



02-27-06 09:21 RCVD

Metropolitan Transit System

1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490
619.231.1466 FAX 619.234.3407

Agenda

Joint Meeting of the Executive Committee for
Metropolitan Transit System
San Diego Transit Corporation, and
San Diego Trolley, Inc.

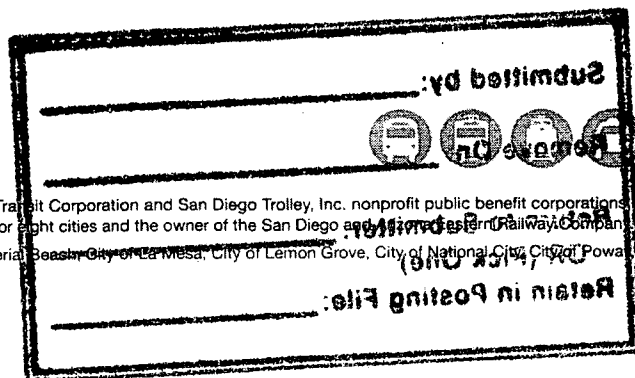
March 2, 2006

EXECUTIVE CONFERENCE ROOM
9:00 A.M.

ACTION RECOMMENDED

- A. ROLL CALL
- B. APPROVAL OF MINUTES - February 16, 2006 Approve
- C. COMMITTEE DISCUSSION ITEMS
1. MTS: CONFERENCE WITH LEGAL COUNSEL - EXISTING Possible Action
LITIGATION California Government Code Section 54956.9(a):
Balfour Beatty/Ortiz and Modern Continental Construction Company v.
MTS (Claim No. Unassigned)
2. MTS: SANDAG Survey Findings on Green Line Trolley Ridership Receive
Action would receive a report on the San Diego Association of
Governments' (SANDAG's) survey findings on Green Line ridership.
- D. REVIEW OF DRAFT MARCH 9, 2006, JOINT BOARD AGENDA
- E. REVIEW OF SANDAG TRANSPORTATION COMMITTEE AGENDA Possible Action
Review of SANDAG Transportation Committee Agenda and discussion
regarding any items pertaining to MTS, San Diego Transit Corporation, or
San Diego Trolley, Inc. Relevant excerpts will be provided during the meeting.
- F. COMMITTEE MEMBER COMMUNICATIONS AND OTHER BUSINESS
- G. PUBLIC COMMENTS
- H. NEXT MEETING DATE: March 16, 2006
- I. ADJOURNMENT

Metropolitan Transit System (MTS) is a California public agency and is comprised of San Diego Transit Corporation and San Diego Trolley, Inc. nonprofit public benefit corporations in cooperation with Chula Vista Transit and National City Transit. MTS is the taxicab administrator for eight cities and the owner of the San Diego and San Diego Trolley Railways Company. MTS member agencies include: City of Chula Vista, City of Coronado, City of El Cajon, City of Imperial Beach, City of La Mesa, City of Lemon Grove, City of National City, City of Poway, City of San Diego, City of Santee, and the County of San Diego.



Submitted by: Debbie Bridge

Remove On: 3/3/06

Return to Submitter: _____
OR (Pick One)

Retain in Posting File: _____



1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490
619.231.1466 FAX 619.234.3407

PUBLIC HEARING

Agenda

March 2, 2006

6:00 p.m.

Golden Hall
San Diego Concourse
202 C Street
San Diego, CA 92101

A. ROLL CALL

B. PUBLIC HEARING

MTS: Comprehensive Operational Analysis Service Development Plan
Action would receive public testimony and discuss the proposed
Comprehensive Operational Analysis Service Development Plan.

Receive

C. PUBLIC COMMENT

D. ADJOURMENT

E. NEXT PUBLIC HEARING: March 8, 2006 - 6:00 p.m. at the
German-American Societies of San Diego, Inc. on 1017 South Mollison
Avenue, El Cajon, CA 92020

AGENDA PUBLIC HEARING 3-2-06



Metropolitan Transit System (MTS) is a California public agency and is comprised of San Diego Transit Corporation and San Diego Trolley, Inc. nonprofit public benefit corporations, in cooperation with Chula Vista Transit and National City Transit. MTS is the taxicab administrator for eight cities and the owner of the San Diego and Arizona Eastern Railway Company. MTS member agencies include: City of Chula Vista, City of Coronado, City of El Cajon, City of Imperial Beach, City of La Mesa, City of Lemon Grove, City of National City, City of Poway, City of San Diego, City of Santee, and the County of San Diego.

EXECUTIVE COMMITTEE
METROPOLITAN TRANSIT SYSTEM

ROLL CALL

MEETING OF (DATE) 3/2/06

CALL TO ORDER (TIME) 9:06 a.m.

RECESS _____

RECONVENE _____

CLOSED SESSION 9:38 a.m.

RECONVENE 9:55 a.m.

ADJOURN 9:56 a.m.

BOARD MEMBER	(Alternate)	PRESENT (TIME ARRIVED)	ABSENT (TIME LEFT)
ATKINS	<input checked="" type="checkbox"/> (Maienschein) <input type="checkbox"/>	9:29 a.m. during AI F	
EMERY (Nonvoting)	<input type="checkbox"/> (Cafagna) <input type="checkbox"/>		<input checked="" type="checkbox"/>
HANSON-COX	<input checked="" type="checkbox"/> (Lewis) <input type="checkbox"/>		
MATHIS	<input checked="" type="checkbox"/>		
RINDONE	<input checked="" type="checkbox"/> (Davis) <input type="checkbox"/>		
ROBERTS	<input type="checkbox"/> (Cox) <input type="checkbox"/>		<input checked="" type="checkbox"/>

SIGNED BY OFFICE OF THE CLERK OF THE BOARD Gail Williams

CONFIRMED BY OFFICE OF THE GENERAL COUNSEL: Jeffrey Wren



1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490
619.231.1466 FAX 619.234.3407

PUBLIC HEARING

Agenda

March 8, 2006

6:00 p.m.

