

# BREAKING THE LOOP

Ridership Outcomes from AC Transit's COA

Michael Eshleman

Service Planning Manager



# AGENDA

- \* AC at a Glance
- \* About ACGo
- \* Ridership Impacts
- \* What worked
- \* What didn't



# AC AT A GLANCE

- \* 155 bus routes
  - \* 29 Transbay routes
  - \* 2 Flex routes
  - \* Bus Rapid Transit under construction
  - \* Salesforce Transit Center opens August 12
- \* 630 buses, four garages
- \* 1,350 bus operators – in theory
- \* Service from Richmond in the north to Fremont in the south.
- \* Transbay service to:
  - \* San Francisco (27 Lines)
  - \* San Mateo/Foster City (Line M)
  - \* Palo Alto/Stanford (Line U and DB Express)

# ABOUT ACGO

- \* Voters approved Measure BB in 2014:
  - \* Included additional \$24 million for AC Transit Service Expansion
- \* AC Transit conducted extensive outreach and analysis about how to improve service:
  - \* 40 public meetings
  - \* Received more than 500 comments
- \* Implementation split into four packages:
  - \* June 2016, December 2016, March 2017, June 2018



# PRINCIPLES

Break Loops



Be Direct



No Spaghetti



Increase Frequency



Increase Span



# RIDERSHIP IMPACTS

- \* Analyzed ridership on lines changed from June 2016 to March 2018.

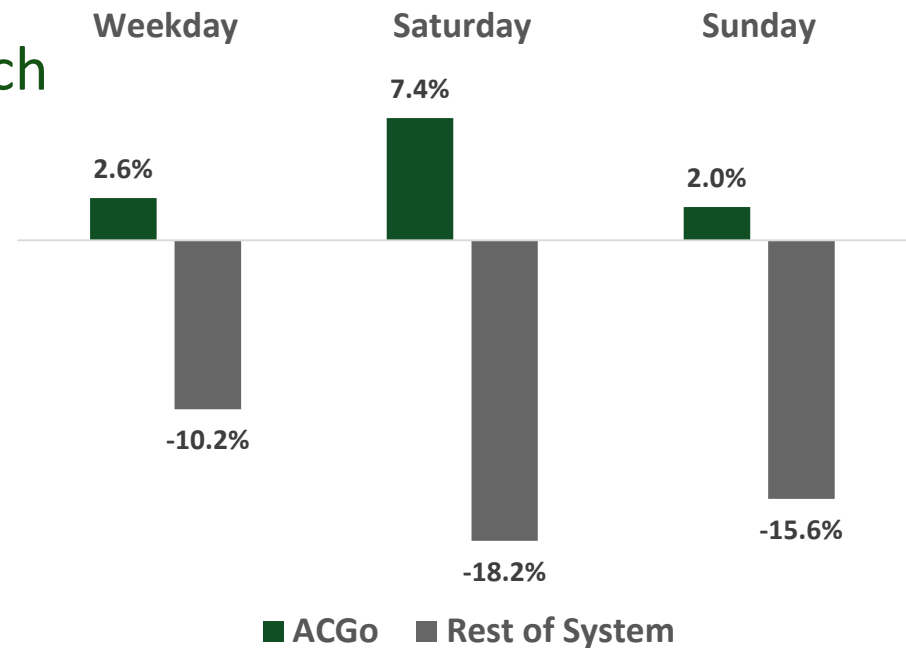
  - \* June 2018 changes not included

- \* Eliminated 7 lines.

- \* Changed 7 alignments.

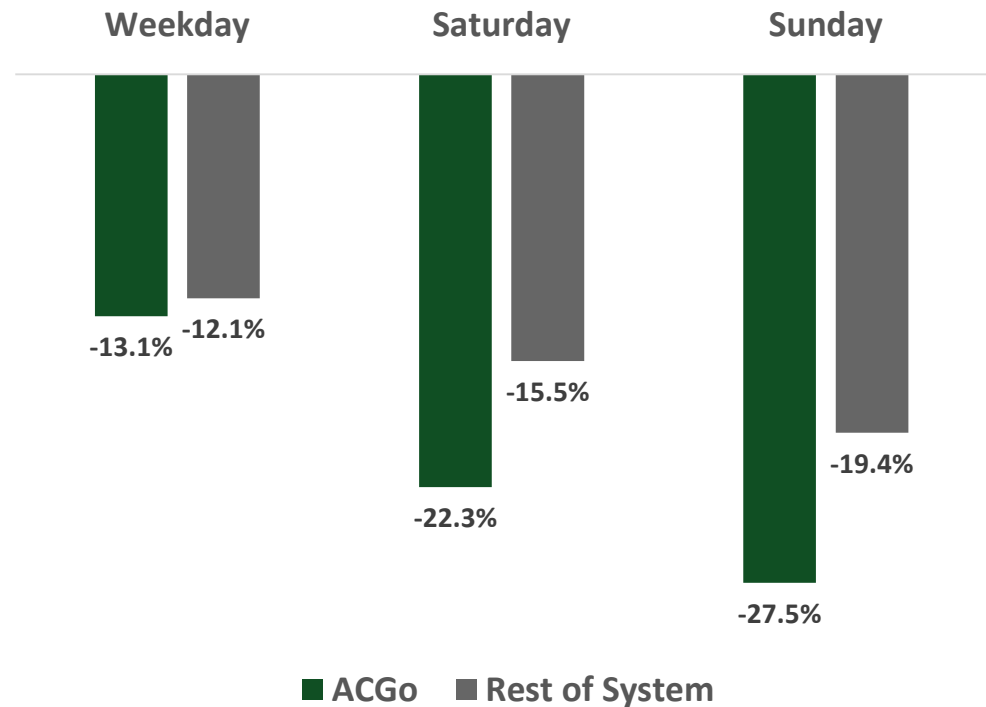
- \* Added 10 lines.

