



Monterey-Salinas Transit

Update 2023

Presented to: City of Salinas

Presented by: Lisa Rheinheimer, Assistant General Manager

Date: November 7, 2023



MST District Board of Directors

Jurisdiction	Board member
Carmel-by-the Sea	Jeff Baron
Del Rey Oaks	Kim Shirley
Gonzales	Lorraine Worthy
Greenfield	Arianna Rodriguez
King City	Mayor Mike LeBarre
Marina	Liesbeth Visscher
Pacific Grove	Joe Amelio
Monterey	Ed Smith
Sand City	Mayor Mary Anne Carbone, Vice Chair
Salinas	Tony Barrera
Seaside	David Pacheco
Soledad	Mayor Anna Velazquez, Chair
County of Monterey	Luis Alejo

MST Mission, Vision, and Values

- Mission: What do we do?

Advocating and delivering quality public transportation as a leader within our community and within our industry.

- Vision: Why do we exist?

Connecting communities. Creating opportunity. Being kind to our planet.

- Values: What do we believe?
 - **Safety:** Caring for others, in all we do.
 - **Friendliness:** Welcoming, helpful, and understanding.
 - **Dependability:** Earning your trust, every day.
 - **Diversity:** Valuing our differences.
 - **Achievement:** Aspiring to be better.



Monterey-Salinas Transit in 2023

- ✓ 2.2 million passengers
 - ✓ 19.4% increase over 2022
- ✓ 76% population historically underrepresented, non-white
- ✓ 77% annual household income under \$40k
- ✓ 25% of trips start within a disadvantaged community
- ✓ 20% have a disability, dependent on others for mobility

