San Joaquin RTD
Comprehensive Operational Analysis
Market Analysis

August 2009

TMD

SAN JOAQUIN RTD

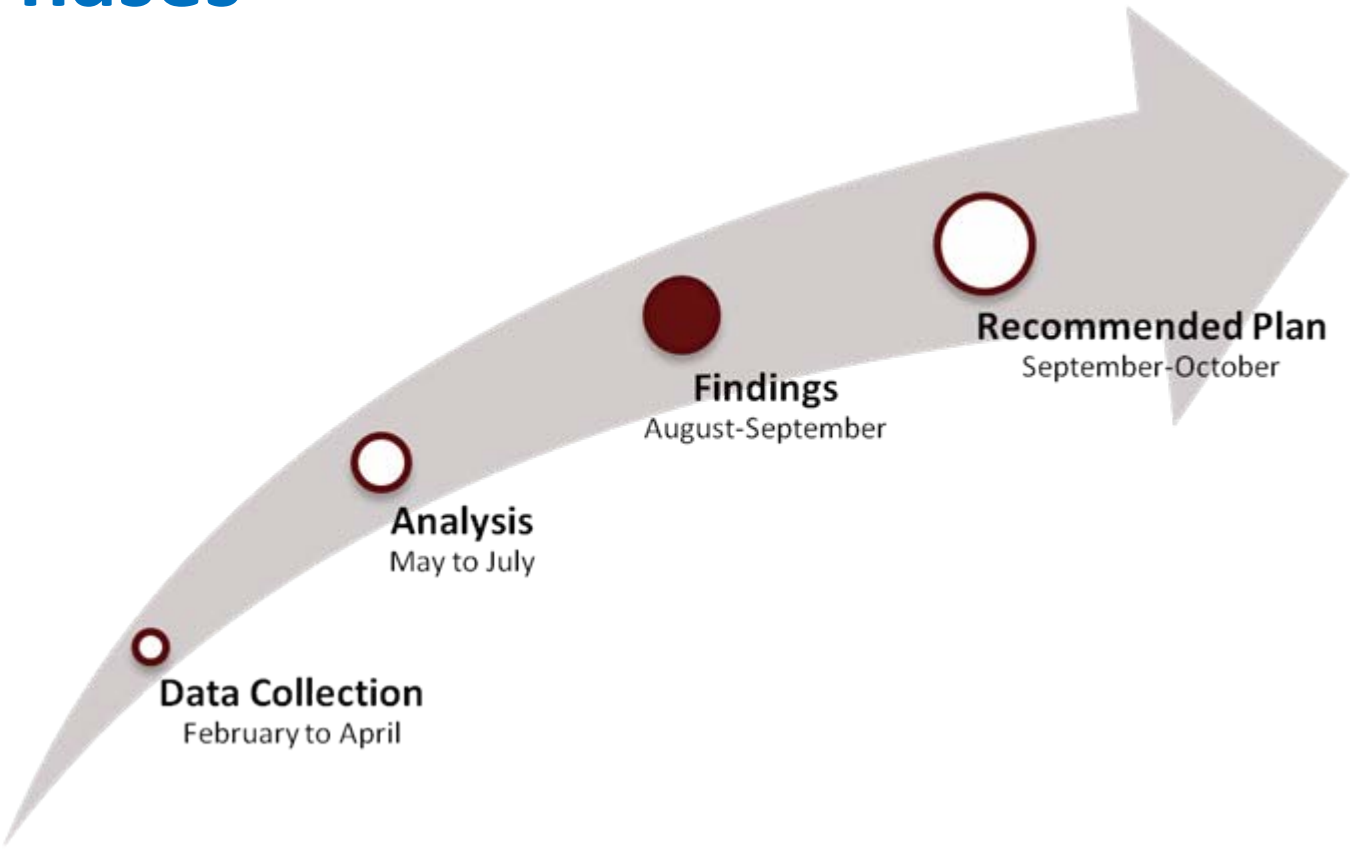
CITY OF STOCKTON

Study Purpose & Goals

What does RTD Hope to Achieve?

- Answers how RTD can best serve its existing and potential future customers within its financial and operational capabilities.
- Enhancement of public mobility while improving transit system performance and sustainability.
- A solid platform for future growth that builds advocacy for continued and increased investment in public transit.

Study Phases



Transit's Role in Greater Stockton?