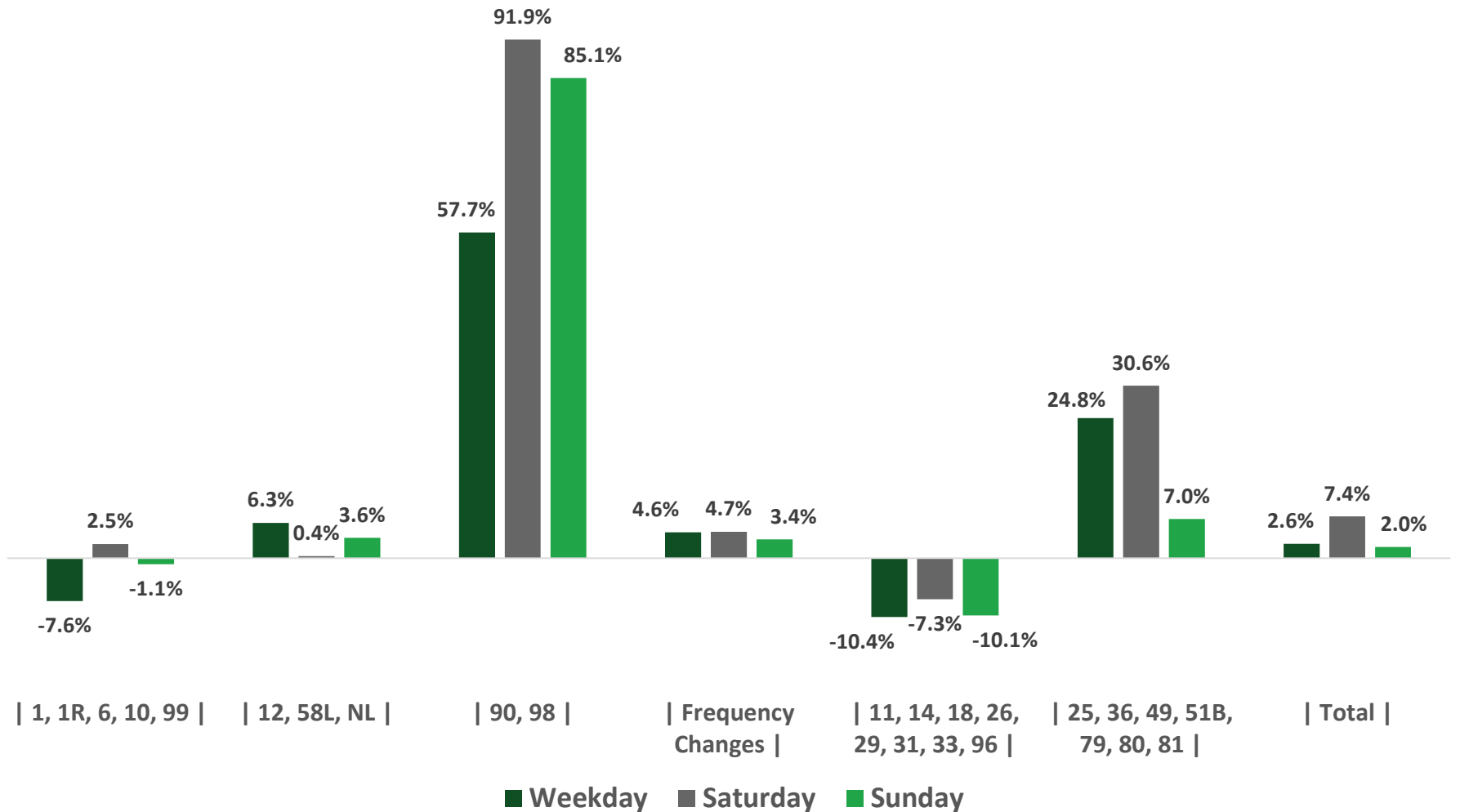
- \* Added frequency/span to 10 existing lines.



# RIDERSHIP IMPACTS

- \* We added lots of service.
- \* Productivity on ACGo lines dropped.
- \* Rest of the system dropped almost as much.