PEOPLE

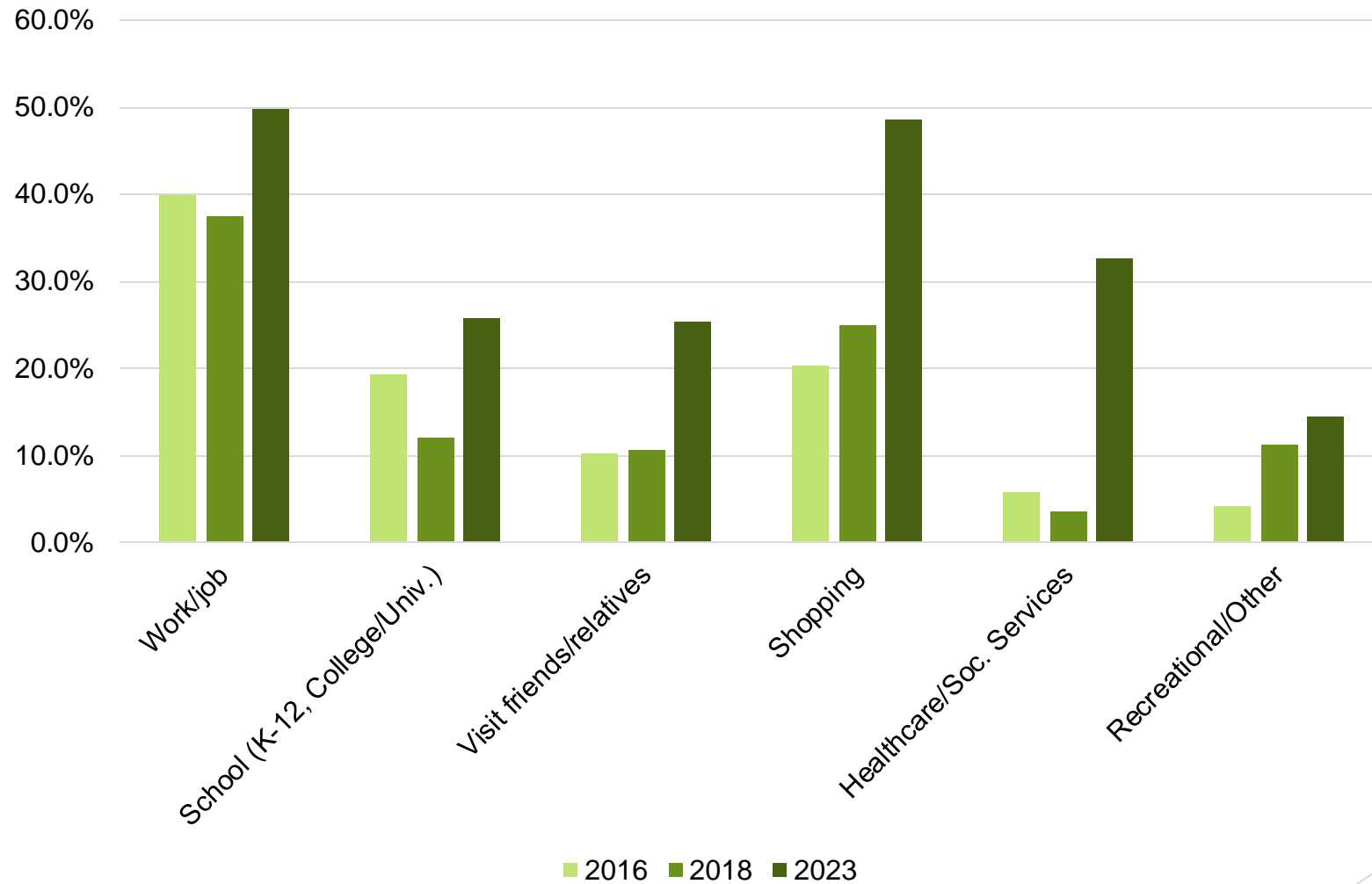


MST

MONTEREY-SALINAS TRANSIT

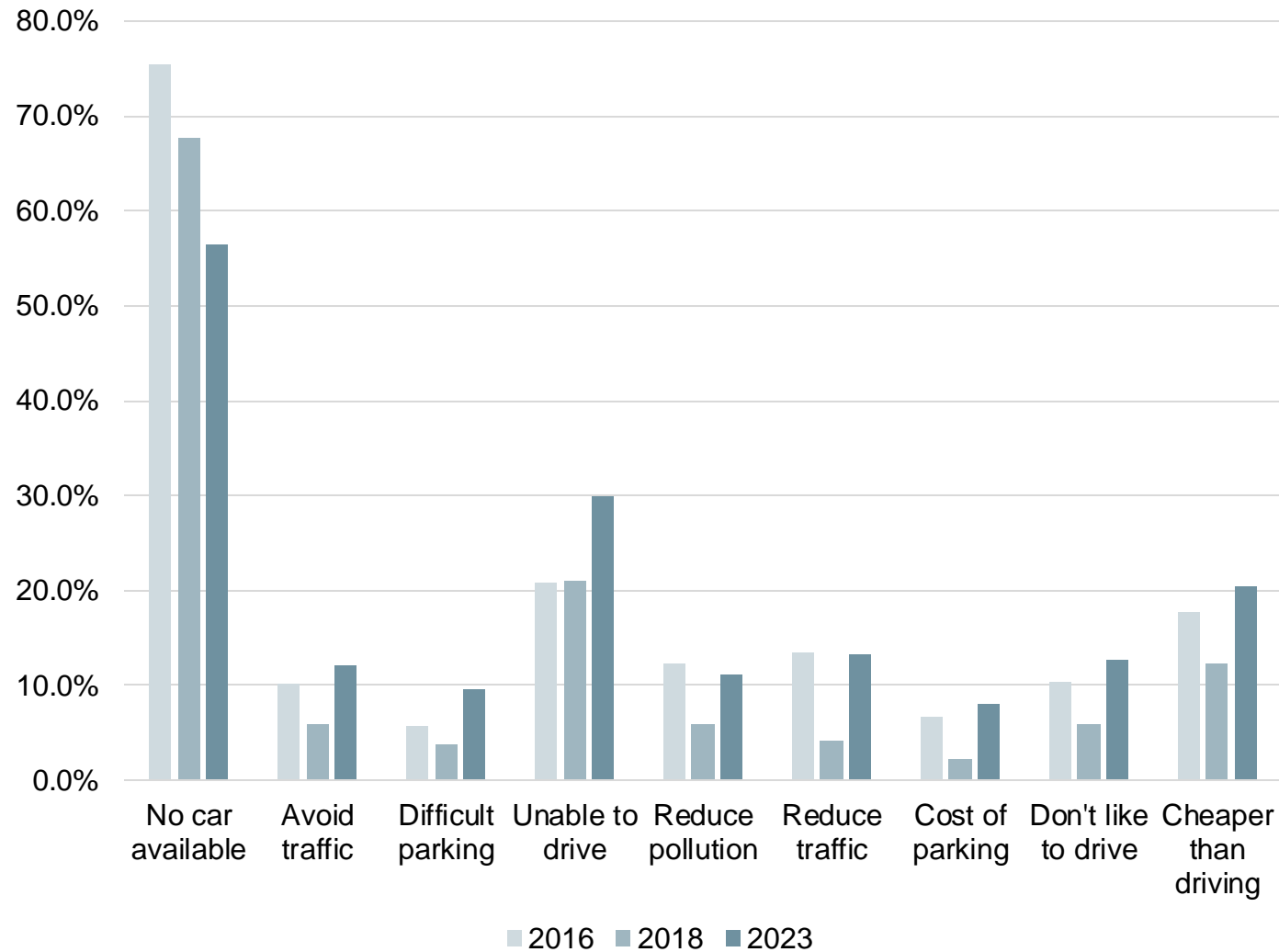
Monterey-Salinas Transit in 2023

WHERE RIDERS GO



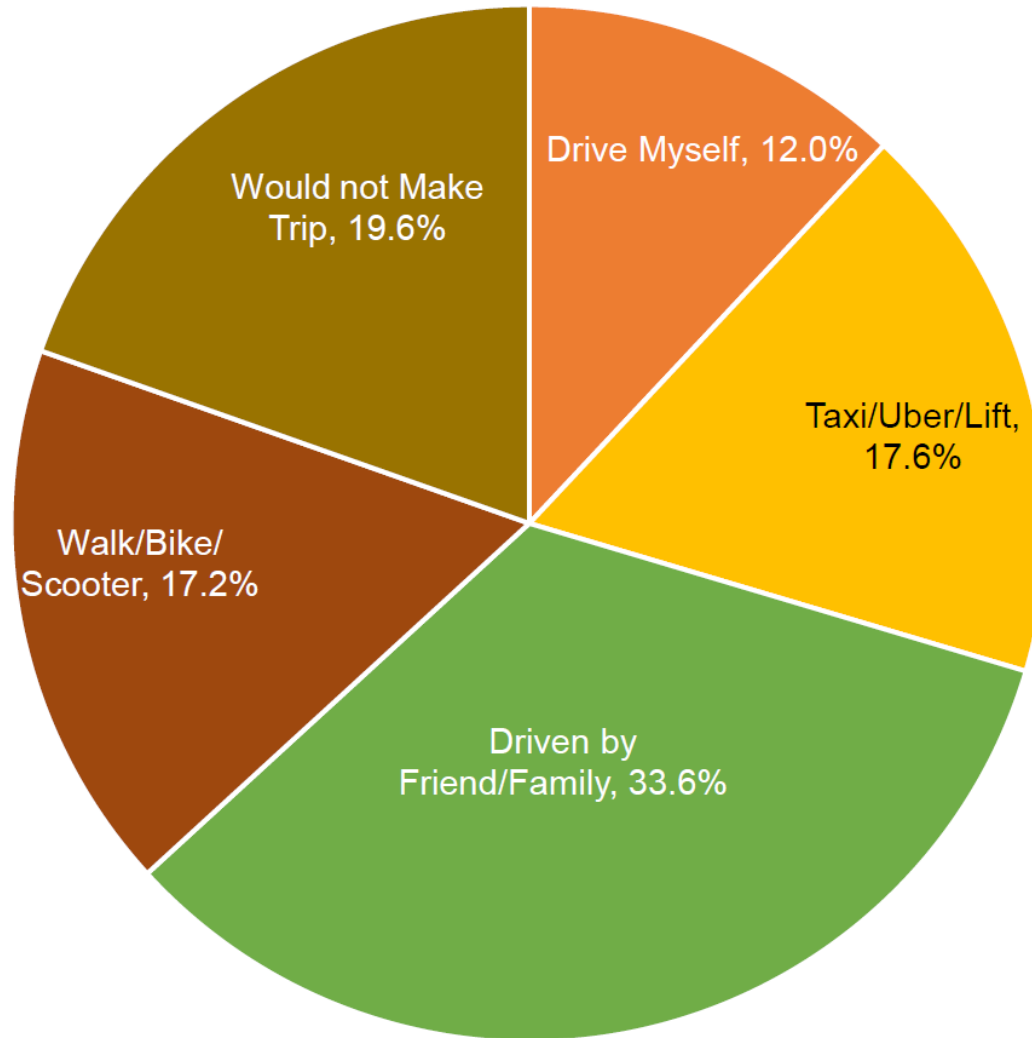
Monterey-Salinas Transit in 2023

WHY RIDERS USE TRANSIT



Monterey-Salinas Transit in 2023

A DAY WITHOUT TRANSIT



PEOPLE

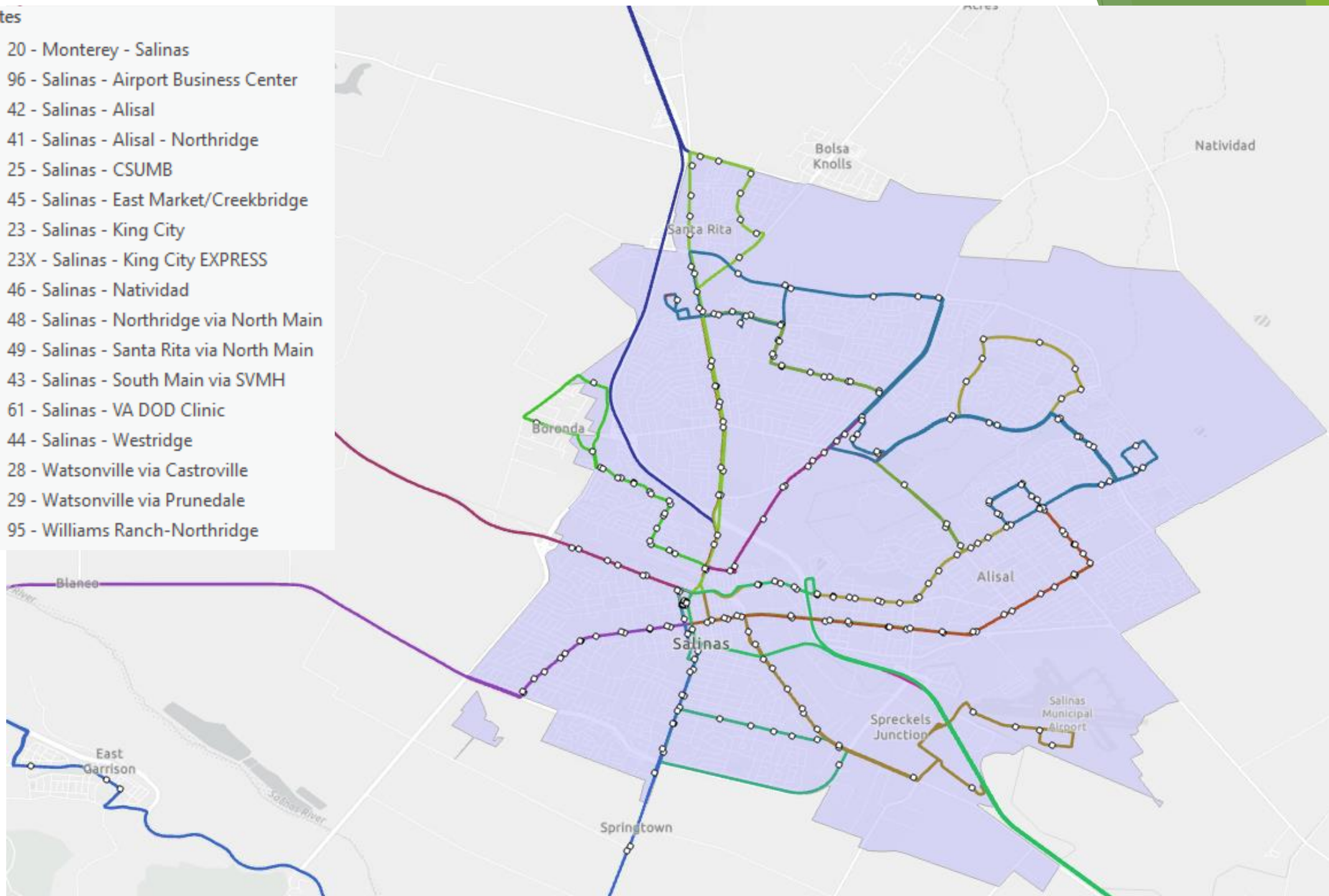


MST

MONTEREY-SALINAS TRANSIT

Routes

- 20 - Monterey - Salinas
- 96 - Salinas - Airport Business Center
- 42 - Salinas - Alisal
- 41 - Salinas - Alisal - Northridge
