

2010 Public and Intercity Bus Transportation Conference

Building Military Partnerships With the Federal Transit Benefit

**Carl Sedoryk, CEO
Monterey-Salinas Transit
Monterey, CA**



Monterey County

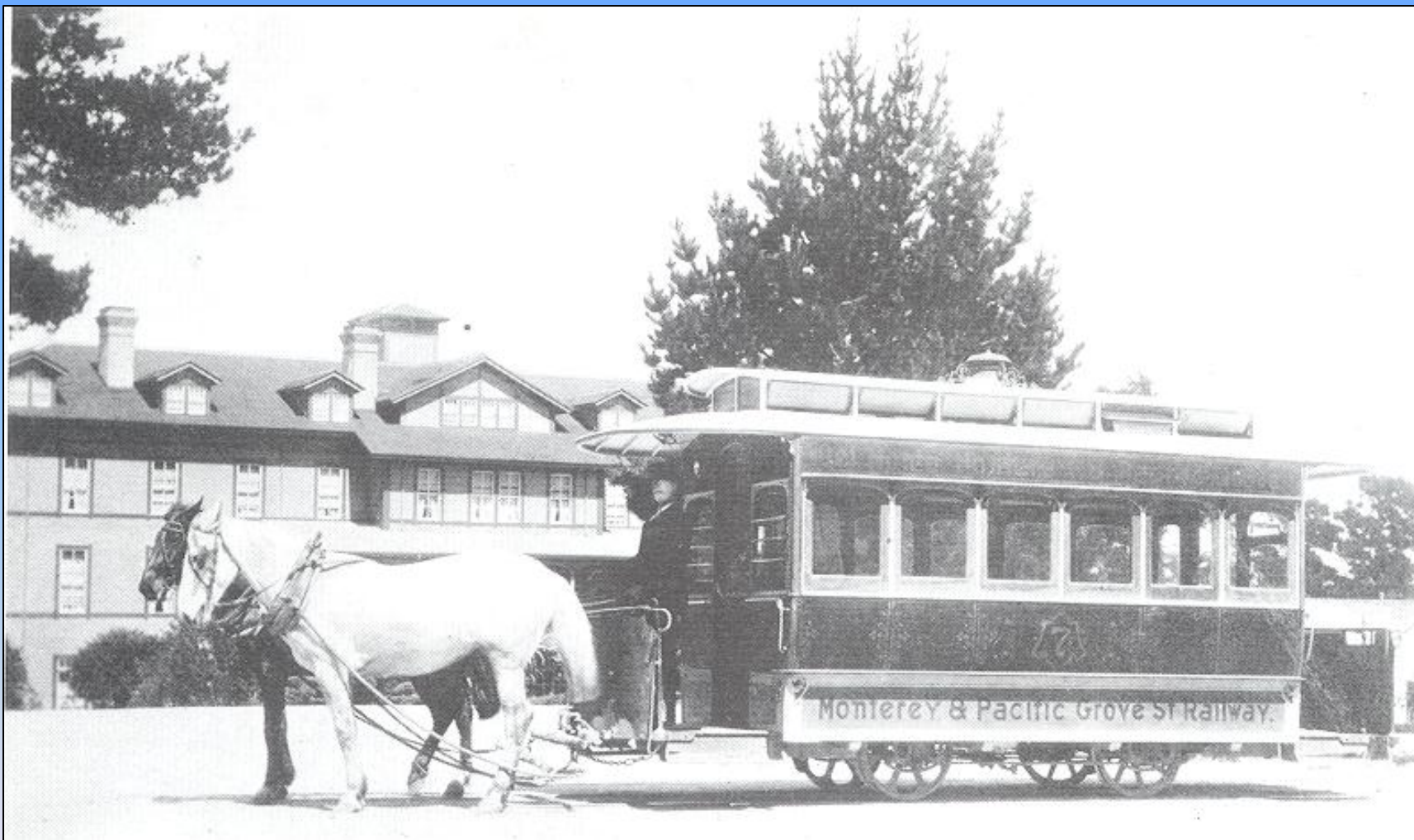
Population Served:
350,000

MST Service Area:
280 Square Miles



California





QUALITY TRANSIT -- NOW

MST Today...

