Transportation Commission Meeting
Council Chambers
311 Vernon Street
February 21, 2012 – 7:00 p.m.
Agenda

1. Call to Order

2. Welcome – Roll Call

- Rita Brohman, *Chair*
- Ryan Schrader, *Vice-Chair*
- Bonnie Gore
- Joseph Horton
- Chinnaian Jawahar
- Grace Keller
- Robert Lyss
- Akash Upadhyay, *Youth Commissioner*

3. Pledge of Allegiance

4. Meeting Minutes

a. September 20, 2011

5. Oral Communication (Time Limitation Five (5) Minutes)

Anyone wishing to address the Commission on matters not on the Agenda please stand, come to the podium and state NAME and ADDRESS for the record.

6. Consent Calendar

None

7. Special Presentations/Reports

a. Appointment of Chair and Vice-Chair
b. FY10/11 and FY11/12 Proposition 1B Project Applications and Grant Agreements
c. FFY10/11 Jobs Access/Reverse Commute Grant Project Application
d. Quarterly Transit Performance Report for 1st and 2nd Quarter FY11/12
e. Annual Report for the Call Center and Transit Ambassador Projects

8. Staff and/or Commission Reports/Comments

a. Alternative Transportation Division Update

9. Pending Agenda

None

10. Adjournment

Note: If you plan to use audio/visual materials during your presentation, they must be submitted to the City of Roseville 72 hours in advance. All public meetings are broadcast live on Comcast Channel 14 or Surewest Channel 73 and replayed the following morning beginning at 9:00 a.m. Meetings are also replayed on weekends.

Transportation Commission Meeting
September 20, 2011 – 7:00 p.m.
Draft Minutes

1. Call to Order
The meeting was called to order at 7:00 p.m. by Commissioner Brohman.

2. Roll Call
Commissioners Present
Rita Brohman, *Chair*
Bonnie Gore
Joseph Horton
Chinnaian Jawahar
Robert Lyss
Sunil Rao, *Youth Commissioner*

Staff Present
Michael Wixon, Alternative Transportation Manager
Michael Dour, Alternative Transportation Analyst II
Lupe Nelson, Recording Secretary

Commissioners Absent
Ryan Schrader, *Vice-Chair, Excused*
Grace Keller, *Excused*

3. Pledge of Allegiance
Commissioner Gore led those in attendance in the Pledge of Allegiance.

4. Meeting Minutes
MOTION
Commissioner Gore made the motion, which was seconded by Commissioner Jawahar, to approve the minutes of July 19, 2011.

Motion was approved unanimously.

5. Oral Communication
Commissioner Brohman opened the Public Comment period.

Michael Barnbaum, 81 Dean Road, #4, Sacramento, 95815
Mr. Barnbaum informed the Commissioners of upcoming transit happenings.

Commissioner Brohman closed the Public Comment period.

6. Consent Calendar
a. Kaiser Permanente Transportation System Management (TSM) Plan
Commissioner Gore recused herself and left the dais.

MOTION
Commissioner Lyss made the motion, seconded by Commissioner Horton, to approve the Consent Calendar with the item (a.) as listed above.

Motion was approved.

Commissioner Gore returned to the dais.

7. Special Presentation/Reports

a. Appointment to Replacement Bridge Selection Committee

Mr. Dour requested that the Transportation Commission appoint a representative and an alternate to the Replacement Bridge Selection Committee.

Commissioner Brohman opened and closed the Public Comment.

A question and answer session between Commissioners and staff ensued.

MOTION

Commissioner Lyss made the motion, seconded by Commissioner Jawahar, to appoint Commissioner Horton as the representative and Commissioner Gore as the alternate to the Replacement Bridge Selection Committee.

Motion was approved unanimously.

b. Preliminary 4th Quarter & Year End FY10/11 Transit Performance Report

Mr. Wixon introduced Ms. Bruggeman who presented the Preliminary 4th Quarter & Year End FY10/11 Transit Performance Report.

Commissioner Brohman opened and closed the Public Comment.

A question and answer session between Commissioners and staff ensued.

MOTION

Commissioner Rao made the motion, seconded by Commissioner Gore, to accept the Transit Performance Report for the 4th quarter and year-end fiscal year 2011.

Motion was approved unanimously.

8. Staff and/or Commission Reports/Comments

c. Alternative Transportation Division Update

Mr. Wixon updated the Commissioners on the following subjects:

1. Pedestrian Push Button at Highway 65 & Pleasant Grove
2. Short Range Transit Plan
3. Bikefest
4. International Walk or Bike to School Day
5. TSM Quarterly Training
6. October Low Car Challenge
7. Spare the Air
8. Transit Ambassador Quarterly Update
9. Bikeway Update
10. Marketing Update
11. Electronic Fare Update/Demo

A question and answer session between staff and the Commission ensued.

Staff provided this report as informational only. No action required.

9. Pending Agenda

None

10. Adjournment

MOTION

Commissioner Lyss made the motion, which was seconded by Commissioner Horton, to adjourn the meeting.

The motion was approved unanimously.

The meeting was adjourned at 7:58 p.m.

Transportation Commission Meeting
February 21, 2012 – 7:00 p.m.
Special Presentations/Reports

Item 7a. **Appointment of 2012 Chair and Vice-Chair to the Transportation Commission**

Staff Michael Wixon, Alternative Transportation Manager

Recommendation
Staff recommends the Transportation Commission take the following action to appoint a Chair and Vice-Chair for the Transportation Commission to serve until the December 31, 2012.

Background
In accordance with the Transportation Commission Meeting Procedures, a Chair and Vice-Chair shall be appointed for a period of one year. There are no limitations on the number of consecutive terms a Commissioner may serve as Chair or Vice-Chair, provided they are appointed or re-appointed to the Commission.

Transportation Commission Meeting
February 21, 2012 – 7:00 p.m.
Special Presentations/Reports

Item 7b. FY10/11 and FY11/12 Proposition 1B Project Applications and Grant Agreements

Staff Eileen Bruggeman, Alternative Transportation Administrative Analyst

Recommendation
Staff recommends that the Transportation Commission take the following actions:

1. Accept public testimony regarding the proposed use of FY 10/11 and FY 11/12 Proposition 1B funds; and,
2. Recommend the City Council adopt a resolution authorizing the City Manager or his designee to submit Proposition 1B transit-related grant applications and to execute the related grant applications, assurances, authorized agent forms, financial management forms and funding agreements for those projects listed in Attachment 1.

Background
In November 2006 voters approved Proposition 1B on the statewide ballot, which provided $19 billion of bond funds for a variety of transportation programs throughout the state. Two of these programs provide funding for transit-related capital projects to provide new and improved transit infrastructure. The two programs which allocate the funds from Proposition 1B for transit are the Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA) and the Transit System Safety, Security, and Disaster Response Account (TSSSDRA).

Funding within the TSSDRA and PTMISEA programs are allocated annually to each of the counties as bond funds are available. Implementation measures for these programs then direct the Placer County Transportation Planning Agency (PCTPA) to sub-allocate funds to individual jurisdictions within Placer County through funding agreements. Of note is the fact that these funds must be used for capital projects and cannot be used for operating expenses.

Discussion
On an annual basis, staff submits TSSSDRA Investment Justifications and PTMISEA Expenditure Worksheets to the State Department of Transportation proposing projects for current allocations.

TSSDRA PROJECTS: Staff submitted an Investment Justification to the State Department of Transportation (CalEMA) proposing the following project for Roseville's FY 10/11 and FY 11/12:

- Louis/Orlando Transfer Point Reconstruction and Park & Ride lot – $134,488

The funding amount of $134,488 includes $46,371 of FY10/11 funds and $88,117 of FY 11/12 funds; all funds being from the TSSSDRA program. The total allocation also includes $466 reallocated from the City of Lincoln. These funds will be used to match federal funds already allocated to the Louis-Orlando Project.