- 25 - Salinas - CSUMB
- 45 - Salinas - East Market/Creekbridge
- 23 - Salinas - King City
- 23X - Salinas - King City EXPRESS
- 46 - Salinas - Natividad
- 48 - Salinas - Northridge via North Main
- 49 - Salinas - Santa Rita via North Main
- 43 - Salinas - South Main via SVMH
- 61 - Salinas - VA DOD Clinic
- 44 - Salinas - Westridge
- 28 - Watsonville via Castroville
- 29 - Watsonville via Prunedale
- 95 - Williams Ranch-Northridge



Salinas 2023 Ridership

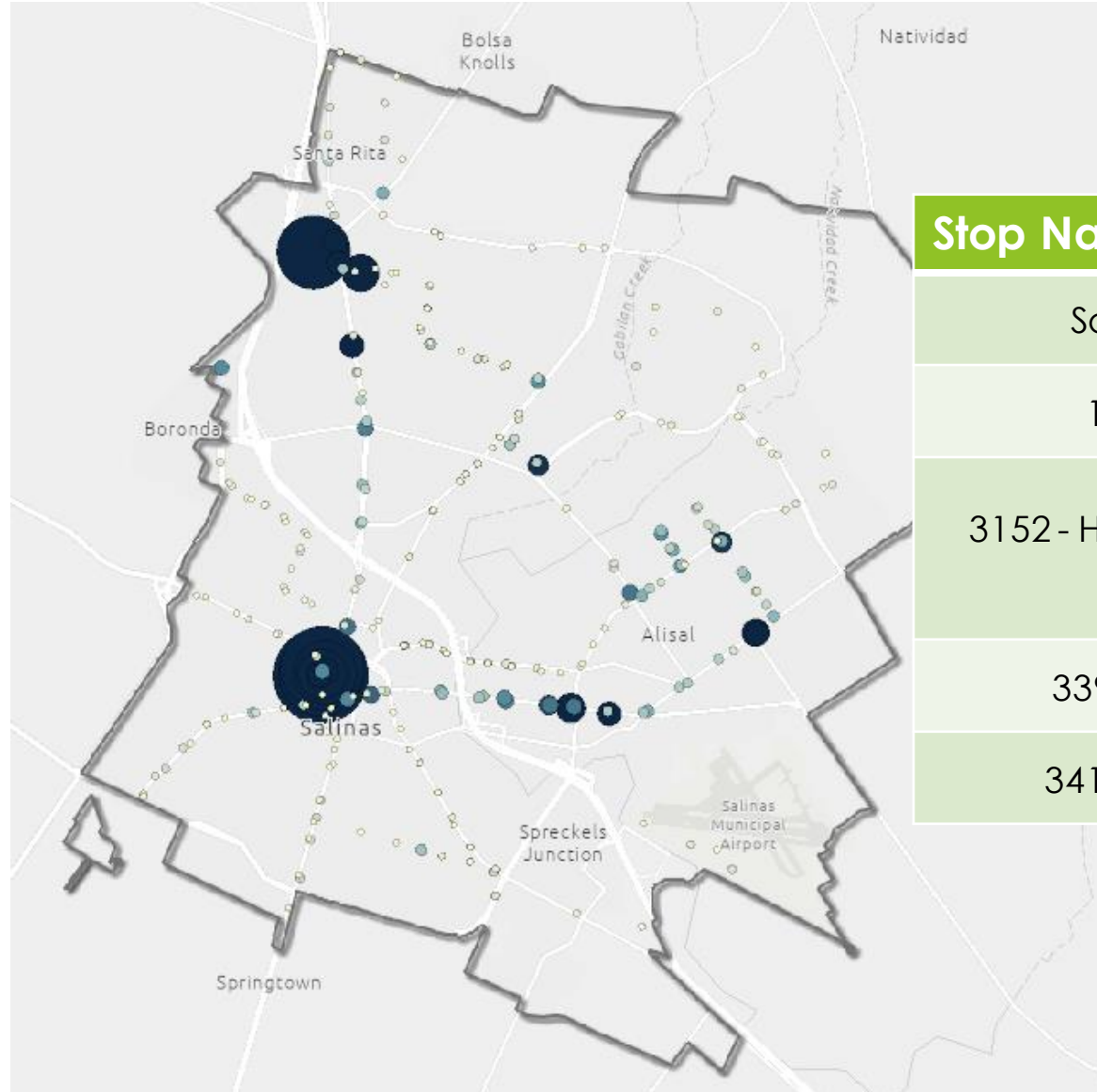
January 1, 2023 – September 30, 2023

- ▶ Salinas ridership:
 - ▶ **FIXED ROUTE:** 654,220 or 2,396 passenger boardings/day
 - ▶ **RIDES:** 58,402 or 160 passengers/day
- ▶ Highest monthly ridership compared to all jurisdictions
- ▶ 1% of residents take public transit to work
- ▶ 99% of residents are within ½ mile of transit
- ▶ Top most frequented bus stops:
 1. Salinas Transit Center: 870 people/day board and 911 people/day alight
 2. Northridge Mall: 136 people/day board and 126 people/day alight
 3. Harden/ East Entrance to Shopping Center: 62 people/day board and 61 people/day alight