Today | Short Term | Long Term

- What is transit's role in the economic vitality of the region?
- Will future personal travel choice be different?
- Will new environmental initiatives affect public mobility choice?
- It there a role for transit in shaping the region? City-building versus responding to opportunities as they happen?

The vision for transit needs to reflect Greater Stockton's vision for the future.

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What Travel Markets Should Be Served?

- Who are the key market segments?
  - Persons dependent on transit *(low income, seniors, disabled, youth, persons without access to personal vehicles)*
  - Persons with access to a personal vehicle
- What trip purposes should be the priority?
  - Commute and reverse commute travel *(work and school)*
  - Shopping and medical travel
  - Tourism and leisure travel
- Does travel market geography affect priorities?
  - Urban core
  - Suburban ring
  - Rural areas

Preliminary Study Findings

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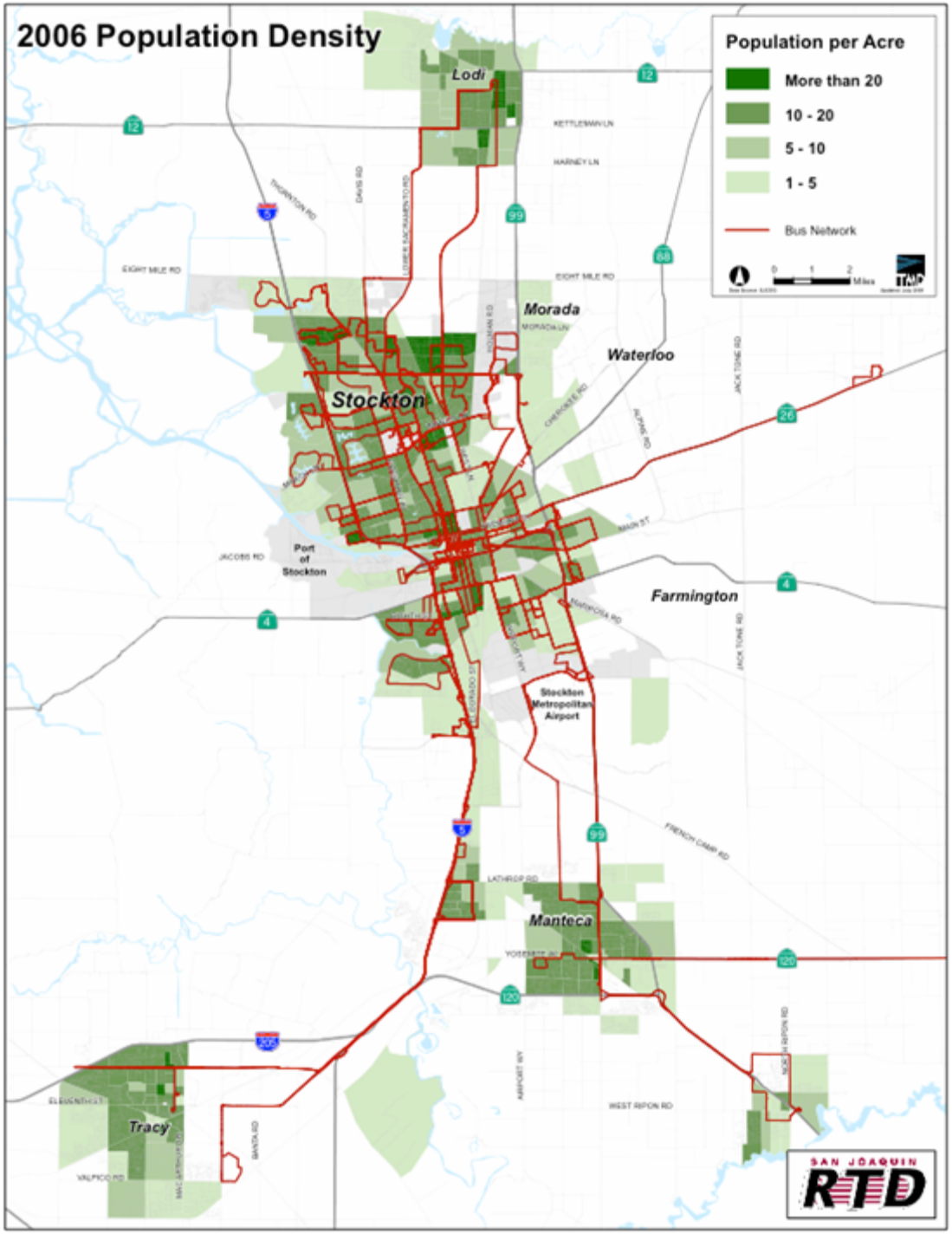
Market Analysis

- What is the current layout of the RTD service area in terms of population and employment densities?
- Where are there concentrations of core transit demographics (students, the elderly, low-income populations, etc.)
- What new development in the coming years may affect RTD service?
- Overall: how well is RTD serving transit markets today, and what areas may be identified for improvement? Is RTD over-serving any markets?