PTMISEA PROJECTS: Staff submitted an Expenditure Worksheet to the State Department of Transportation (Caltrans) proposing the following projects for Roseville's FY 10/11 PTMISEA allocation of $1,834,235:

- Bus Replacement Acquisition – $1,469,235
- Transfer Point and Stop Improvements - $365,000

The bus replacement acquisition is intended to be used to replace 8 dial a ride buses and three Amerivans currently in our fleet, all of which will reach the end of their useful life in 2013.

A complete description of each project is included in Attachment 1.

Attachments:

1. Project Descriptions for FY10/11 and FY 11/12 TSSSDRA Funds and FY10/11 PTMISEA Funds

PTMISEA and TSSSDRA Project Descriptions

For FY 10/11 and FY 11/12

DAR and Amerivan Replacement Project:
PMISEA FY 10/11 Grant Funds Totaling $1,469,235

The DAR and Amerivan Replacement project is for the acquisition of eleven (11) replacement Roseville Transit Dial-A-Ride (DAR) buses and three (3) replacement Roseville Transit Dial-A-Ride vans to be purchased in FY 11/12 and FY 12/13.

The total estimated acquisition cost is $1,975,769. Roseville has already secured $312,000 in 09/10 Federal Transit Administration (FTA) Section 5307 funds and $47,500 in 08/09 PTMISEA funds. This grant request is for an additional $1,469,235 in PTMISEA grant funds. The remaining acquisition cost of $147,034 will be provided from Transportation Development Act (TDA) funds.

Downtown Transfer Point Enhancements:
PTMISEA FY 10/11 Grant Funds Totaling $365,000

The Town Square Redevelopment project includes improvements to the Civic Center Transfer Point (CCTP) known as the 'Downtown Transfer Point Enhancement' project. The reconstructed CCTP will accommodate more buses and include amenities such as a fare kiosks, bus arrival signs, pedestrian and bike improvements, lights, and security cameras.

The total estimated cost is $400,023. Staff has already secured $35,023 in FY 08/09 PTMISEA funds. The FY 10/11 PTMISEA grant allocation would fund the remaining cost of the proposed improvements.

Louis/Orlando Transfer Point Reconstruction and Park & Ride:
TSSSDRA FY 10/11 and 11/12 Grant Funds Totaling $134,488

The Louis/Orlando Transfer Point Improvement Project (LOTP) is a multi-jurisdiction, regional project that will improve the existing transfer point. The reconstructed LOTP will accommodate more buses and include amenities such as a restroom facility, bus shelters, fare kiosks, bus arrival signs, pedestrian and bike improvements, lights, and security cameras. Additionally, adjacent land is to be purchased to build a park and ride lot. The project will be constructed in phases as funding and right-of-way acquisition allows. When complete, the LOTP Improvement Project will result in significant benefits to local and commuter passengers in both Placer and Sacramento counties.

The total estimated cost of the entire project is $4.9 million. Roseville has already secured $750,000 in Section 5307 funds from the Federal Transit Administration (FTA) for preliminary engineering and the environmental review. For right-of-way acquisition and the first phase of construction, $2 million of State Transportation Improvement Program (STIP) Funds will be used.

The FTA requires 20 percent in local funds to match the FTA funds used for the preliminary engineering and environmental review. Staff originally identified TDA funds as the total 20 percent local match of $187,500. Staff proposes reducing the TDA portion of the local match to $53,012 and allocate the FY10/11 and FY11/12 TSSSDRA funds in the amount of $134,488 to complete the $187,500 of local match needed.

The current FTA, STIP and TDA funds plus the proposed TSSSDRA funds totals $2.9 million. Completion of the preliminary engineering and environmental review is needed in order for the City of Roseville and other involved agencies to obtain future grants for the approximate $2 million still needed to complete construction of the entire project.

Transportation Commission Meeting
February 21, 2012 – 7:00 p.m.
Special Presentations/Reports

Item 7c. FY10/11 Job Access/ Reverse Commute Grant Project Application

Staff Eileen Bruggeman, Alternative Transportation Analyst

Recommendation
Staff recommends that the Transportation Commission take the following action:

1. Accept public testimony regarding the proposed use of Federal Fiscal Year (FFY) 10/11 Federal Transit Administration (FTA) – Section 5316 Job Access/ Reverse Commute grant funds.

Background
On April 2, 2008, the City Council authorized the City Manager to submit an application to the Sacramento Area Council of Governments (SACOG) for inclusion in the region's FFY 2006 FTA – Section 5316 Job Access/Reverse Commute (JARC) grant for the purpose of extending weekday service on core Roseville Transit Local routes and Roseville Transit Dial-A-Ride from 7:30 pm to 9:30 pm.

Upon approval of the region's FFY 2006 Section 5316 JARC grant by the Federal Transit Administration (FTA), SACOG included the planned extension of Roseville Transit's weekday service in their 2008 Transportation Control Measures (TCM).

At the April 21, 2009, June 16, 2009 and August 18, 2009 Transportation Commission meetings, staff and the Commissioners discussed various means to address the 15 - 22 percent reduction in local transit funding and the 23 percent increase in vehicle maintenance costs, which resulted in an annual operational shortfall of approximately $900,000.

On December 15, 2009, the Transportation Commission made a final recommendation to the City Council to adopt staff's recommendation of service and fare modifications for Roseville Transit, which included reducing weekday service hours for both Local and Dial-A-Service from 7:30 pm to 6:30 pm.

On September 21, 2010, with supporting public testimony, the Transportation Commission recommended the City Council increase service on Local Route A by reducing hourly headways to every half hour. The approved FFY 2006 Section 5316 JARC grant was amended and the grant scope was changed from extending Roseville Transit weekday service to increasing service on Roseville Transit Local Route A.

Discussion
To meet the region's TCM, SACOG is dependent on Roseville to implement the planned extension of Roseville Transit's weekday service by the end of the 2012 calendar year. Staff feels confident that the current economic situation along with the service and fare modifications implemented in April 2010 will support extending Roseville Transit's Local Route A and B weekday hours from 6:30 pm to 9:30 pm and Roseville Transit Dial-a-Ride weekday hours from 7:00 pm until 9:30 pm.

Staff recommends opening a public hearing to receive public testimony regarding the use of FFY 10/11 Section 5316 JARC funds to implement the required extended service. A recommendation to the City Council is not required as staff has prior authorization to submit a JARC application for extended service.

Transportation Commission Meeting
February 21, 2012 – 7:00 p.m.
Special Presentations/Reports

Item 7d. Quarterly Transit Performance Report for 1st and 2nd Quarter FY11/12

Staff Michael Wixon, Alternative Transportation Manager

Recommendation
Staff requests that the Transportation Commission accept the Transit Performance Report for the first and second quarter of Fiscal Year 2011/2012.

Background
The City Council adopted a series of performance standards as part of the Short Range Transit Plan adopted in February 2005. These goals and standards are a method for the Council, the Transportation Commission, and staff to evaluate the performance of the City's transit services each quarter, and at the end of each fiscal year.

Discussion
Staff has attached charts that provide details of the established transit performance criteria for both the first and second quarters of the current fiscal year, and the year-end performance report from the previous fiscal year. Below is a brief overview of the transit performance criteria used to measure activity towards meeting the goals of service efficiency, service effectiveness, and service quality during the first and second quarter of Fiscal Year 2011/2012 (a.k.a. FY12).

Goal 1 – Service Efficiency: Service efficiency is rated by the cost per passenger and the farebox recovery for each service and system-wide.

