

Table of Contents

Executive Summary	4
Chapter 1 – CTS 2005	8
1.1 HISTORY	8
1.2 OPERATIONS	9
1.3 VEHICLES, FACILITIES AND EQUIPMENT	10
1.4 FUNDING	11
Figure 1-1 2004-05 Revenues	12
1.5 RIDERSHIP	14
Figure 1-2 2004-05 Annual Riders/Month	15
Figure 1-3 2004-05 Ridership by Type	15
1.6 MARKETING EFFORTS	16
Chapter 2 – Peer System Analysis	18
2.1 INTRODUCTION	18
Figure 2.1 Peer Systems	19
2.2 DESCRIPTION OF PEERS	20
2.3 SUMMARY AND CONCLUSIONS	30
Figure 2-2 Productivity vs. College Population	31
Figure 2-3 Productivity vs. Service Area Population	32
Figure 2-4 Productivity vs. Level of Service	35
Chapter 3 – Policies and Programs with Impacts on CTS	37
3.1 INTRODUCTION	37
3.2 FEDERAL POLICIES AND PROGRAMS	37
3.3 OTHER POTENTIAL FUTURE FUNDING OPPORTUNITIES	40
Figure 3-1 Summary of New Funding Opportunities	41
3.4 STATE PLANS AND POLICIES	43
3.5 CITY PLANS AND POLICIES	45
Figure 3-2 Minimum Setbacks	48
3.6 OTHER JURISDICTIONS’ PLANS AND POLICIES	55
Chapter 4 – Long-Range Service Concept	58
4.1 OVERVIEW	58
4.2 IDENTIFICATION OF FUTURE TRANSIT CORRIDORS	60
4.3 MAJOR TRANSIT CENTERS AND IMPACTS	69
4.4 SERVICE CONCEPTS FOR LOW-DENSITY AREAS	72
4.5 TRANSIT IMPACTS OF MORE DECENTRALIZED DEVELOPMENT	73
Figure 4-2 Future Extensions	74
4.6 SERVICE SCENARIOS	76
Figure 4-3 Bus Requirements and Revenue Hours by Scenario	78

Chapter 5 – Short-Range Service Plan	79
5.1 OVERVIEW	79
5.2 POTENTIAL REVISIONS TO EXISTING SERVICE	79
5.3 SEVEN-BUS EXPANSION SCENARIOS	80
Chapter 6 – Operational Policy Considerations	82
6.1 OVERVIEW	82
6.2 THE IMPERATIVE OF SPEED	82
6.3 STREET CLASSIFICATION NEEDS OF PRIMARY CORRIDORS	83
6.4 LAND USE IMPACTS OF PRIMARY CORRIDORS	84
6.5 STOP FACILITIES	85
6.6 DOWNTOWN TRANSIT CENTER	86
6.7 BUS ISSUES	86
Chapter 7 – Marketing	88
7.1 INTRODUCTION	88
7.2 INVENTORY AND REVIEW OF MARKETING MATERIALS	89
7.3 MARKETING STRATEGIES	92
Figure 7-1 Sample Bus Stop Signage	94
Figure 7-2 Sample Web-Based Route Map	99
Figure 7-3 Individualized Marketing Process	105
7.5 STAFF REQUIREMENTS AND COSTS	117
Figure 7-4 Summary of Strategies and Implementation Requirements	118
Figure 7-5 Strategy Contributions to Marketing Goals	121
7.6 REFERENCES	123
Appendix A Quick Reference: Community-Based Social Marketing	123