
Monterey – Salinas Transit
Comprehensive Operational Analysis

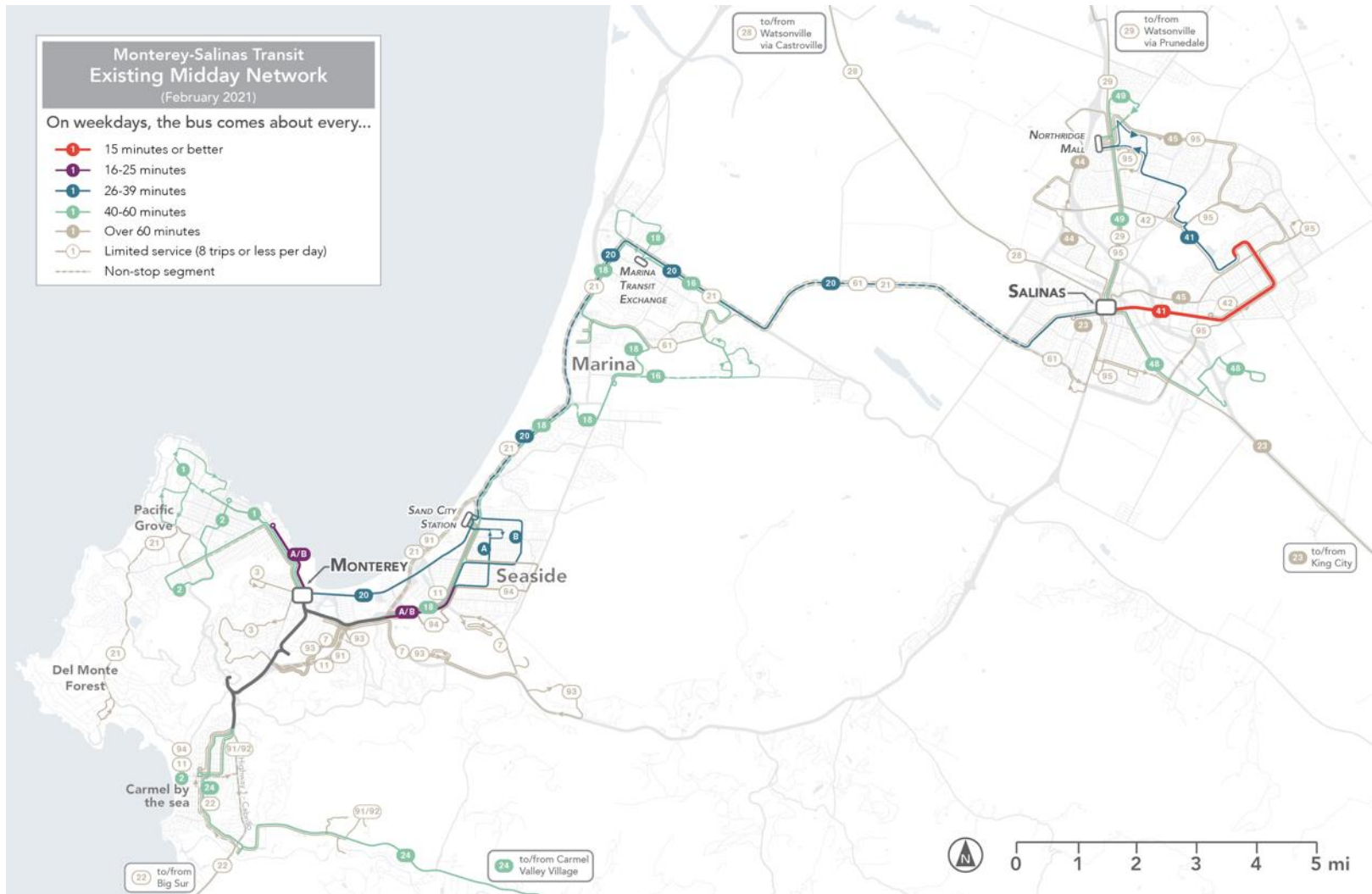
Key Policy Choices

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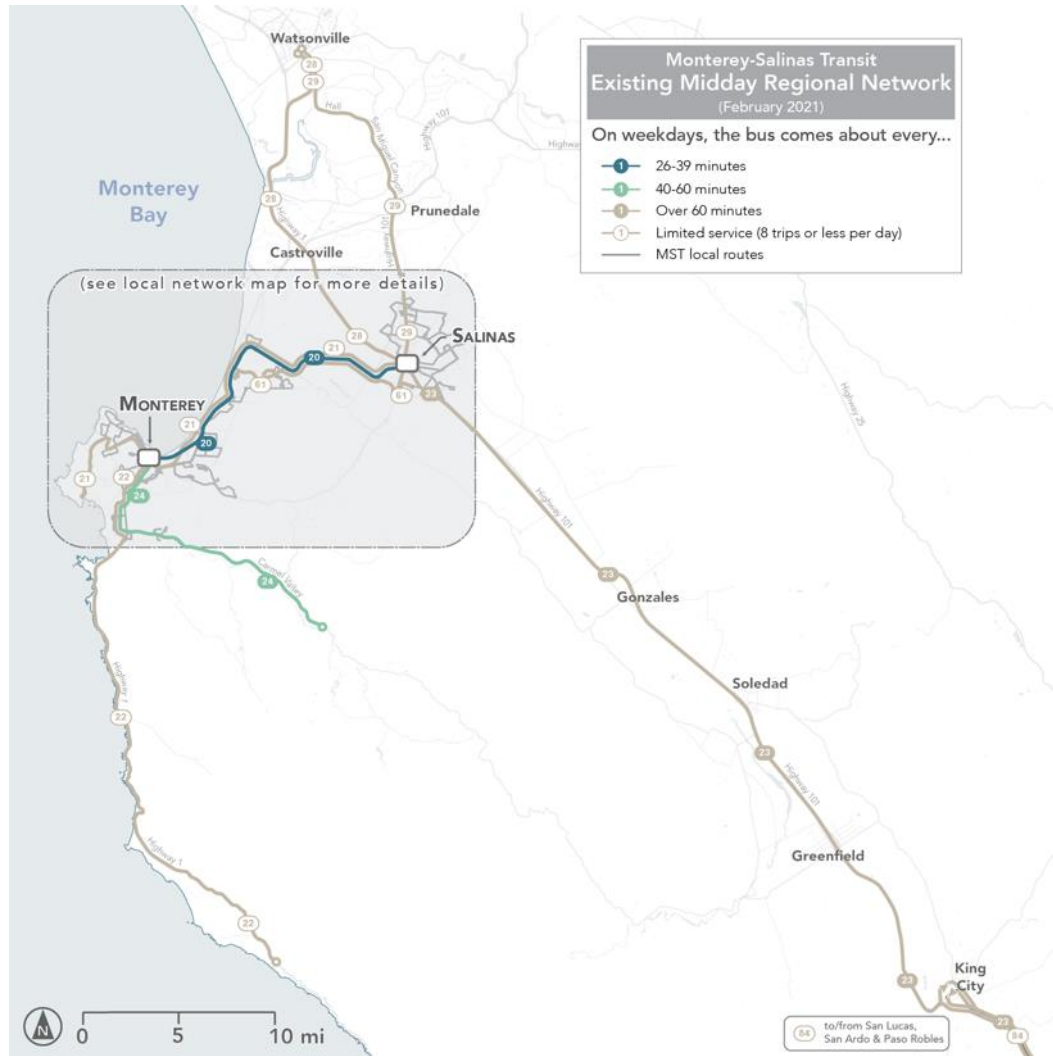
Why are we here?