Farebox Recovery Ratio: The farebox recovery ratio for all transit services remains above 20% for both the first and second quarters, which is similar to the farebox recovery ratio reported during the same time period in FY11. Individually, the farebox recovery ratio for commuter services increased slightly, while farebox recovery ratios for Dial-A-Ride (DAR) and local services dipped slightly. Total costs for all services during the 1st and 2nd Quarter of the current fiscal year are roughly equal as those for the same time period in FY11.

Subsidy per Trip: The total subsidy for all service trips provides another measurement of service efficiency and effectiveness. Almost two years have passed since the service changes implemented in April 2010.

Overall ridership levels are very similar to the previous fiscal year. However, during the 1st and 2nd Quarter of FY12, ridership for the commuter services increased, ridership for local services was almost flat, while ridership for DAR services dropped slightly. Accounting for the ridership changes and similar costs, it is easy to understand the changes which have occurred regarding the cost per passenger (a.k.a. subsidy per trip) for each service type – the subsidy per trip for commuter services dropped, while the subsidy per trip for local and DAR services have increased.

Goal 2 - Service Effectiveness – Service effectiveness is rated by total ridership and the number of passengers trips provided for each vehicle revenue hour (PTVRH).

As noted above, ridership levels have remained fairly constant during the 1st and 2nd Quarters of the fiscal year. Also as noted above, during this same time period, ridership for the commuter services increased, ridership for local services was almost flat, and ridership for DAR services dropped slightly. Overall, the number of passengers carried per passenger hour increased to 8.7, above the standard of 8.0 passengers per revenue hour. Of note is that during the first quarter Roseville Transit carried over 10 passengers per revenue hour. This was due primarily to the ridership increases in the commuter service and fewer revenue hours for DAR services. This also yielded some improvements in the number of passengers carried per revenue hour for the DAR services.

Goal 3 - Service Quality – Service quality is measured by the number of preventable and non-preventable accidents per 1,000 miles traveled, on-time performance, the number of passenger complaints per trip provided, and the number of road calls per mile traveled.

The number of accidents, preventable accidents, road calls and verified passenger complaints per mile all exceed the established standards for Roseville Transit. Average on-time performance and number of complaints per ridership for all services continues to meet standards. Recently, staff has received several complaints regarding the commuter bus on-time performance at the Galleria and Taylor/I-80 stops for morning arrival of the #2 bus. Staff is working with MV to determine what reasonable measures can be taken to address the problem. Solutions may range from driver re-training to service guide changes for printed arrival times.

Attachments:

1. FY 11/12 Performance Report for 1st and 2nd Quarters
2. FY 10/11 Year End Performance Report

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Farebox Ratio for All Services					
Total Expenses - All Services	$1,135,452	$1,130,259			$2,265,712
Total Fares - All Services	$236,531	$229,126			$465,658
Combined Farebox Ratio for All Services	**20.8%**	**20.3%**			**20.6%**
Previous FY Combined Farebox Ratio for All Services	**20.6%**	**19.3%**	**19.9%**	**20.2%**	**20.0%**
Percent Difference	**0.2%**	**1.0%**			**0.6%**

Subsidy per Trip (All Services)					
Total Expenses - All Services	$1,135,452	$1,130,259			$2,265,712
Less Fares (All Services)	$236,531	$229,126			$465,658
Total Subsidy	$898,921	$901,133			$1,800,054
Divided by Ridership (All Services)	96,066	87,912			183,978
Total Subsidy for All Service Trips	**$9.36**	**$10.25**			**$9.78**
Previous FY Subsidy for All Service Trips	**$9.05**	**$10.27**	**$10.23**	**$9.74**	**$9.81**
Subsidy Increase/Decrease from Previous Year	**$0.30**	**-$0.02**			**-$0.02**

Total Ridership for All Services					
Current Quarter	96,066	87,912			183,978
Last Year Quarter	94,534	87,969	88,316	93,291	364,110
Total Ridership Increase/Decrease	**1.6%**	**-0.1%**			

Passenger Trips per VRH (All Services) Standard 8/VRH					
Total Ridership	96,066	87,912			183,978
Divided by Total Vehicle Revenue Hours (VRH)	9,419	11,686			21,104
Total Passenger Trips per Vehicle Revenue Hour	**10.2**	**7.5**			**8.7**

Preventable Accident Standard <1/50,000					
Total Service Miles (All Services)	191,133	208,465			399,598
Divided by Total Preventable Accidents	2	0			2
Total Service Miles per Preventable Accident	**95,566**	**208,465**			**199,799**

All Accidents Standard < 1/25,000					
Total Service Miles (All Services)	191,133	208,465			399,598
Divided by Total Accidents	4	2			6
Total Service Miles per Accident	**47,783**	**104,233**			**66,600**

Maintenance Standard > 1/10,000 miles between Road Calls					
Total Service Miles (All Services)	191,133	208,465			399,598
Divided by All Road Calls	5	6			11
Total Service Miles per Road Calls	**38,227**	**34,744**			**36,327**

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
DAR Farebox >15%					
Total Expenses - All Services	$1,135,452	$1,130,259			$2,265,712
Percentage of DAR Service Hours to Total Contract Service Hours	**22.58%**	**22.61%**			**22.60%**
Total Expenses - DAR Service	$256,451	$256,022			$512,473
DAR Fare Revenue	$22,973	$18,987			$41,960
DAR Farebox Ratio	**9.0%**	**7.4%**			**8.2%**
Last Year Quarter	9.6%	7.8%	9.4%	8.9%	8.9%

DAR Subsidy					
Total Expenses - DAR Service	$256,451	$256,022	$0	$0	$512,473
Less DAR Fare Revenue	$22,973	$18,987	$0	$0	$41,960
Total Subsidy	$233,478	$237,035	$0	$0	$470,513
Divided by DAR Ridership	7,595	6,871			14,466
Subsidy per DAR Passenger	**$30.74**	**$34.50**			**$32.53**
Last Year Quarter	$29.81	$33.17	$32.61	$29.89	$31.34

DAR Ridership					
Current Quarter	7,595	6,871	0	0	14,466
Last Year Quarter	8,000	7,505	7,621	7,685	30,811
Ridership % Increase/Decrease	**-5.1%**	**-8.4%**			

DAR Passenger Trips per VRH Standard >3.0					
DAR Ridership	7,595	6,871	0	0	14,466
Divided by DAR Vehicle Revenue Hours (VRH)	2,745	2,715			5,460
DAR Passenger Trips per Vehicle Revenue Hour	**2.8**	**2.5**			**2.6**
Last Year Quarter	2.6	2.5	2.6	2.9	2.7

DAR Ridership per DAR Complaint Standard <1/3000					
DAR Ridership	7,595	6,871	0	0	14,466
Number of Complaints	4	5			9
Divided by Substantiated Complaints	2	2			4
DAR Ridership per Substantiated Complaint	**3,798**	**3,436**			**3,617**
Last Year Quarter	8,000	3,753	7,621	1,921	5,135

DAR On Time Performance					
1st Month of Quarter	95.4%	95.3%			95%
2nd Month of Quarter	99.2%	98.5%			99%
3rd Month of Quarter	99.0%	98.1%			99%
Avg On-Time Performance (%)	**98%**	**97%**			**98%**
Last Year Quarter	**98%**	**97%**	**99%**	**95%**	**97%**

