



El Camino Real BRT Phasing Plan Proposed Evaluation Framework

**Prepared for:
SamTrans**

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INTRODUCTION

This memo proposes an evaluation framework to define future bus transit services for the SamTrans El Camino Real Bus Rapid Transit (BRT) Phasing Plan Study. The proposed evaluation framework matches project goals and objectives with evaluation criteria to compare the performance of conceptual alternatives with that of a no-project alternative for two study horizons: (i) short-term (i.e., by 2015); and (ii) long-term (i.e., by 2035). The evaluation framework will allow for an understanding of the benefits and impacts of each conceptual alternative and their ability to complement local (e.g. SamTrans Routes ECR and KX) and regional (e.g., Bay Area Rapid Transit (BART), Caltrain, Santa Clara Valley Transportation Authority (VTA)) transit along the defined El Camino Real study area (between Palo Alto and Daly City).

This preliminary set of goals, objectives, and evaluation criteria can be reviewed and discussed among internal and external stakeholders prior to conceptual alternative screening process.

PROPOSED STUDY GOALS

The study will help define how SamTrans can:

Goal 1 – Increase bus ridership along the El Camino Corridor by improving service for existing customers and attracting new customers.

Goal 2 – Complement the Grand Boulevard Initiative’s (GBI) vision of realizing the Corridor as a “grand boulevard of meaningful destinations” by building consensus on transit improvements that promote livability and commercial vitality.

Goal 3 – Minimize system capital and operating cost increases and operational impacts by developing a conceptual bus operating plan that optimizes local, Rapid, and Full BRT services along the corridor.

Goal 4 – Minimize corridor traffic and parking impacts while maximizing the benefits of Rapid and Full BRT services.

PROPOSED EVALUATION FRAMEWORK

Building off the study goals, proposed project objectives for the El Camino Real BRT Phasing Plan Study are identified along with their respective evaluation criteria and data sources to conduct the evaluation. The proposed evaluation matrix is presented on the following page:

Goal	Objective	Evaluation Criteria	Source(s)
1. Increase bus ridership along the El Camino Corridor by improving service for existing customers and attracting new customers	1.1. Increase ridership	<ul style="list-style-type: none"> • Increase in corridor ridership • Increase in ridership along key segments of corridor • Increase in system ridership • Increase in new riders • Boardings per revenue hour 	<ul style="list-style-type: none"> • VTA Model • Operating plan
	1.2. Improve passenger experience	<ul style="list-style-type: none"> • Improve station experience and security (station infrastructure for Full BRT only) • Improve in-vehicle experience • Create unique service branding/identity • Legible and easy to understand routing and service 	<ul style="list-style-type: none"> • Physical plan (qualitative assessment) • Operating plan
2. Complement the Grand Boulevard Initiative's vision of realizing El Camino Real as a "grand boulevard of meaningful destinations" by building consensus on transit improvements that promote livability and commercial vitality	2.1. Improve pedestrian safety	<ul style="list-style-type: none"> ▪ Pedestrian safety assessment (bulbouts, medians, sidewalks, crossing opportunities) 	<ul style="list-style-type: none"> • Physical plan (qualitative assessment)
	2.2 Increase access to households, employment and retail opportunities	<ul style="list-style-type: none"> • # of households accessible within a 15-minute walk from a station • # of jobs accessible within a 15-minute walk from a station • Convenient and direct pedestrian/bicycle access between stations and adjacent land uses 	<ul style="list-style-type: none"> • Operating plan • VTA Model/2040 Plan Bay Area • Physical plan (qualitative assessment)
	2.3. Support planned growth in corridor	<ul style="list-style-type: none"> • Serve key commercial and residential growth areas 	<ul style="list-style-type: none"> • Operating plan • 2040 Plan Bay Area • GBI Final Report
3. Minimize system capital and operating cost increases and operational impacts by developing a conceptual bus operating plan that optimizes local, Rapid and Full BRT services along the corridor	3.1. Provide cost-effective service	<ul style="list-style-type: none"> • Capital cost • Operating and Maintenance (O&M) cost per revenue hour • O&M cost per unlinked passenger trip 	<ul style="list-style-type: none"> • VTA Model • Operating plan • Physical plan • SamTrans cost model
	3.2. Minimize ECR operating impacts	<ul style="list-style-type: none"> • Minimize operating demands for peak vehicles • Minimize bus bunching 	<ul style="list-style-type: none"> • Operating plan • Physical plan
4. Minimize corridor traffic and parking impacts while maximizing the benefits of Rapid and Full BRT services	4.1. Minimize traffic impacts	<ul style="list-style-type: none"> • Level of Service (LOS) at key intersections (effect of BRT physical improvements and Intelligent Transportation Systems (ITS) measures) 	<ul style="list-style-type: none"> • VTA Model • Caltrain Environmental Impact Report - Synchro Network
	4.2. Minimize physical changes to corridor infrastructure	<ul style="list-style-type: none"> • Net change in on-street parking • Extent of new turn restrictions 	<ul style="list-style-type: none"> • Physical Plan