- We are reviewing where and how much service MST provides, and whether that needs to change.
- The intent is to redesign the network to meet a consistent set of service goals.
- Staff can't redesign the network without answers to questions about resource allocation and fairness. These will require **policy-level direction.**

Core Network



Regional Routes

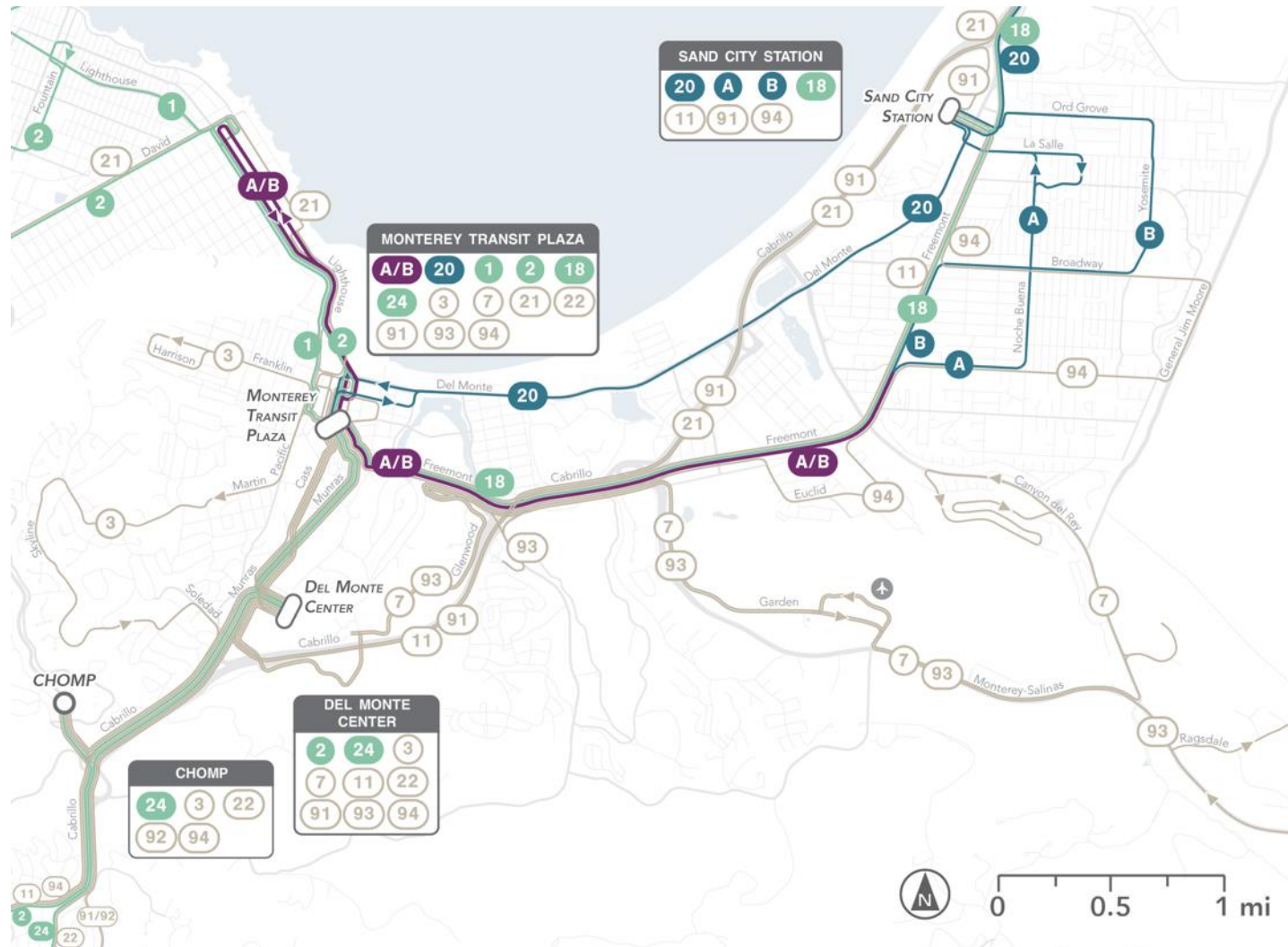


Why does the MST network need a redesign?

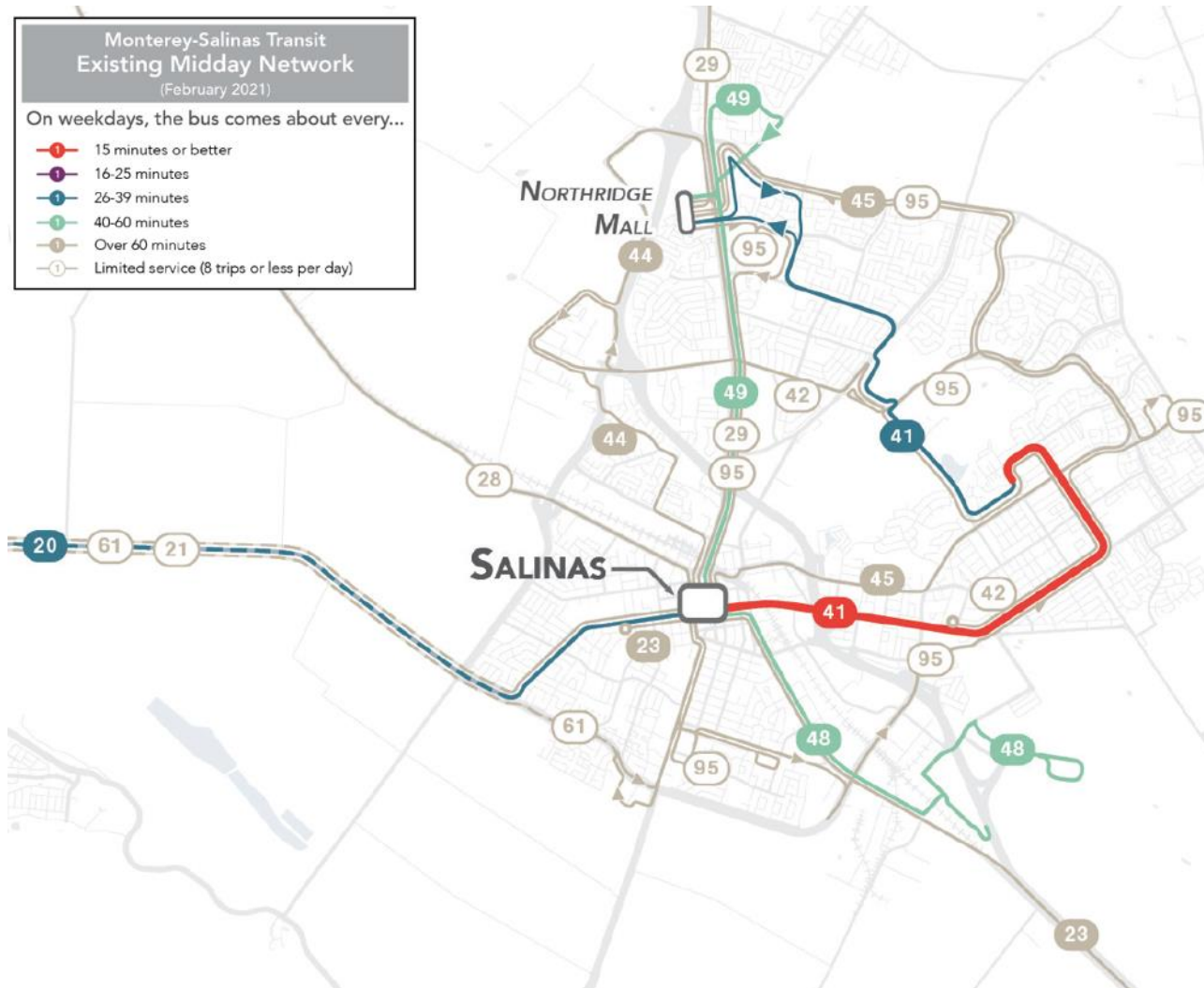
1. It's been a while.