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Commuter Farebox Standard >75%					
Total Expenses - All Services	$1,135,452	$1,130,259			$2,265,712
Percentage of Commuter Service Hours to Total Contract Service Hours	**17.57%**	**16.46%**			**17.02%**
Total Expenses - Commuter Service	$188,974	$173,994			$362,968
Commuter Fare Revenue	$137,557	$133,453			$271,009
Commuter Farebox Ratio	**72.8%**	**76.7%**			**74.7%**
Last Year Quarter	70.6%	66.4%	74.2%	74.3%	71.5%
Commuter Subsidy Standard <$3.00 per trip					
Total Cost - Commuter Service	$188,974	$173,994	$0	$0	$362,968
Less Commuter Fare Revenue	$137,557	$133,453	$0	$0	$271,009
Total Subsidy	$51,417	$40,541	$0	$0	$91,958
Divided by Commuter Ridership	33,403	30,245			63,648
Subsidy per Commuter Trip	**$1.54**	**$1.34**			**$1.44**
Last Year Quarter	$1.63	$2.02	$1.41	$1.44	$1.61
Commuter Ridership Standard > 2% Increase					
Current Quarter	33,403	30,245	0	0	63,648
Last Year Quarter	31,331	29,151	32,230	33,502	126,214
Ridership Increase/Decrease	**6.6%**	**3.8%**			
Commuter Passenger Trips per VRH Standard > 8.0					
Commuter Ridership	33,403	30,245	0	0	63,648
Divided by Commuter Vehicle Revenue Hours (VRH)	1,775	1,557			3,332
Commuter Passenger Trips per Vehicle Revenue Hour	**18.8**	**19.4**			**19.1**
Last Year Quarter	17.4	16.8	18.9	19.3	18.1
Comm. Ridership per Comm. Complaint Standard <1/5000					
Commuter Ridership	33,403	30,245	0	0	63,648
Number of Complaints	10	6			16
Divided by Substantiated Complaints	4	2			6
Commuter Ridership per Substantiated Complaint	**8,351**	**15,123**			**10,608**
Last Year Quarter	31,331	9,717	10,743	5,584	10,518
Commuter On Time Performance					
1st Month of Quarter	100.0%	100.0%			100%
2nd Month of Quarter	100.0%	100.0%			100%
3rd Month of Quarter	100.0%	100.0%			100%
Avg On-Time Performance (%)	**100%**	**100%**			**100%**
Last Year Quarter	**100%**	**100%**	**100%**	**100%**	**100%**

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Fixed Route Farebox Standard >15%					
Total Expenses - All Services	$1,135,452	$1,130,259			$2,265,712
Percentage of FR Service Hours to Total Contract Service Hours	**59.85%**	**60.93%**			**60.4%**
Total Expenses - Fixed Route Services	$690,028	$700,243			$1,390,271
Fixed Route Fare Revenue	$75,827	$76,672			$152,499
Fixed Route Farebox Ratio	**11.0%**	**10.9%**			**11.0%**
Last Year Quarter	11.5%	11.7%	9.9%	9.7%	10.7%

Fixed Route Subsidy Standard <$5.00 per trip					
Total Expenses - Fixed Route Services	$690,028	$700,243	$0	$0	$1,390,271
Less Fixed Route Fare Revenue	$75,827	$76,672	$0	$0	$152,499
Total Subsidy	$614,201	$623,571	$0	$0	$1,237,772
Divided by Fixed Route Ridership	55,068	50,796			105,864
Subsidy per Fixed Route Trip	**$11.15**	**$12.28**			**$11.69**
Last Year Quarter	$10.30	$11.61	$12.57	$12.11	$11.61

Fixed Route Ridership Standard > 2% Increase					
Current Quarter	55,068	50,796	0	0	105,864
Last Year Quarter	55,203	51,313	48,465	52,104	207,085
Ridership Increase/Decrease	**-0.2%**	**-1.0%**			

Fixed Route Passenger Trips Per VRH Standard > 8.0					
Fixed Route Ridership	55,068	50,796	0	0	105,864
Divided by FR Vehicle Revenue Hours (VRH)	7,550	7,414			14,964
FR Passenger Trips per Vehicle Revenue Hour	**7.3**	**6.9**			**7.1**
Last Year Quarter	7.0	6.8	6.8	6.9	6.9

FR Ridership per FR Complaint Standard <1/5000					
Fixed Route Ridership	55,068	50,796	0	0	105,864
Number of Complaints	5	11			16
Divided by Substantiated Complaints	1	4			5
Fixed Route Ridership per Substantiated Complaint	**55,068**	**12,699**			**21,173**
Last Year Quarter	11,041	17,104	12,116	26,052	14,792

Fixed Route On Time Performance					
1st Month of Quarter	99%	99%			99%
2nd Month of Quarter	99%	99%			99%
3rd Month of Quarter	99%	98%			98%
Avg On-Time Performance (%)	**99%**	**98%**			**99%**
Last Year Quarter	99%	97%	99%	99%	99%

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Farebox Ratio for All Services					
Total Expenses - All Services	$1,077,932	$1,119,051	$1,127,131	$1,138,749	$4,462,863
Total Fares - All Services	$221,938	$215,879	$224,046	$230,120	$891,983
Combined Farebox Ratio for All Services	**20.6%**	**19.3%**	**19.9%**	**20.2%**	**20.0%**
Previous FY Combined Farebox Ratio for All Services	**16.4%**	**16.0%**	**17.0%**	**18.5%**	**17.0%**
Percent Difference	**4.2%**	**3.3%**	**2.9%**	**1.7%**	**3.0%**

Subsidy per Trip (All Services)					
Total Expenses - All Services	$1,077,932	$1,119,051	$1,127,131	$1,138,749	$4,462,863
Less Fares (All Services)	$221,938	$215,879	$224,046	$230,120	$891,983
Total Subsidy	$855,995	$903,171	$903,084	$908,629	$3,570,880
Divided by Ridership (All Services)	94,534	87,969	88,316	93,291	364,110
Total Subsidy for All Service Trips	**$9.05**	**$10.27**	**$10.23**	**$9.74**	**$9.81**
Previous FY Subsidy for All Service Trips	**$9.70**	**$9.67**	**$10.09**	**$10.41**	**$10.09**
Subsidy Increase/Decrease from Previous Year	**-$0.64**	**$0.60**	**$0.14**	**-$0.67**	**-$0.28**

Total Ridership for All Services					
Current Quarter	94,534	87,969	88,316	93,291	364,110
Last Year Quarter	104,825	98,369	99,926	92,954	400,820
Total Ridership Increase/Decrease	**-9.8%**	**-10.6%**	**-11.6%**	**-0.4%**	**-9.2%**

Passenger Trips per VRH (All Services) Standard 8/VRH					
Total Ridership	94,534	87,969	88,316	93,291	364,110
Divided by Total Vehicle Revenue Hours (VRH)	12,715	12,235	11,727	11,942	48,618
Total Passenger Trips per Vehicle Revenue Hour	**7.4**	**7.2**	**7.5**	**7.8**	**7.5**

Preventable Accident Standard <1/50,000					
Total Service Miles (All Services)	191,881	187,036	184,924	189,389	753,230
Divided by Total Preventable Accidents	1	5	2	2	10
Total Service Miles per Preventable Accident	**191,881**	**37,407**	**92,462**	**94,695**	**75,323**

All Accidents Standard < 1/25,000					
Total Service Miles (All Services)	191,881	187,036	184,924	189,389	753,230
Divided by Total Accidents	4	9	4	3	20
Total Service Miles per Accident	**47,970**	**20,782**	**46,231**	**63,130**	**37,662**

Maintenance Standard > 1/10,000 miles between Road Calls					
Total Service Miles (All Services)	191,881	187,036	184,924	189,389	753,230
Divided by All Road Calls	7	4	3	5	19
Total Service Miles per Road Calls	**27,412**	**46,759**	**61,641**	**37,878**	**39,644**

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
DAR Farebox >15%					
Total Expenses - All Services	$1,077,932	$1,119,051	$1,127,131	$1,138,749	$4,462,863
Percentage of DAR Service Hours to Total Contract Service Hours	**24.41%**	**24.24%**	**24.58%**	**22.15%**	**23.85%**
Total Expenses - DAR Service	$263,853	$269,934	$274,201	$252,308	$1,060,296
DAR Fare Revenue	$25,390	$20,973	$25,677	$22,576	$94,616
DAR Farebox Ratio	**9.6%**	**7.8%**	**9.4%**	**8.9%**	**8.9%**
Last Year Quarter	7.9%	7.0%	7.8%	9.0%	7.9%