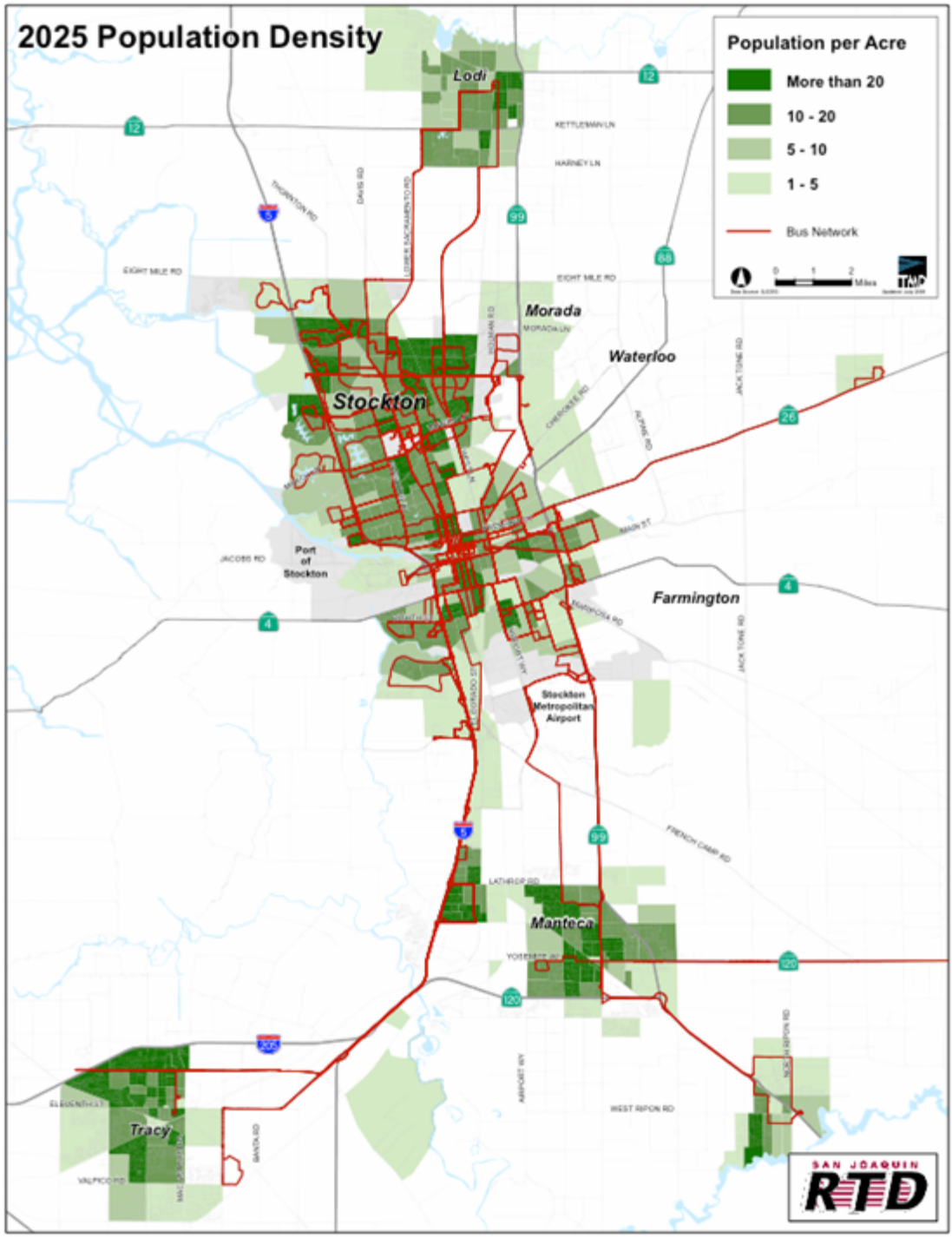
Existing Population

- City of Stockton population: 280,000. San Joaquin County population: 672,000
- Densities are highest between I-5 and 99
- Highest densities include downtown Stockton and certain areas north of Hammer Lane
- Pockets of high density in Lodi, Manteca, and Tracy



