

City of Escalon (eTrans)
10-Year Short Range Transit Plan
FY 2011/12 to FY 2020/21



FINAL REPORT

Spring 2012

City of Escalon (eTrans) Short Range Transit Plan

FY 2011/12 - 2020/21

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Adopted June 18, 2012 by the City of Escalon City Council.

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Executive Summary

ES.1 Purpose of the Short Range Transit Plan

Federal transportation statutes require that the San Joaquin Council of Governments (SJCOG), in partnership with state and local agencies, develop and periodically update a long-range Regional Transportation Plan (RTP), and a Transportation Improvement Program (TIP), which implements the RTP by programming federal funds to adopted transportation projects. In turn, each transit operator is required to periodically prepare a Short Range Transit Plan (SRTP) outlining transit operations, finance, and future planning.

In San Joaquin County, each operator SRTP also describes how funds from Measure K, San Joaquin County's local transportation sales tax would be used. SJCOG also requires any transit operator receiving federal funds such as Escalon *eTrans* to prepare, adopt and submit an SRTP.

In addition to meeting the requirements of funding agencies at the regional, state and federal levels, the SRTP is a blueprint for transit service improvements during the next decade. The analysis must justify the recommended course of action and examine the feasibility of meeting new unmet transit needs such as serving newly growing areas and neighborhoods.

The remainder of this chapter describes *eTrans* service and the *eTrans* service area population and demographics.

ES.2 Description of *eTrans* Service

Escalon Transit Services was renamed *eTrans* in 2008. *eTrans* service was provided by the San Joaquin Regional Transit District (RTD) through November 27, 2009 under contract with the City of Escalon. Storer Transit Systems of Modesto replaced the RTD contract effective on Monday, November 30, 2009. RTD operated the transit system on behalf of the City since December 1984.

As of November 30, 2009, *eTrans* service includes a dial-a-ride operating within City limits, and deviated fixed route service, Route 1, between the Escalon Park & Ride Lot in downtown Escalon and a transfer point in north Modesto with Modesto Area Express (MAX) and Stanislaus Regional Transit (StaRT). MAX and StaRT connect to destinations in Modesto and Stanislaus County. Service by *eTrans* to the unincorporated rural area surrounding Escalon has been discontinued since RTD has chosen not to provide funding. RTD General Public Dial-A-Ride now serves this area, with passengers making one to seven day advance reservations.

RTD *Hopper* Route 95 between Escalon, Manteca, Lathrop, and French Camp was discontinued in October 2009 due to low ridership. Service to the Livermore Labs via RTD's San Joaquin Commuter Route 168 originating in Escalon ended in June 2007 due to low ridership.

eTrans serves an estimated 7,132¹ persons within Escalon city limits, which covers about 2.2 square miles. *eTrans* served both the City of Escalon and the surrounding rural unincorporated area of San Joaquin County, a total area of approximately 25 square miles, generally within a radius of three miles, until November 27, 2009. *eTrans* continues to provide connections on request with the Riverbank-Oakdale Transit Authority (ROTA) Dial-A-Ride at Jacob Myers Park in Riverbank. The *eTrans* service area is now the 2.2 square miles of Escalon city limits.

Escalon's Development Services Department, Engineering Division manages, administers and oversees *eTrans*. The service contractor, Storer Transit Systems, provides vehicle operations and maintenance, including drivers. The City pays for fuel and other direct costs incurred by *eTrans* operations.

The City of Escalon participates in a number of SJCOG transportation related committees, including its Technical Advisory Committee, Social Services Transportation Advisory Committee, and the Interagency Transit Committee, as well as San Joaquin Regional Transit District (RTD) committees including the Coordinated Human Services Transportation Plan Working Group and ADA Access Committee.

