

**More than lines on a map:
How Capital Metro is using
performance measures to shape
transit service**



METRO

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VP Strategic Planning & Development

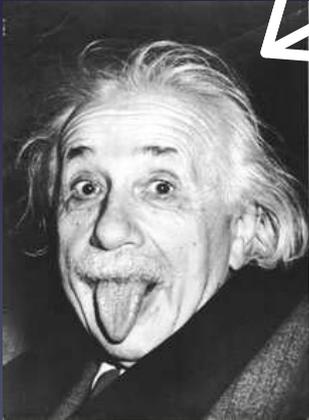
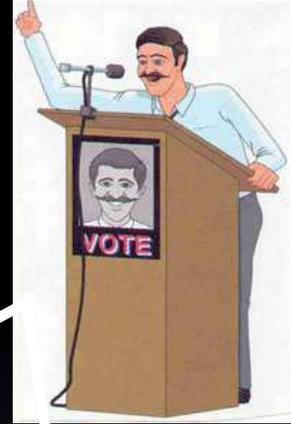
Conference on Performance Measures for Transportation and Livable Communities

September 7, 2011

Why?



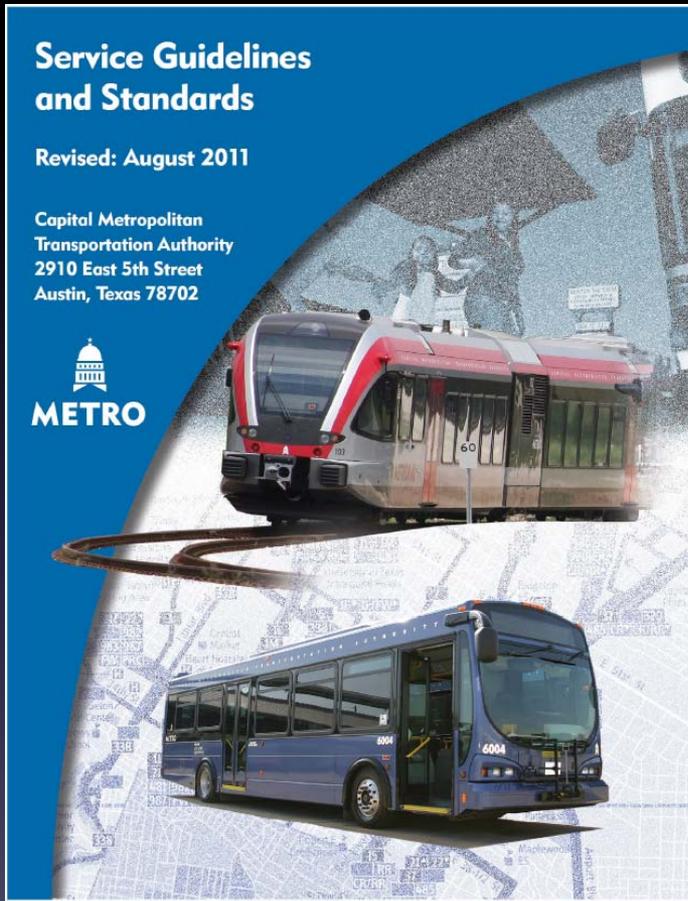
Why?



Why?

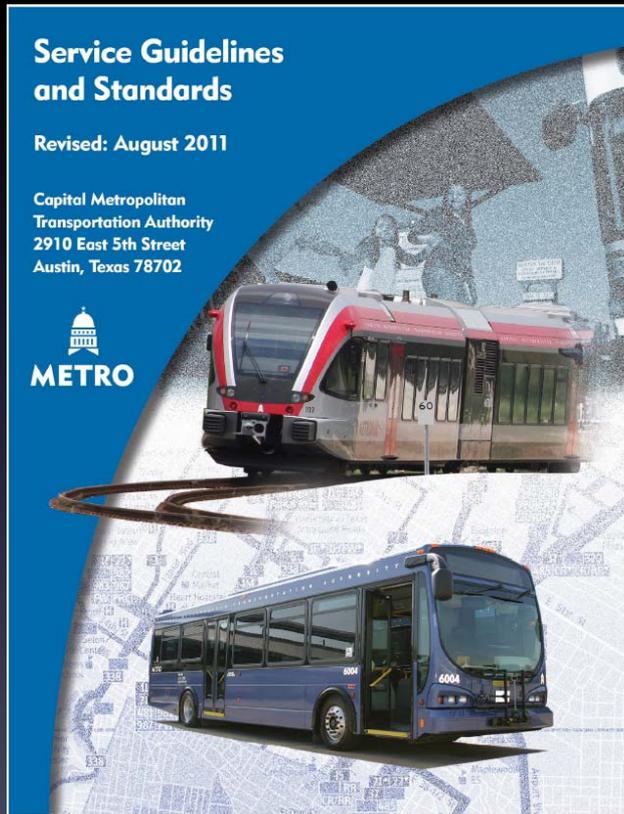
- **Transparency**
- **Good governance**
- **Demonstrate financial responsibility**
- **Provide quantitative tool to help Board make fully informed decisions**

How to address these issues?