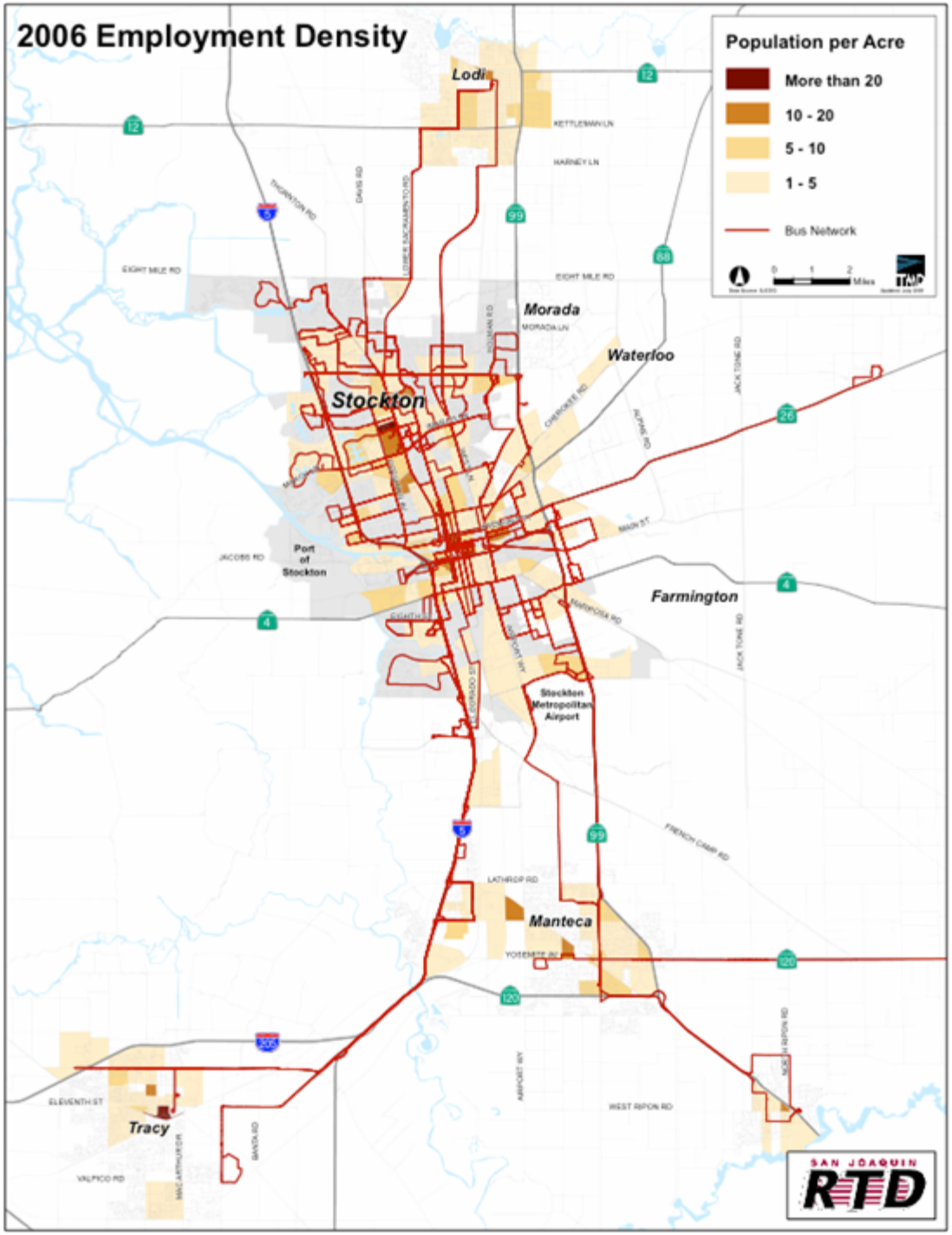
2025 Population

- Population expected at 400,000 in 2025 (700,000 in 2035)
- Growth expected in pockets throughout Stockton, but especially north of Hammer Lane
- Manteca and Tracy also grow substantially