- *Monterey County's Primary Transit Operator*
- *A Transit District*
- *4.5 million passenger boardings/year*
- *50 regular/seasonal bus routes*
- *132 vehicles (78 buses, 6 trolleys, 48 minibuses)*
- *237 direct employees, 85 contracted (MVTI)*
- *\$32M annual operating budget*
- *Serving Monterey, Santa Cruz, Santa Clara counties*

MST Service Area

Big Sur	Monterey
Carmel	Morgan Hill
Carmel Valley	Moss Landing
Castroville	Pacific Grove
Chualar	Pajaro
Del Rey Oaks	Pebble Beach
Gilroy	Prunedale
Gonzales	Salinas
Greenfield	San Jose
Soledad	Sand City
King City	Seaside
Marina	Watsonville



Monterey County Facts:

Monterey County Population – 430,000

***Industries: Tourism - \$2.0B; Agriculture - \$4B
Military - \$1.1B; Higher Ed - \$1B***

Annual Visitor Trips – 7,900,000

Agriculture Truck Trips – 2,700 per day

Monterey Peninsula accessible only via 2-lane highway

Team Monterey by the Numbers

<i>Installation/Category</i>	<i>Workforce</i>	<i>Budget</i>
Naval Postgraduate School	2,285 (125 military staff, 1,700 student officers, and 1,000 civilians)	\$225 M
Department of Defense Manpower Data Center (DMDC)	600 (approximately 400 contractors)	\$203 M
Naval Research Laboratory	96 (1 military, 70 civilians, 25 contractors)	\$20 M
Defense Language Institute Foreign Language Center (DLIFLC)	5,836 (students, staff, military, & contractors)	\$240 M
U.S. Army Garrison Presidio of Monterey	857 (8 military, 562 civilians, 287 contractors)	\$69 M
Fort Hunter Liggett	486 (15 military, 292 civilians, 179 contractors)	\$71 M
Camp Roberts	560 (248 military, 307 civilians, 5 contractors)	\$8 M
Fleet Numerical Meteorology & Oceanography Center	231 (59 military, 132 civilians, 40 contractors)	\$18 M
Defense Personnel Security Research Center (PERSEREC)	49 (13 civilians, 36 contractors)	\$12 M
U. S. Coast Guard Station Monterey	38 (all military)	\$3.5 M
DoD Retired Pay	5,223 retirees (3,383 military, 1,840 civilians)	\$126 M
Total	16,261 approximately	approximately \$1 Billion











16

Edgewater Transit Exchange

WAVE

CYPRUS

NISSA

Why Partner With The Military?

Benefits to Rural Operators

Most military bases are in rural areas

No local match required

No need for State designated recipient

Funds are flexible for many purposes

Funding grows as ridership grows

Multiplier effect on local economy





Benefits to the military

Supports Obama Administrations goal to cut the federal government's indirect greenhouse gas emissions by 13 percent by 2020.

Reduces traffic and parking demands

Saves personnel money on gas, auto upkeep

Provides access to shopping and recreation for those without autos.

Improves overall morale.

***Military Partnerships
In Monterey County***

The Monterey Model

FY 2004 NATIONAL DEFENSE AUTHORIZATION ACT

SEC. 343. PERMANENT AUTHORITY FOR PURCHASE OF CERTAIN MUNICIPAL SERVICES AT INSTALLATIONS IN MONTEREY COUNTY, CALIFORNIA.

(a) AUTHORITY.—Subject to section 2465 of title 10, United States Code, public works, utility, and other municipal services needed for the operation of any Department of Defense asset in Monterey County, California, may be purchased from government agencies located in that county.



Military Partnerships In Monterey County



- Since 9/11 no transit service was allowed on local bases
- Traffic in and around military installations was having a negative impact on local communities.
- Parking/Traffic within the installations was problematic
- Installations landlocked and unable to grow
- After much outreach, transit seen as a solution

QUALITY TRANSIT -- NOW

Military Partnership Results

11 new express routes providing peak hour service to local Army and Navy military communities.

100% funded through the Federal Transit Benefit.

Provides appx. \$2.0M of funding to MST that does not require a local match or grant administration.

Nearly 1,000 military personnel enrolled in first months, and enrollment continues to grow.

Over 25,000 monthly passenger boardings.