- Effort started in 2009
- Goal: Take 'informal' guidelines used by staff and evolve into formal guidelines and standards document
- First edition approved by Executive Team and Board of Directors in June 2009
- Biennial review and update process established
- Revised version pending review and approval

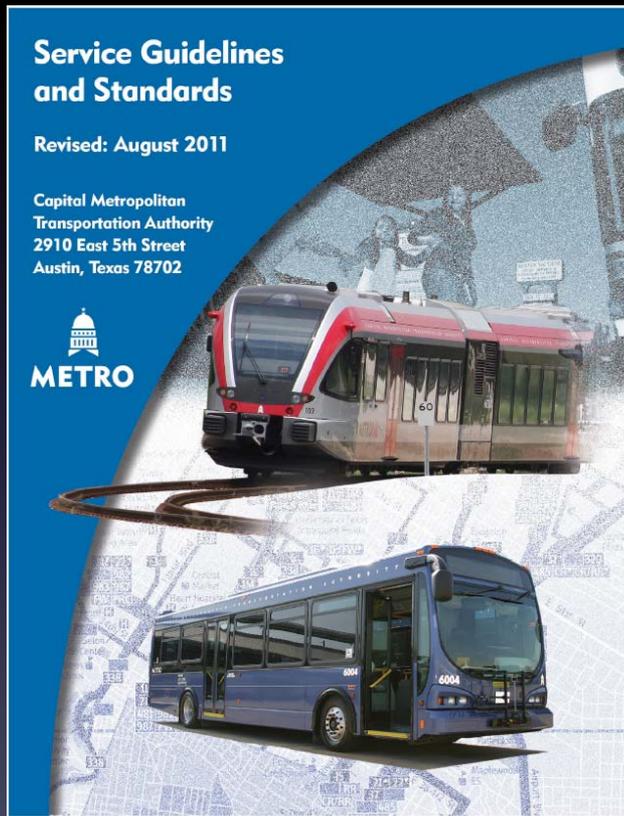
What is it?



“Service guidelines provide a framework for the provision, design, and allocation of service.”

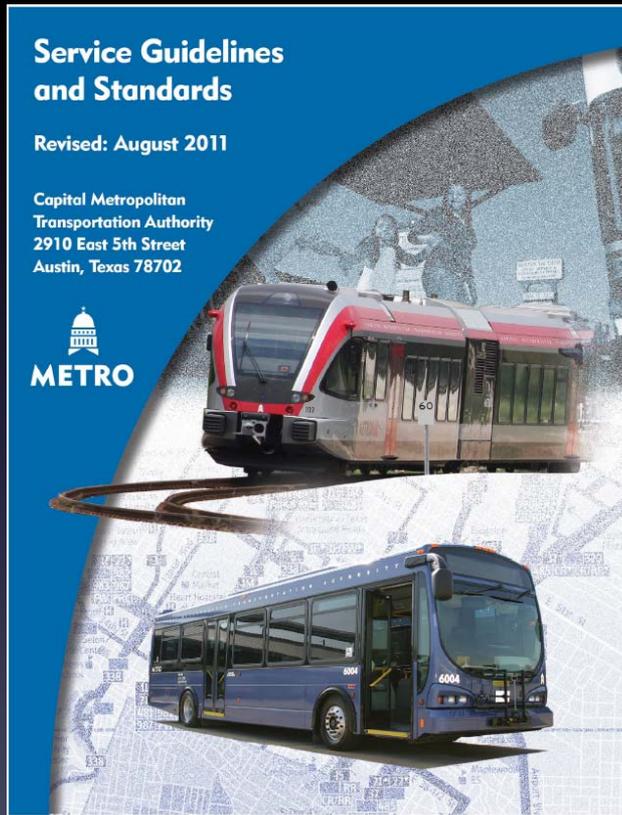
What is it?

“Service guidelines incorporate transit service planning factors including residential and employment density, land use, activity centers, street characteristics, and demographics.”

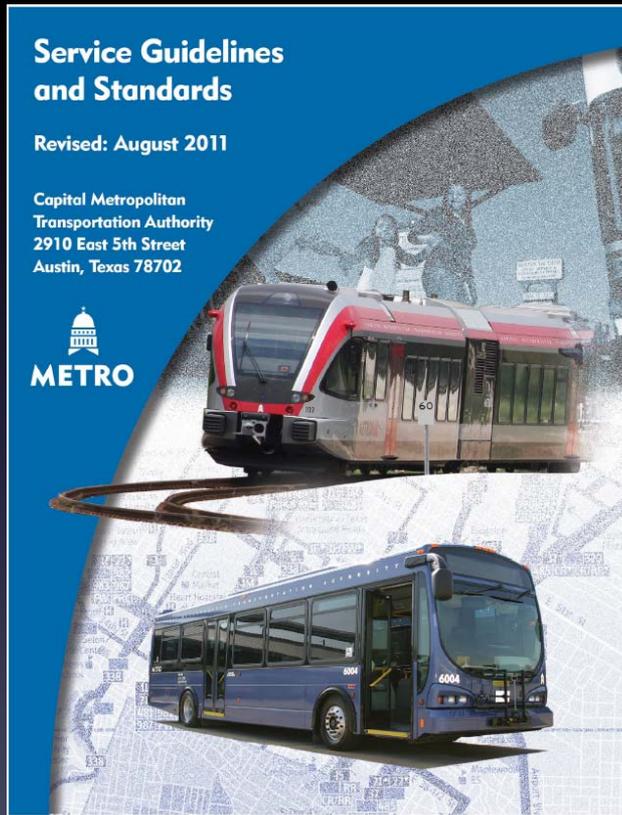


What is it?

“Design criteria include defining service attributes such as route directness, span, frequency, stop spacing, and passenger amenities.”



What is it?



“Service guidelines are to be used with some flexibility.”