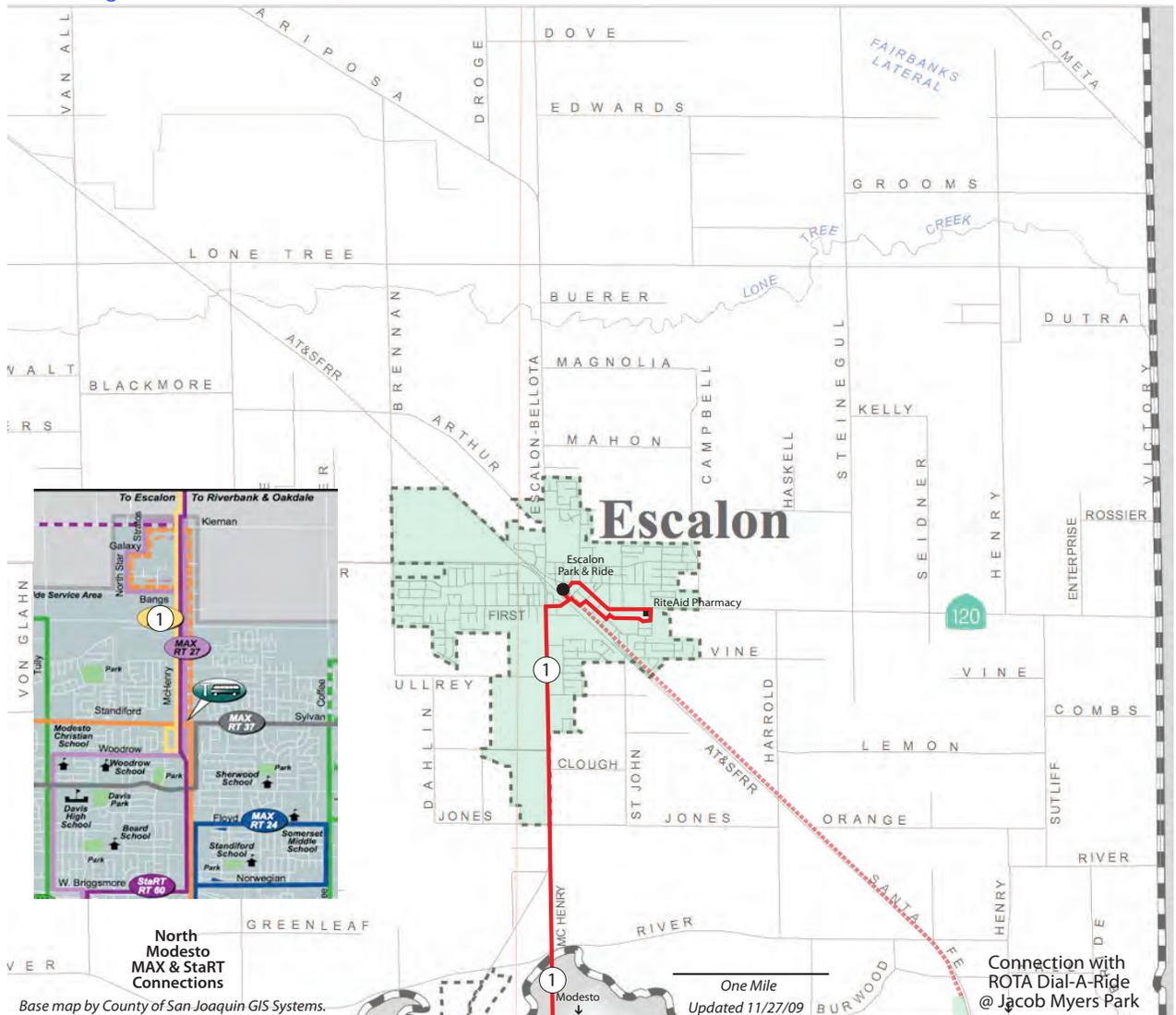
The transit program is overseen by a part-time Transit Coordinator reporting to the City Engineer, who in turn is directly responsible to the Escalon City Council through the City Manager. The City provides transit through a purchase of service contract that was recently awarded to Storer Transit Systems of Modesto. The City Council awards service contracts, and approves , and other policies impact *eTrans* operation.

eTrans service is summarized in Figure 1.2 (also Figure ES-1) and the overall service area is shown in Figure 1.3. Chapter 1 includes a complete description of *eTrans* service and the service area.

