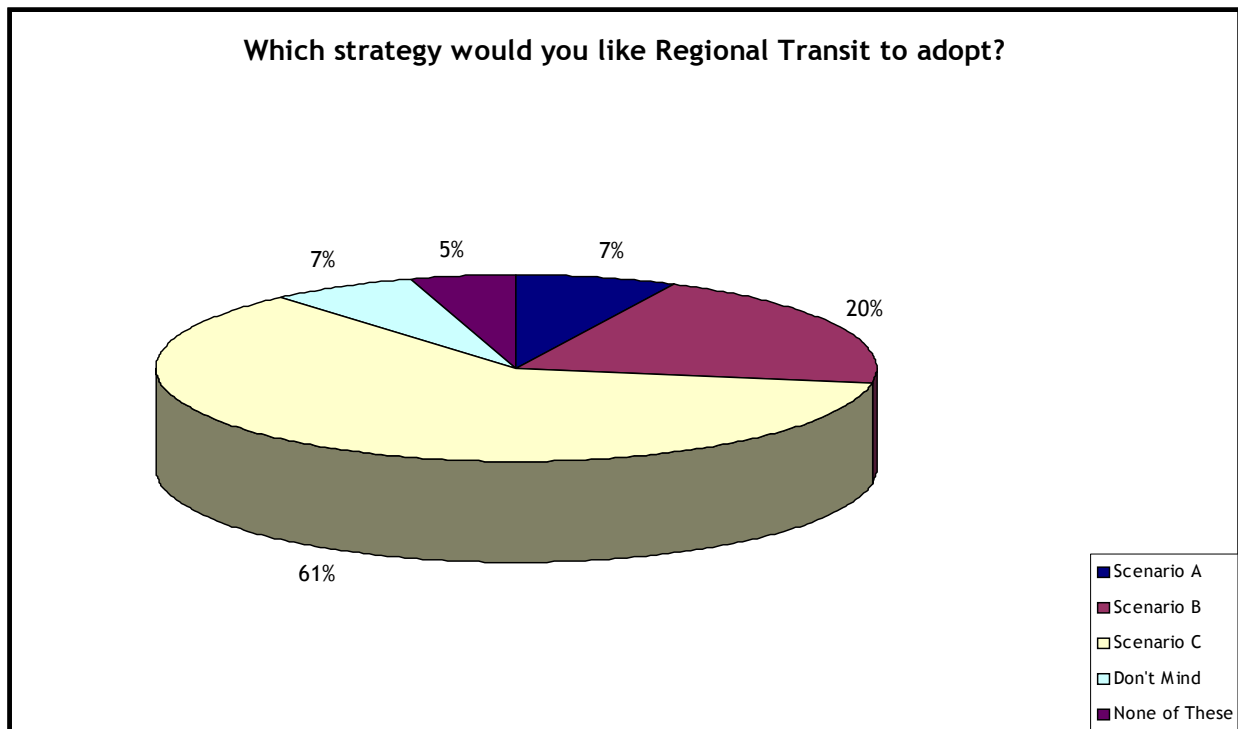


Conclusions of Outreach Phase 1

6.11 The feedback received from the first phase of the outreach program provided some interesting and positive information. The majority of the feedback was received via the website where over 2,000 online surveys were completed.

6.12 Responses to the question, ‘Which strategy (scenario) would you like Regional Transit to adopt?’ confirmed that over 80% of the public would like Regional Transit to improve transit services beyond the existing network. Substantial support of over 60% of respondents would like to see a comprehensive improvement of transit services as proposed under Scenario C. Figure 6.2 illustrates the results.

FIGURE 6.2 ONLINE SURVEY RESULTS REGARDING PREFERRED SCENARIOS



6.13 The public also had the opportunity to comment on the characteristics of transit service which they felt were most important and least important. The most important characteristics were:

- Safe and secure services (65%);
- Reliable and punctual services (64%);
- High frequency services (36%);
- Affordable fares (32%); and
- Fast journey times (31%).

6.14 The least important characteristics were:

- Easy for everyone to get on and off services (40%);
- Direct services so no need to transfer (39%); and
- Friendly and helpful staff and drivers (35%).

6.15 From the surveys, key personal details were collected to help create a profile of respondents. The data is presented in below in Table 6.1 and Table 6.2.

TABLE 6.1 ONLINE SURVEY RESPONDENT DATA: TRANSIT USE

Frequency of Transit Use		Purpose of Transit Use	
Most Days	34%	Get to work	67%
1-4 Days/Week	17%	Get to school	4%
1-3 Times/Month	11%	Go shopping	4%
Less than Once/Month	19%	Get to doctor/access social services	3%
Never	19%	Social or recreational trips	11%
		Other	12%

TABLE 6.2 ONLINE SURVEY RESPONDENT DATA: PERSONAL ATTRIBUTES

Household Income		Age Group	
Less than \$10k	3%	Under 25	6%
\$10k-\$15k	3%	25-34	18%
\$15k-\$20k	1%	35-44	20%
\$20k-\$25k	3%	45-54	28%
\$25k-\$35k	6%	55-64	21%
\$35k-\$50k	14%	Over 64	7%
\$50k-\$75k	26%		
\$75k-\$100k	21%	Gender	
More than \$100k	23%	Female	60%
		Male	40%

6.16 These results illustrate some interesting points:

- There was a good balance of regular transit riders (51%) and those who rarely use transit (38%);
- There was a good balance of male (40%) and female (60%) respondents;
- The majority of respondents use transit to commute to and from work (67%), while a significant portion use transit for social, recreational and other trips (23%);
- The majority of the respondents have an above average household income (70% above \$50,000); and
- Over half the respondents (56%) were over 45 years of age.

6.17 The first phase of outreach generated a vast array of specific and general suggestions and recommendations on how to improve or change Scenario C. Based on those suggestions and an internal review of the network, a number of changes were made. The specific details of the final, TransitAction Plan network are presented in Chapter 7.

Community Outreach - Phase 2

6.18 The scenario evaluation presented in Chapter 5 along with the first phase of outreach confirmed Scenario C as the preferred TransitAction Plan. However, as noted in the conclusions of Chapter 5, there remained a gap in the available funding to build and operate the network.

6.19 A second phase of outreach was therefore undertaken in the fall and winter 2008, to discuss and get input on the public's 'willingness to pay' for increased transit service including identifying project priorities and understanding how much people are willing to pay for expansion.

6.20 Details of the consultation process and results are presented in Chapter 7.

Conclusions of the Public Outreach Process

6.21 Across the various elements of the outreach program, from the RT Board to the general public, there is a general consensus that more needs to be done to improve the transit system in Sacramento County. There is a clear level of support for an ambitious course of action that includes a more integrated and attractive service covering a larger geographic area and with higher levels of service frequency. The input from key stakeholders has suggested that these improvements should begin with improvements to the existing infrastructure followed by new modes, new service areas and an expanded transit offer.

6.22 A key message from both internal and external stakeholders however, is that transit investment has to be linked to land use changes and that the implementation of the major projects included in Scenario C will be dependent on significant intensification of land use in those corridors to support the transit investment.