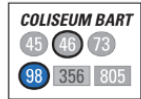
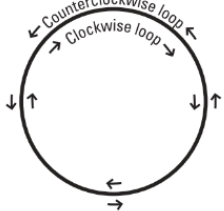




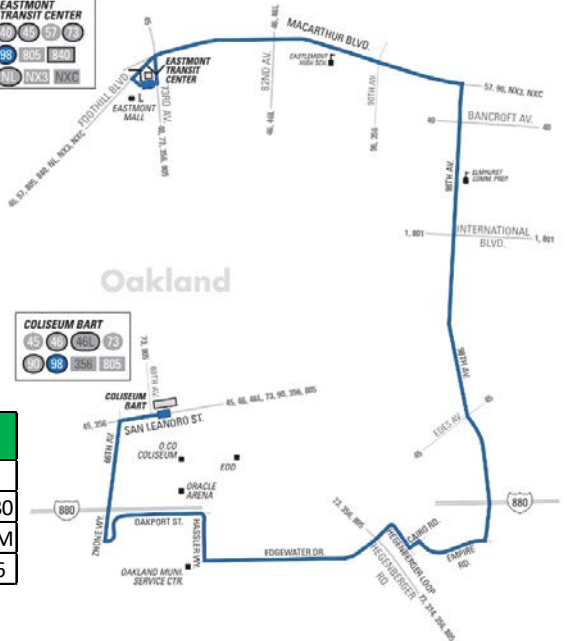
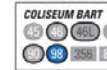
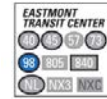
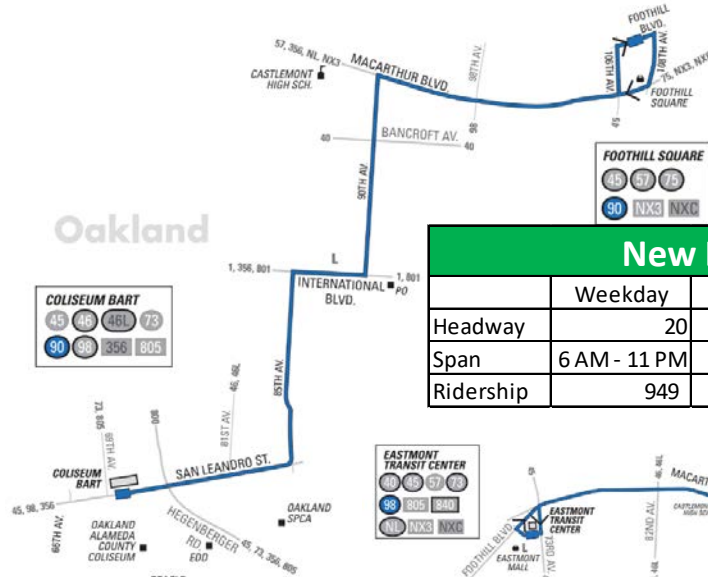
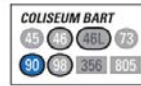


## Old Line 98

	Weekday	Saturday	Sunday
Headway	20 (30)	40	40
Span	6 AM - 9 PM	7:30 AM - 9 PM	7:30 AM - 9 PM
Ridership	1,616	659	518



## Oakland



## New Line 90

	Weekday	Saturday	Sunday
Headway	20	30	30
Span	6 AM - 11 PM	6 AM - 11 PM	6 AM - 11 PM
Ridership	949	576	462