German-American Societies of San Diego, Inc.
1017 South Mollison Avenue
El Cajon, CA 92020

A. ROLL CALL

B. MTS: Comprehensive Operational Analysis Service Development Plan
Action would receive public testimony and discuss the proposed
Comprehensive Operational Analysis Service Development Plan.

Receive

D. PUBLIC COMMENT

C. ADJOURNMENT

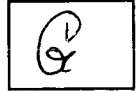
AGENDA PUBLIC HEARING 3-8-06



Metropolitan Transit System (MTS) is a California public agency and is comprised of San Diego Transit Corporation and San Diego Trolley, Inc. nonprofit public benefit corporations, in cooperation with Chula Vista Transit and National City Transit. MTS is the taxicab administrator for eight cities and the owner of the San Diego and Arizona Eastern Railway Company. MTS member agencies include: City of Chula Vista, City of Coronado, City of El Cajon, City of Imperial Beach, City of La Mesa, City of Lemon Grove, City of National City, City of Poway, City of San Diego, City of Santee, and the County of San Diego.



AGENDA ITEM NO.

**REQUEST TO SPEAK FORM**

ORDER REQUEST RECEIVED



****PLEASE SUBMIT THIS COMPLETED FORM (AND YOUR WRITTEN STATEMENT) TO THE CLERK OF THE BOARD PRIOR TO DISCUSSION OF YOUR ITEM****

1. INSTRUCTIONS

This Request to Speak form must be filled out and submitted in advance of the discussion of your item to the Clerk of the Board (please attach your written statement to this form). Communications on hearings and agenda items are generally limited to three (3) minutes per person unless the Board authorizes additional time. However, the Chairperson may limit comment to one or two minutes each if there are multiple requests to speak on a particular item. General public comments on items not on the agenda are limited to three (3) minutes. Please be brief and to the point. No yielding of time is allowed. Subjects of previous Hearings or agenda items may not again be addressed under General Public Comments.

Date 2006-03-02
Name (PLEASE PRINT) Clive Richard
Address 5153 La Dorna Street
San Diego, CA 92115
Telephone 619.582.4036
Organization Represented (if any) N/A

Subject of your remarks: MTS enabling legislation

Agenda Item Number on which you request to speak _____

Your comments are presenting a position of: SUPPORT

☐

OPPOSITION

☐**2. TESTIMONY AT NOTICED PUBLIC HEARINGS**

At Public Hearings of the Board, persons wishing to speak shall be permitted to address the Board on any issue relevant to the subject of the Hearing.

3. DISCUSSION OF AGENDA ITEMS

The Chairman may permit any member of the public to address the Board on any issue relevant to a particular agenda item.

4. GENERAL PUBLIC COMMENTS ON MATTERS NOT ON THE AGENDA

Public comment on matters not on the agenda will be limited to five (5) speakers with three (3) minutes each, under the Public Comment Agenda Item. Additional speakers will be heard at the end of the Board's Agenda.

****REMEMBER: Subjects of previous Hearings or agenda items may not again be addressed under General Public Comments.****



EXECUTIVE COMMITTEE MEETING FOR THE
METROPOLITAN TRANSIT SYSTEM (MTS),
SAN DIEGO TRANSIT CORPORATION (SDTC),
AND SAN DIEGO TROLLEY, INC. (SDTI)

February 16, 2006

MINUTES

A. ROLL CALL

Chairman Mathis called the meeting to order at 9:06 a.m. A roll call sheet listing Executive Committee member attendance is attached.

B. APPROVAL OF MINUTES

Ms. Atkins moved approval of the minutes of the February 2, 2006, Executive Committee meeting. Mr. Roberts seconded the motion, and the vote was 3 to 0 in favor with Mr. Lewis abstaining.

C. COMMITTEE DISCUSSION ITEMS

1. MTS: Appointment of San Diego Association of Governments (SANDAG) Transportation Committee Alternate Representative (LEG 405, PC 50101)

Chairman Mathis took nominations from the floor for an alternate representative for the SANDAG Transportation Committee. He stated that he would like to serve as that alternate, which would be symbolic of MTS's interest in matters being handled by the Transportation Committee that impact MTS.

Action Taken

Mr. Roberts moved to nominate Chairman Mathis to serve as the SANDAG Transportation Committee Alternate representing MTS for the 2006 calendar year. Mr. Lewis seconded the motion, and the vote was 3 to 0 in favor with Mr. Mathis abstaining.

D. REVIEW OF DRAFT FEBRUARY 23, 2006 BOARD AGENDA

Recommended Consent Items

6. MTS: Budget Transfers, Construction Management Contract Amendment, and Contract Change Order for Mission Valley East (CIP 10426.7)

Recommend that the Board of Directors (1) transfer \$300,000 into the Construction Management (CM) line item (WBS #10426-0700) to fund Contract Amendment No. 39 with Washington Group International (WGI) to extend CM services on the Mission Valley East (MVE) Light Rail Transit (LRT) Project, to fund other previously authorized miscellaneous expenses, and to fund additional other future MVE claims support by WGI and our on-call consultant CMs (see Attachment A of the agenda