Escalon transit service also includes Route 1 between Escalon and Modesto, which is also operated by *eTrans*. *eTrans* Escalon Dial-A-Ride also serves as the complimentary paratransit service for the Escalon area under Americans with Disabilities Act (ADA) regulations. Patrons must be certified eligible to use ADA services. To become ADA-certified, potential patrons must complete an ADA Certification Application, which is processed by the City.

¹ 2010 U.S. Census, April 1, 2010.

Figure ES-1. eTrans Service Area & Route 1



ES.2 Goals, Objectives, and Standards

Chapter Two of the SRTP outlines recommended goals, objectives and standards for Escalon’s transit program. Realistic goals and practical objectives and service standards are key elements of an SRTP, serving as a foundation for development of service strategies and delivery of transit service. Transit is a means to an end. In a rural community such as Escalon, transit primarily serves the travel needs of persons without automobiles, and secondarily provides an alternative to driving. Objectives and policy statements supporting goals should be achievable, in turn supported by realistic service standards providing measurable benchmarks of transit system performance.

Only a handful of Escalon residents used transit according to the 2000 Census. Public transit generally is most successful where trip destinations and travel patterns are concentrated, and transit can offer frequent services and travel times competitive

with driving. Even in a much larger area such as Modesto with its limited congestion compared to Sacramento, the Bay Area, or Stockton, it is very difficult both operationally and economically to provide transit that meets these criteria.

The adopted mission statement for the City of Escalon is:

Taking pride in our community through quality service.

This City mission statement is supported by this recommendation for the *eTrans* mission and vision statements:

Vision Statement

Transit will provide Escalon residents and visitors with basic mobility and a useful alternative to travel by motor vehicle, both within the community and connecting with nearby communities.

Mission Statement

The mission of eTrans is to provide a comprehensive transit service for the residents and visitors of Escalon that is clean, accessible, reliable, economical and safe.

This proposed transit mission statement is based on a number of transit-specific goals, objectives and standards outlined in the 2005 *Escalon General Plan*, which are also summarized in Chapter Two. The establishment and monitoring of service performance standards is an important function of transit management. Federal and state regulatory requirements often determine standards. An example is the minimum 10% farebox cost recovery ratio requirement for rural transit systems set by California's Transportation Development Act (TDA) and that are evaluated in triennial performance audits. See Figures 2.2a and 2.2b for recommended *eTrans* performance under these TDA-related measures.

ES.3 eTrans Operating Performance

Figure ES-2 summarizes overall *eTrans* overall operating trends from FY 2003-04 through FY 2009-10, e.g., ending June 30, 2010. Contract operating expenses from FY 2003-04 through FY 2005-06 (which do not include City overhead and administration costs) remained quite steady at around \$40,000-\$45,000 annually. Total operating expenses in FY 2006-07 including City costs totaled \$69,978, increasing slightly in FY 2007-08 to \$73,104, and increasing by 21.7% to \$85,379 in FY 2008-09, and then increasing to \$113,294 in FY 2009-10. This increase reflects the new operating contract, increasing costs for fuel and maintenance, and increasing expenses for City salaries, marketing and SRTP expense.

Overall *eTrans* patronage also remained at around 4,000-5,000 annual passengers, from 4,949 in FY 2003-04 to 4,085 riders recorded during FY 2009-10. Average fare per passenger has steadily increased over the five-year period, from \$0.58 in FY 2003-04 to \$0.88 during FY 2006-07, \$1.07 per passenger during FY 2007-08, \$1.23 in FY 2008-09 and \$1.42 during FY 2009-10.