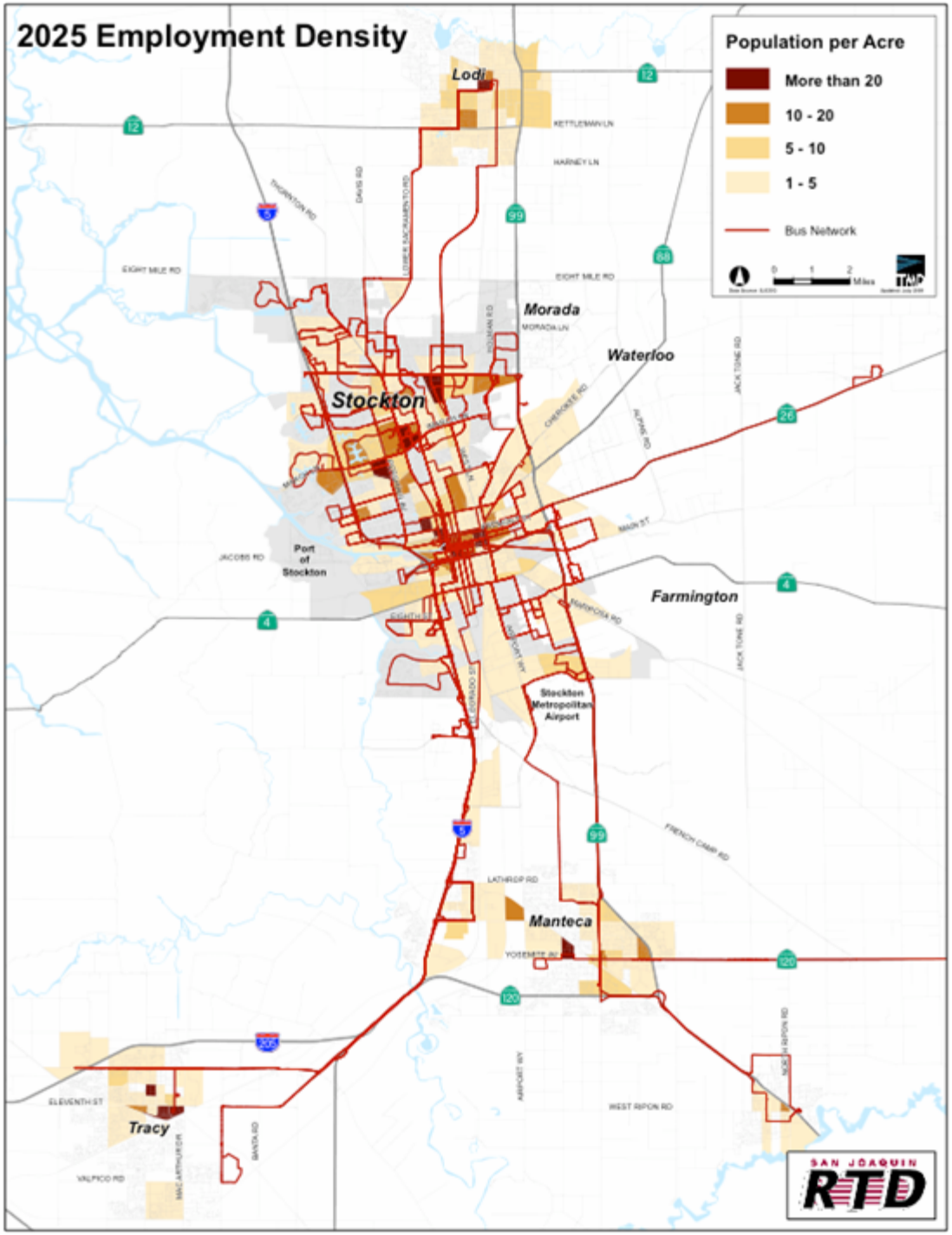
Existing Employment

- City of Stockton: 120,000 jobs. San Joaquin County population: 224,000 jobs
- Highest densities include downtown Stockton, UOP, Sherwood/Weberstown Mall, Delta College, and Hammertown Plaza
- Pockets of high density employment in Lodi, Manteca, and Tracy



2025 Employment

- City of Stockton: 156,000 jobs in 2025 (178,000 in 2035)
- Growth expected largely around downtown and along March Lane