Military Partnership Results

3M miles of reduced VMT

2.9M pounds of reduced carbon emissions

145,000 gallons reduced gasoline consumption

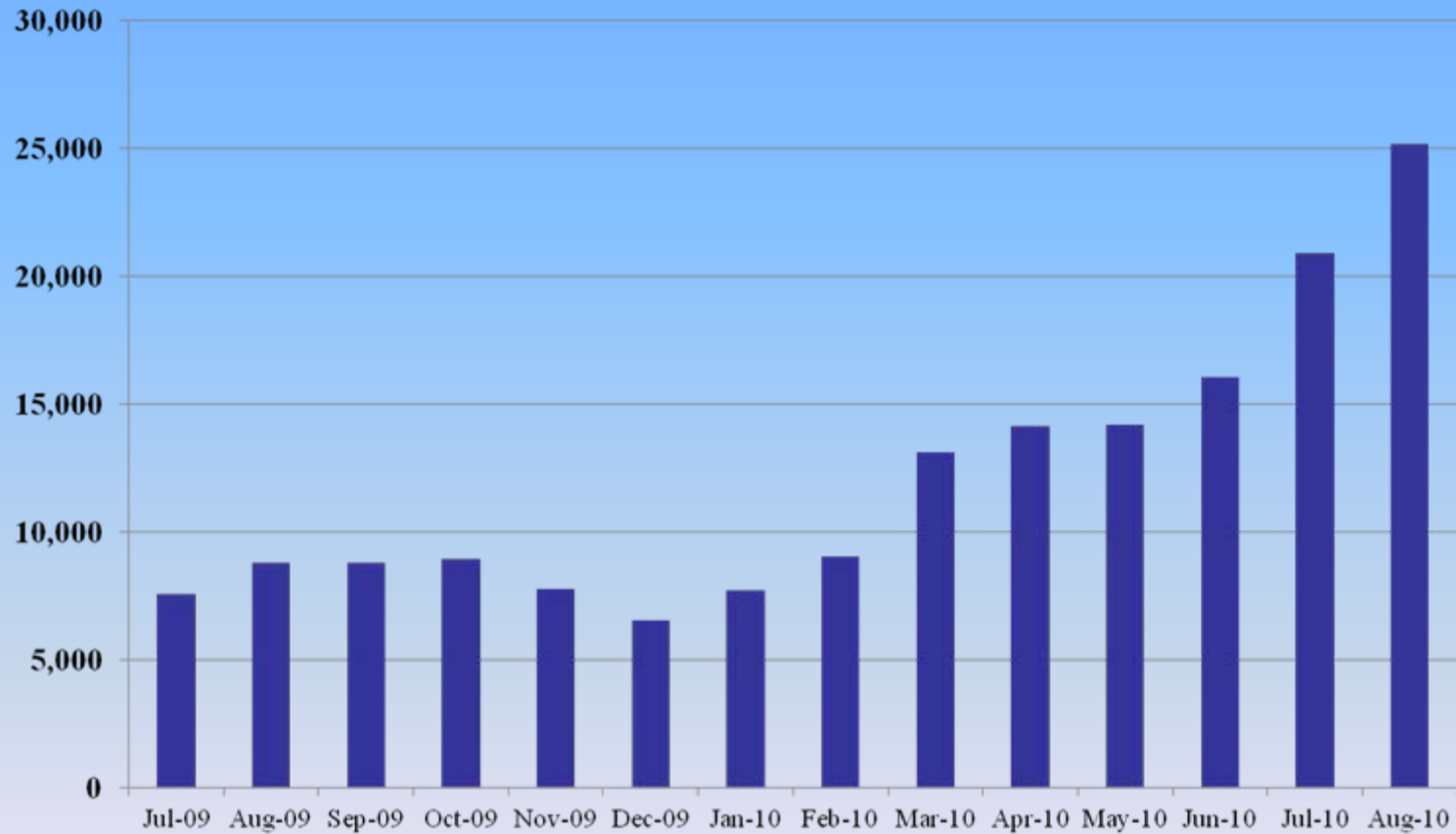
\$500,000 of fuel savings for participants.

26 new transit jobs created

\$1.5M generated for local economy



Monthly Passengers increased 332%!



***About The Federal Transit
Benefit and Commuter Benefit***

The Federal Transit Benefit

Transportation Incentive Program –Mass Transit Benefit program

Available to all commuting federal active duty military, DOD civilians and NAF employees

On base active duty military do not qualify (MST offers discount fares in lieu)

ARRA raised benefit to \$230 per month paid to eligible participants for alternative transportation.