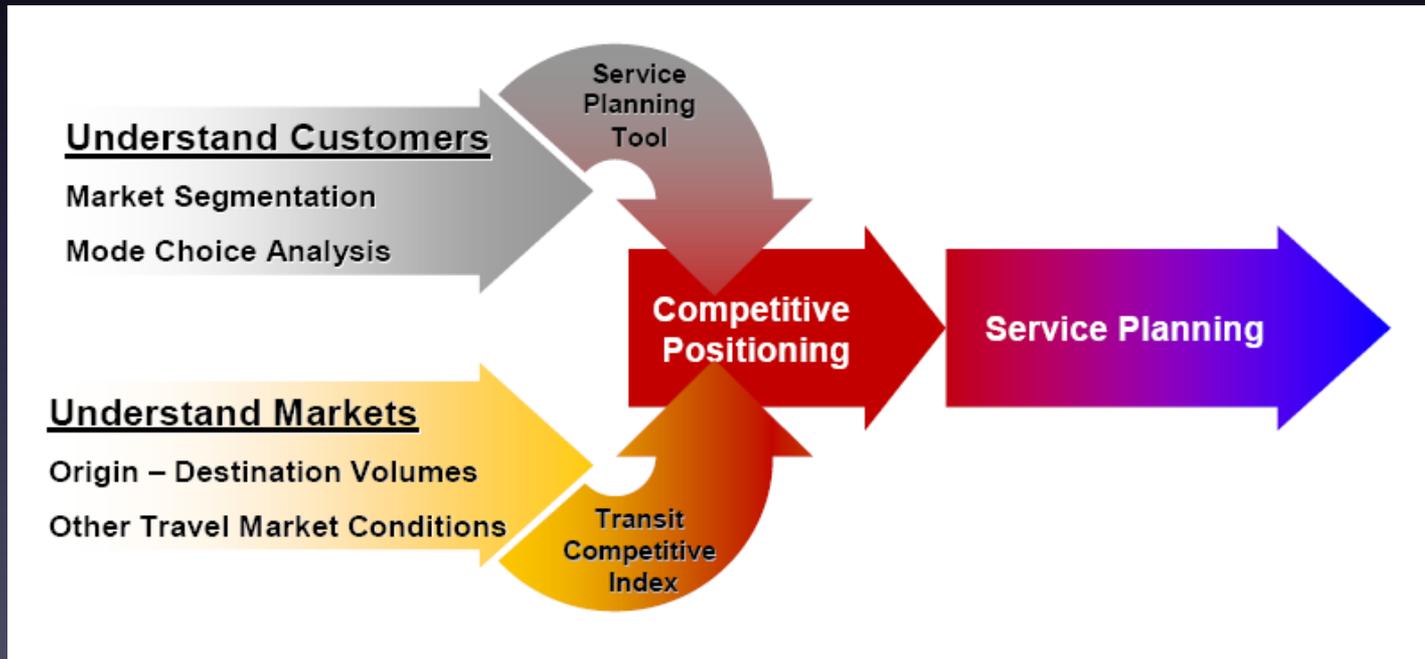
How is it being used?

- **Helped shape comprehensive operational analysis: ServicePlan2020**
- **Used to add service (not much)**
- **Used to remove and reallocate service (a lot)**
- **Serves as basis for reporting to Board**

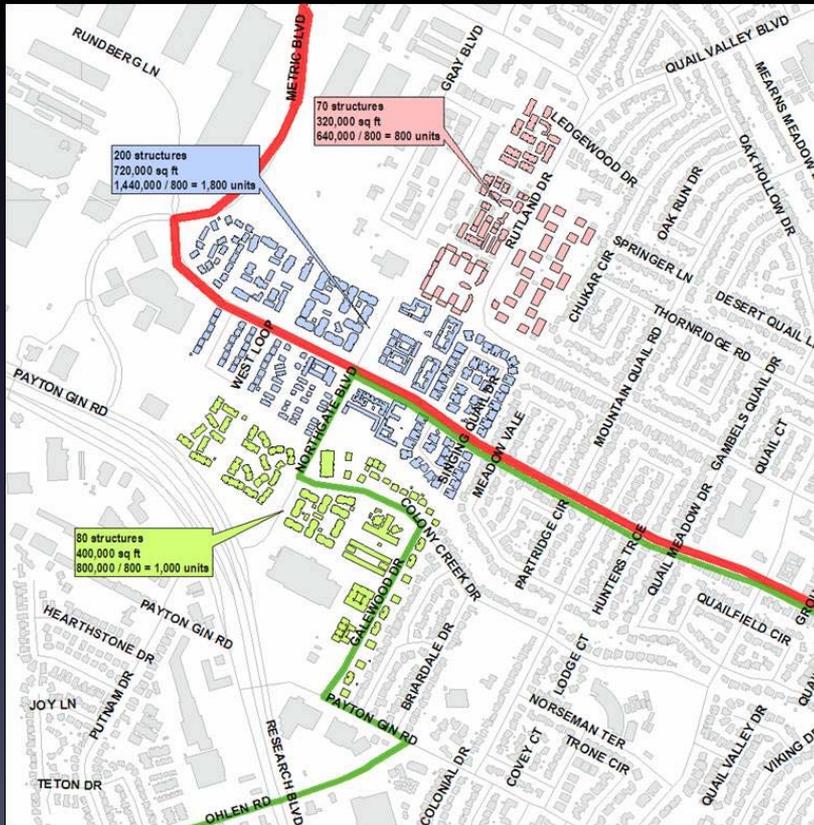


How is it being used?