Annual revenue vehicle hours (RVH) ranged from 2,205 annual RVH in FY 2003-04,

2,150 in FY 2004-05, 2,375 in FY 2005-06, 2,515 in FY 2006-07, 2,242 in FY 2007-08, 1,975 RVH in FY 2008-09 and declining to 1,314 in FY 2009-10. Overall productivity dropped from about 2.2 passengers/RVH in FY 2003-04 to 1.7 in FY 2007-08, increasing to 2.3 during FY 2008-09 and to 3.1 passengers/RVH during FY 2009-10.

Annual revenue vehicle miles (RVM) followed trends in total RVH, from 20,100 RVM during FY 2003-04 to 18,117 RVM during FY 2009-10. Passengers per RVM also dropped slightly from 0.25 during FY 2003-04 to 0.15 in FY 2007-08, increasing to 0.20 in FY 2008-09 and 0.23 in FY 2009-10. This SRTP recommends that eTrans strive to maintain minimum standards of 2.0 passengers per revenue vehicle hour (RVH) and 0.20 passengers per revenue vehicle mile (RVM).

Figure ES-2. eTrans System Statistics & Performance

Operating Statistics	Proposed Standards	FY 2003-2004	FY 2004-2005	FY 2005-2006	FY 2006-2007	FY 2007-2008	FY 2008-2009	FY 2009-2010
Total Passengers		4,949	4,977	5,865	5,048	3,831	4,593	4,085
Revenue Vehicle Hours (RVH)		2,205	2,150	2,375	2,515	2,242	1,975	1,314
Revenue Vehicle Miles (RVM)		20,100	21,400	22,998	24,792	24,725	22,973	19,117
Estimated Contract Operating Expense		\$40,784	\$41,912	\$46,602	\$46,119	\$46,169	\$46,648	\$66,504
Estimated Total Operating Expense		n.a.	n.a.	\$70,032	\$69,978	\$73,104	\$85,379	\$113,294
Total Fares/Op Rev Collected		\$2,855	\$3,353	\$4,375	\$4,471	\$4,097	\$5,670	\$5,790
Total Weekdays		253	254	251	256	254	255	255
Total Weekday Ridership		4,949	4,977	5,865	5,084	3,831	4,593	4,085
Average Weekday Ridership		19.6	19.6	22.6	19.9	15.1	18.0	16.0
Average Fare Per Passenger		\$0.58	\$0.67	\$0.76	\$0.88	\$1.07	\$1.23	\$1.42
TDA INDICATORS								
Passengers per RVH	2.0	2.2	2.3	2.5	2.0	1.7	2.3	3.1
Passengers per RVM	0.20	0.25	0.23	0.25	0.21	0.15	0.20	0.23
Operating Cost / Pass. – CONTRACT	\$9.31	\$8.24	\$8.42	\$6.84	\$9.14	\$12.05	\$10.16	\$16.28
Operating Cost / Pass. – TOTAL#	\$22.50	n.a.	n.a.	\$11.94	\$13.86	\$19.08	\$18.59	\$27.73
Operating Cost / RVH – CONTRACT	\$25.00	\$18.50	\$19.49	\$19.62	\$18.34	\$20.69	\$23.62	\$50.61
Operating Cost / RVH – TOTAL#	\$45.00	n.a.	n.a.	\$29.49	\$27.82	\$32.61	\$43.23	\$86.22
Farebox Recovery Ratio - CONTRACT	10.0%	7.0%	8.0%	10.9%	9.7%	8.9%	12.2%	8.7%
Farebox Recovery Ratio – TOTAL#	10.0%	7.0%	8.0%	6.2%	6.4%	5.6%	6.6%	5.1%
Operating Subsidy Per Pass. TOTAL	\$7.40	\$7.66	\$7.75	\$11.18	\$12.98	\$12.02	\$17.36	\$26.31
Miles between Preventable Accidents	>150,000	n.a.						
On-time Performance	99%	n.a.	n.a.	n.a.	n.a.	99%	99%	99%
Miles between Roadcalls	>25,000	n.a.						