Transit Core Groups

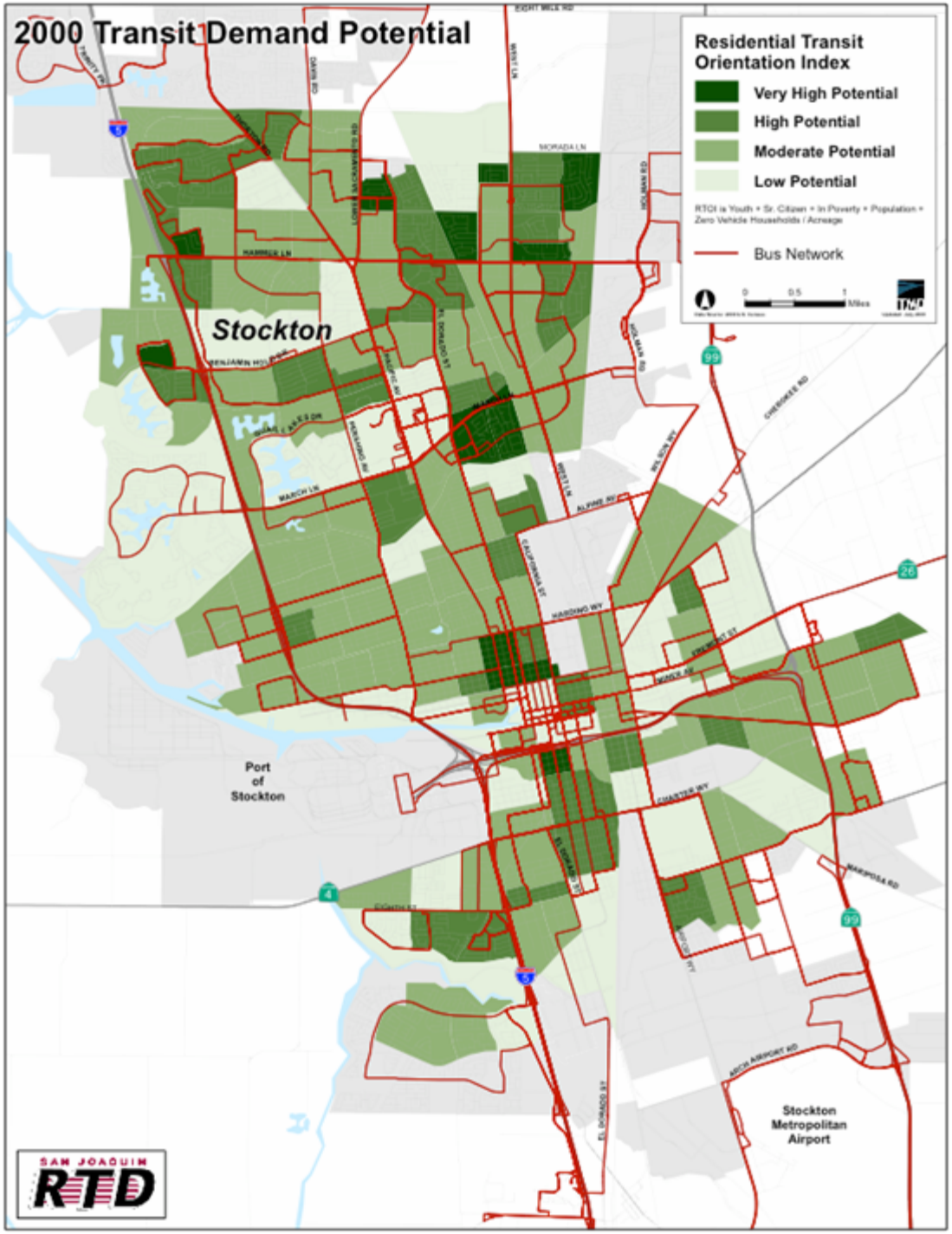
- Youth (10-17): higher in northern area of Stockton, around Hammer Lane
- Young Adult (18-24): higher around UOP, central Stockton, Lodi
- Seniors (65+): Scattered throughout Stockton, strong presence in Lodi
- Disabled: higher densities near El Dorado/March, Hammer Lane
- Poverty: overall high, concentrated around downtown and north of Hammer Lane
- Zero vehicles: Although impoverished, most households have access to cars. Highest densities of no-car households found near downtown.