- item, Budget Transfer History); (2) transfer \$800,000 into the Professional Service line item (WBS #10426-0800) to fund claims support as approved by the Executive Committee on February 1, 2006 (see Attachment A of the agenda item); (3) execute Contract Amendment No. 39 (MTS Doc. No. L6343.39-01) with WGI in substantially the same form as shown in Attachment B of the agenda item, in an amount not to exceed \$190,965, for CM services on the MVE LRT Project, including extension of the CM services through May 31, 2006; (4) execute Contract Change Order (CCO) No. 90, Supplement 2, with Stacy and Witbeck, Inc. (SWI), in substantially the same format as Attachment C of the agenda item, to complete the fiber-optic cable network between Qualcomm Stadium Station and Grossmont Transit Center Station under Contract LRT-10426.5, Track and Systems, in an amount not to exceed \$160,481.30; and (5) transfer \$1,100,000 from the Project Reserve (WBS #10426-3900), as shown in Attachment A of the agenda item, Budget Transfer History, to fund the budget transfers in Recommendations 1 and 2.
7. MTS: Creative Development and Image Advertising Services (MKPC 620.9, PC 50551)
- Recommend that the Board of Directors (1) authorize the CEO to execute Option One of two 1-year option extensions to Doc. No. G0919.0-04, with Wash Creative, Inc., for continuation of creative development and image advertising services in an amount not to exceed \$400,000; and (2) ratify action taken by the CEO in executing the base contract for a total dollar value of \$800,000.
8. MTS: Proposed Amendments to Board Policy No. 41 – MTS Signature Authority (ADM 110.2, PC 50601)
- Recommend that the Board of Directors approve the proposed revisions to Board Policy No. 41 (Attachment A of the agenda item).
9. MTS: Accessible Services Advisory Committee (ASAC) Minutes Distribution (OPS 980.8, PC 30117)
- Recommend that the Board of Directors receive a copy of ASAC meeting minutes as an update regarding accessible service concerns and trends. (The January 19, 2006, ASAC meeting minutes were provided as Attachment A of the agenda item.)
10. MTS: Liability Insurance Renewal (LEG 491, PC 50633)
- Recommend that the Board of Directors authorize the CEO to place the liability insurance policy (limits of \$75 million less a \$2 million self-insurance retention), at an annual cost of approximately \$2,786,844, effective March 1, 2006 through March 1, 2007.
11. SDTI: Light Rail Vehicle Window Film Installation and Maintenance Contract Award (OPS 970.6, PC 30102)
- Recommend that the Board of Directors authorize the President-General Manager to execute a Standard Services Agreement (Attachment A of the agenda item) with Energy Control Center of San Diego to (1) supply and install light rail vehicle

window film on U2 and SD 100 vehicles for a total cost not to exceed \$95,776.00; and (2) exercise an option for a one-year maintenance agreement to replace graffitied window films on the LRV fleet, on an as-needed basis, for a total cost not to exceed \$132,000.00.

Recommended Consent Items

Agenda Item No. 7 - MTS: Creative Development and Image Advertising Services. Mr. Lewis asked how MTS would judge the success of this effort. Mr. Jablonski, MTS Chief Executive Officer, stated that Wash Creative would be providing MTS with assistance in communicating and educating the public regarding the service changes implemented as part of the Comprehensive Operational Analysis (COA). Mr. Rob Schupp, MTS Director of Marketing and Communications, advised the Committee that Wash Creative would also continue their "branding" marketing activities and would be providing a measuring technique in their proposal that will be used to quantify the results of their efforts.

Recommended Board Discussion Items

There was no discussion of Recommended Board Discussion Items.

E. REVIEW OF SANDAG TRANSPORTATION COMMITTEE AGENDA

Mr. Jablonski reported that the SANDAG Transportation Committee will be discussing an agenda item during its February 17, 2006, meeting regarding transit revenue estimates and allocations (agenda item no. 16). He stated that the TransNet II allocation for transit operations was increased from 13.33 to 16.5 in order to address increasing operating requirements (maintenance and expansion). He added that SANDAG staff is recommending that almost one percent of that 16.5 percent be set aside for Americans With Disabilities (ADA) and senior services, that the transit operators continue to receive their 13.33 percent as in previous years, and that the difference be held in a discretionary fund that would be allocated by SANDAG. Mr. Jablonski expressed concern that this staff recommendation is being made despite identifying this as an issue to Mission Valley East funding and without any discussion with the SANDAG Transportation Committee, the SANDAG Board, or with the operators themselves. Mr. Jablonski reported that this discretionary pool of money was created by SANDAG last year in the annual revenue report and was not discussed. The issue has been raised with SANDAG following that report. He felt that this type of matter should be a policy issue decided upon by policy makers and should not be a staff-driven item. Mr. Jablonski referred Executive Committee members to a handout regarding this item, specifically Table 3a, footnotes 2 and 3, for an explanation of SANDAG's rationale.

Ms. Atkins stated that MTS should convey to the Transportation Committee that this is unacceptable – that MTS and NCTD should receive the full 16.5 percent rather than the previous allocation (TransNet I) of 13.33 percent. Mr. Jablonski pointed out that this represents a loss to MTS of approximately \$4 million. He further pointed out that, in two more years, MTS will no longer be able to use Congestion Mitigation and Air Quality (CMAQ) funds to cover Mission Valley East operating costs, which will cause MTS to lose about \$5 million in funding at the same time that TransNet II takes effect. In response to a

question from Mr. Roberts, Mr. Jablonski stated that NCTD seems to be in favor of the discretionary because it could be used for capital or expansion projects.

Mr. Emery pointed out that SANDAG does not acknowledge that the 70/30 split between MTS and NCTD will always be there. Mr. Jablonski stated that MTS feels that the fairest way to split funding among agencies is to follow the criteria used by the federal government to determine allocations between agencies, i.e. based on population. He stated that SANDAG has been able to verify that this approach is equitable in San Diego. He also informed the Committee that SANDAG feels that their van pool program should be factored into the split of funds and may eventually pursue a change on that basis. In response to a question from Mr. Roberts, Mr. Jablonski stated that SANDAG Executive Director Gary Gallegos supports staff's recommendation to the Transportation Committee and felt that MTS projects would probably rank highly in the process for requesting the use of these discretionary funds. Ms. Sharon Cooney, MTS Director of Government Affairs and Community Relations, felt that projects for which SANDAG is responsible may be ranked higher than the projects submitted by MTS. Mr. Mathis stated that if this agenda item is approved as is, MTS will have to request funds from SANDAG that were supposed to come directly to the operators. Mr. Rindone stated that the most important point regarding this funding is that these dollars were designated for operations, and that expansions should not be pursued until funds adequate to support existing operations are identified.

It was agreed that Ms. Atkins would request that this item be pulled from the Consent Agenda, that Harry Mathis would make introductory comments, and Mr. Jablonski would provide factual information. Mr. Emery requested that staff make sure that NCTD understands what MTS is attempting to do. Mr. Jablonski stated that he would talk to NCTD again. Mr. Mathis agreed to talk to NCTD Chairman, Jerome Stocks. Mr. Emery offered to call Transportation Committee alternate, David Druker.