Sources: City of Escalon, San Joaquin RTD n.a. Not available # Or cost policy. See text

This SRTP Update, like the FY 2009-10 document, recommends that *eTrans* strive to recover a minimum 10% farebox cost recovery ratio. In addition to continuing to meet alternative performance measure requirements established by the San Joaquin Council of Governments (SJCOG), achieving this goal will take a few years and will require optimizing *eTrans* operations to serve the highest likely transit travel markets.

High fuel prices and the need to count all City overhead and administration expenses associated with transit all contribute to operating expenses. Costs have also increased significantly since the previous operating contract—based on 1984 prices—has been replaced, placing pressure on the farebox ratio and cost per passenger objectives.

Historically, *eTrans* operating expenses have been extremely low compared to most other rural transit systems. Even at FY 2009-10 expenses, *eTrans* unit costs were much lower than other area transit systems (a few years earlier in FY 2005-06, ROTA averaged \$48.90 per RVH and \$60.92 per RVH for Ceres²).

TDA claims are required to include a comparison of a given operating cost per passenger objective with the actual operating cost per passenger calculated for each fiscal year. If the TDA claimant cannot show that their actual is less than the adopted objective, the transit portion of the claim is frozen at the previous year's level. As practiced by Escalon, this method applies only to the amount for contracted services, excluding additional City costs incurred. Starting in FY 2010-11, this method would apply to all operational-related costs.

This SJCOG methodology is reapplied each fiscal year and calculated by taking the higher of the following (using FY 2009-2010 as an example):

- The FY 2008-2009 operating cost per passenger objective; or;
- The average of the actual FY 2007-2008 operating cost per passenger and the FY 2009-2010 reasonableness standard

The reasonableness standard adopted by SJCOG is the lower of the following:

- Current operating cost per passenger objective; or,
- 110% of the applicable prior fiscal year actual operating cost per passenger.

The City of Escalon should evaluate alternative methods of meeting either the TDA 10% farebox standard or SJCOG's method based on meeting operating cost per passenger objectives established for Escalon each year. Meeting the requirement of either method is difficult; in FY 2009-10, total contract cost was \$66,504, resulting in a per passenger cost of \$16.28. When all associated operating costs for *eTrans* are included, cost per passenger totaled \$27.73. The farebox recovery ratio was 5.1%, 4.9% short of the 10% ratio otherwise required by TDA.

It may be possible to reach a 10% farebox recovery ratio beginning in FY 2012-13 when additional Route 1 service between Escalon and Modesto is proposed. Most additional service would occur by expanding the *eTrans* span of service to include the

² Most recent year information available from State Controllers Office TDA reports.

morning and evening school and commuter peaks. Ridership potential as these times is much larger than midday-only service currently provided.

Second, the City of Escalon could count a portion of the additional overhead and administration charges as a local match, reducing the amount of TDA and FTA Section 5311 operating funds accordingly, e.g., making up the difference between 10% and *eTrans*' actual farebox recovery ratio. In FY 2009-10, this was about 1/3 the estimated \$27,000 overhead and administration charge.

The third, and recommended, approach is to count additional funds designated from San Joaquin Measure K (renewed 0.5% sales tax for transportation) as local match to fares, thus bringing the potential *eTrans* farebox recovery ratio to substantially higher than 10%, despite additional operating expenses for added Escalon-Modesto service.

ESA.4 2007, 2009, and 2011 eTrans Onboard Surveys

The City conducted an onboard survey of *eTrans* passengers between October 1, 2007 and November 30, 2007. In 2009, the SRTP consultant conducted a survey between December 1 and December 18, 2009. In 2010 and 2011, the consultant conducted a third onboard survey between December 26, 2010 and April 30, 2011.