DAR Subsidy					
Total Expenses - DAR Service	$263,853	$269,934	$274,201	$252,308	$1,060,296
Less DAR Fare Revenue	$25,390	$20,973	$25,677	$22,576	$94,616
Total Subsidy	$238,463	$248,961	$248,524	$229,732	$965,680
Divided by DAR Ridership	8,000	7,505	7,621	7,685	30,811
Subsidy per DAR Passenger	**$29.81**	**$33.17**	**$32.61**	**$29.89**	**$31.34**
Last Year Quarter	$29.22	$33.40	$32.09	$32.31	$31.67

DAR Ridership					
Current Quarter	8,000	7,505	7,621	7,685	30,811
Last Year Quarter	9,027	7,928	7,498	8,309	32,762
Ridership % Increase/Decrease	**-11.4%**	**-5.3%**	**1.6%**	**-7.5%**	**-6.0%**

DAR Passenger Trips per VRH Standard >3.0					
DAR Ridership	8,000	7,505	7,621	7,685	30,811
Divided by DAR Vehicle Revenue Hours (VRH)	3,059	2,947	2,892	2,660	11,558
DAR Passenger Trips per Vehicle Revenue Hour	**2.6**	**2.5**	**2.6**	**2.9**	**2.7**
Last Year Quarter	2.7	2.6	2.6	2.7	2.7

DAR Ridership per DAR Complaint Standard <1/3000					
DAR Ridership	8,000	7,505	7,621	7,685	30,811
Number of Complaints	0	5	0	5	10
Divided by Substantiated Complaints	0	2	0	4	6
DAR Ridership per Substantiated Complaint	**8,000**	**3,753**	**7,621**	**1,921**	**5,135**
Last Year Quarter	9,027	1,982	7,498	8,309	5,460

DAR On Time Performance					
1st Month of Quarter	97.9%	96.7%	99.1%	93.9%	97%
2nd Month of Quarter	97.9%	96.7%	98.5%	95.5%	97%
3rd Month of Quarter	98.3%	98.2%	98.6%	94.5%	97%
Avg On-Time Performance (%)	**98%**	**97%**	**99%**	**95%**	**97%**
Last Year Quarter	**97%**	**98%**	**99%**	**98%**	**98%**

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Commuter Farebox Standard >75%					
Total Expenses - All Services	$1,077,932	$1,119,051	$1,127,131	$1,138,749	$4,462,863
Percentage of Commuter Service Hours to Total Contract Service Hours	**16.86%**	**16.36%**	**16.36%**	**17.38%**	**16.74%**
Total Expenses - Commuter Service	$173,476	$174,878	$176,353	$187,863	$712,571
Commuter Fare Revenue	$122,535	$116,099	$130,940	$139,670	$509,245
Commuter Farebox Ratio	**70.6%**	**66.4%**	**74.2%**	**74.3%**	**71.5%**
Last Year Quarter	63.6%	63.3%	70.2%	69.6%	66.7%
Commuter Subsidy Standard <$3.00 per trip					
Total Cost - Commuter Service	$173,476	$174,878	$176,353	$187,863	$712,571
Less Commuter Fare Revenue	$122,535	$116,099	$130,940	$139,670	$509,245
Total Subsidy	$50,940	$58,779	$45,414	$48,193	$203,325
Divided by Commuter Ridership	31,331	29,151	32,230	33,502	126,214
Subsidy per Commuter Trip	**$1.63**	**$2.02**	**$1.41**	**$1.44**	**$1.61**
Last Year Quarter	$2.27	$2.33	$1.76	$1.85	$2.04
Commuter Ridership Standard > 2% Increase					
Current Quarter	31,331	29,151	32,230	33,502	126,214
Last Year Quarter	25,787	26,784	27,909	29,075	109,555
Ridership Increase/Decrease	**21.5%**	**8.8%**	**15.5%**	**15.2%**	**15.2%**
Commuter Passenger Trips per VRH Standard > 8.0					
Commuter Ridership	31,331	29,151	32,230	33,502	126,214
Divided by Commuter Vehicle Revenue Hours (VRH)	1,801	1,730	1,706	1,736	6,974
Commuter Passenger Trips per Vehicle Revenue Hour	**17.4**	**16.8**	**18.9**	**19.3**	**18.1**
Last Year Quarter	14.5	15.1	16.5	16.2	15.5
Comm. Ridership per Comm. Complaint Standard <1/5000					
Commuter Ridership	31,331	29,151	32,230	33,502	126,214
Number of Complaints	6	7	7	8	28
Divided by Substantiated Complaints	0	3	3	6	12
Commuter Ridership per Substantiated Complaint	**31,331**	**9,717**	**10,743**	**5,584**	**10,518**
Last Year Quarter	25,787	5,357	13,955	29,075	12,173
Commuter On Time Performance					
1st Month of Quarter	100.0%	100.0%	100.0%	100%	100%
2nd Month of Quarter	100.0%	100.0%	100.0%	100%	100%
3rd Month of Quarter	100.0%	100.0%	100.0%	100%	100%
Avg On-Time Performance (%)	**100%**	**100%**	**100%**	**100%**	**100%**
Last Year Quarter	**100%**	**99%**	**100%**	**100%**	**100%**

prepared 2/17/2012

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Fixed Route Farebox Standard >15%					
Total Expenses - All Services	$1,077,932	$1,119,051	$1,127,131	$1,138,749	$4,462,863
Percentage of FR Service Hours to Total Contract Service Hours	**58.73%**	**59.40%**	**59.06%**	**60.47%**	**59.4%**
Total Expenses - Fixed Route Services	$642,237	$674,218	$676,390	$698,578	$2,691,423
Fixed Route Fare Revenue	$73,876	$78,680	$67,266	$67,771	$287,593
Fixed Route Farebox Ratio	**11.5%**	**11.7%**	**9.9%**	**9.7%**	**10.7%**
Last Year Quarter	9.6%	9.1%	8.9%	9.8%	9.3%

Fixed Route Subsidy Standard <$5.00 per trip					
Total Expenses - Fixed Route Services	$642,237	$674,218	$676,390	$698,578	$2,691,423
Less Fixed Route Fare Revenue	$73,876	$78,680	$67,266	$67,771	$287,593
Total Subsidy	$568,361	$595,538	$609,124	$630,807	$2,403,830
Divided by Fixed Route Ridership	55,203	51,313	48,465	52,104	207,085
Subsidy per Fixed Route Trip	**$10.30**	**$11.61**	**$12.57**	**$12.11**	**$11.61**
Last Year Quarter	$9.92	$11.37	$11.14	$11.61	$10.76

Fixed Route Ridership Standard > 2% Increase					
Current Quarter	55,203	51,313	48,465	52,104	207,085
Last Year Quarter	70,011	63,657	64,509	55,570	253,747
Ridership Increase/Decrease	**-21.2%**	**-19.4%**	**-24.9%**	**-6.2%**	**-18.4%**

Fixed Route Passenger Trips Per VRH Standard > 8.0					
Fixed Route Ridership	55,203	51,313	48,465	52,104	207,085
Divided by FR Vehicle Revenue Hours (VRH)	7,855	7,558	7,128	7,546	30,086
FR Passenger Trips per Vehicle Revenue Hour	**7.0**	**6.8**	**6.8**	**6.9**	**6.9**
Last Year Quarter	7.5	6.9	7.0	7.3	7.3

FR Ridership per FR Complaint Standard <1/5000					
Fixed Route Ridership	55,203	51,313	48,465	52,104	207,085
Number of Complaints	11	6	8	7	32
Divided by Substantiated Complaints	5	3	4	2	14
Fixed Route Ridership per Substantiated Complaint	**11,041**	**17,104**	**12,116**	**26,052**	**14,792**
Last Year Quarter	23,337	31,829	16,127	18,523	21,541

Fixed Route On Time Performance					
1st Month of Quarter	99%	98%	99%	99%	99%
2nd Month of Quarter	99%	97%	98%	99%	98%
3rd Month of Quarter	99%	98%	100%	99%	99%
Avg On-Time Performance (%)	**99%**	**97%**	**99%**	**99%**	**99%**
Last Year Quarter	97%	98%	99%	99%	98%

Transportation Commission Meeting
February 21, 2012 – 7:00 p.m.
Special Presentations/Reports

Item 7e. **Annual Reports for the Call Center and Transit Ambassador Projects**

Staff Jeannie Gandler, Alternative Transportation Analyst
Eileen Bruggeman, Alternative Transportation Analyst

Recommendation
Staff requests that the Transportation Commission accept the Transit Ambassador Fiscal Year 2010/2011 (FY10/11) and South Placer Transit Information Center Annual Report for 2011.