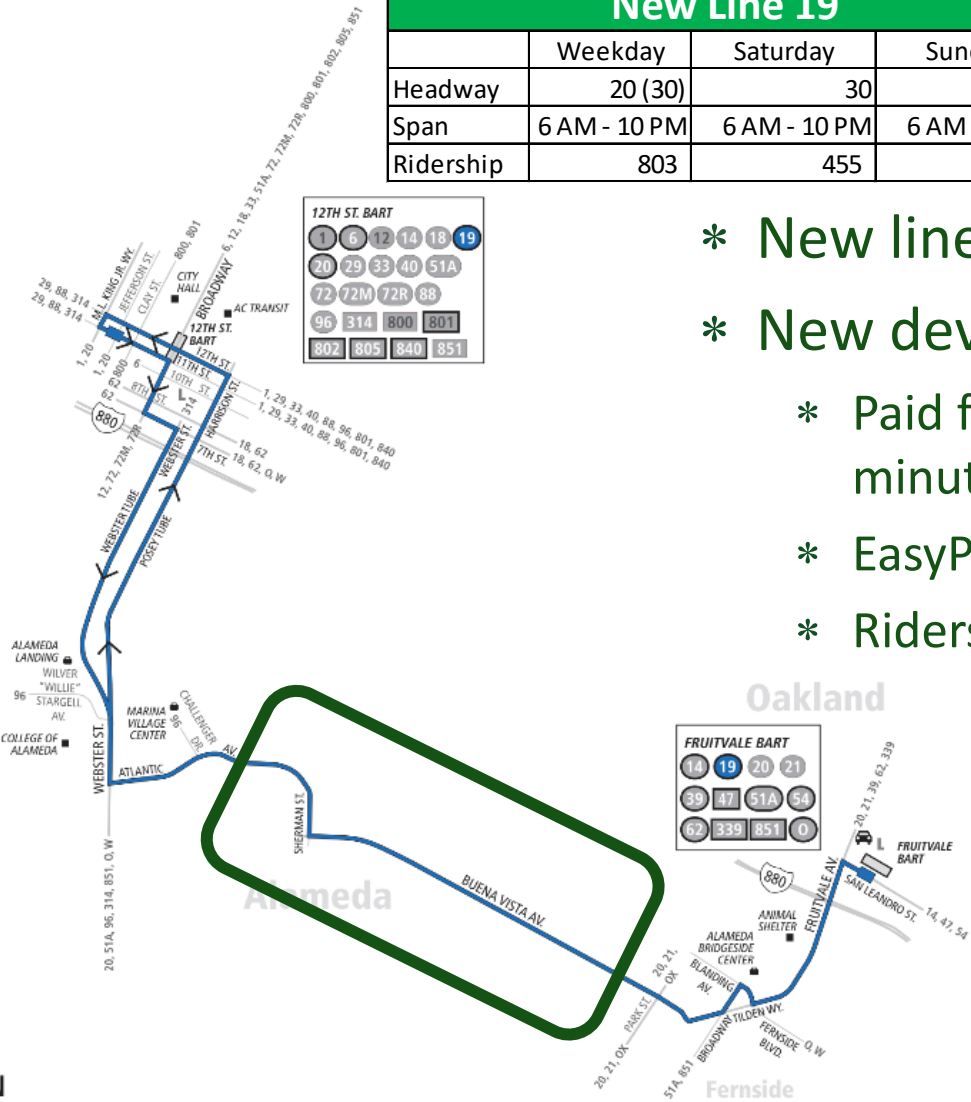
## New Line 98

	Weekday	Saturday	Sunday
Headway	20	30	30
Span	6 AM - 11 PM	6 AM - 11 PM	6 AM - 11 PM
Ridership	1,600	688	496

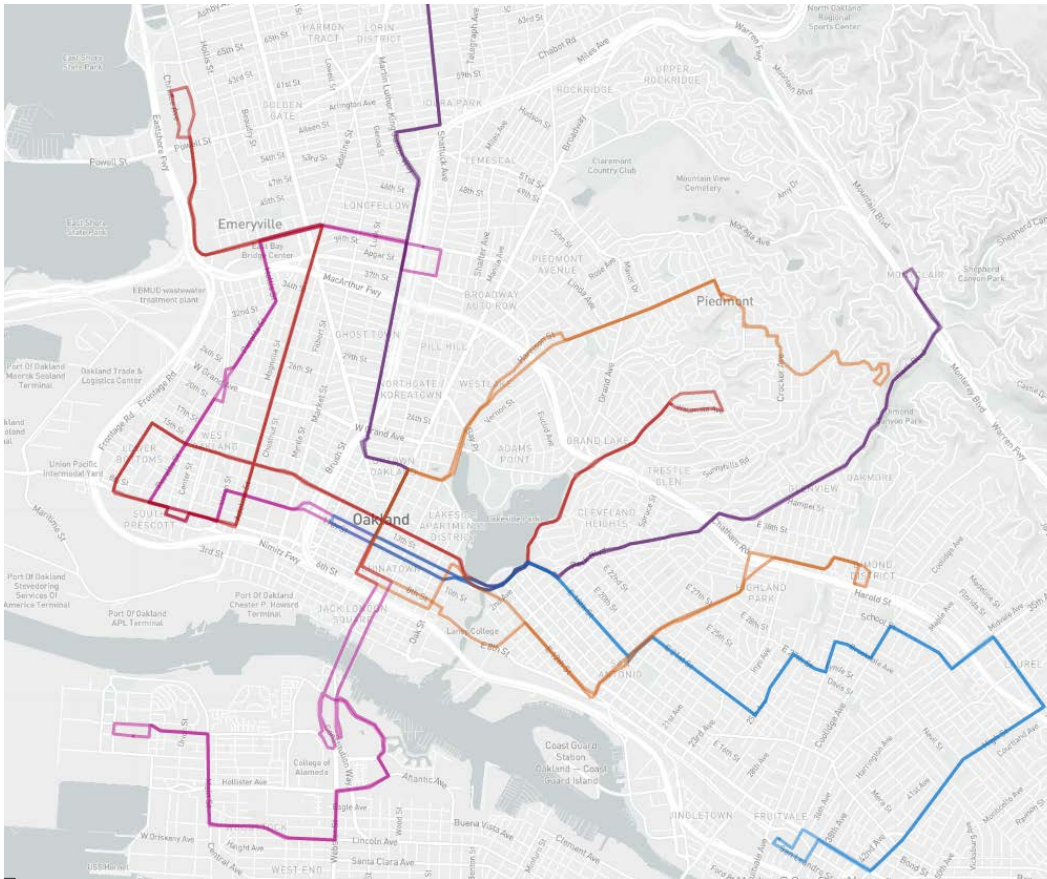
## New Line 19

	Weekday	Saturday	Sunday
Headway	20 (30)	30	30
Span	6 AM - 10 PM	6 AM - 10 PM	6 AM - 10 PM
Ridership	803	455	379

- \* New line serving Alameda.
- \* New development:
  - \* Paid for increase of peak service to 20 minutes.
  - \* EasyPass for all residents.
  - \* Ridership increased 20 percent since start.