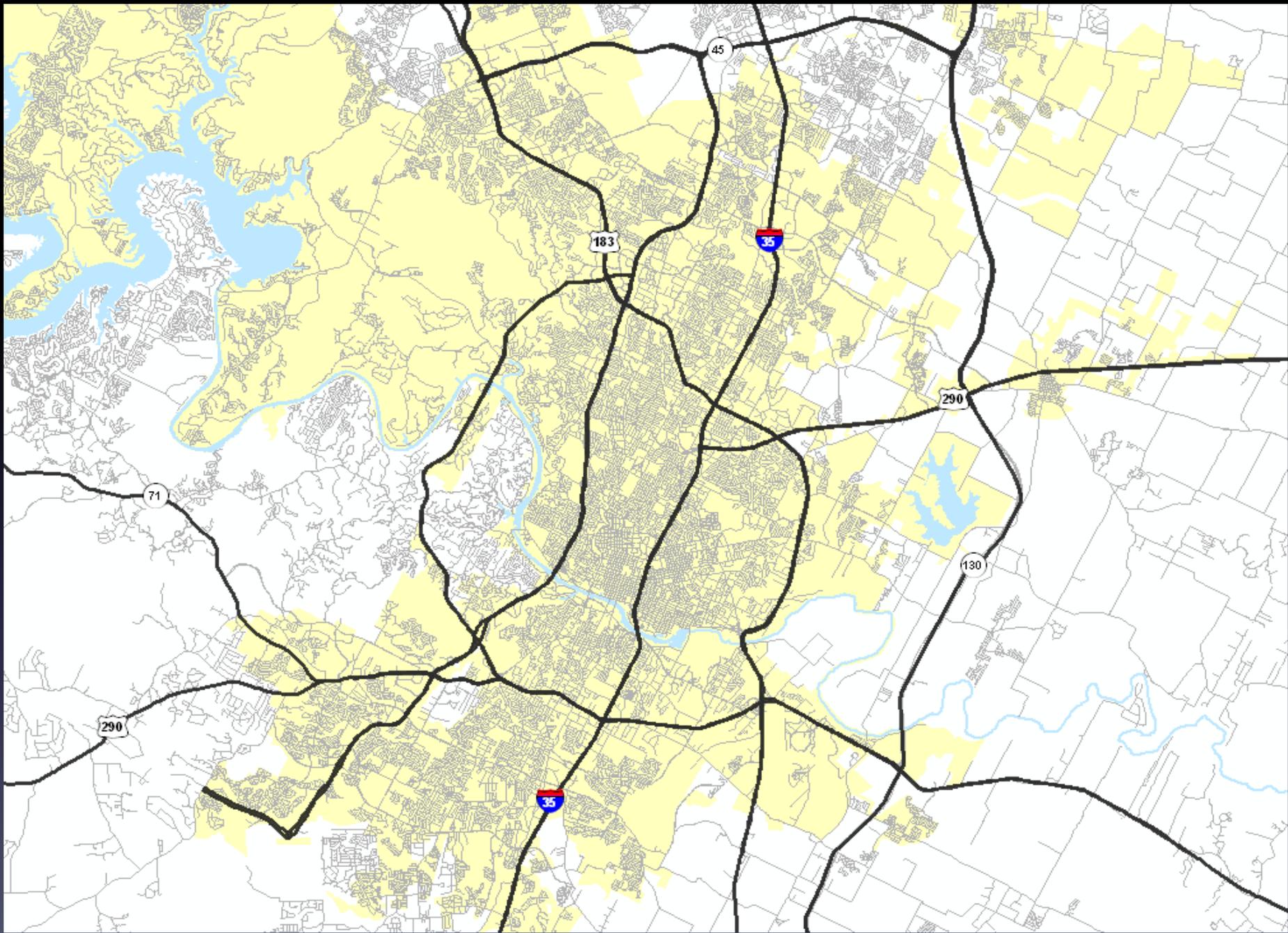
- **Complementary to market analysis / market segmentation work**