Top Boarding Locations

January-September 2023

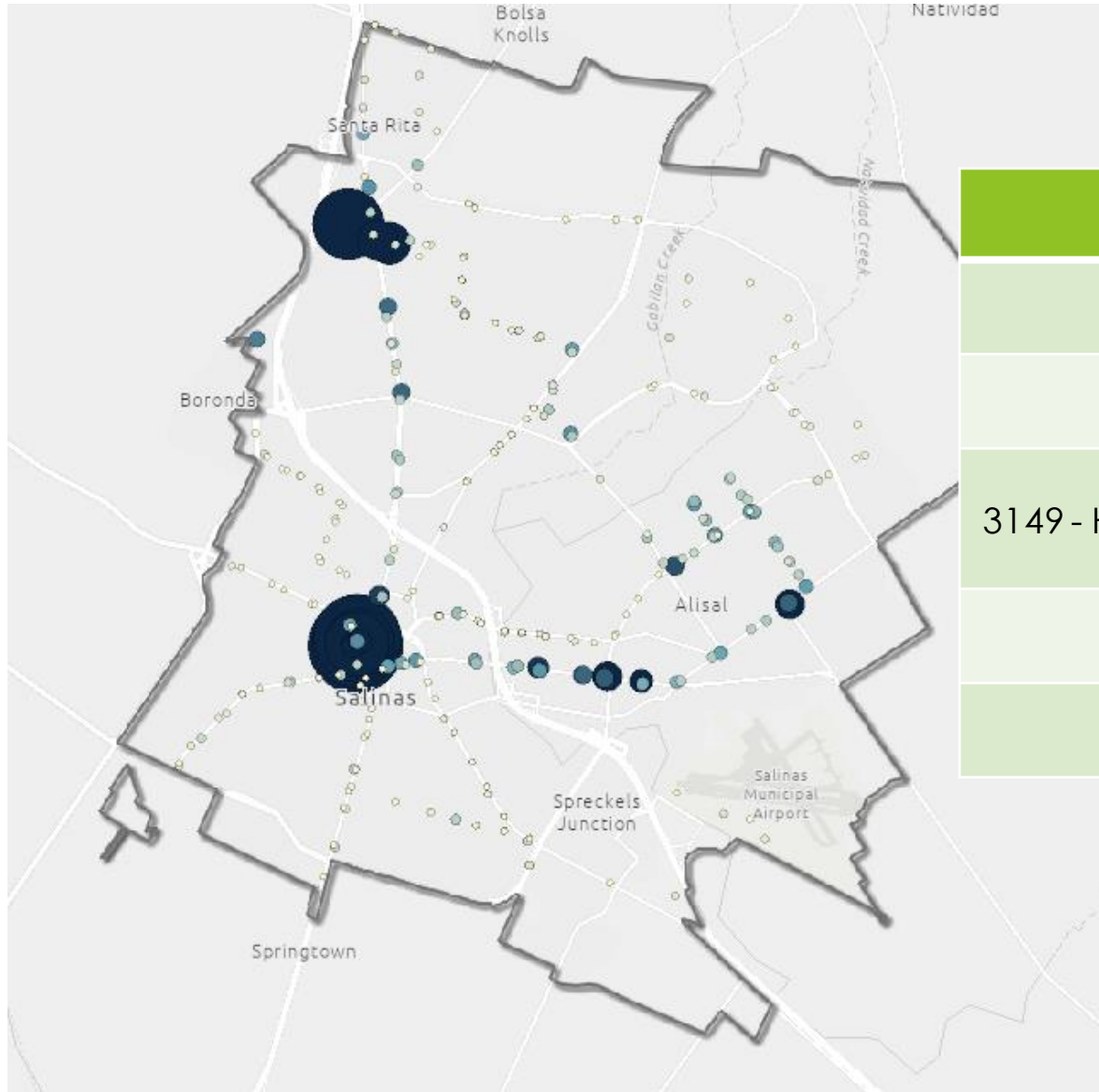


Stop Name	Boardings	Avg/Day
Salinas Transit Center	237,545	870
11 - Northridge Mall	37,187	136
3152 - Harden / East Entrance To Shopping Center	16,896	62
3390 - Williams / Bardin	13,698	50
3413 - E Alisal / Sanborn	11,988	44



Top Alighting Locations

January-September 2023



Stop Name	Alightings	Avg/Day
Salinas Transit Center	248,838	911
11 - Northridge Mall	34,381	126
3149 - Harden / Entrance To Target Lot	16,558	61
6033 - N Main / Harden	15,433	57
3125 - Williams / Bardin	14,434	53



Monterey-Salinas Transit in 2023

PLANET



100% of heavy-duty fleet are renewable biofuel or renewable electric

12 zero-emissions electric buses scheduled for order Winter 2023/2024

MST services remove equivalent of 110k single occupancy vehicle trips from area roadways monthly