Benefit scheduled to revert to \$120 per month with expiration ARRA



Impact of Increased Commuter Benefit

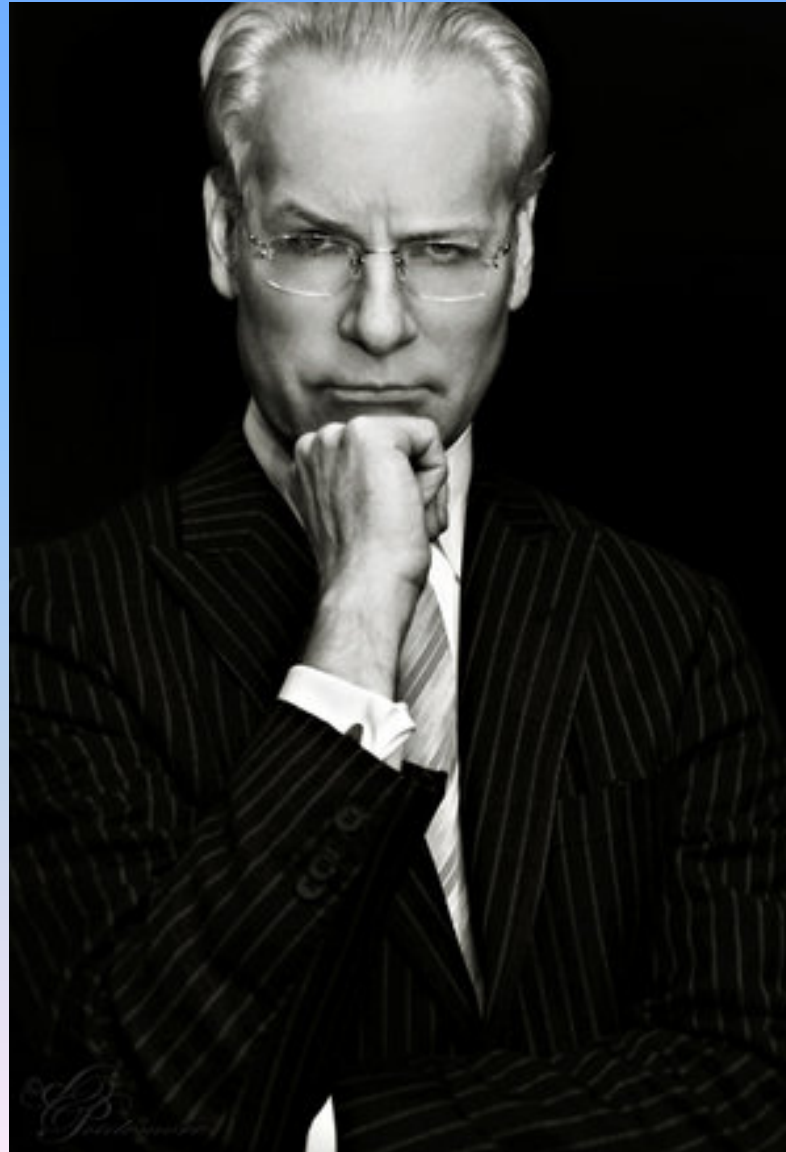
- More than one quarter of participating employers said that enrollment in the program increased.
- 39 percent said employees who were already participating increased their pretax deductions.
- One third of employees in small companies increased their deduction over the previous cap of \$120 after the new law took effect.

Be Aware ...

If Congress fails to act to extend the current \$230 cap limit or make the cap permanent, it will revert to pre-stimulus levels of \$120 per month.

For many of us, this will create a “double-whammy” of rising fares and lower commuter benefit savings.

Making It Work



TY TRANSIT -- NOW

Making It Work

Security:

How will security checks be handled when a bus enters the security gate?

Will background checks be needed for transit employees (drivers, maintenance, facilities, etc.)?

Need for special identification cards for transit employees to access the military post?

Is it the responsibility of the coach operator to verify that all passengers who board the bus are cleared for access into the military installation? (typically no, but not in all cases)



Making It Work

Planning/Marketing:

What are the existing challenges for commuters traveling to/from the military installation (limited parking, traffic congestion, construction, etc.)?

What is the expected demand for new bus service?

Where do most commuters live and what are their typical work schedules? (conduct survey of all eligible DOD employees)

Develop bus routes and timetables that closely match work schedules and attract those who currently use their automobile to commute. (This likely means direct service, with no transfers)

Promote the new bus program to all organizations on the military installation (not just the chain of command); educate new employees/military members during in-processing.



