

**ACTION MEMO**

**AC TRANSIT DISTRICT**  
**Board of Directors**  
Executive Summary

**GM Memo No. 07-187a**  
  
Meeting Date: November 14, 2007

**Committees:**

Planning Committee	<input type="checkbox"/>	Finance and Audit Committee	<input type="checkbox"/>
External Affairs Committee	<input type="checkbox"/>	Operations Committee	<input type="checkbox"/>
Rider Complaint Committee	<input type="checkbox"/>	Paratransit Committee	<input type="checkbox"/>

<b>Board of Directors</b>	<input checked="" type="checkbox"/>	<b>Financing Corporation</b>	<input type="checkbox"/>
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**SUBJECT:** Revised Guiding Principles for the design and allocation of local, Transbay and All Nighter services.

**RECOMMENDED ACTION:**

Information Only     Briefing Item     Recommended Motion

**Consider approval of revised Guiding Principles for the design and allocation of local, Transbay and All Nighter services.**

**Fiscal Impact:**

None at this time

**Background/Discussion:**

In September 2000, the AC Transit Board approved adoption of a set of Guiding Principles for Service Deployment (GM Memo 00-215). The principles had not changed materially since that time. However, in May 2007, the Board began to discuss prospective changes to the Guiding Principles, as part of a larger project to review and

**BOARD ACTION:**      **Approved as Recommended**    [ ]      **Other**      [ ]  
                                 **Approved with Modification(s)**    [ ]

[To be filled in by District Secretary after Board/Committee Meeting]

The above order was passed on \_\_\_\_\_, 2007.

Linda Nemeroff, District Secretary  
By \_\_\_\_\_

GM Memo No. 07-187a

Subject: Revised Guiding Principles for the design and allocation of local, Transbay and All Nighter services.

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revise a series of Board Policies relating to service design and delivery. The review process extended over several months, and at the direction of the Board President, the Guiding Principles document was presented for discussion at the October 31, 2007 Board Retreat. At the retreat, a significant re-write of the existing document was proposed. The revised document (Attachment A) reflects the comments and suggestions from the Board Retreat, and is presented to the AC Transit Board of Directors with a recommendation for approval as amended, as well as for inclusion into Board Policy 550, the AC Transit Short Range Transit Plan (SRTP), and other planning documents as appropriate.

**Prior Relevant Board Actions/Policies:**

GM Memo 00-179: Service Deployment Policies, June 2000

GM Memo 00-215: Adoption of Guiding Principles, August 2000

GM Memo 00-289: Service Deployment Policies – Policy Background, October 2000

GM Memo 00-328: Adopt Service Deployment Policies for Development of Service Alternatives, November 2000

GM Memo 01-099: Approve in Concept the Recommended Service Development Plan and Timeline and Issue Related Report to the Metropolitan Transportation Commission (MTC), March 2001

GM Memo 01-142: Update on the Service Deployment Plan, May 2001

GM Memo 07-187: Consider Approval of Revisions to Guiding Principles, July 2007

**Attachments:**

Attachment A: Revised Guiding Principles

**Approved by:** Rick Fernandez, General Manager

**Prepared by:** Nancy Skowbo, Deputy GM, Service Development

**Date Prepared:** November 1, 2007

## AC Transit Revised Guiding Principles

AC Transit is committed to the proposition that significantly greater utilization of AC Transit service must happen if people are just to continue enjoying the mobility they now have. As such, service quality must be measurable and monitored, and the accurate measurement of its patronage is highly critical because the over-arching measure of AC Transit's operational success is increased patronage. If future transit use is to increase, AC Transit must do a better job of providing that service. Therefore, the AC Transit Board of Directors recommends a set of Guiding Principles for the design and allocation of local, Transbay and All Nighter Services as follows:

The following are the Guiding Principles for the design and allocation of **local transit service within the East Bay**:

1. The AC Transit fixed-route service network shall be stable and cost-effective. To that effect, AC Transit will pursue opportunities to expand its fixed-route network, provided that the expected additional patronage is comparable to that which could be had by improving existing service. New service should be cost effective, vigorously marketed, and given ample time to prove its worth.
2. AC Transit service should be easily understood by the public and user-friendly. Service should be designed in such a way as to provide intuitive wayfinding for the majority of the transit users. Subject to Title VI compliance, service will be prioritized to those areas with the greatest potential for transit use, with higher patronage resulting in more frequent service and expanded service spans where warranted by demand.
3. AC Transit lines with high patronage should run frequently enough that over most of the service period, passengers do not need a schedule to use the system. Limited stop service will be implemented on those routes with high patronage, when such service can significantly reduce overall travel times.
4. AC Transit believes that human-induced climate change is a great problem facing the world. AC Transit's greatest role in alleviating climate change is to get as many people out of their cars and onto its service as possible. As part of that effort, it will design routes that support smart growth and in-fill efforts. AC Transit will aggressively pursue transit priority and transit preferential methods and measures, to improve operation of the transit system and bus stop environments, and to encourage a modal shift of the populace from single-occupant vehicles to buses.
5. The AC Transit service network will provide for a multi-destination system that serves all traffic generators throughout the East Bay, regardless of location. AC Transit recognizes that it is part of a total transit system for the region,

,and shall support TransLink and other efforts toward making transit services seamless, regardless of the operator. It will serve other modal conversions as demand and total travel efficiency warrant, with a goal to improving connectivity and ease of transfer among the regional operators. AC Transit is also committed to a system that provides for internal transfers that are as seamless as possible.

The following are the Guiding Principles for the design and allocation of transit service within **Transbay Corridors**:

1. AC Transit will provide extensive commuter TransBay bus service where rail and road are approaching capacity. Non-peak service will be provided as justified by patronage.
2. AC Transit will provide a “many-to-one” service pattern from dense areas of the East Bay to downtown San Francisco, primarily developing a Transbay transit system that encourages walk access to transit, but may facilitate automobile park and ride access in low density areas and for Transbay transit access in the San Mateo and Dumbarton Bridge corridors.
3. Transbay Services should be funded from passenger fares and regional sources, most appropriately those revenue sources derived from users of the bridge corridors who benefit from decreased highway and bridge congestion. The District will support legislation to identify and implement these non-general fund sources.

The following are the Guiding Principles for the design and allocation of transit service in **All-Nighter (Owl) Corridors**:

1. All-Nighter services are part of a regional network, and the All-Nighter route network should serve BART stations and the trunk bus network.
2. All-Nighter services should be funded from regional sources, most appropriately those revenue sources derived from users of the bridge corridors who benefit from decreased highway and bridge congestion and funding, ensuring access to employment. The District will support legislation to identify and implement these non-general fund sources.