Observations

- A 30% population and employment increase is expected in the next 20 years
- High levels of low-income populations in and around Stockton, but most people have cars
- Development planned in Downtown and around the outer areas of Stockton (villages)
- Area north of Hammer Lane seems to have the highest densities, both of overall population and of transit core groups

Residential-Transit Orientation Index

- A measure of propensity for an area to use transit. Composite index of Population density, Youth, Seniors, Poverty, and zero vehicle households.
- RTOI shows potential to generate, not attract, trips.
- Transit affinity highest near downtown, around March/El Dorado, and north of Hammer Lane, especially near West Lane

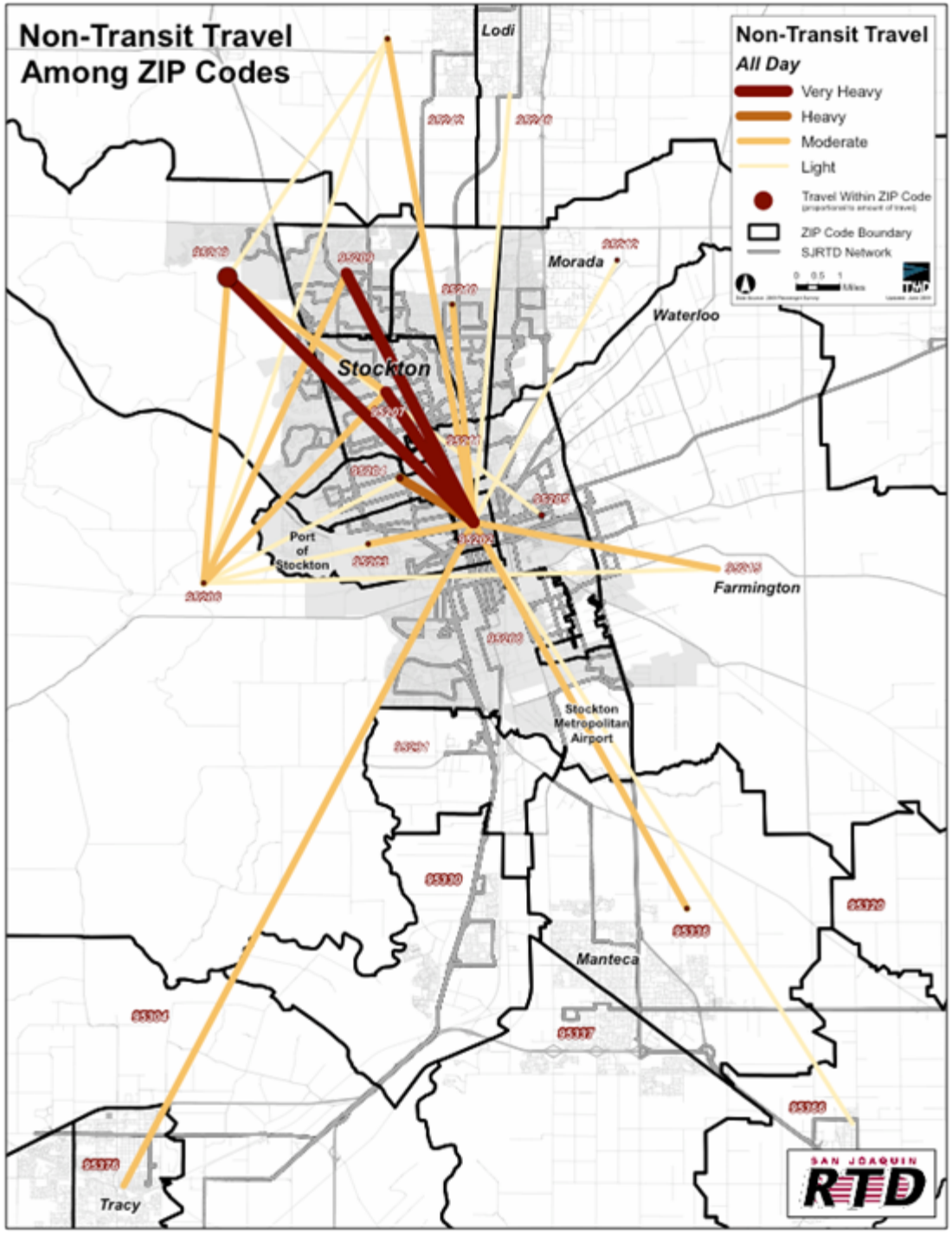