Making It Work

Transit Operations:

Does transit agency have the available fleet and labor force for additional peak hour bus service.

Hiring/training new and existing employees.

Identify any potential bus route interlining opportunities to minimize number of pull-outs during peak periods.

Identify bus turning and stop safety issues.



Making It Work

Administration/Management (Military)/Financial:

Time intensive book keeping involved for management of the bus program may cause base Admin to balk.

Make suggestion about other departments on post that may be of assistance for program management (ex. – Travel Office, MWR-Morale, Welfare & Recreation, DOL-Department of Logistics)

Identify the minimum number of participants required to break-even with transit service

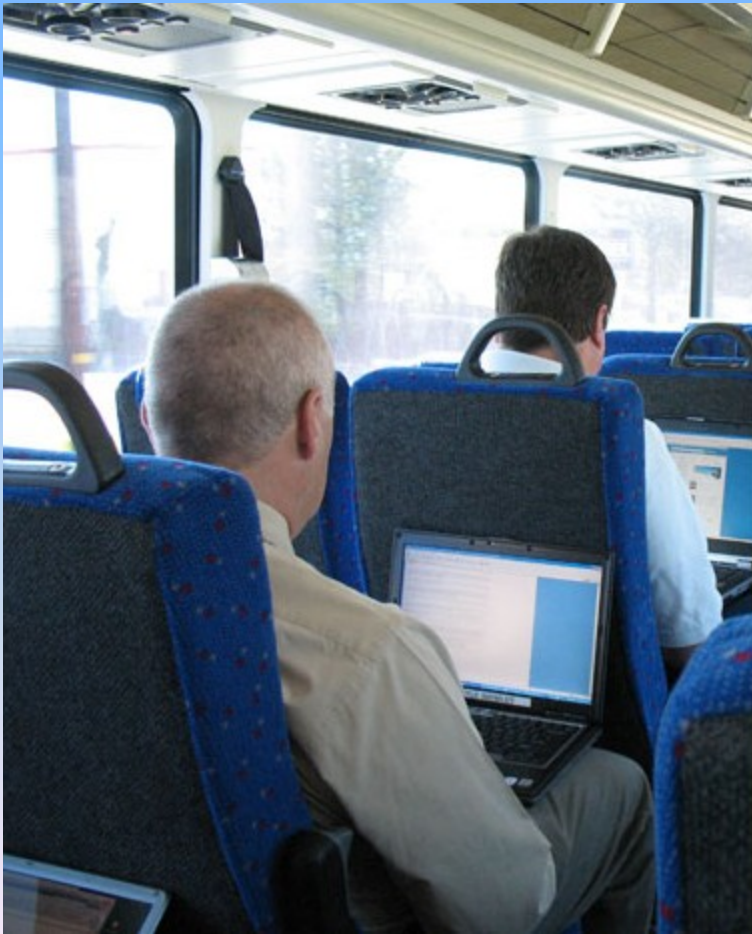
Work closely with military to ensure the minimum numbers are achieved each month/quarter – requires extensive and frequent marketing because of the transient nature of the military community.



Be Aware ...

- Expectations of military partners (productivity/scheduling)
- Demand for services may exceed labor and equipment available during peak periods
- Potential ADA and road condition issues on base.
- Expectations of military riders may drive investments in technology.

Free Wi-Fi on buses and at stations



Real Time Passenger Info



The image shows a large digital display screen at the Salinas Transit Center. The screen is divided into two main sections: Arrivals and Departures. Both sections show a list of routes and their corresponding times. The Arrivals section is for the time period 8/16/2008 - 12:35 PM, and the Departures section is also for 8/16/2008 - 12:35 PM. The screen is mounted on a wall and has a black frame.