MST reduces GHG emissions by 220 annual acres of forest sequestered monthly

74% of passengers agree reducing GHG is important

MST

MONTEREY-SALINAS TRANSIT



Monterey-Salinas Transit in 2023

159 square miles service area

33 transit lines

Bus Operator Driving - Good/Excellent

➤ **MST – 91%** National Avg. – 73%

MST Services - Good/Excellent

➤ **MST – 87%** National Avg. – 58%

Bus Cleanliness – Good/Excellent

➤ **MST – 82%** National Avg. – 38%



Monterey-Salinas Transit in 2023

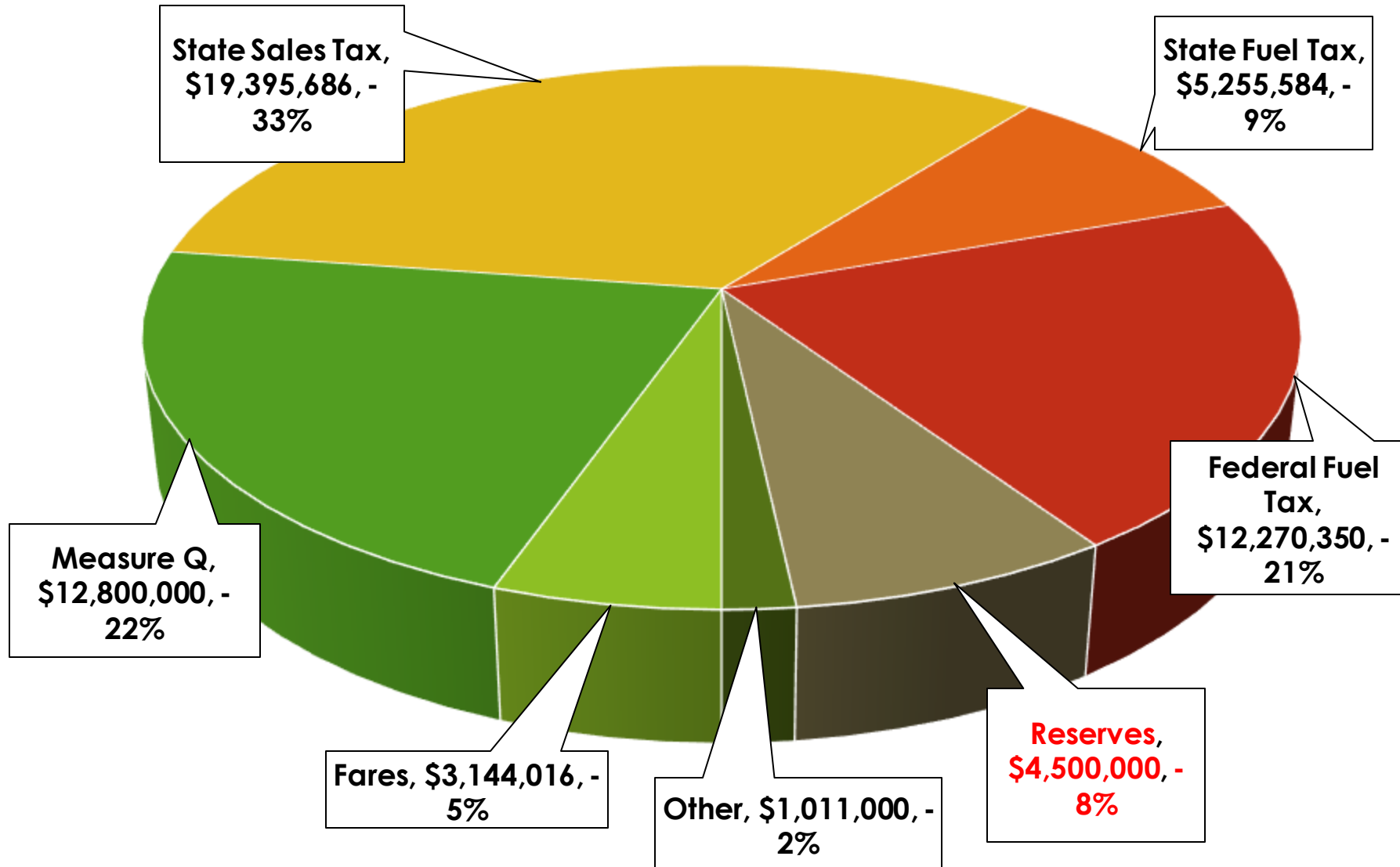
Community Survey of 409 residents who don't use transit:

- **95%** of residents feel that MST's services are valuable to the community
- **87%** of residents think it's important for the entire County to support and fund improved public transportation
- **83%** of residents think there should be greater levels of funding for transit over the next 5 years
- **70%** of residents are familiar with the services provided by MST