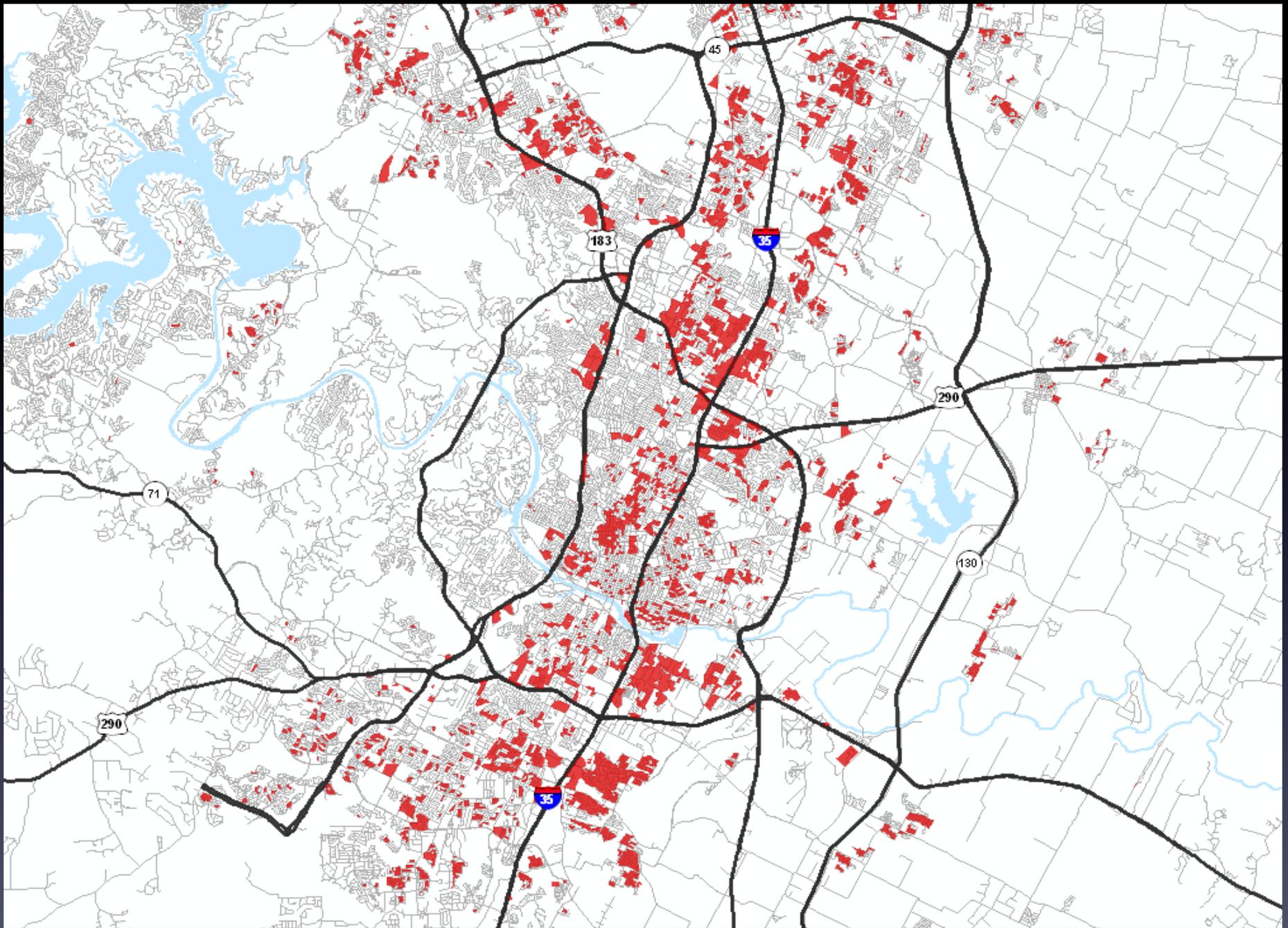


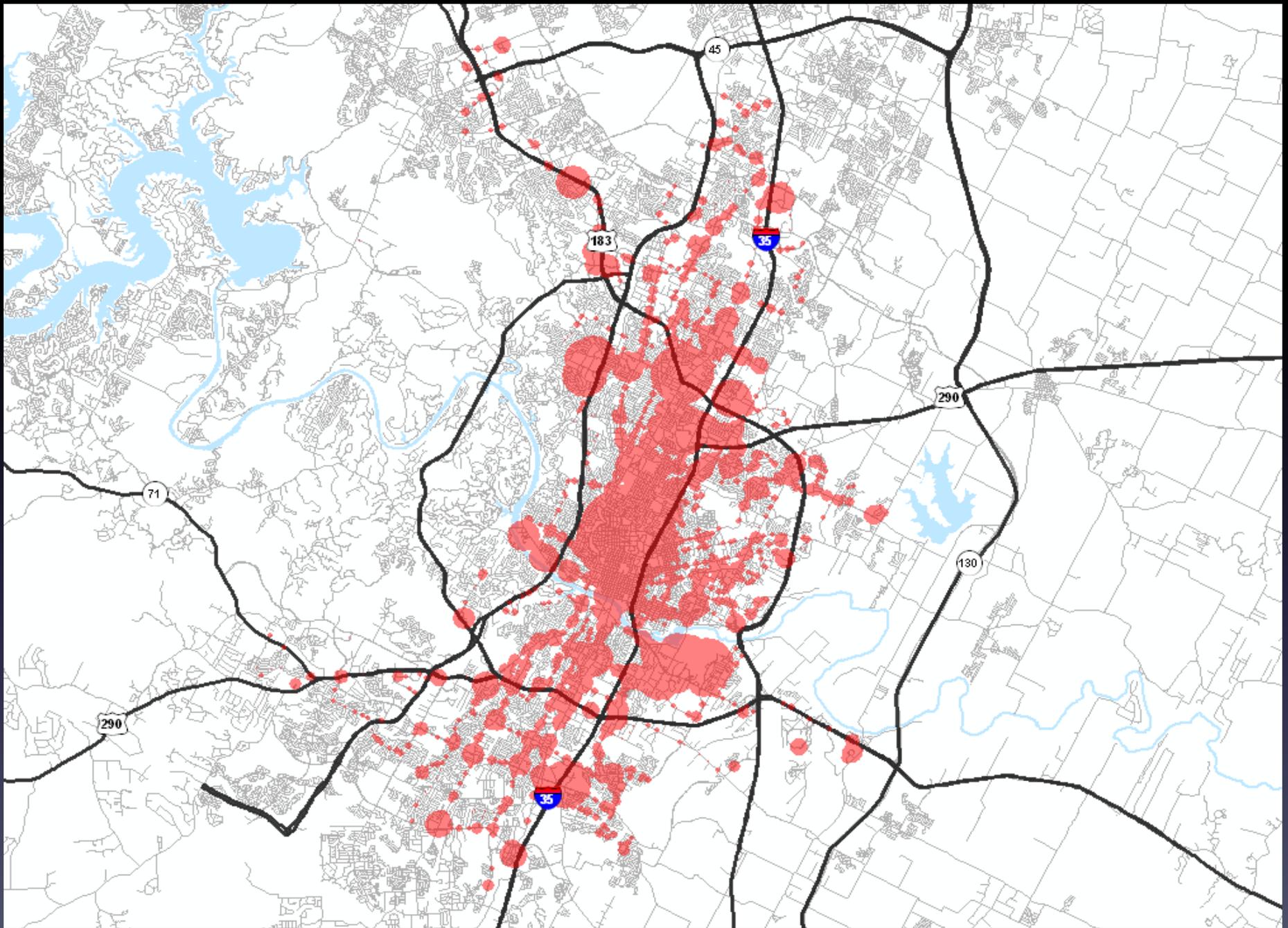
Example use of Service Guidelines and Standards