Arrivals		Departures	
Salinas Transit Center 8/16/2008 - 12:35 PM		Salinas Transit Center 8/16/2008 - 12:35 PM	
Route	Time	Route	Time
42 EAST ALISAL-SALINAS	12:38 PM	28 WATSONVILLE	12:45 PM
46 NATIVIDAD	12:40 PM	29 WATSONVILLE	12:45 PM
43 MEMORIAL HOSPITAL	12:44 PM	41 EAST ALISAL-NORTHRIDG	12:45 PM
		43 MEMORIAL HOSPITAL	12:45 PM
		45 EAST MARKET-SALINAS	12:45 PM

Google Transit

150 Del Monte Ave, Monterey, CA 93940 to 345 Stockton St, San Francisco, CA 94108 - Google Maps - Windows Internet Explorer

http://maps.google.com/maps?hq=http://maps.google.com/help/maps/directions/biking/maplet.kml&ie=UTF8&ll=37.687624

File Edit View Favorites Tools Help

150 Del Monte Ave, Monterey, CA 93940 to 345 Stoc...

Web Images Videos Maps News Shopping Gmail more

New! | Help | Sign in

Google maps

Find businesses, addresses and places of interest.

Search Maps

Show search options

Get Directions My Maps

View in Google Earth Print Send Link

Transit directions to 345 Stockton St, San Francisco, CA 94108

Suggested routes - Show options

5:14pm - 9:22pm

4 hours 9 mins

6:46pm - Apr 6, 2010 12:17am

5 hours 31 mins

Apr 6, 2010 3:24am - 6:53am

3 hours 30 mins

5:14pm - 9:12pm

3 hours 58 mins

150 Del Monte Ave
Monterey, CA 93940

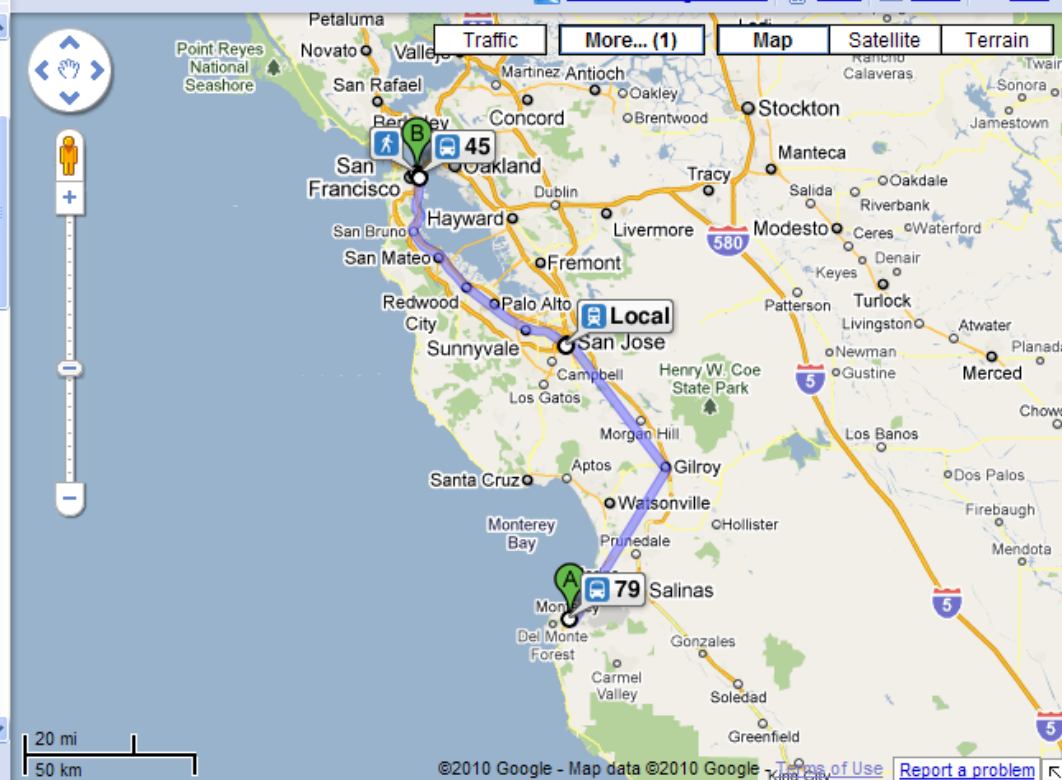
Showing Trip 1 Travel time: about 4 hours 9 mins