- MST has done many local area studies.
- Staff regularly considers changes in response to requests.
- But day-to-day planning can't address big questions about the purpose and goals of the network.
- **In the absence of consistent policy, routes have tended to become numerous, specialized and complex.**

2. Frequencies are very low.

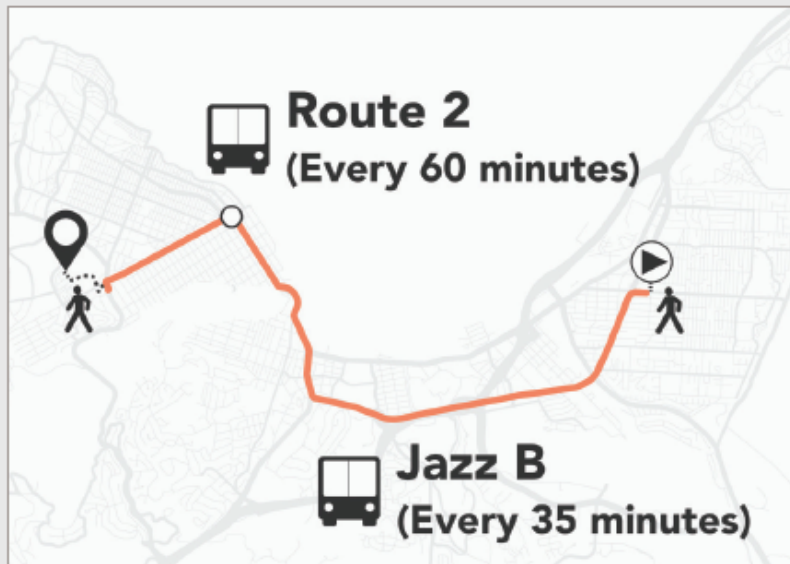


2. Frequencies are very low.



3. It takes a long time to get from A to B.

Let's imagine you are a retail worker living in the center of Seaside, and you need to reach your job at Country Club Gate Center in Pacific Grove (6 miles away) and your shift starts at noon on weekdays. Here's what you would need to do:

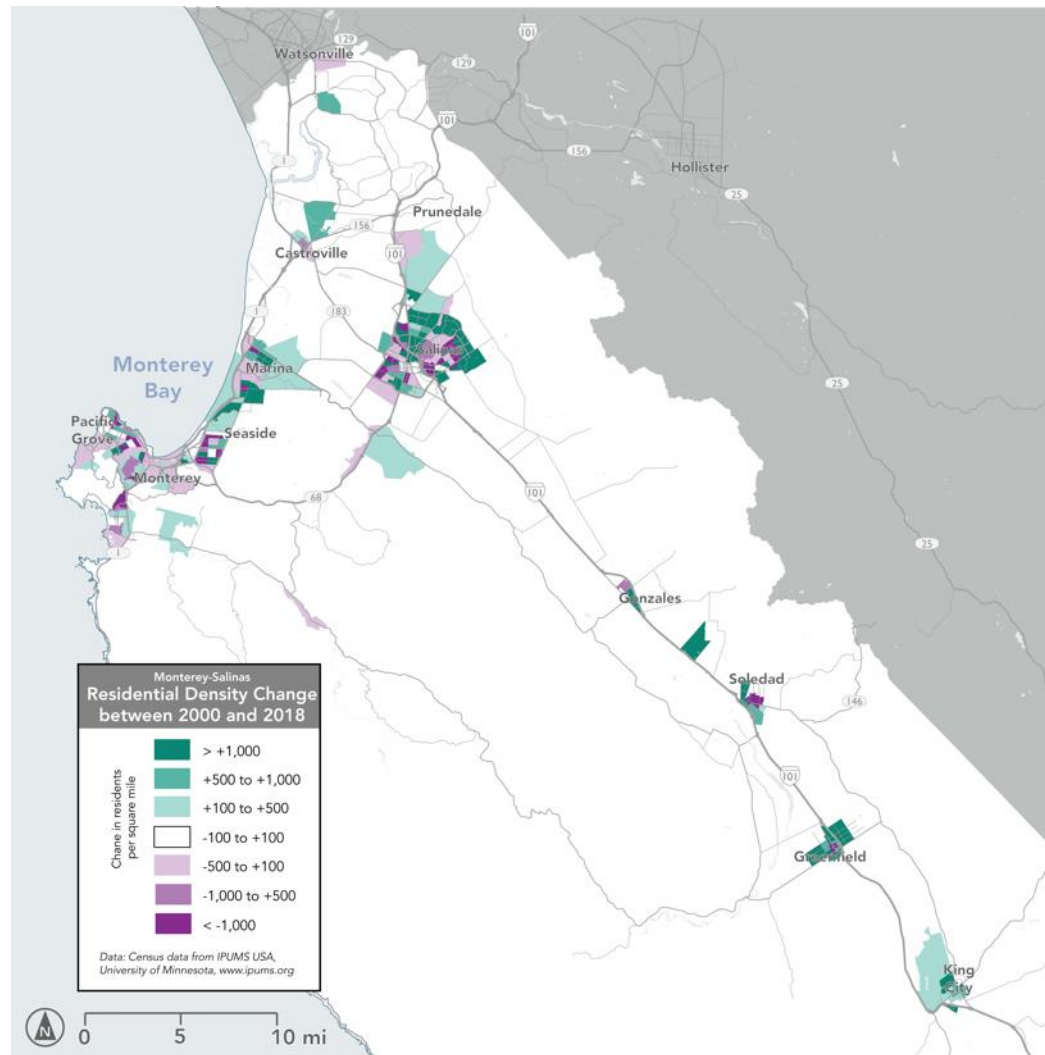


1 Hour 27 Minutes

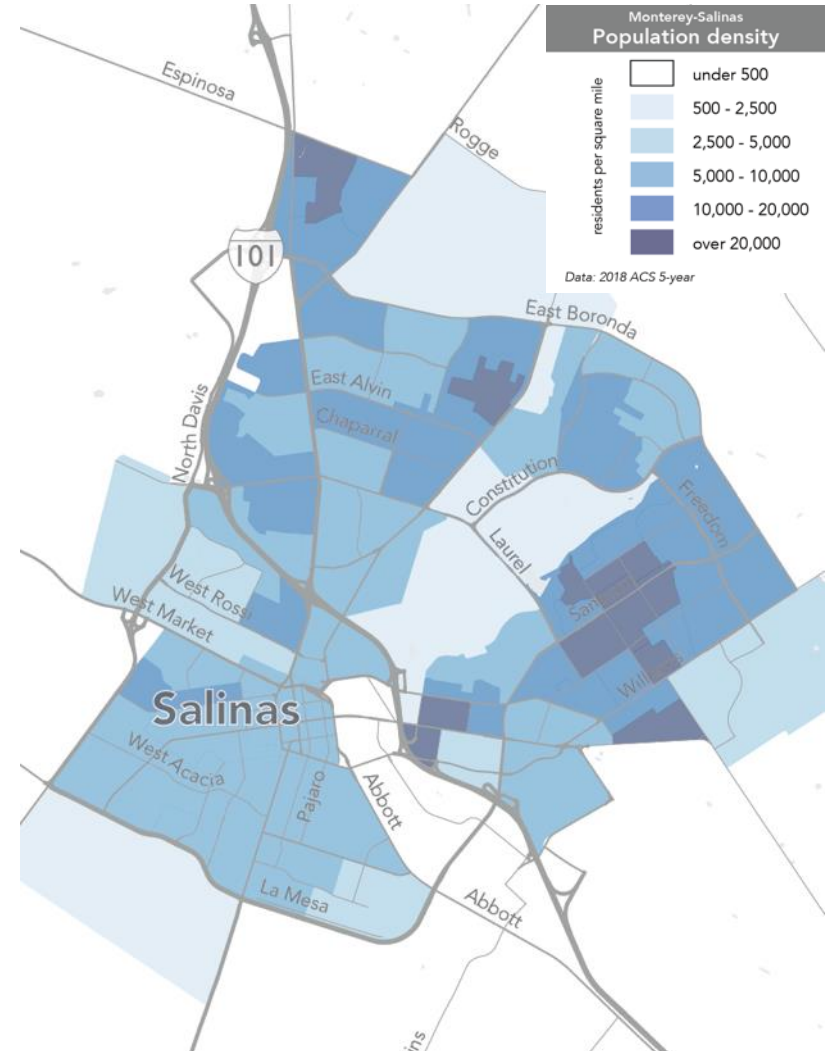
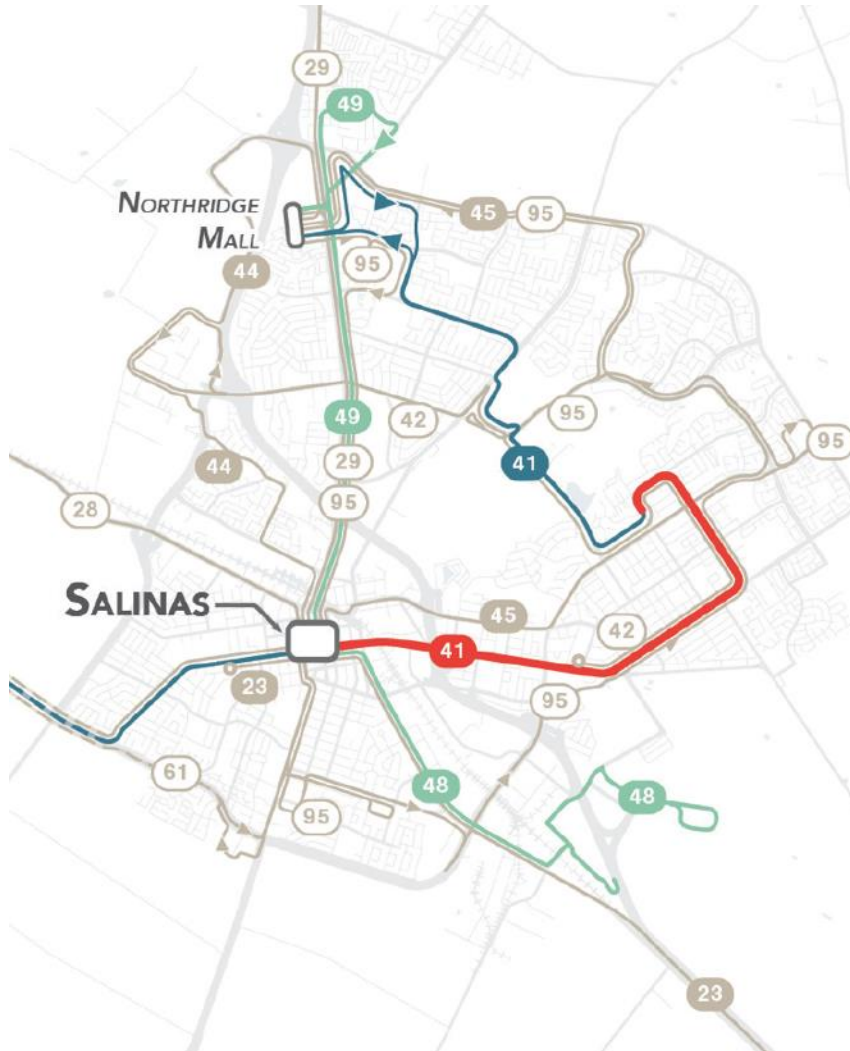
5 minutes walking, 53 minutes waiting, 29 minutes riding

- Start trip at home at Olympia & Terrace (Seaside) at 10:33am.
- Walk 3 minutes to the stop at Olympia & Broadway.
- Wait 3 minutes for the Jazz B route to the Aquarium.
- Ride **Jazz B** for 23 minutes to Foam & Irving (Monterey).
- Arrive 11:02am. Wait 16 minutes for Route 2. Get on at 11:18am.
- Ride **Route 2** for 6 minutes to Forest & Forest Hill (Pacific Grove)
- Walk 2 minutes to get to Country Club Gate Center at 11:26am.
- Wait 34 minutes for start of work at 12:00pm.