The 2007 survey referred to “Escalon Transit Services” rather than *eTrans* at that time. The driver handed out and collected the surveys. Similar surveys were also conducted in 2001, 2002, 2004 and 2005. The purpose of the 2007, 2009 and earlier surveys was to collect data about the existing ridership base, determine ways of improving service, and to obtain origin and destination information. A Spanish version of the 2007 survey was also developed, but no one asked for that version.

The surveys were designed to obtain the following information:

- (1) Where the passenger boarded and alighted the bus;
- (2) How they got to Escalon Transit Services and what mode of transportation they used when alighting from Escalon Transit Services? (3) Purpose of the trip;
- (4) How long has the passenger been riding Escalon Transit Services?
- (5) How do they rate *Escalon Transit* or *eTrans*?; and
- (6) Demographics including age and income.

The 2007 survey resulted in 49 completed survey instruments, the 2009 survey resulted in 19 completed surveys, and 31 were completed in the 2011 effort. Two additional surveys were submitted after results were compiled. They were not included in the analysis for this SRTP Update but will be included in future Updates.

In all surveys, most respondents did not indicate which *eTrans* service they used. The number of surveys collected in 2009 was considerably lower than the 2007 effort, since surveys were collected over three weeks in December 2009, rather than over two months as during 2007. The longer survey period in 2010-2011 resulted in a total of 31 completed survey instruments. Please refer to Figure 3-10. Individual results

for selected questions are summarized in Chapter 3.

ES.5 eTrans Accomplishments in FY 2009-10

While the City of Escalon contracts for *eTrans* service with Storer Transit Systems of Modesto for operations and maintenance, City staff still is responsible for a series of management and oversight activities to ensure the continued smooth operation of *eTrans*. During FY 2009-10, these activities and accomplishments included:

- Continued to coordinate with ROTA Dial-A-Ride to facilitate transfers to continue into Riverbank and Oakdale.
- Enhanced marketing efforts with schools, community groups and governmental social service agencies.
- Maintained a transit webpage within the City's website - <http://www.cityofescalon.org/transit.htm>.
- Continue to outreach to passengers regarding the elimination of Route 95 to Manteca through promotion of RTD's General Public Dial-A-Ride service.
- Participated in Interagency Transit Committee, Social Services Transportation Advisory Committee, Unmet Transit Needs Committee, Modesto ADA Advisory Committee, San Joaquin Coordinated Transportation Plan Committee and StanCOG's Social Services Transportation Advisory Committee.
- Submitted the TDA Claim for FY 09/10 and received payment by SJCOG.
- Submitted the Transit Operators Financial Report and National Transit Database Report for FY 09/10.
- Updated *eTrans* Rider's Guide effective January 1, 2010.
- Updated all marketing materials and flyers with new *eTrans* logo
- Developed new Spanish brochure.
- Certified two ADA passengers for paratransit service.
- Submitted grant applications to Caltrans for Federal Transit Administration (FTA) Sections 5311, 5316 and 5317 for FY 2009-2010.
- Continued grant compliance, reimbursements and quarterly reports for FTA Sections 5304, 5310, 5311, 5316, 5317 and American Recovery and Reinvestment Act (ARRA) programs grants received by the City.
- Updated SRTP reflecting FY 2009-2010 fiscal results and over next 10 years.
- Conducted an Unmet Transit Needs hearing in Escalon in November 2009.
- Developed new fare media for *eTrans* to replace RTD fare media and established pass outlets at Escalon City Hall and Vineyard Pharmacy.
- Placed new transit bus purchased in 2009 in service to replace the RTD

provided transit bus using Proposition 1B PTMISEA funds..