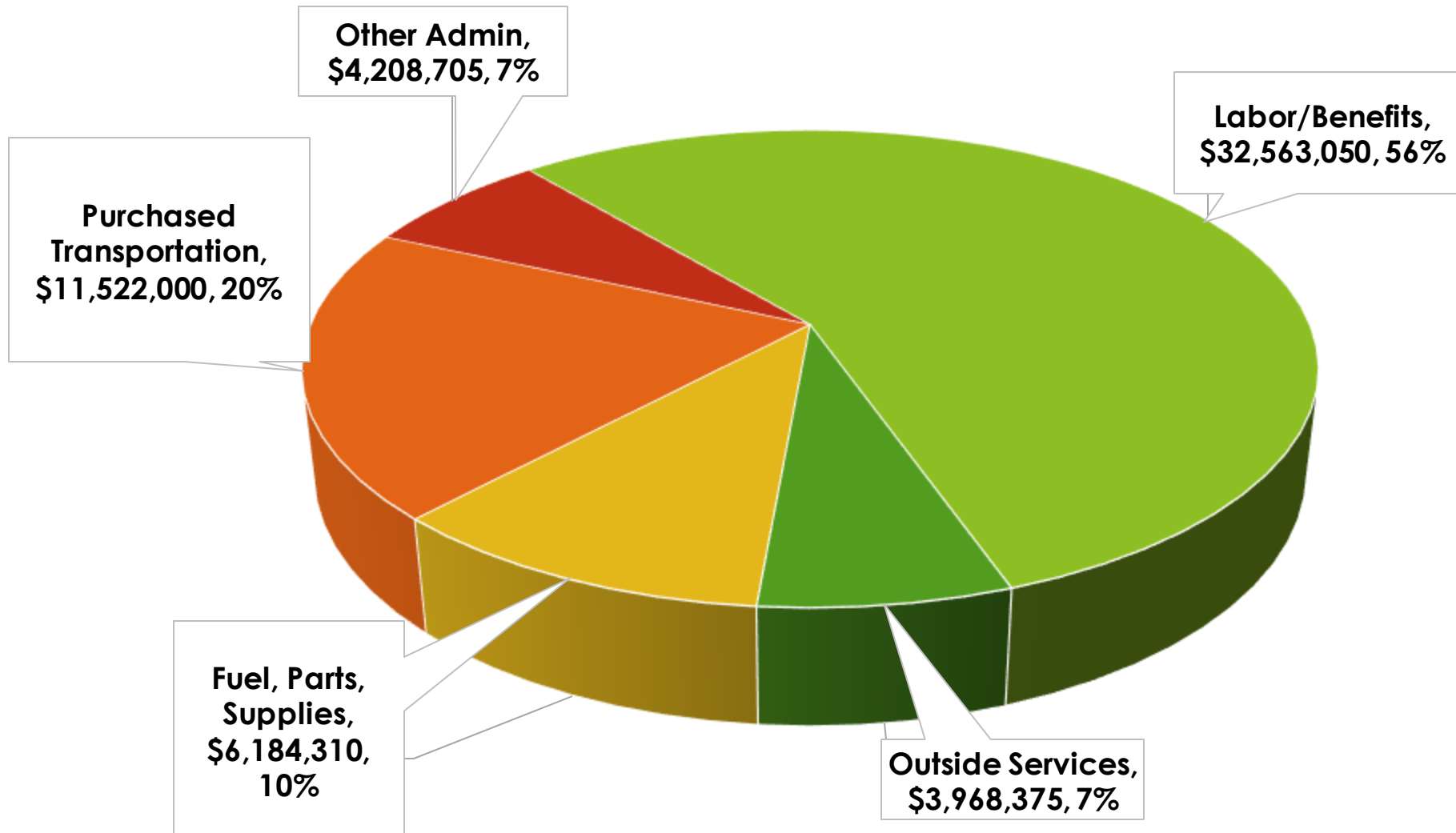
FY 2024 Budget - \$58M

Revenue By Source



FY 2024 Budget - \$58M

Expenses by Category



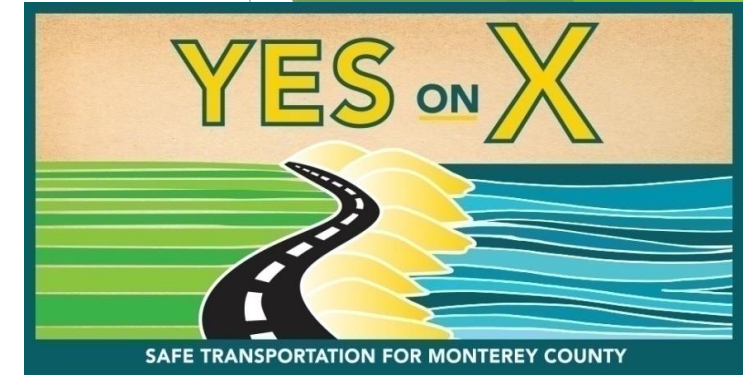
MST Measure Q

- ▶ First county-wide sales tax for transportation to pass
- ▶ November 2014 won with 72.6% overall voter support
- ▶ 15-Year, 1/8 of one-percent retail sales tax
- ▶ Est. dollars raised over the life of the tax: \$100 Million (2012 \$)
- ▶ 100% of funds go to MST supporting services for veterans, seniors and persons with disabilities including:
 - ✓ MST RIDES ADA Services
 - ✓ Senior Shuttle Routes
 - ✓ Taxi Vouchers
 - ✓ Travel Training, Navigator Volunteers
 - ✓ Travel Reimbursement Incentive Program



Transportation Agency for Monterey County Measure X

- Second county-wide sales tax for transportation
- November 2016 won with 67.7% overall voter support
- 30-Year, 3/8 of one-percent sales tax
- Est. dollars raised over the life of the tax: \$600 Million (2015 \$)
- Funding distribution:
 - 60% for local streets and roads for Cities and County
 - 27% regional road safety and congestion projects
 - 13% for pedestrian and bicycle safety and mobility projects
- Approx. 7% to MST for Hwy 1 rapid bus corridor, Salinas Valley transit centers



Recent Accomplishments

- Nationally Recognized COVID Response and Recovery
- New South County Operations and Maintenance facility in King City, fall 2021
- University and College Transit Pass Partnerships
- **Contactless Credit/Debit/eWallet Fare Payment and Capping**
- Subsidized Vanpool Program
- **Better Bus Network**





MST Contactless Fare Payment

- First project in the State, in the Country, and in a Small Urban/Rural Area
- Daily/Weekly/Monthly Fare Capping
- First in the world to synch discount with a Government-issued ID
- Cards available to those without a bank account or credit card
- 95,000 contactless trips made to date