Background
The Transit Ambassador and South Placer Transit Information Center (Call Center) are programs administered by the City of Roseville, with authorization by the Western Placer Consolidated Transportation Services Agency (WPCTSA). The WPCTSA was formed late in 2008 to build upon recommendations of the 2007 South Placer County Regional Dial-A-Ride Study. The Placer County Transportation Planning Agency (PCTPA) provides staff and funding through the WPCTSA to promote programs that are targeted to meet specific, specialized transportation needs on a regional level. These programs include the Transit Ambassador program and the South Placer Transit Information Center (Call Center).

In 2007 PCTPA Board allocated funding and designated the City of Roseville as the lead agency to establish and operate the regional Transit Ambassador Program volunteer program to assist travelers to use fixed route bus services. The program has been in operation since that date.

In October 2010 the PCTPA Board approved the Agreement between the City of Roseville and PCTPC to articulate responsibilities and funding sources associated with operation of the Call Center. By May 1, 2011 the Call Center phone system was in place and promotion of the new phone number was beginning in the City of Roseville (745-7560, whether calling in 916 or 530).

Discussion
Attached for review and acceptance by the Transportation Commission are the Annual Transit Ambassador report for FY10/11, and the report of the activities of the South Placer Transit Information Center since its inception in May, 2011 to December 31, 2011.

Attachments:
1. Transit Ambassador Annual Report
2. South Placer Transit Information Annual Report

TRANSIT
Ambassador Program
OF SOUTH PLACER COUNTY

FY 2010/11 Year End Report
Prepared by;
Jeannie Gandler
Transit Ambassador Technician
November 17, 2011

Background

On January 24, 2007, the Placer County Transportation Planning Agency ("PCTPA") approved allocating one hundred and sixty-two thousand dollars ($162,000) in fiscal year 2006-07 State Transit Assistance ("STA") grant funds for a volunteer Transit Ambassador Program. The City of Roseville was designated as the lead agency to establish and operate the regional Transit Ambassador Program to educate new passengers in becoming familiar with western Placer County transit services and provide assistance to passengers at transit transfer points.

A key responsibility of the PCTPA is to designate a Consolidated Transportation Services Agency ("CTSA"). Therefore, the Western Placer Consolidated Transportation Services Agency ("WPCTSA") was established on October 13, 2008. The WPCTSA is a joint powers agency created by Placer County, the cities of Auburn, Colfax, Lincoln, Rocklin, and Roseville, and the Town of Loomis.

On November 18, 2008, the PCTPA approved Resolution 08-34 designating the WPCTSA as the CTSA for western Placer County. The WPCTSA has the responsibility and authority to provide social service transportation coordination within the WPCTSA's jurisdiction, including services for elderly individuals and individuals with disabilities who cannot use conventional public transit services. The WPCTSA designated the City as the lead agency to continue operating the regional volunteer Transit Ambassador Program. The one-time, STA grant for $162,000 approved and allocated by the PCTPA would continue to fund the program.

The Transit Ambassador Program was established and is coordinated by a part-time temporary staff person in the Alternative Transportation Division. To date, approximately $98,000 of the original STA funds have been expended on the program, with the remaining $63,000 expected to fund the program through FY 2013/14.

Year End Summary - FY 2010/11

During FY 2010/11, eleven people inquired about volunteering as Transit Ambassadors. Follow-up information, including applications for the volunteer positions were provided for eight of those initial inquiries. Staff received three completed applications. After screening the applications for qualified candidates all three applicants were interviewed, referred for background checks, and trained to participate in the program as volunteer Transit Ambassadors, bringing the total number of volunteers to six.

During FY 2010/11, the six Transit Ambassadors dedicated 177 hours to the Transit Ambassador program and directly assisted 257 passengers as they traveled on area buses, or at regional transit transfer points such as the Roseville Galleria and the Louis/Orlando transfer points.

Staff, (the Transit Ambassador Technician), with and without the help of volunteer Transit Ambassadors, led field trips, shared regional transit information, provided trip plans, and/or took photos and provided disabled and/or senior ID's for 426 participants in the community events and presentations shown below.

Community Events and/or Presentations – FY 2010/11

- Annual Adelante High School Career Fair – 40 teenagers in 3 classes
- Older Adults Collaborative Meeting, Auburn – 53 seniors and/or senior service providers
- Heald Business College Transportation Fair – Numerous attendees/provided direct transit travel assistance for 27 participants
- Challenge High School – Independent Living Skills Class – 10 students
- Challenge High School – Independent Living Skills Class (follow-up) – 10 students
- Area-wide Annual Transition Night for the Roseville Joint Union High School and Rocklin Unified School District – 120 students and parents

- Rocklin Unified School District Independent Living Skills post-secondary students – 13 students, 5 teachers/aides
- Roseville High School, 20 students, 7 teachers/aides
- Field Trip – Challenge High School Independent Living Skills Class – 10 students, 3 aides
- Field Trip – Woodcreek High School Independent Living Skills Class – 11 students, 3 aides
- Maidu Senior Center - "Insight Group" – 28 seniors
- Roseville High School Independent Living Skills Class – 17 students, & 3 teachers
- Field Trip – Roseville Joint High Union High School District Post-Secondary Independent Living Skills Class – 10 students, 3 teachers
- Challenge High School 13 students, 5 teachers September 2010
- Rocklin Unified School District Post-Secondary Independent Living Class – 11 students and 4 teachers.

Additional Information

Volunteer Transit Ambassadors are recognized at the City of Roseville's Annual Volunteer Appreciation Program. The 2011 event was held at the Maidu Community Center during April, which is Volunteer Appreciation Month.

Staff provided information about establishing a Transit Ambassador Program to the City of Lodi, the City of Vacaville, and Monterey-Salinas Transit in response to their inquiries.

Marketing efforts to recruit and advertise the services of Transit Ambassadors included printing and distributing flyers in September and displaying overhead advertisements on all south Placer County buses in January, 2011. Information about how to volunteer for the program or how to get help from a volunteer Transit Ambassador is available on the City of Roseville web site.

Conclusion

During FY 2011/12, Transit Ambassadors volunteered approximately 177 hours assisting transit passengers in the south Placer region and, in total, approximately 683 people were directly assisted through the program.

South Placer Transit Information Center

2011 Year End Report

Prepared by;
City of Roseville
February 17, 2012

Background

The South Placer County Dial-A-Ride Study, approved by the PCTPA Board in September 2007, included a recommendation for the Placer County Transportation Planning Agency (PCTPA) to develop and implement a centralized regional call center in South Placer County. For FY 2008/09, the PCTPA Board adopted a finding that a centralized call center in South Placer County was an unmet transit need that was reasonable to meet, and designated the Western Placer Consolidated Transportation Service Agency (WPCTSA) as the agency responsible to implement this finding. The WPCTSA Board, in turn, designated the City of Roseville as the transit agency best suited to operate a centralized Call Center.