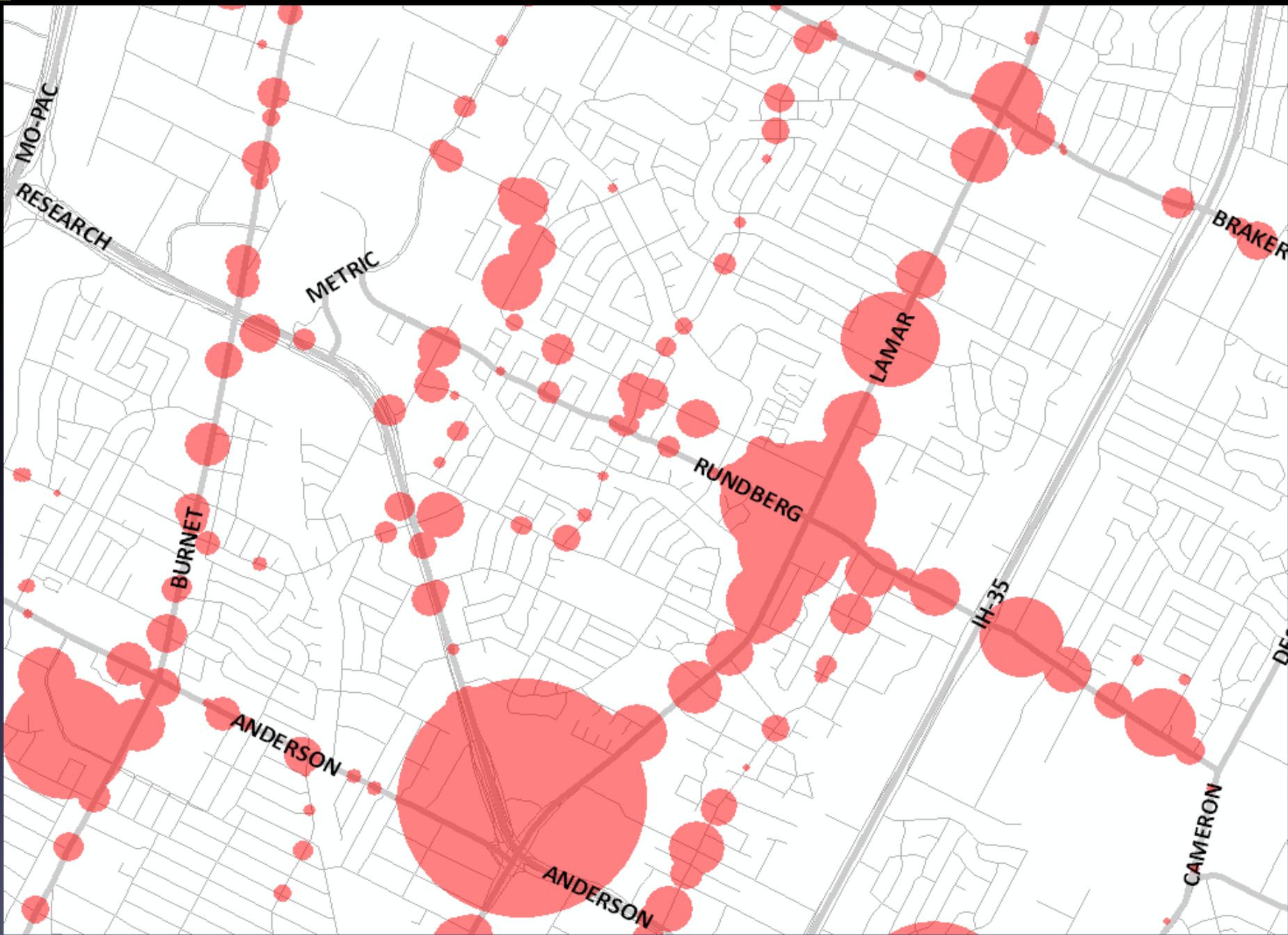
- Route realignment
- Productivity improvement needed
- Evaluated urban form, pedestrian activity, ridership by stop and by time of day
- Net effect has been positive