Mr. Jablonski pointed out that because of the amount of TransNet II funding SANDAG is using for Early Action Projects, MTS will have to resolve its capital funding issues itself. He stated that staff is trying to keep expenditures as low as possible and will use the resulting savings to fund the capital program. He stated that if MTS does not receive the TransNet allocation of 16.5 percent, MTS will face a \$5 million shortfall when CMAQ funds for Mission Valley East are no longer available.

F. COMMITTEE MEMBER COMMUNICATIONS AND OTHER BUSINESS

Chairman Mathis reported that he will be reporting for jury duty on Tuesday, February 21, 2006.

Mr. Rindone requested that Board members be faxed information on the east county public hearing date.

G. PUBLIC COMMENTS

Don Stillwell: Mr. Stillwell distributed a copy of his public comments from the January 9, 2006, Board meeting. He then went on to object to changes being made to Route Nos. 13 and 14 through the COA. Mr. Conan Cheung, Director of Planning and Performance

Monitoring, responded to Mr. Stillwell's comments. Chairman Mathis advised Mr. Stillwell to hold his comments for the upcoming public hearing. Mr. Roberts stated that what staff is recommending is rational, and that this is how you run a bus system. He pointed out that the recommended routing provides each route with access to a trolley station. Ms. Atkins thanked staff for taking Mr. Stillwell's comments seriously and for all the assistance and information staff has provided to her office. She stated that transit service must be provided in a way that is best for overall ridership. Mr. Jablonski stated that MTS has to balance all travel patterns and focus on taking the most frequent travel pattern and ensuring that these passengers get to their destinations as quickly as possible. He stated that this approach increases ridership, and that MTS loses ridership by taking its passengers out of direction. Mr. Mathis advised Mr. Stillwell that he would be called out of order if he brought this matter up again outside of the public-hearing process.


Clive Richard: Mr. Richard provided Mr. Jablonski with an excerpt from an Office of the Secretary of Transportation document regarding station accessibility.

H. NEXT MEETING DATE:

The next meeting is scheduled for Thursday, March 2, 2006, in the Executive Conference Room.

I. ADJOURNMENT

Chairman Mathis adjourned the meeting at 10:05 a.m.



Chairman

Attachment: A. Roll Call Sheet
gailwilliams/minutes

EXECUTIVE COMMITTEE
METROPOLITAN TRANSIT SYSTEM

ROLL CALL

MEETING OF (DATE) 2/16/06

CALL TO ORDER (TIME) 9:06 a.m.

RECESS _____

RECONVENE _____

CLOSED SESSION _____

RECONVENE _____

ADJOURN 10:05 a.m.

BOARD MEMBER (Alternate)	PRESENT (TIME ARRIVED)	ABSENT (TIME LEFT)
ATKINS <input checked="" type="checkbox"/> (Maienschein) <input type="checkbox"/>		
EMERY (Nonvoting) <input checked="" type="checkbox"/> (Cafagna) <input type="checkbox"/>		
HANSON-COX <input type="checkbox"/> (Lewis) <input checked="" type="checkbox"/>		
MATHIS <input checked="" type="checkbox"/>		
RINDONE <input checked="" type="checkbox"/> (Davis) <input type="checkbox"/>	9:10 a.m. during AI D	
ROBERTS <input checked="" type="checkbox"/> (Cox) <input type="checkbox"/>		

SIGNED BY OFFICE OF THE CLERK OF THE BOARD Gail Williams

CONFIRMED BY OFFICE OF THE GENERAL COUNSEL: Judge [Signature]



1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490
619.231.1466, FAX: 619.234.3407

Agenda

Item No. C2

Joint Meeting of the Executive Committee for
Metropolitan Transit System,
San Diego Transit Corporation, and
San Diego Trolley, Inc.

MKPC 620.7 (PC 50551)

March 2, 2006

Subject:

MTS: SANDAG SURVEY FINDINGS ON GREEN LINE TROLLEY RIDERSHIP

RECOMMENDATION:

That the MTS Board of Directors receive a report on the San Diego Association of Governments' (SANDAG's) survey findings for Green Line ridership.

Budget Impact

None at this time.

DISCUSSION:

Following the July 2005 opening of the Green Line, MTS requested that SANDAG gauge the impacts through a rider survey. SANDAG's Onboard Survey was conducted several months later to give Green Line ridership a chance to normalize and to allow students to start regular use of the Green Line.

In addition to the Onboard Survey, SANDAG also assisted in two other surveys: (1) a separate survey to count bus and trolley riders at the San Diego State University (SDSU) Transit Center; and (2) an online survey targeted at SDSU students.

Together the three surveys provide a better understanding of Green Line trip demands, customer demographics, related impacts on bus use at SDSU, and a general picture of SDSU students who use the Green Line. The following shows the key findings of each survey.

Onboard Survey

- The Green Line has had a significant impact on reducing the number of automobile trips. Prior to the Green Line opening, about 25 percent of the riders say they drove or rode in an automobile for their trip. That means over 4,600 daily auto trips have been diverted to transit.



- The Green Line has increased many riders' frequency of transit use. More than half of the riders who did not use transit a year ago are now using transit five to seven days a week.
- Green Line users have a positive impression of the new trolley vehicles and give high marks for their exteriors.

SDSU Transit Center Count

For this survey, bus boarding and alighting and trolley turnstile counts were conducted in November 2005 to determine total overall transit patronage on the two modes.

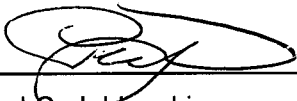
- Daily bus use decreased slightly (about 107 trips per day), which was expected due to the discontinuation of Route 81 when the Green Line opened.
- Overall, total daily transit ridership more than tripled from 2,241 weekday bus trips (FY 2005 data) to more than 7,100 bus and trolley weekday trips.
- This increase is estimated to generate a net decrease of more than 2,000 daily automobile trips to the campus (using average automobile occupancy rates).

SDSU Student Online Survey

An invitation to take this survey was e-mailed to all 35,000 students. There were responses from 382 SDSU students, and only a few were nontransit users. The survey findings, while not statistically significant, can provide some insights into the student user.