On October 27th, 2010 PCTPA Board approved the "Agreement Between the City of Roseville and the Placer County Transportation Planning Agency for the South Placer Transportation Call Center". As described in the Agreement, the City of Roseville, (Alternative Transportation Division), will be responsible for preparation of an annual budget to be submitted to WPCTSA, as well as grant applications, TDA claim forms, and related documentation; coordinating customer service; meeting performance standards, and other activities relative to overall Call Center administration. The City of Roseville is responsible to select and employ a contractor to operate the Call Center. The contractor will be responsible for all hiring, training, managing and supervising reservationists.

Call Center Participants

Reservationists working in the Call Center began providing Dial-A-Ride reservations, trip planning, transit information and other services for passengers on transit systems as listed below, with start dates:

Roseville Transit	April 1, 2011
Placer County Transit	May 1, 2011
Lincoln Transit	September 1, 2011

Projected:

Health Express	July 1, 2012

Objective of the Call Center

The Call Center addresses a number of problems experienced with the use of existing public transit services by offering the public a consolidated "one stop" call center with one phone number for all of western Placer County. The Call Center benefits the public and transit operators by offering centralized call intake, reduction in transit operator call volume, dispatch assistance to maximize bus route efficiency and capacity, consolidated, current transportation information, trip planning assistance across jurisdictional boundaries, scheduling dial-a-ride and other demand response trips, consistent and standardized ADA eligibility across transit systems, and database maintenance for monthly, quarterly, and annual performance and National Transit Database (NTD) reporting.

Funding

The funding plan for operation of the Call Center consists of apportionment of Local Transportation Funds (LTF) by the WPCTSA, plus various federal grants. The annual cost to operate the South Placer Transportation Call Center is estimated to be approximately $340,000. The FY 2010/11 final LTF Apportionment approved by the PCTPA Board in August 2010 allocated a maximum $300,000 of Local Transportation Funds (LTF) to towards operation of the Call Center. See attached estimated budget for Call Center Operations.

Call Center Remodel

To accommodate the higher call volume and associated increase in staff, the existing Roseville Transit office space at the City of Roseville Corporation Yard is being remodeled. The space will increase in size to accommodate up to six (6) reservationists and a Lead Reservationist, when previously one to two (1-2) workstations were required for City of Roseville operations. Construction and final site improvements are scheduled to be completed by end of February, with installation of furniture and equipment completed by mid to late March 2012.

Technology

Trapeze: A key component of the Call Center is use by the Call Center and the transit operators of a web-based reservation system (Trapeze). The Call Center Reservationists enter the reservations, and each operator is able to view and adjust the reservations as needed to fit their dispatch parameters. Each user has direct access to Trapeze software, and have the ability to analyze trip data.

Audiolog: Audiolog records phone conversations. This provides a useful tool, not only for training, but also to identify issues which may require operational adjustments. Staff from the City of Roseville routinely sends out recorded calls to all members.

Intellicenter: This program measures phone activity and statistics that are useful to gauge the performance related to phone calls, and to provide feedback to the member agencies regarding desired standards.

Intellicenter Statistics: May 1, 2011 – December 31, 2011

The scope of services, identification of costs and funding of the Call Center were developed in a cooperative effort over a two year period through the Transit Operators Working Group (TOWG).

Conceptual performance standards were included in the contract between the City of Roseville and MV Transportation as the operator of the Call Center. Transit operators will continue to monitor the performance of the Call Center and appropriately modify the standards to reflect the desired staffing levels and financial resources.

Performance standards related to the Call Center focus on service levels. For example , there is evaluation of how many calls are completed per 20 calls completed (suggested standard of less than 1); average number of calls answered with 90-seconds (suggested standard of greater than 95%); and average number of calls answered within 6-minutes (suggested standard of

100%). Below is a sampling of weekly call activity for the first week of each month since May, including a summary of the entire time period from May 1 to December 31, 2011.
.

Week of	Calls Answ'd	% Calls Answered within 90 seconds	% Calls Answered within 6 minutes	Calls Abandoned	Calls Abandoned per 20	Average Speed Calls Answered	Calls Transfer Out
12/4/11-12/10/11	888	89%	98%	71	1.60	0.37	173
11/6/11-11/12/11	834	81%	98%	78	1.87	0.56	158
10/2/11-10/8/11	887	73%	93%	185	4.17	1.29	270
9/4/11-9/10/11	972	85%	98%	71	1.46	0.43	139
8/7/11-8/13/11	874	88%	99%	82	1.88	0.37	144
7/3/11-7/9/11	779	95%	99%	28	0.72	0.20	158
6/5/11-6/11/11	980	80%	97%	125	2.55	0.57	240
5/1/11-5/07/11	829	93%	100%	46	1.11	0.32	135
Average	782	76%	88%	75	1.93	0.48	166
Total	30,485			2,937			
Avg. calls abandoned per 20 calls completed:			**1.93**	(Suggested Standard <1)			
Avg. calls answered within 90-seconds:			**76%**	(Suggested Standard >95%)			
Avg. calls answered within 6-minutes:			**88%**	(Suggested Standard = 100%)			

Marketing/Advertising

The City of Roseville has created the branding image for the South Placer Transit Information Center. Also, PCTPA is now endeavoring to create a website, which will allow access to the City of Roseville staff in order to keep the information current and relevant. Member agencies are also working together to create a live chat system as part of the website development in order to facilitate dial a ride reservations and providing other transit information. Attached are sample brochures and marketing materials that have been distributed and are currently used. The City of Roseville is presently developing a notepad which dial-a-ride passengers will be able to use to record information about their individual reservations.

Upcoming Events

As noted earlier July 1, 2011 Health Express passengers will begin using the Call Center services. Staff is exploring the option of adding live chat feature to the Call Center website as an additional method to make Dial-A-Ride reservations. Staff is also developing a notepad which Dial-A-Ride passengers will be able to use when making individual reservations.

Conclusion

During the first eight (8) months of operation the South Placer Transit Information Center handled 30,485 calls for reservations and transit information for the south Placer. The number of complaints has been relatively minor. During 2012 it is anticipated performance measures will continue to improve as both passengers and call takers become more familiar with the benefits of this regional service. Moreover, the operation of the South Placer Transit Information Center has given reason for the operators to work together towards the development of similar policies and procedures to make transit more seamless to our customers and the public. While the use of a single dial-a-ride reservation system and an outside group of reservationists has presented concerns for transit operators, a closer working relationship has developed with the contractor working for the City of Roseville. Overall, all parties are readily making adjustments to work together towards a goal of seamless transit in the South Placer area.

Transportation Commission Meeting
February 21, 2012 – 7:00 p.m.
Reports and Updates

Item 8a. Alternative Transportation Division Update

Staff Michael Wixon, Alternative Transportation Manager

Recommendation
This item is provided to update the Transportation Commission on the activities of the Alternative Transportation Division and other transportation related items of the region, no action is needed.

Bus Rehab
Completion of the first commuter bus is expected in two weeks. Several dial a ride buses have been rebranded with new paint and graphics. One fixed route bus is in process of being repowered and rebranded, and another dial a ride bus is being rebranded. The project completion deadline is June 30, 2012.

DAR Bus Purchase
Three new 26-foot, low floor ARBOC Dial-A-Ride buses have been delivered to Roseville and are completing inspection. Buses are expected to be in service the week of February 28.

South Placer Transit Information Center Remodel
Remodel work for the new the South Placer Transit Information Center is nearing completion. Delivery and installation of all office furniture and supplies are expected to be complete by March 31.