# SPAGHETTI



- \* Old lines 11, 14, 18, 26, 31.
- \* All lines route through downtown Oakland.
- \* Most were split in half and re-stitched.
- \* Tried to match service levels with demand and prevailing travel patterns.
- \* Ridership dropped.

# LINE 11

Replaced by Line 33 running every 15 minutes.

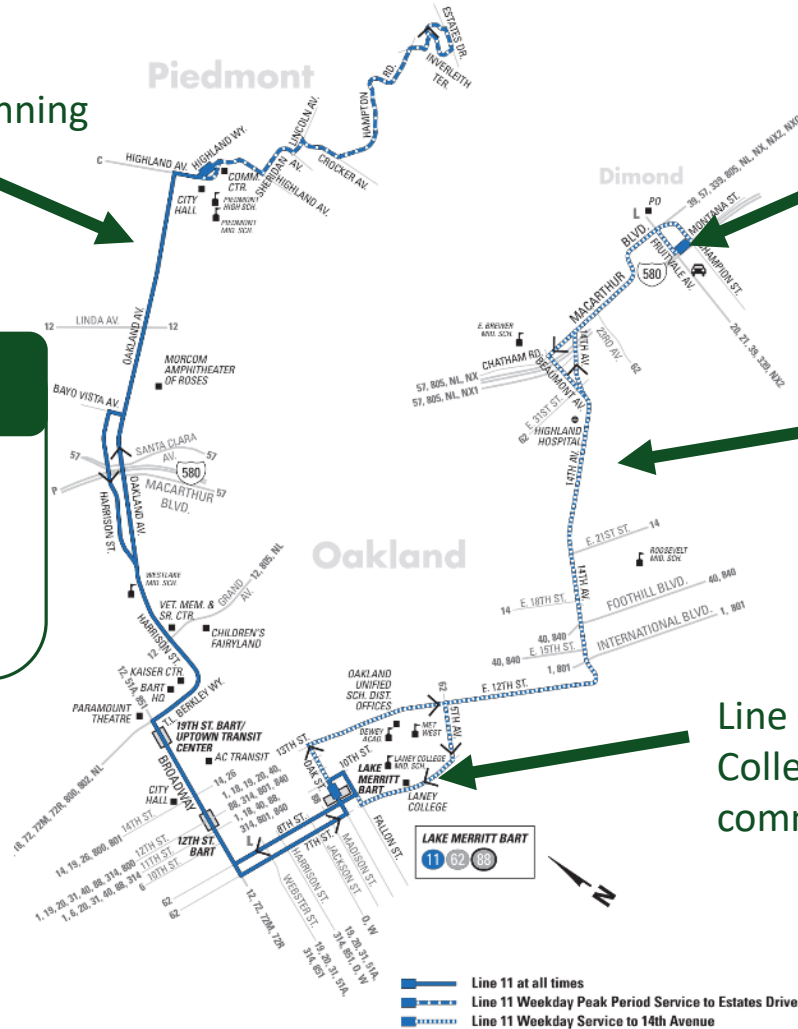
## OUTCOMES

- Ridership increased on Dimond segment.
- Ridership decreased on Piedmont segment.

This thing has 4 separate terminals?!!

Replaced by Line 96 so now it gets weekend service.

Line 96 now connects Laney College to Alameda and the community college there.