Travel Demand

- Non-transit user
- Peak Period Public Transit Trips

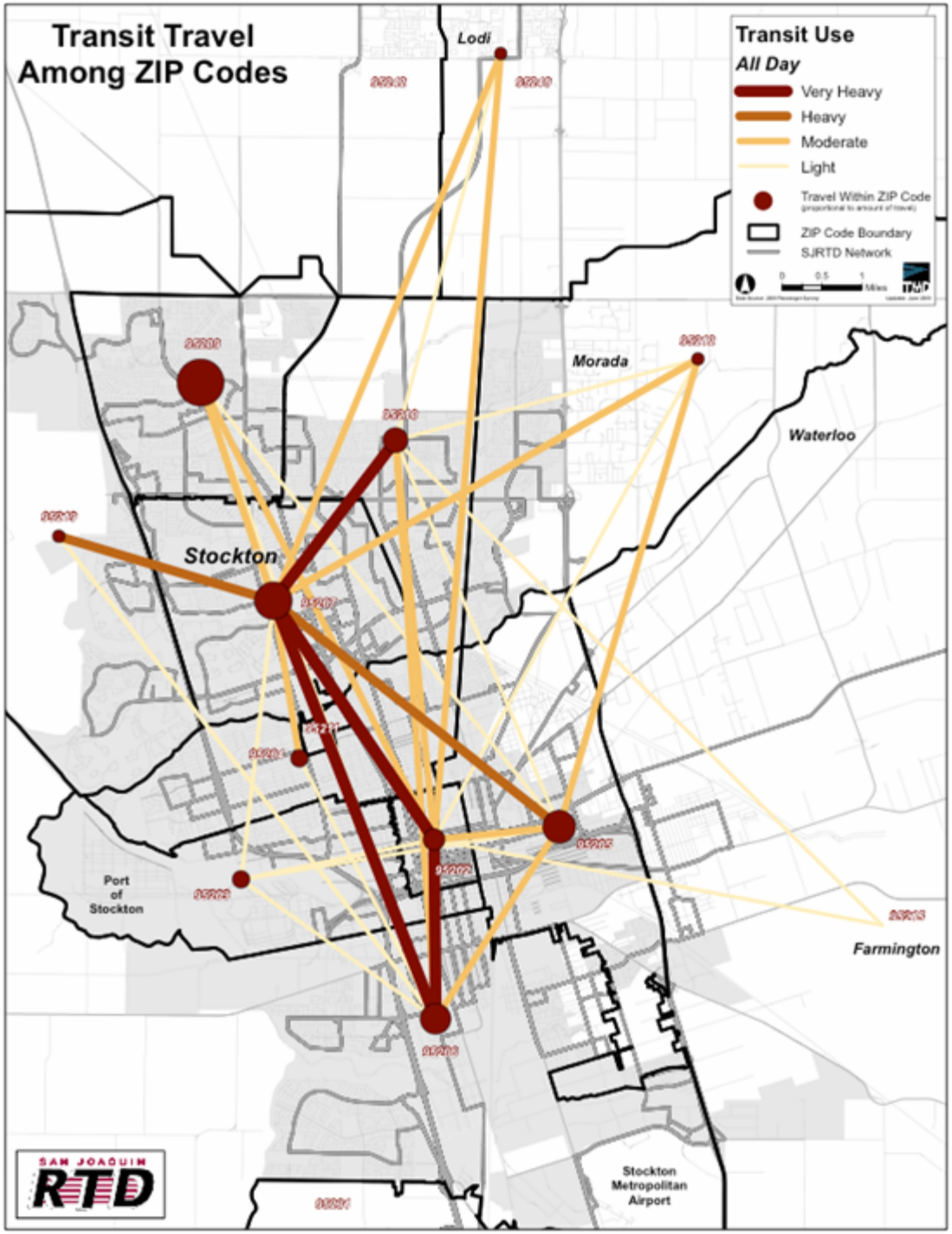
Non-transit Travel

- Majority (82 percent) live in the Stockton metropolitan area
- Most significant auto travel volumes are:
  - Northwest to central Stockton
- Majority of AM travel between 7am and 8am



Public Transit Peak Trips

- Most significant transit travel volumes are:
  - Trips within central Stockton
  - Within and between areas north and east of central Stockton
- High trip volumes in the northern and eastern suburbs are likely focused on key education, commercial, and retail centers



Next Steps

- Existing Service Analysis
- Preliminary Service Recommendations
- Gap Study
- Recommended Final Plan

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