The Better Bus Network



Save Time



Save Money



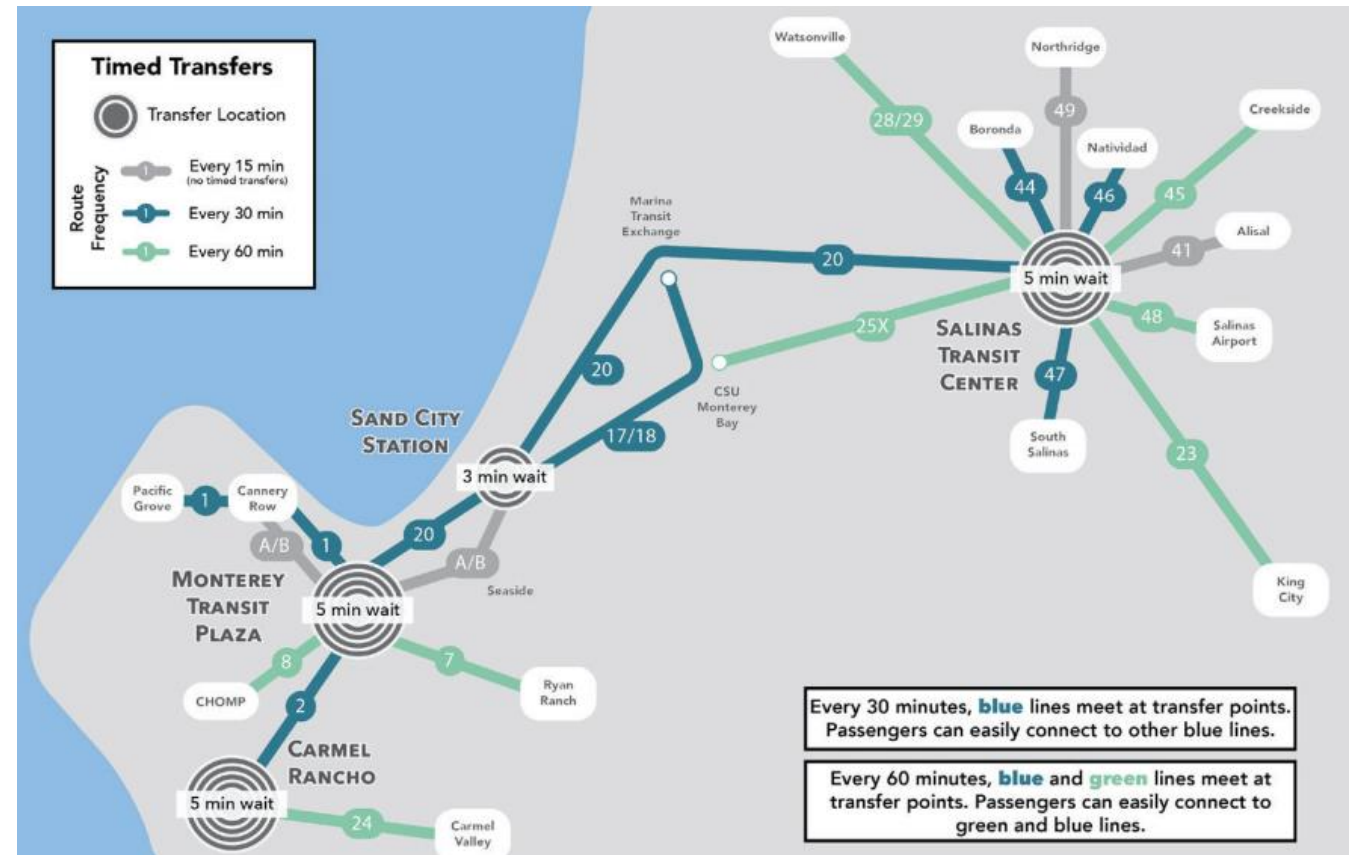
Save Our Planet

DEC 10 2022

More information
mst.org



- ✓ Service location:
 - 40% Monterey-Seaside
 - 40% Greater Salinas
 - 20% Regional
- ✓ Focus on high demand, high need areas
- ✓ More direct routes
- ✓ Avg. 30 min. decrease in travel time
- ✓ 20% increase in residents and jobs near service with 30 min. frequency or better
- ✓ Lower fares (\$2/2 hours)
- ✓ Subsidized vanpools



The Future of MST.....



MST Major Projects

- ▶ SURF! Busway and Bus Rapid Transit, \$77M
- ▶ Salinas Operations and Maintenance Facilities, \$25M
- ▶ Salinas Alisal Bus Rapid Transit (BRT) and Transit Center Study, \$500K
- ▶ 100% Zero-Emissions Fleet Rollout, \$100M
- ▶ Battery Electric and Fuel Cell Infrastructure, \$20M



Our Newest
Busway & Rapid
Transit Project



SURF!

Busway and Bus Rapid Transit Project



Kimley»Horn



SURF! Project Benefits

- ✓ Congestion relief and better connectivity
- ✓ Frequent, reliable transit
- ✓ Zero-emissions vehicles only
- ✓ New Transit Station at 5th Street
- ✓ Preserves rail corridor for future generations and train service



SURF! Project Rendering



MST Major Challenges and Opportunities

- ▶ Restoration of local economy and employee recruitment
- ▶ Coach operator shortage
- ▶ Federal government dysfunction, ongoing
- ▶ Zero-emissions bus regulations, workforce development
- ▶ Land use decisions – TOD Planning Study, bus stops
- ▶ Changing demographics of region
- ▶ SB 125 challenge

Questions?