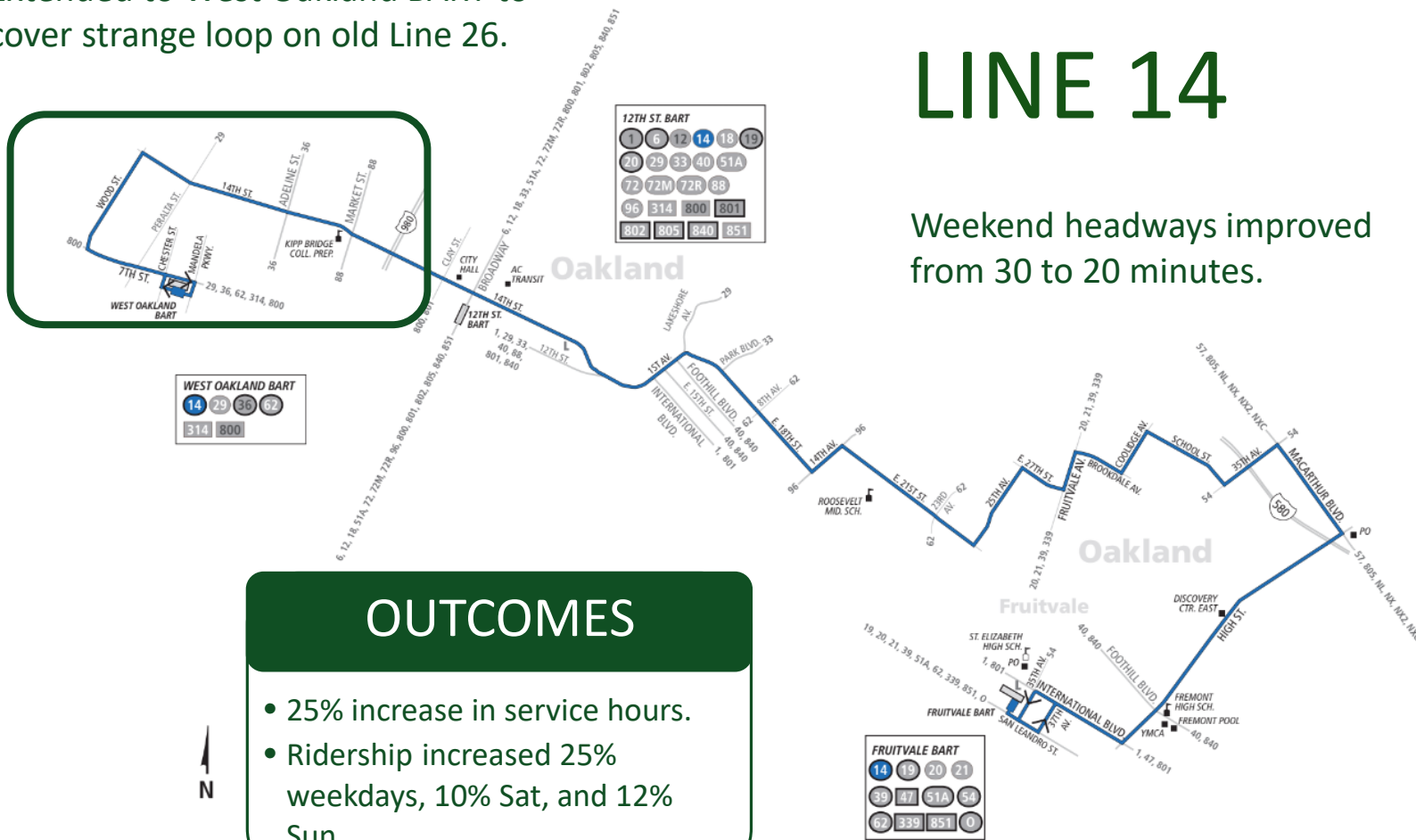


- Line 11 at all times
- Line 11 Weekday Peak Period Service to Estates Drive
- Line 11 Weekday Service to 14th Avenue

Extended to West Oakland BART to cover strange loop on old Line 26.

# LINE 14

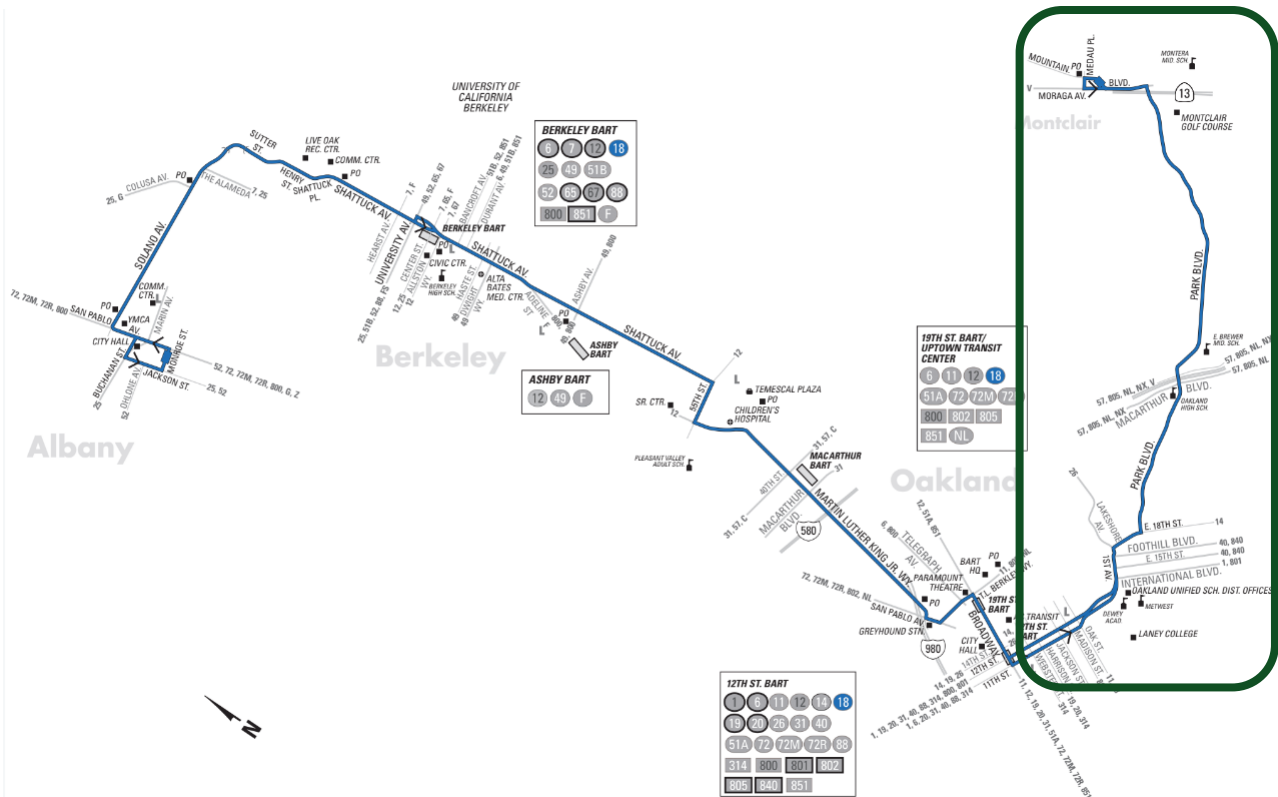
Weekend headways improved from 30 to 20 minutes.