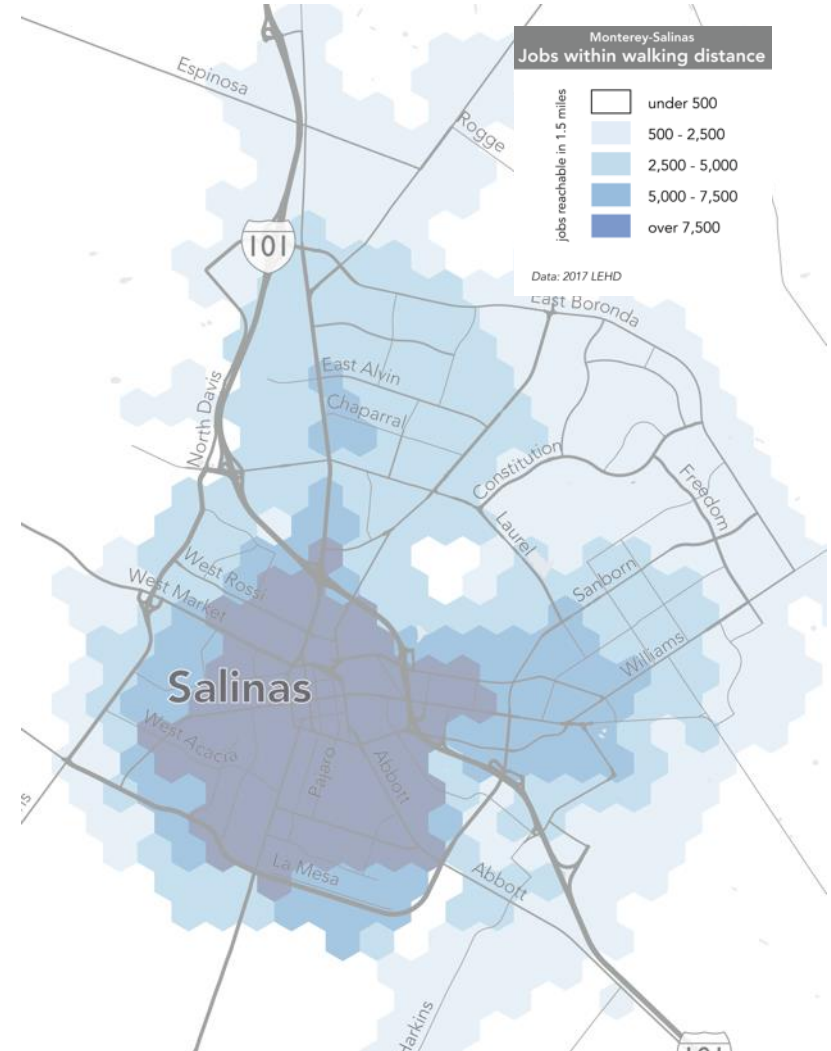
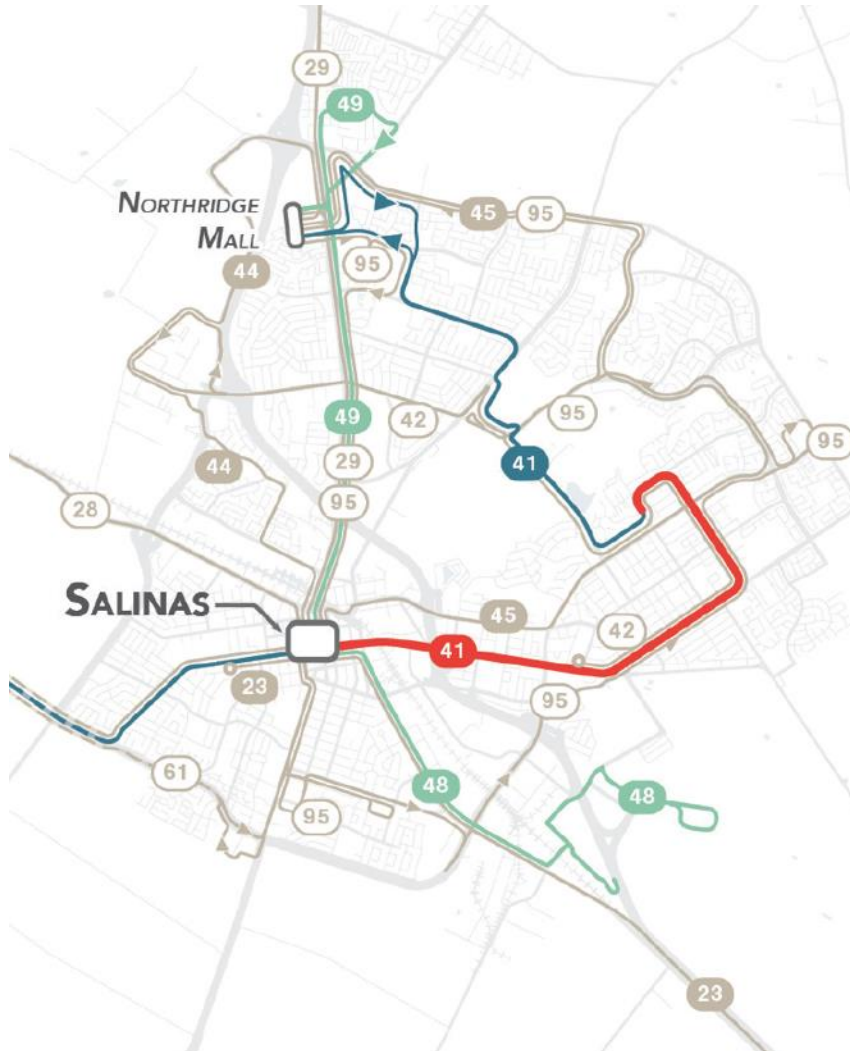
4. People don't live where they used to.