- Students' top reasons for using transit were to save money on gas and save time looking for parking. Thirty five percent of the students rated not having a car as most important, while 60 percent said it was least important. Students felt that helping the environment and avoiding congestion were not considered as important reasons to use transit.
- When asked to list their own reasons for using transit, students said transit was convenient and cost-effective (when compared to the price of a parking permit).
- When asked which nights of the week students would use a potential late-night service, both riders and nonriders expressed the most interest for extended service on Friday and Saturday nights.

Copies of the entire survey results report will be available at the meeting for any interested Board members.



Paul G. Jablonski
Chief Executive Officer

Key Staff Contact: Judith Leitner, 619.557.4526, judy.leitner@sdmts.com

MAR2-06.C2.SANDAGGREENLINESURVEY.JLEITNER



Green Line Ridership

March 2, 2006



Background

- **MTS retained SANDAG Service Bureau to examine ridership impacts of the Green Line.**
- **Three surveys were conducted in Fall 2006:**
 - **Onboard passenger survey**
 - **Online survey of students at SDSU**
 - **Passenger count at SDSU Transit Center**



Passenger Survey Key Findings

- **Total daily Green Line ridership: 18,455 (October 2005)**
- **About 25% of Green Line riders relied on the automobile prior to the Green Line.**
- **Potentially 2,000 fewer cars headed to SDSU due to the Green Line.**



3



Other Findings

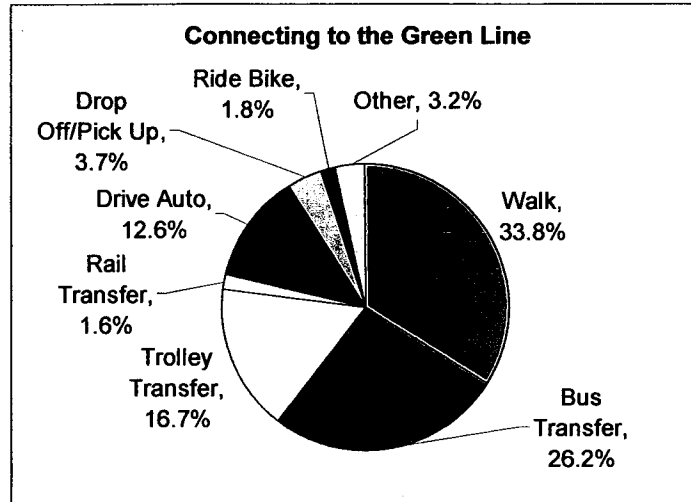
- **Busiest Stations: Old Town and SDSU. Each handles about 20% of Green Line trip ends**
- **66% of all trips are between home and school or work**
- **80% of SDSU station users are going to/from on-campus locations**



4



Mode Transfer to/from Green Line

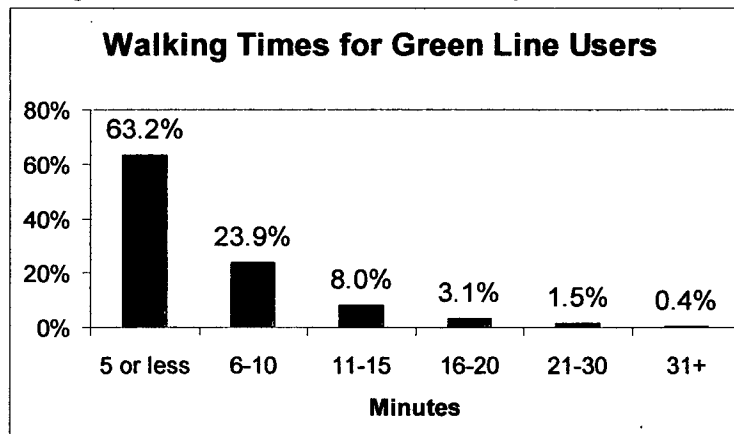


5



Walking Times

- Almost 90% of walking trips to/from Green Line Trolley are 10 minutes or less (about 1,500 ft)

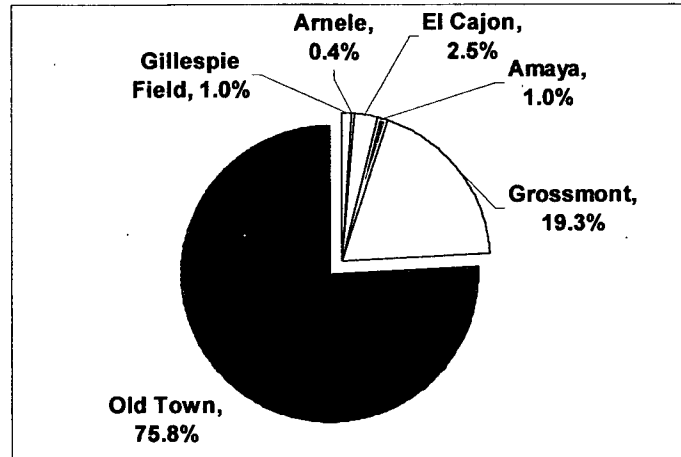


6



Transfers to Other Trolley Lines

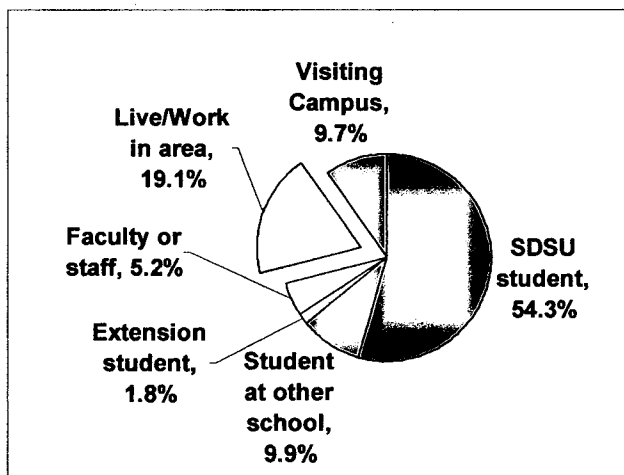
- 75% of transfers from/to the Green Line are to the Blue Line at Old Town



7



Affiliation with SDSU



- If you are going to SDSU Station, are you...