## OUTCOMES

- 25% increase in service hours.
- Ridership increased 25% weekdays, 10% Sat, and 12% Sun.

# LINE 18



Replaced by Line 33 running every 15 minutes.

## OUTCOMES

- Ridership decreased by more than 3,000 riders on Line 18.
- Line 33 picked up about 2,000 riders on this segment.
- Line 18 northern layover in flux during study period.

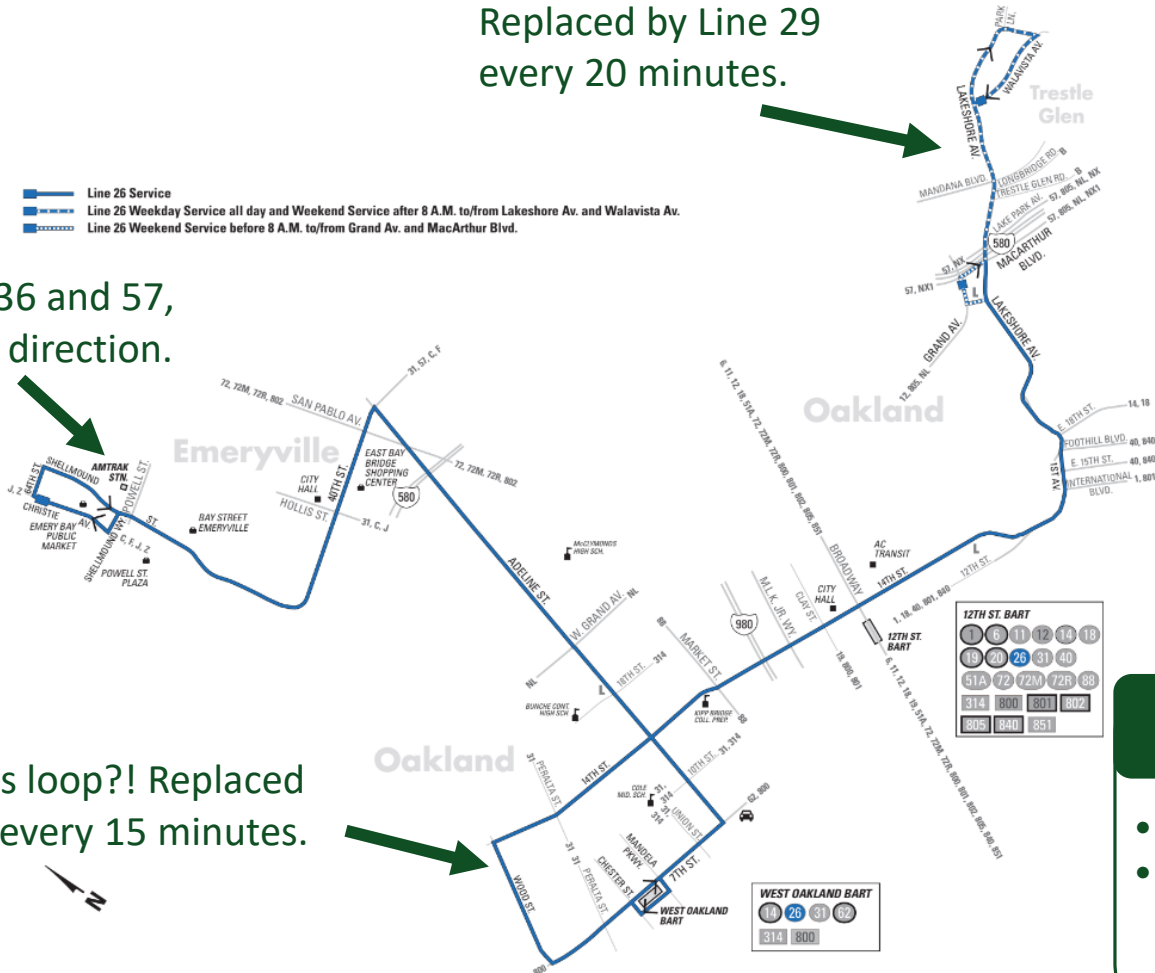
# LINE 26

Replaced by Line 29 every 20 minutes.