5. There is untapped demand in Salinas



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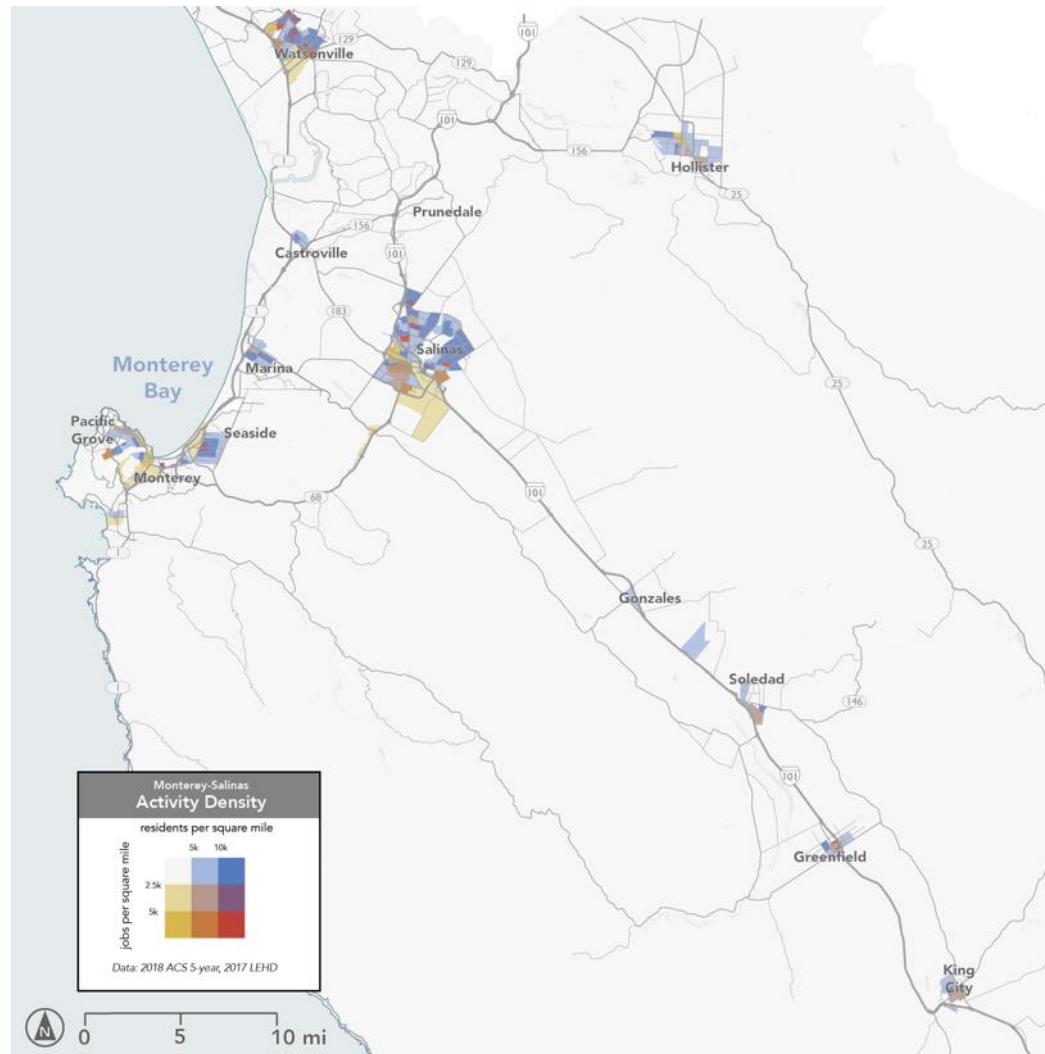


6. The pandemic has altered everyone's reality.

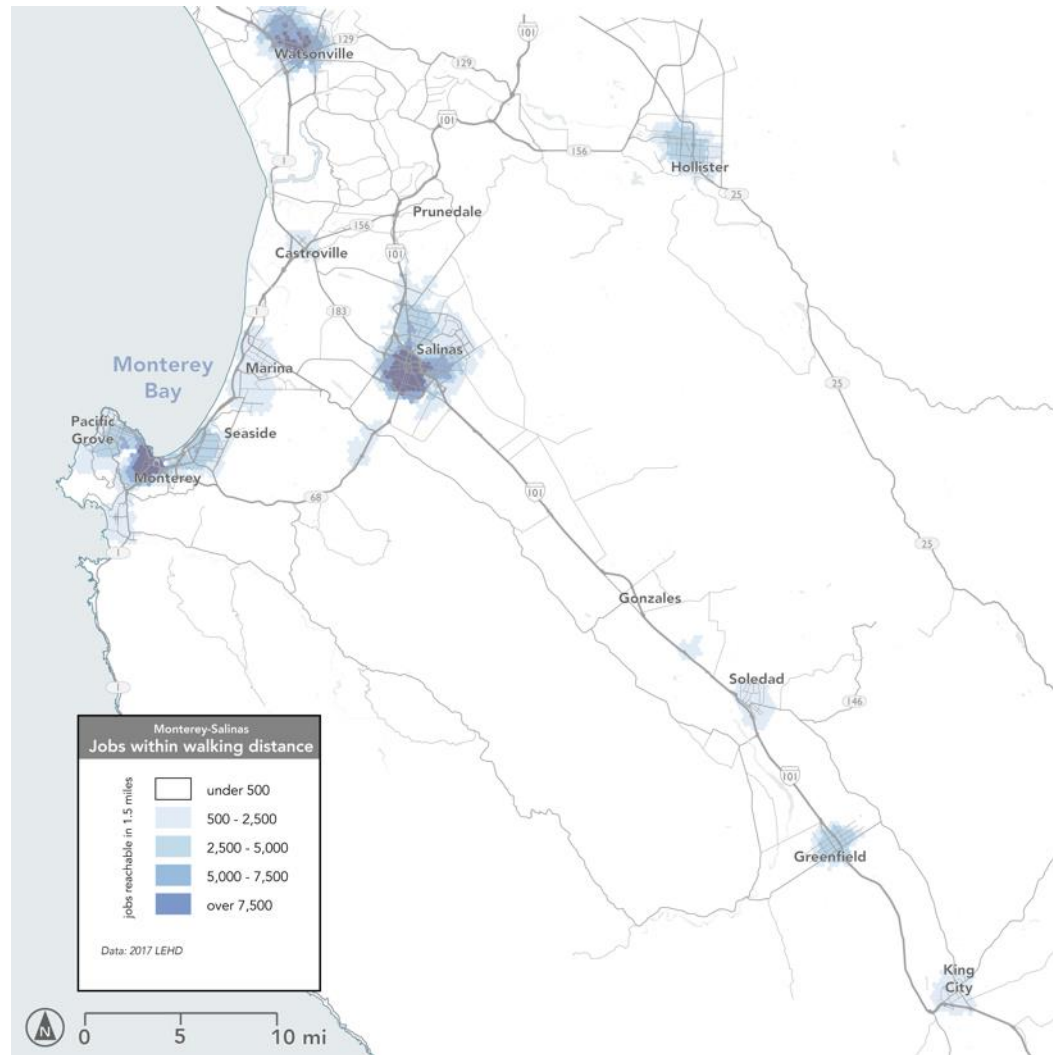
- Ridership is still down ~70%
- Rush hour is nearly gone.
- Weekday and weekend ridership are almost equal.
- Ridership has dropped the least in low-income communities of color.
- **What does that mean for the future?**