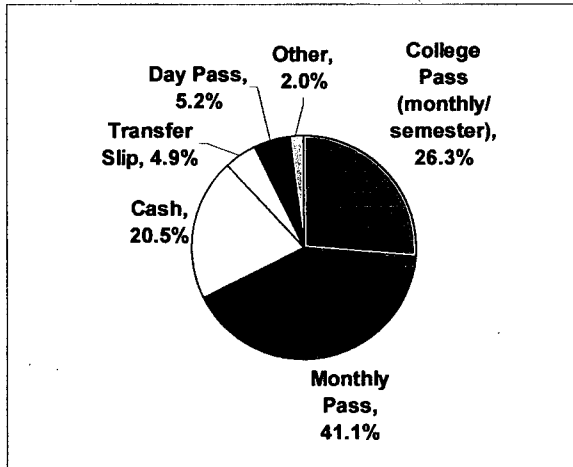


8



How did you pay to use the trolley today?

- 67% of Green Line users use monthly or college passes
- 20% use cash



9



Previous Transit Use

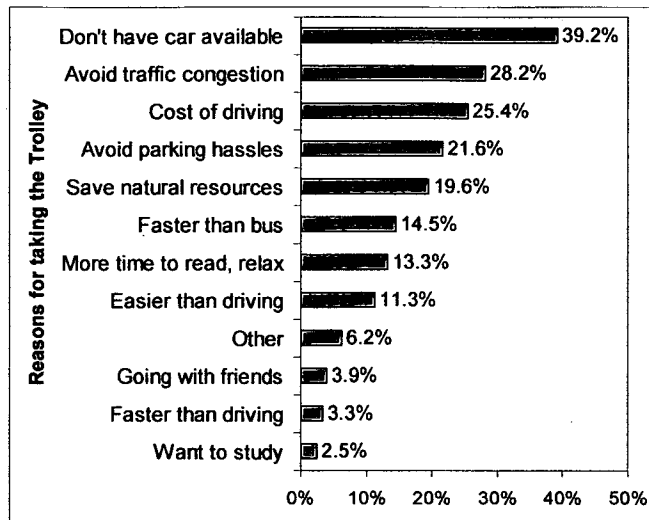
- 41% of riders previously used other transit services
- More than half of riders who didn't use transit a year ago, are now everyday riders.



10



Reasons for taking the trolley today



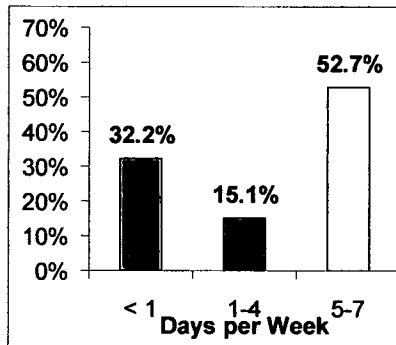
- Respondents could check up to 3 reasons



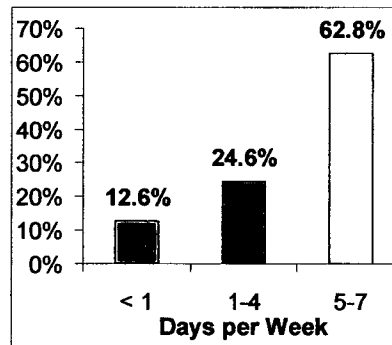
11



Passengers are Riding More Often!



- Frequency of transit use last year among riders who used transit a year ago



- Reported frequency of transit use among same passengers today



12



Changes in Rider Habits

- Frequent and everyday riders tended to maintain frequencies
- Infrequent and new riders tended to become frequent or everyday riders

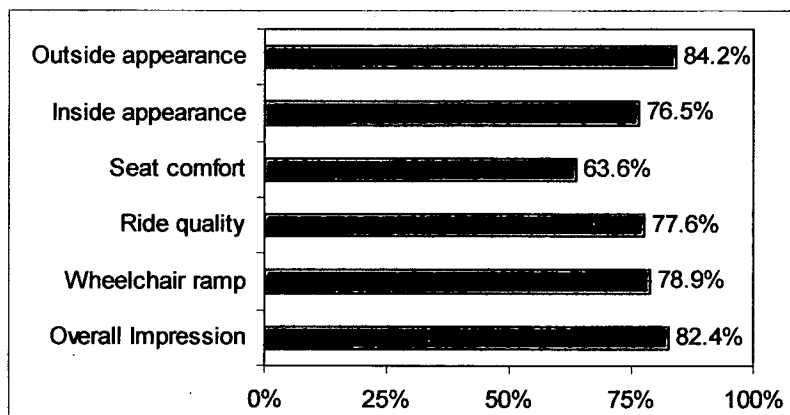


13



Impressions of the New Trolleys

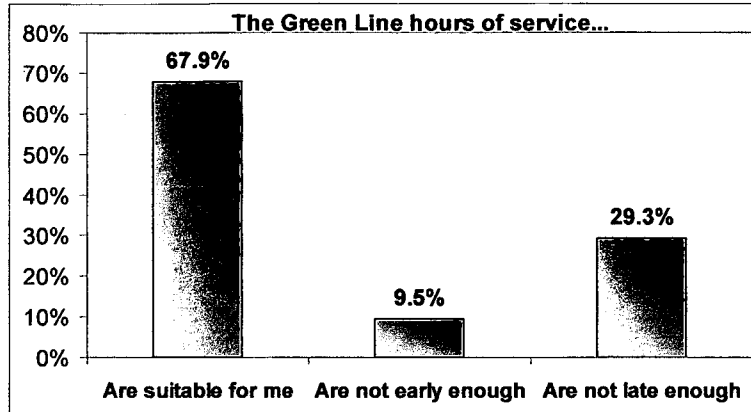
- Percentage of users with favorable impressions