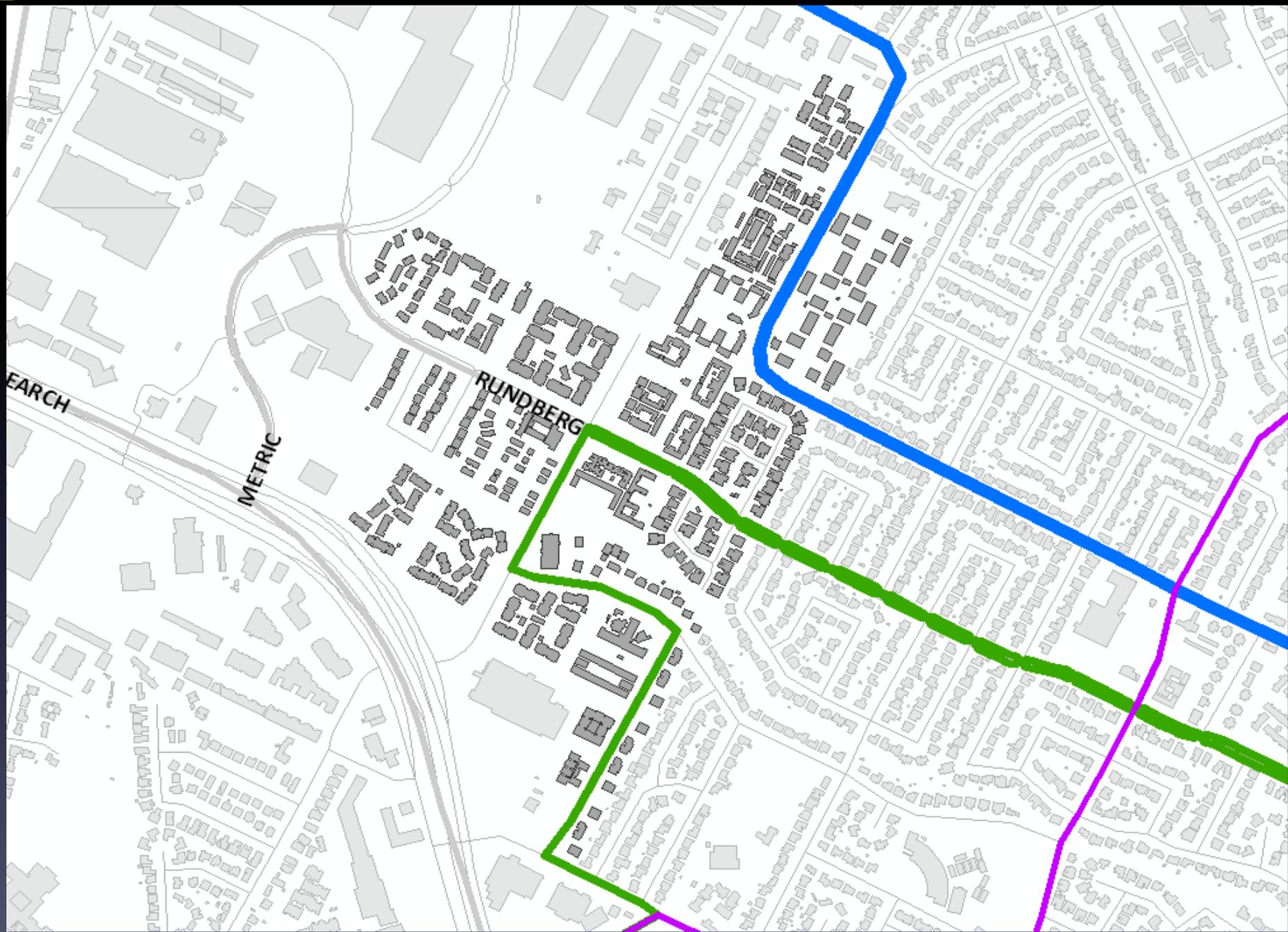








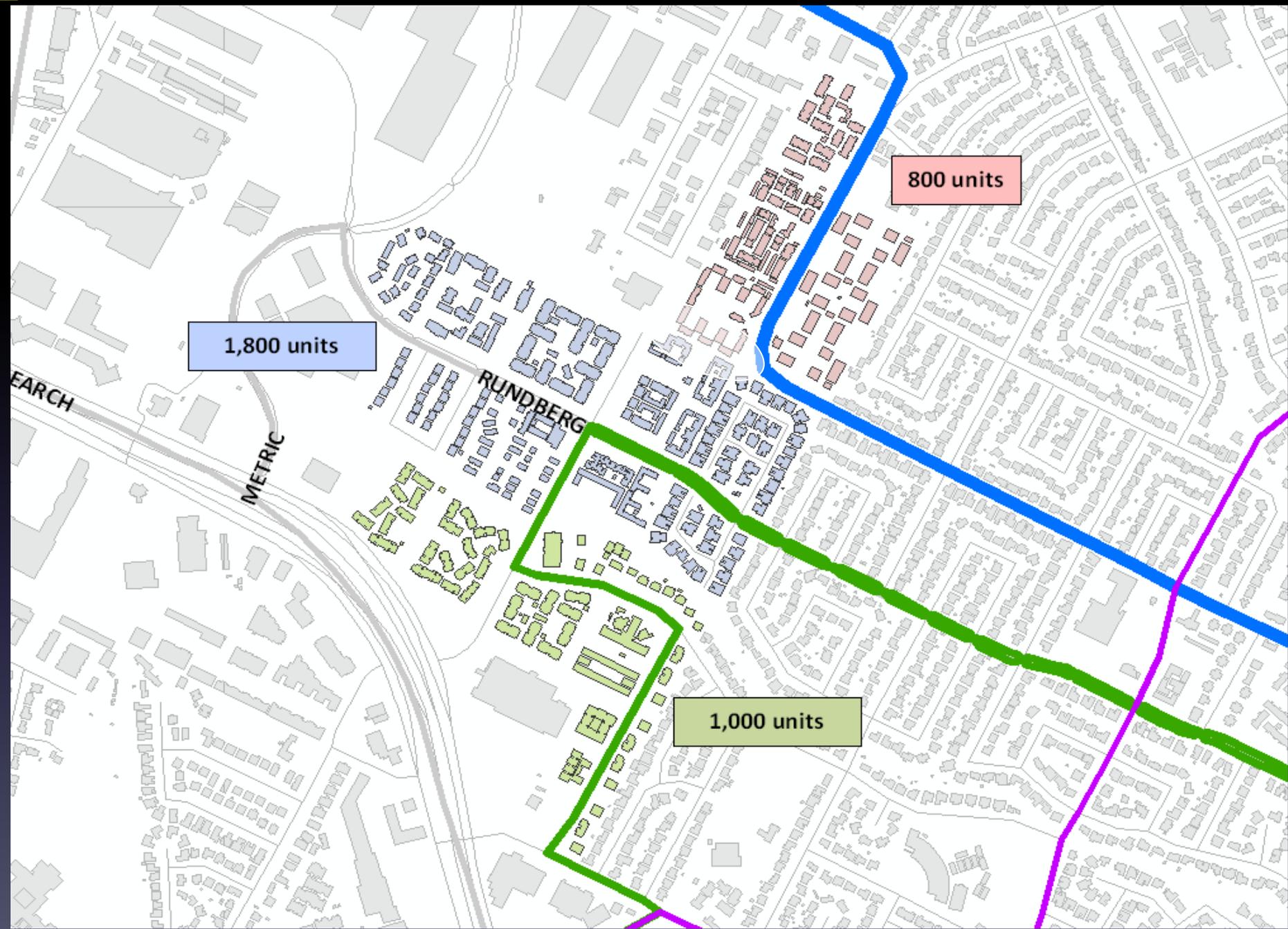


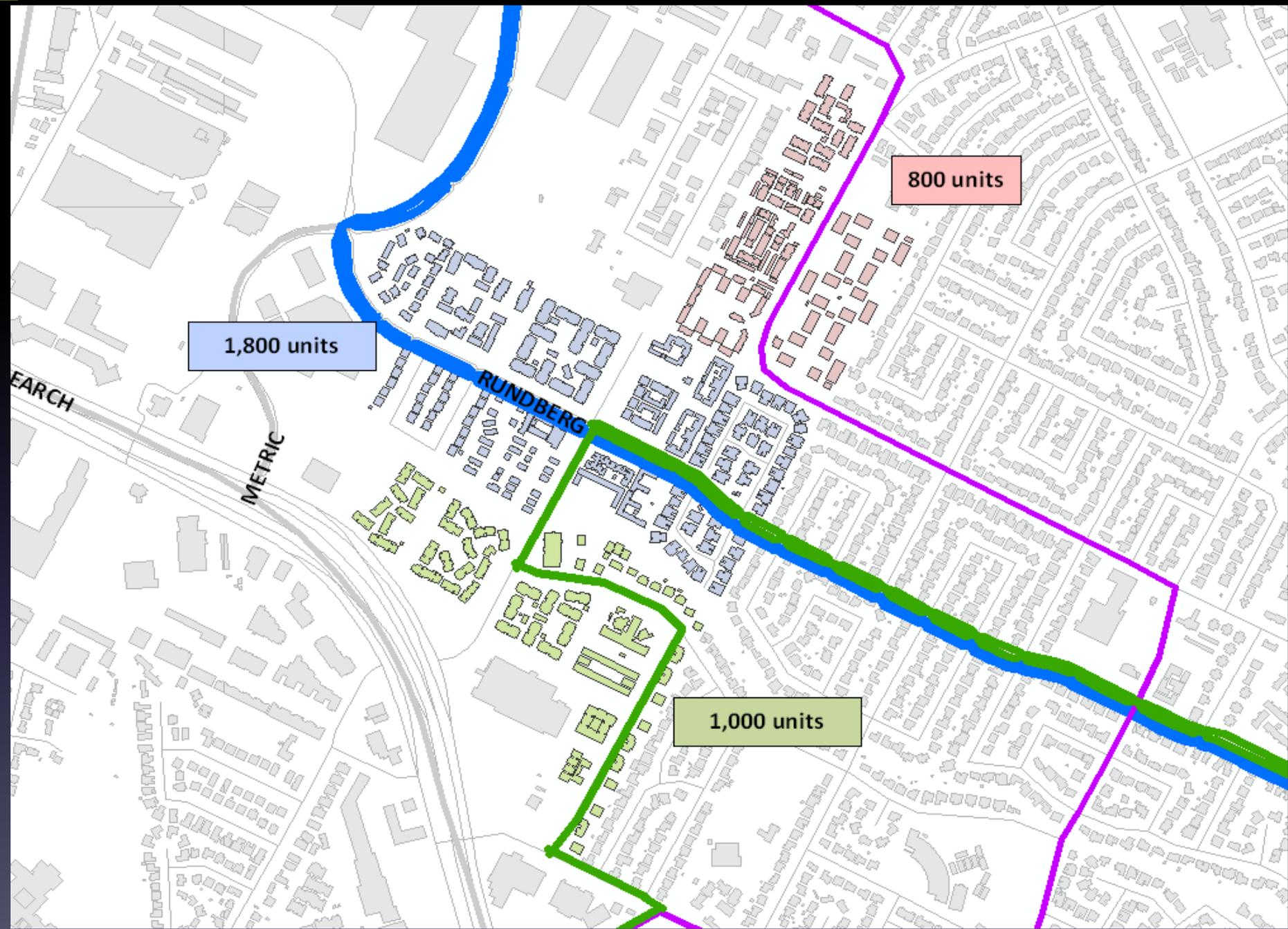


EARCH

METRIC

RUNDBERG





1,800 units

800 units

1,000 units

EARCH

METRIC

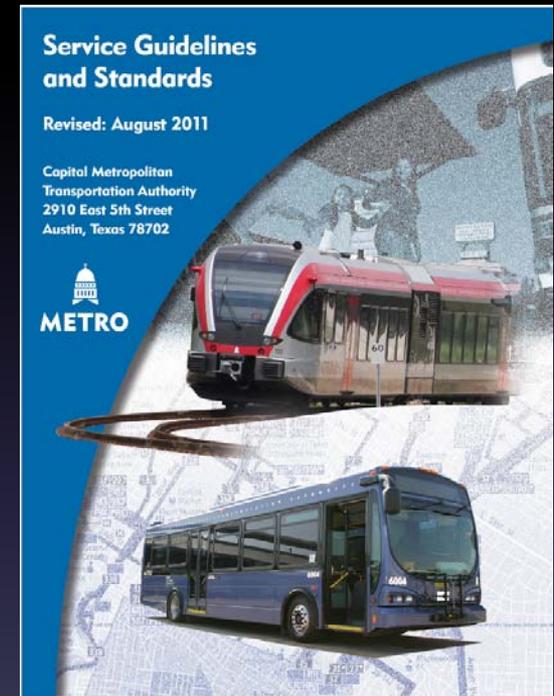
RUNDBERG



Performance Measures for Transportation and Livable Communities

*"In God we trust,
all others bring data."*

- W. Edwards Deming



Resources:

ServicePlan2020 - <http://www.capmetro.org/serviceplan2020/download.asp>

Service Guidelines and Standards - <http://www.capmetro.org/insidemetro/serviceguidelines.asp>