

Business Case Justification for Service Proposals

Prepare justifications for recommendations based on considerations for:

1. Policy

- a. Local/State TDP/Transit Plan
- b. Metrobus Regional Bus Plan
- c. Metrobus Regional Fleet Plan
- d. Priority Corridor Network Plan
- e. Service Guidelines for Regional Metrobus Service

2. Operating

- a. Safety considerations
- b. Corridor Development Study recommendations
- c. Service Evaluation Study recommendation
- d. Local/Project Service Plan
- e. On-time Performance assessment
- f. Ridership growth/decrease
- g. Detour/Construction/Development Maintenance of Traffic Plan

3. Financial

- a. Budget-driven initiatives
- b. Ridership/revenue increase/decrease
- c. Service cost/efficiency/recovery thresholds

Must be able to explain:

The Proposal:

- Days
- Span
- Path
- Stops
- Frequency
- Type
- Market Purpose

Why:

- this action
- now
- as priority over other actions

How:

- much will it cost
- be paid for
- will the service work

What:

- is it expected to accomplish
- are the performance metrics
- is the process for approval
- are the implications of this choice

When:

- will it be implemented
- will consumers be engaged in advance of the change

Who:

- are the stakeholders
- the markets served
- will be positively and negatively impacted