14



Hours of Service

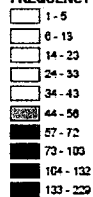


15



Where Riders Live

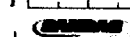
ZIP Code
FREQUENCY



Trolley Routes
 — Green Line
 — Blue Line
 — Orange Line

ZIP Code Distribution
of Green Line Passengers

0 1.25 2.5 5 Miles



SDSU Online Survey

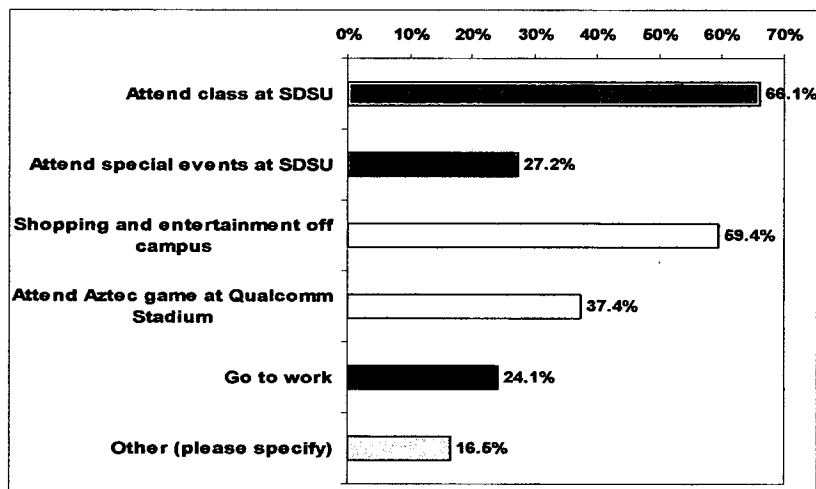
- Marketed via email newsletter, to over 35,000 students
- 382 students chose to respond for a chance to win an iPod
- 90% of respondents claimed to have used MTS bus or trolley since the beginning of the school year



17



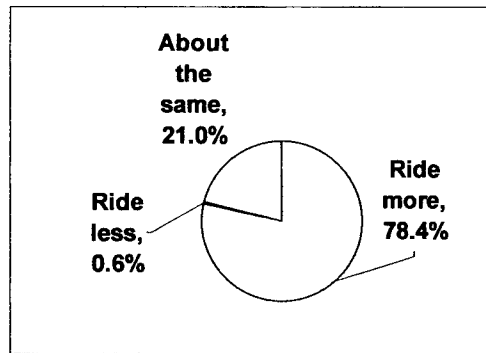
Trip Purpose on Transit



18



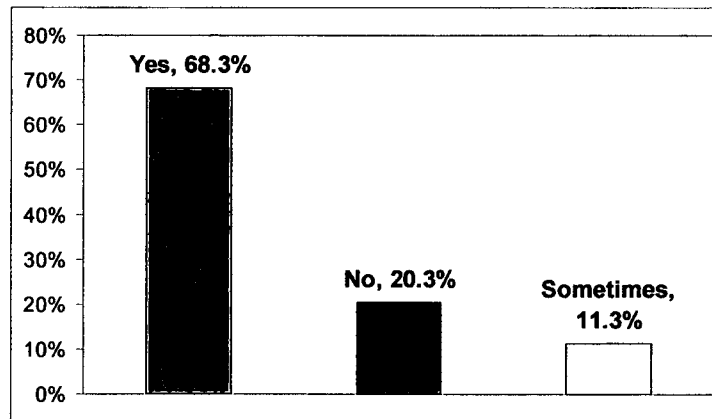
How has your use changed with the opening of the Green Line?



19



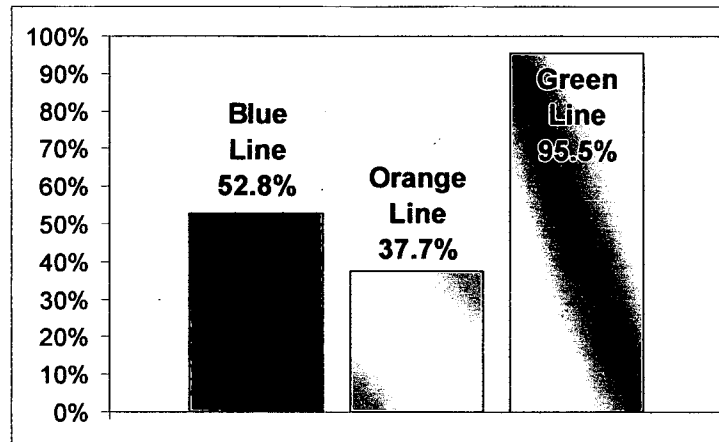
Do you have a car available?



20



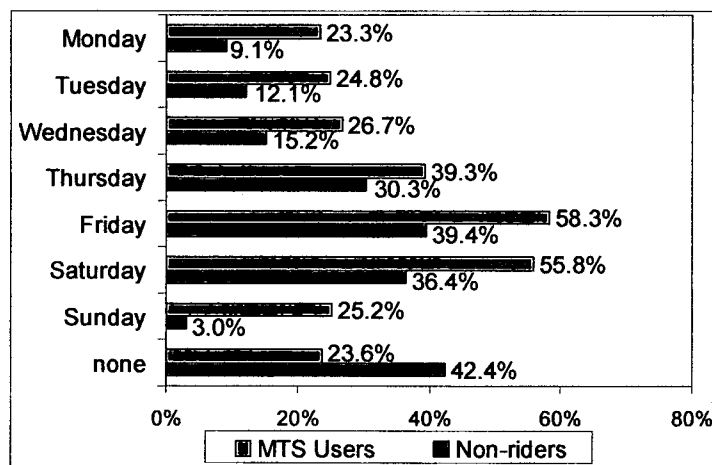
Trolley Lines Used by SDSU Riders



21



Late Night Preferences



22



Conclusions

- **Green Line has succeeded in generating new riders:**
 - **40% of Green Line users did not use transit a year ago to make their trips.**
 - **Existing transit users are increasing their frequency of use.**



23



Conclusions (cont.)