South Placer Transit Information Center Coordination
Most recently, transit operators are meeting to coordinate dial-a-ride policies and procedures. Coordination of policies and procedures will make it simpler and easier for users of the various dial-a-ride systems in our area. Discussions have included items such as bus wait times, pick up windows, reservation policies, schedule blocking and much more. Area operators have successfully been able to agree on adopting similar policies, which will be implemented over time.

Transit Ambassador
The table below shows activity for Transit Ambassadors for the second quarter of FY 2011/12.

Transit Ambassador Volunteers	*Start Date*	*October Volunteer Hours/# assisted*	*November Volunteer Hours/# assisted*	*December Volunteer Hours/# assisted*	*Total Volunteer Hours/# assisted*
Wong, Sarah	10/24/07	6 hours/5 assisted	7 hours/5 assisted	5 hours/4 assisted	18 hours/14 assisted
Lewis, Craig	9/11/09	7 hours/14 assisted	10 hours/18 assisted	7 hours/11 assisted	24 hours/43 assisted
Wilson, Deb	6/10/11	9 hours/38 assisted	14 hours/62 assisted	26 hours/47 assisted	49 hours/147 assisted
Arnes, Toni	9/01/11	N/A	N/A	Training	
Total hours and assists		*22 hours/57 assisted*	*31 hours/85 assisted*	*38 hours/62 assisted*	*91 hours/204 assisted*

Presentations and Outreach Events

- October 4, 2011 - Roseville High School, Independent Living Skills Class – 15 students, 3 teachers
- October 7, 2011 – Woodcreek High School, Independent Living Skills Class – 13 students, 3 teachers
- October 18, 2011 – Woodcreek High School, Independent Living Skills Class – Field Trip – 15 students, 3 teachers
- November 2, 2011 – West Park Apartments - Senior Community Presentation, 10 residents in attendance
- December 7, 2011 – Del Oro High School, Independent Living Skills Class – 9 students, 2 teacher's assistants, 2 teachers

Discussion

During the second quarter of FY 2011/12, Transit Ambassadors volunteered 204 hours and assisted 91 passengers on Roseville Transit, Placer County Transit and/or at area transit transfer points. At least 72 people received information, were given direct assistance and/or had disabled or senior photo ID's taken, processed and delivered through several presentation and outreach events.

Transit Ambassadors spent most of their time riding Roseville Transit Routes A,B,C,D,G,I,L, M, and at the Galleria, Louis-Orlando and Sierra Gardens transfer points. Current volunteers reside, work and travel primarily on Roseville Transit due to their work and school obligations, although Transit Ambassador orientation and training encompasses the importance of transferring between all providers to offer assistance to passengers on those routes as well.

On December 21st and 22nd, staff held a quarterly meeting with the Transit Ambassadors. Topics discussed included the importance of wearing the appropriate attire when volunteering, meeting the minimum commitment of volunteering 5 hours per month, submitting volunteer hours in a timely manner, and thanking the volunteers for their continued dedication and over-the-top contribution to the Transit Ambassador Program in recent months.

Finding volunteers continues to be a challenge. During the 2nd Quarter of FY 2011/12, 7 people called to inquire about volunteering in the Transit Ambassador, however, none of those returned completed applications. Transit Ambassadors are working to recruit new volunteers by word-of-mouth, overhead bus ads are still on display, brochures and hand-outs are provided at presentations and outreach events, and volunteer information is available on the City of Roseville's website.

Summary

Whether Transit Ambassadors offer their assistance to passengers on the bus or help staff at presentations or outreaches, during the second quarter of 2011-12, they provided 91 hours of free customer service to at least 204 passengers who needed help navigating public transportation in south Placer County.

TSM Quarterly Training

On January 26, 2012, approximately 30 Employee Transportation Coordinators (ETC's) attended the quarterly training. At that meeting staff provided a wrap-up of the Spare the Air Summer Campaign and the October Low Car Challenge. In addition, staff distributed the new TSM handbook for each work location. In addition to the new handbook, additional TSM information will be available to ETC's from the City's website.

Bucks for Bikes

At the January 26th ETC quarterly training staff kicked off the Bucks for Bikes campaign. PCTPA is currently accepting applications for the Bucks for Bikes incentive program. Interested applicants who

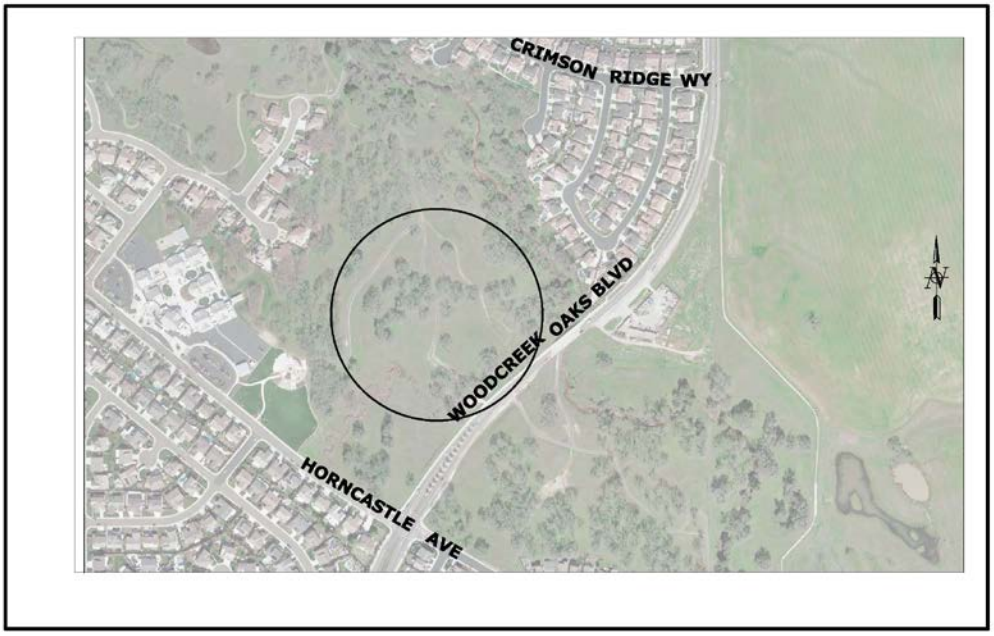
work or attend school (must be 18 years of age or older) in Placer County may apply for a subsidy for 50% up to $200 towards the cost of a new commuter bike. The goal of the program is to get commuters out of their single occupancy vehicles and using a non-polluting, traffic relieving mode of travel – bicycling. This is a great opportunity for those who are interested in commuting by bike and comes to you in time to start logging your cycling miles for the region's May is Bike Month campaign. Applications are also available on line at www.pctpa.net.

Bridge Replacement Committee Meeting

The first meeting of the Selection Committee for the Bridge Replacement project in Royer Park was held on January 24, 2012. The Selection Committee discussed the project scope, committee roles and responsibilities, bridge design considerations, and the upcoming schedule. The committee will meet again in March.

Woodcreek North Trail Project

Construction is complete on the Woodcreek North Trail project. This project included removal of a small stretch of existing trail and construction of a new 600 foot trail segment that closed a gap in the Pleasant Grove Creek (South Branch) Trail system. This project also reconfigured a nearby trail intersection to more clearly mark the desired trail route. The project provides a more direct and safe route for trail users. Consequently, the project will also eliminate or greatly reduce off-trail use in the open space, thereby reducing damages to the surrounding environment.



Marketing Update

A Marketing Update will be handed out at the Transportation Commission meeting on February 21.

Legislative Update

Recent legislation in congress could significantly impact funding for urban transit agencies and other alternative forms of transportation, such as bikeways. Staff is actively working to inform our congressional representatives of the significance of continuing to dedicate a small portion of the federal fuel tax fund from the Highway Users Trust Account (HUTA) to transit agencies and bikeway programs and projects.