Key Challenges

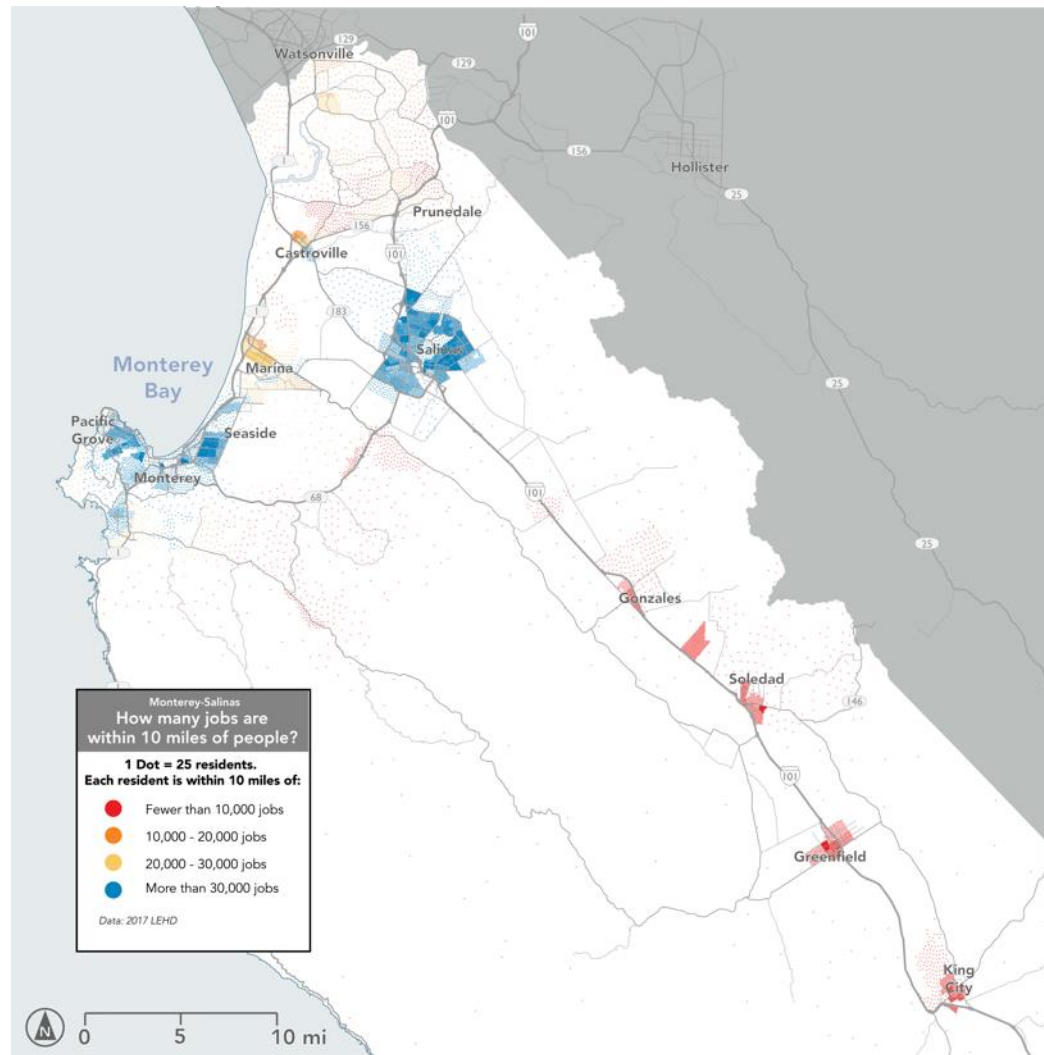
1. Relatively few people live in cities.



2. There's no one "Downtown"



3. More and more people live very far from the places they need to go.



What direction will we need?

Where and how much service?

- Right now, MST provides about:
 - 50% of its service in the greater Monterey area
 - 35% of its service in the greater Salinas area
 - 15% in the rest of the county
- Is that the right balance?
- If not, what should it be?

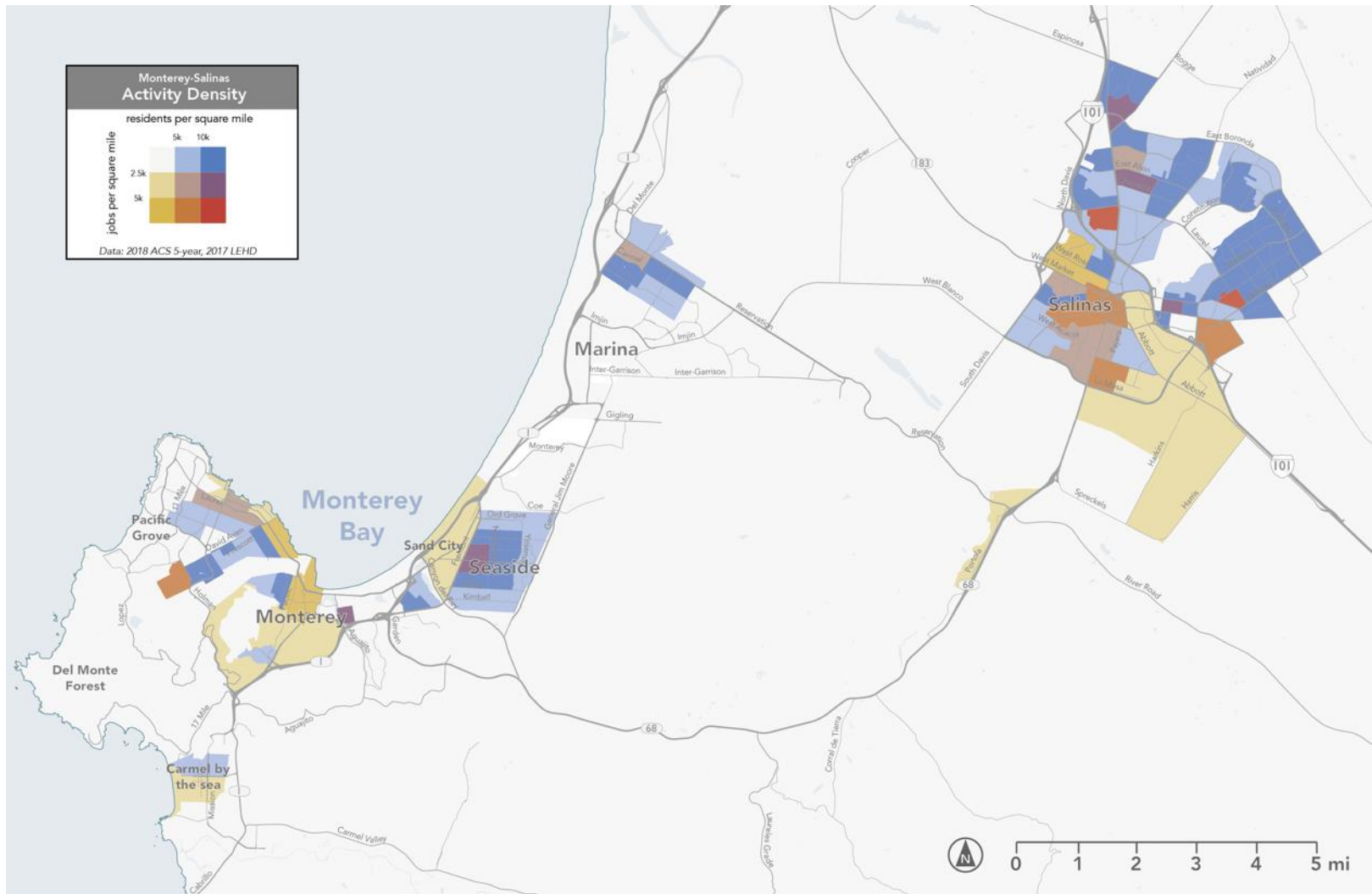
For what purpose?