- **Encourage more destinations within walking distance of stations.**
- **The highest demand for late evening service appears to be for Thursday, Friday and Saturday nights**
- **Improving seat quality will yield greatest impact for improving overall impressions of new cars**



24





Green Line Ridership





1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490
619.231.1466 FAX 619.234.3407

DRAFT

Agenda

Joint Meeting of the Board of Directors for
Metropolitan Transit System,
San Diego Transit Corporation, and
San Diego Trolley, Inc.

March 9, 2006

9:00 a.m.

*****LOCATION CHANGE*****

**San Diego Concourse - Golden Hall
202 C Street
San Diego, California 92101**

This information will be made available in alternative formats upon request. To request an agenda in an alternative format, please call the Clerk of the Board at least five working days prior to the meeting to ensure availability. Assistive Listening Devices (ADLs) are available from the Clerk of the Board/Assistant Clerk of the Board prior to the meeting and are to be returned at the end of the meeting.

ACTION
RECOMMENDED

1. Roll Call
2. Approval of Minutes - February 23, 2006
3. Public Comments - Limited to five speakers with three minutes per speaker. Others will be heard after Board Discussion items. If you have a report to present, please furnish a copy to the Clerk of the Board.

Approve



Metropolitan Transit System (MTS) is a California public agency and is comprised of San Diego Transit Corporation and San Diego Trolley, Inc. nonprofit public benefit corporations, in cooperation with Chula Vista Transit and National City Transit. MTS is the taxicab administrator for eight cities and the owner of the San Diego and Arizona Eastern Railway Company. MTS member agencies include: City of Chula Vista, City of Coronado, City of El Cajon, City of Imperial Beach, City of La Mesa, City of Lemon Grove, City of National City, City of Poway, City of San Diego, City of Santee, and the County of San Diego.

5. Closed Session Items
None.

Possible Action

Oral Report of Final Actions Taken in Closed Session

CONSENT ITEMS

6. MTS: Contract Extension for Light Rail Vehicle Cleaning Approve
Action would authorize the CEO to execute a temporary contract extension with Calderon Building Maintenance for light rail vehicle cleaning services until such time that a consolidated, multiagency procurement can be solicited and awarded.
7. MTS: Regional Scheduling System - Contract Amendment Approve
Action would: (1) receive a report on the status of the Regional Scheduling System (RSS) Project and identify the basis of staff's change order recommendations; (2) ratify Amendment No. 1 (MTS Doc. No. G0856.1-03) to the GIRO, Inc. contract as executed by the CEO; (3) authorize the CEO to execute Amendment No. 2 to the GIRO, Inc. contract (MTS Doc. No. G0856.0-03); and (4) authorize the CEO to execute Amendment No. 3 to the GIRO, Inc. contract (MTS Doc. No. G0856.0-03).
8. MTS: State Transit Assistance Claim Amendment Approve
Action would adopt Resolution No. 06-3 approving the revised FY 2006 State Transit Assistance (STA) claim amendment.
9. MTS: Election to Fill Vacant Position of San Diego and Arizona Eastern (SD&AE) Railway Company Board Member Approve
Action would: (1) receive the San Diego and Imperial Valley Railroad (SD&IV), Pacific Southwest Railway Museum Association, and Carrizo Gorge Railway, Inc. quarterly reports; (2) ratify actions taken by the San Diego and Arizona Eastern (SD&AE) Railway Company Board of Directors at its meeting on February 15, 2006; and (3) ratify and appoint Peter Jespersen as a Board member, as recommended by the SD&AE Railway Company Board of Directors, to replace Douglas Verity who retired.

NOTICED PUBLIC HEARINGS

25. MTS: Comprehensive Operational Analysis (COA) Service Development Plan Approve
Action would receive a report, conduct a public hearing, and approve the proposed Comprehensive Operational Analysis Service Development Plan.

NOTE: A FIVE-MINUTE RECESS WILL BE TAKEN AT APPROXIMATELY 10:30 A.M.

DISCUSSION ITEMS

- | | | |
|-----|---|-----------------|
| 30. | <u>MTS: Update on the Status of the Grossmont Trolley Station Joint Development Project</u>
Action would receive an update from General Counsel regarding the status of the Grossmont Trolley Station Joint Development Project. | Possible Action |
| 31. | <u>MTS: Update on Cesar Chavez Station</u>
Action would receive an update on the status of the completion of the Cesar Chavez Station. | Possible Action |

REPORT ITEMS

- | | | |
|-----|---|-----------------|
| 45. | <u>MTS: San Diego Association of Governments (SANDAG) Survey</u>
Action would receive this report for information. | Receive |
| 60. | <u>Chairman's Report</u> | Possible Action |
| 61. | <u>Chief Executive Officer's Report</u> | Information |
| 62. | <u>Board Member Communications</u> | |
| 63. | <u>Additional Public Comments Not on the Agenda</u>
If the limit of 5 speakers is exceeded under No. 3 (Public Comments) on this agenda, additional speakers will be taken at this time. If you have a report to present, please furnish a copy to the Clerk of the Board. Subjects of previous hearings or agenda items may not again be addressed under Public Comments. | Possible Action |
| 64. | <u>Next Meeting Date:</u> March 23, 2006 | |
| 65. | <u>Adjournment</u> | |

JGarde
ECBDAGENDAS
2/24/2006



02-27-06 09:21 RCVD

1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490
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DRAFT

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- | | | |
|----|--------------------------------------|-----------------|
| 5. | <u>Closed Session Items</u>
None. | Possible Action |
|----|--------------------------------------|-----------------|

Oral Report of Final Actions Taken in Closed Session

CONSENT ITEMS

- | | | |
|----|---|---------|
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| 8. | <u>MTS: State Transit Assistance Claim Amendment</u>
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| 64. | <u>Next Meeting Date:</u> March 23, 2006 | |
| 65. | <u>Adjournment</u> | |

JGarde
ECBDAGENDAS
2/24/2006

_____	Submitted by
_____	Remove On
_____	Return to Submitter
_____	OR (Pick One)
_____	Retain in Posting File
-3-	

Submitted by: Debbie Bridge

Remove On: 3/10/06

Return to Submitter: _____

OR (Pick One)

Retain in Posting File: _____