Walk to Tyler / Franklin (Parking Garage)
About 1 min

Show details

Bus - 79 - Presidio-San Jose Express - Direction: San

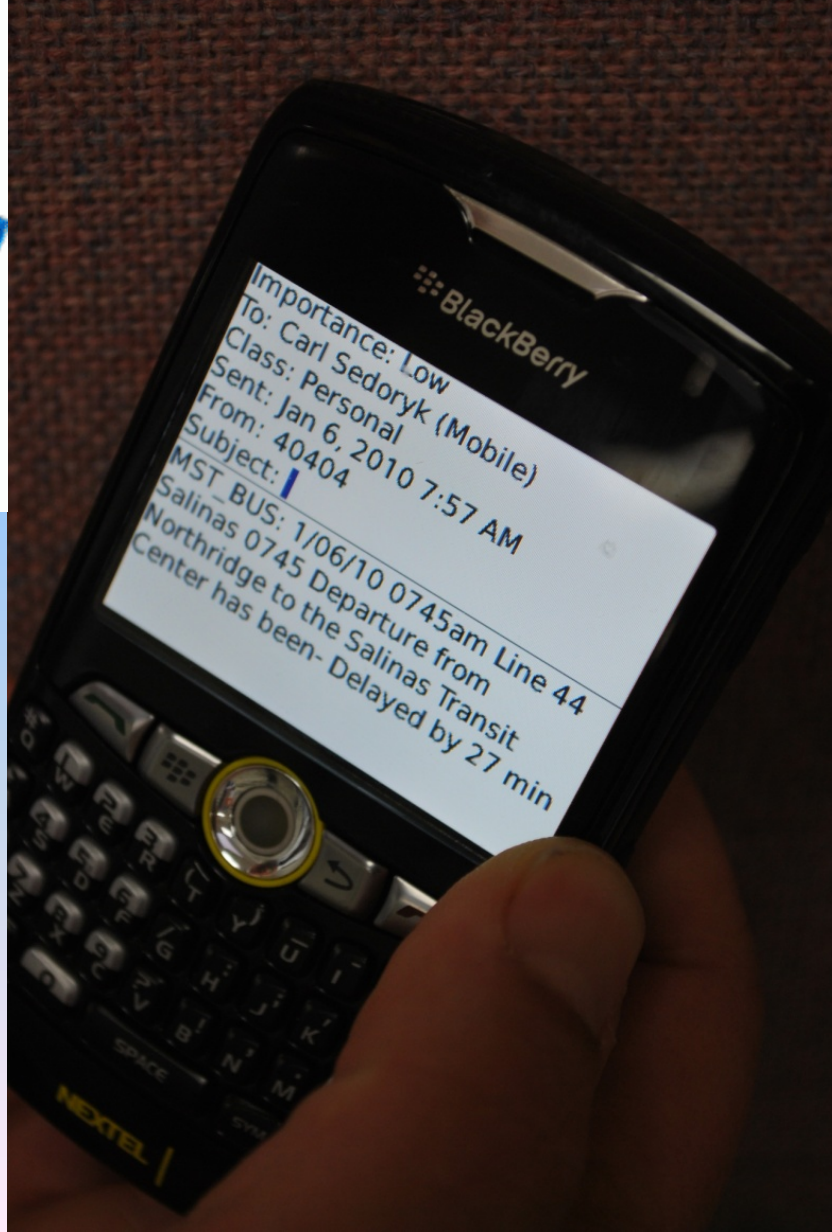
Google Maps



©2010 Google - Map data ©2010 Google - Terms of Use Report a problem

MST

MONTEREY-SALINAS TRANSIT



twitter

Be Aware...

Each branch manages the program differently

The transit system need to coordinate with DOD coordinator at each installation.

Working with the military is time consuming

Inter branch rivalries can be counterproductive

The volume of Transit Benefit checks received can be overwhelming – MST received 4,532 separate checks for one quarterly payment!



Not A Bad Problem To Have!



People Notice These Partnerships!

Support from military partners can lead to:

- Support for transit tax and revenue measures
- Increased marketing exposure
- Attracting Non-traditional and/or choice transit riders
- Advocacy partner on local state and federal legislative/funding issues
- Recognition from industry



People Notice These Partnerships!

“In short, Presidio of Monterey express bus service is a win-win for the entire Monterey Peninsula. MST hired additional employees to handle the increased traffic when most local businesses were laying off. We get more jobs, less greenhouse gases, and less parking demands.”

Col. Darcy A. Brewer

Garrison Commander, Presidio of Monterey



U.S. ARMY
PRESIDIO of MONTEREY
HOME OF THE
DEFENSE LANGUAGE INSTITUTE

77 Presidio Express

1701

MST

1073210



Thank you

csedoryk@mst.org

831.899.2558

www.mst.org