- **Ridership vs. Coverage.** Right now, MST provides about :
 - 40% of its service in places and at frequencies where it would generate the most possible ridership.
 - 60% of its service to extend coverage to as many places as possible.
- Is that the right balance?
- If not, what should it be?

Reminder. Focusing on ridership means:

- **High frequencies.** Preferably every 15 minutes or better.
- **On straight lines** that make travel relatively direct and convenient.
- **In dense places** where many people live and work nearby.

In very rough terms...



For what purpose?

- **Needs-based vs. Population-based.** Right now:
 - MST has a dedicated source of funding to meet the relatively high needs of seniors, veterans, and people with disabilities.
 - There is no dedicated funding for the relatively high needs of people with low incomes, or who don't own a car.
- Should MST explicitly prioritize the needs of disadvantaged communities in designing service for coverage purposes?

What we've heard from
the public so far.

In Monterey County, the public values frequency and usefulness somewhat more than coverage.

Telephone Survey Tradeoffs: Should MST...

Focus on providing service to as many places as possible, even if that means the bus only comes every hour or two and most trips take a very long time?

35%

OR

Focus on providing fast and frequent service, that comes every 15 minutes and takes the most direct routes, even if that means transit is only available in the areas where the most people live and work?

64%

But not at the cost of equity.

Focus first on needs of communities where many people have low incomes, or don't have reliable access to a personal vehicle?

69%

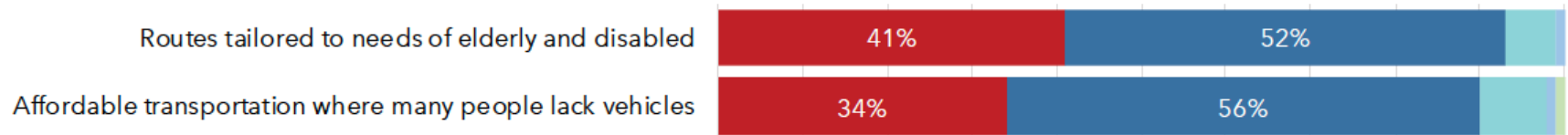
OR

Provide service equally to all communities, regardless of need, income or access to a personal vehicle?

30%

But not at the cost of equity.

How important is it for MST to provide....



■ Extremely important ■ Very important ■ Somewhat important
■ Not very important ■ Not important at all ■ Not sure

What we've heard from
the public so far.

Key Questions to Move Forward

- There is support for shifting toward a higher ridership, higher-frequency approach. **Should we flip the Ridership vs. Coverage balance?**
- Options
 - No change: 40 Ridership/60 Coverage
 - Equal: 50/50
 - Flip it: 60 Ridership/40 Coverage
 - More aggressive?

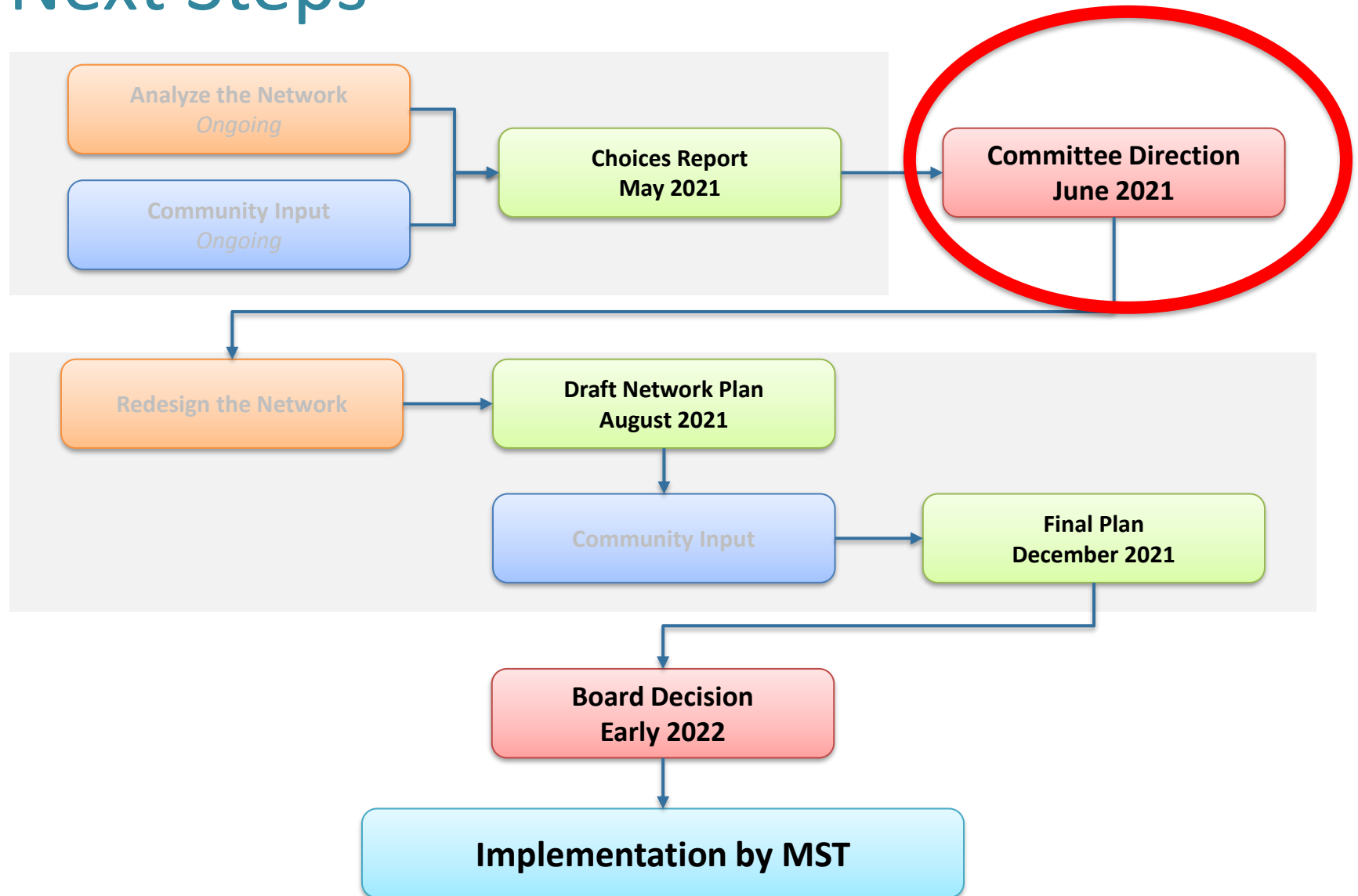
Key Questions to Move Forward

- There is strong support to provide and maintain service to as many high-need areas as possible.
- **Should we explicitly prioritize equity and high-need communities in designing any coverage services?**

Key Questions to Move Forward

- Ridership and equity considerations suggest shifting more service to Salinas and South County. **Should we move the regional balance of service?**
- Options:
 - No change: 50% greater Monterey/35% greater Salinas/15% rest of county?
 - Adjust to demand: 40% greater Monterey/40% greater Salinas/20% rest of county?
 - Something else?

Next Steps



Questions?