-  Line 26 Service
-  Line 25 Weekday Service all day and Weekend Service after 8 A.M. to/from Lakeshore Av. and Walavista Av.
-  Line 25 Weekend Service before 8 A.M. to/from Grand Av. and MacArthur Blvd.

Replaced by Lines 36 and 57, 6 buses/hour each direction.

What is this loop?! Replaced by Line 14 every 15 minutes.



## OUTCOMES

- Nearly all riders retained.
- Minor ridership loss in Emeryville.

# LINE 31

Replaced by Line 57 every 15 minutes.

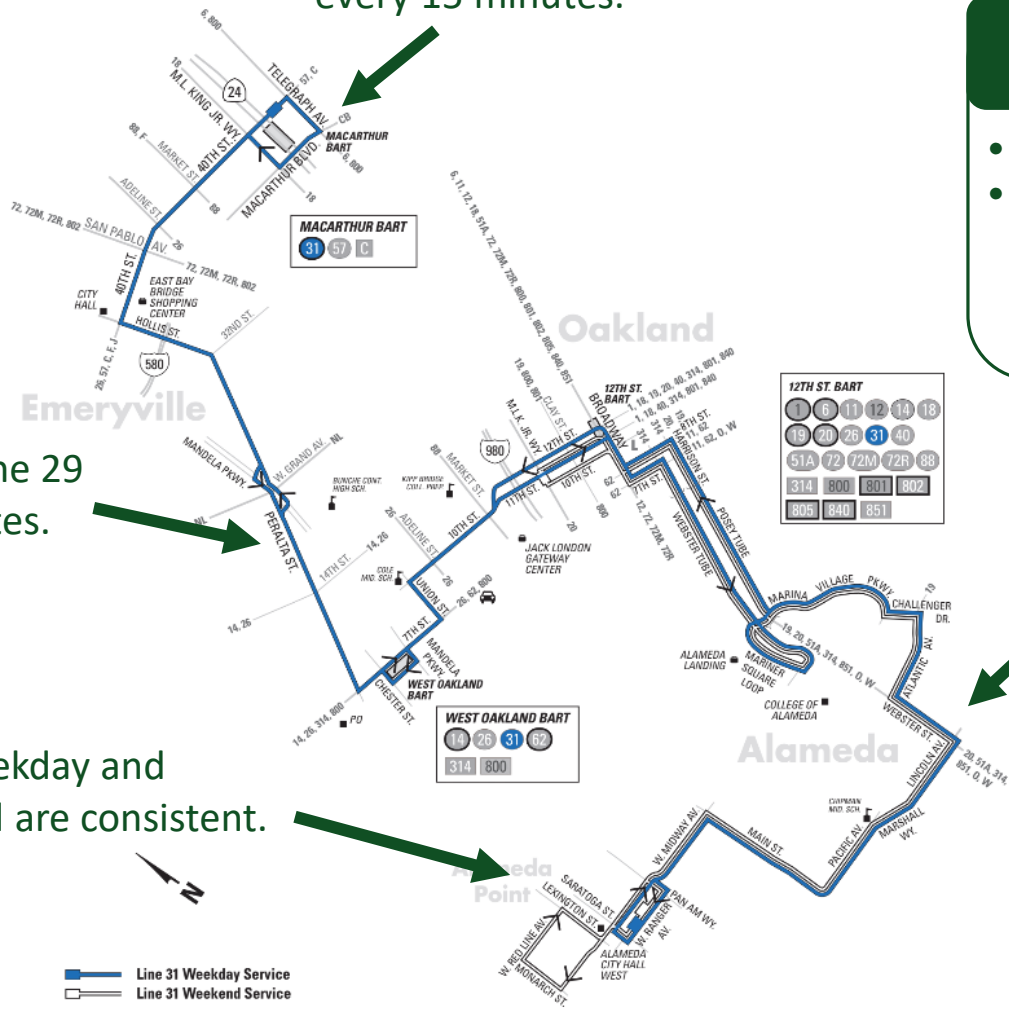
## OUTCOMES

- All riders retained.
- Working with Alameda on adding 1,000 employees in Alameda Point to institutional EasyPass program.

Replaced by Line 29 every 20 minutes.

Now weekday and weekend are consistent.

Replaced by Line 96 every 30 minutes.



— Line 31 Weekday Service  
— Line 31 Weekend Service



# TAKEAWAYS

- \* We had success when we created clear, direct lines with strong anchors.
- \* Focus on major corridors has yielded strong ridership growth.
- \* Political concessions compromised success.
- \* Pair new or adjusted lines with pass programs.
- \* Get developers to pay for some of the new service.
- \* Make it easy to use the bus.
- \* Still one more phase to go: South County and FLEX

# QUESTIONS?

Michael Eshleman  
Service Planning Manager  
[meshleman@actransit.org](mailto:meshleman@actransit.org)  
510-891-5453