- Developed and installed new bus stop signage for *eTrans* Route 1.
- Awarded transit operations and maintenance agreement to Storer Transit Systems in November 2009 for two and a half years ending June 30, 2012.
- Purchased new radios with Proposition 1B Transit Security program and FTA Section 5310 funds.
- Submitted Proposition 1B program applications to the California Emergency Management Agency for additional security equipment and to Caltrans for additional passenger amenities and bus replacements.
- Improved connections with StaRT Eastside Shuttle.
- Added *eTrans* to Google Transit.
- Facilitated and completed the TDA Triennial Performance Audit for FY 07 to FY 09 with three improvement recommendations.
- Conducted an updated passenger survey in December 2009.

ES.6 Results of Public Outreach

Outreach efforts were undertaken by the consultant to senior citizens, the general public and community stakeholders, in addition to onboard surveys, for the City of Escalon's FY 2010-2021 Short Range Transit Plan Update. This process was designed to obtain input from various members of the community regarding existing and future transit needs, the specific needs of transportation-disadvantaged individuals and groups, and community desires and priorities for improved *eTrans* services.

Seventeen private sector, non-profit sector and local government stakeholders were contacted, resulting in useful information from all but two individuals or organizations. Section 4.2 in Chapter 4 summarizes the findings from these inquiries.

General public outreach was much less successful than with stakeholders. The consultant prepared and placed an online survey at SurveyMonkey.com aimed at the general public during February, March and April 2011. However, this survey only resulted in eight completed questionnaires, including identical hard copy versions of the survey entered manually. So many questions were skipped by the respondents the validity of the survey is questionable.

The consultant also designed a survey specifically aimed at senior citizens. This survey was promoted at the Heritage House senior housing complex and Paddock Mobile Manor, a senior mobile home park. No surveys were returned from either location. Some potential respondents already answered the *eTrans* onboard survey. On the other hand, a total of 11 responses to the senior survey were obtained at the senior nutrition program held at the Escalon Community Center on Tuesdays and Thursdays, and one was obtained at the *eTrans* public meeting that was held on Monday, April 25th at the Escalon Library multipurpose room.

However, only two people attended the public meeting, which was promoted by advertisements in the April 13th and 20th, 2011 issues of *The Escalon Times*, plus an article in the April 20th edition. Other efforts included “tabling” for several hours at Big Boy Market on Yosemite Drive in east Escalon; this effort resulted in three general public surveys included with the online surveys discussed earlier.

Section 4.3 in Chapter 4 summarizes senior survey results and findings. No attempt was made to summarize the general public survey results due to an insufficient number of responses and the fact most respondents skipped over most questions, making its statistical validity questionable.

ES.7 Operations, Financial & Capital Plans

There are three *eTrans* Route 1 alignment options described, reviewed and evaluated in Chapter 5, and illustrated in Figures 5.1, 5.2 and 5.3. These are:

- Option 1 – As described above, improved service via existing two-way *eTrans* Route 1 alignment between Escalon and Standiford/McHenry in Modesto
- Option 2 – Improved service via two-way *eTrans* Route 1 alignment from Escalon via McHenry, Kiernan, and Dale to the *MAX* (and proposed *Ripon Transit*) transfer point at Dale Road and Veneman, e.g., adjacent to Vintage Faire Mall.
- Option 3 – Improved service via two-way *eTrans* Route 1 from Escalon via McHenry, then a counterclockwise loop via Kiernan, Dale, Standiford and McHenry, serving both the *MAX* (and proposed *Ripon Transit*) transfer point at Dale Road/Veneman, as well as the existing *eTrans/MAX/StaRT* transfer point at McHenry/Standiford (Target).

In addition to route alignment options, there are four service level options that have been developed. These are:

Increasing current *eTrans* Route 1 service from the existing three weekday round trips to a total of six to eight round trips, using Options 1, 2 or 3.

- Should *eTrans* Route 1 route alignment Option 1 (e.g., via the existing route on McHenry Avenue) is chosen, the addition of demand responsive service between Escalon and various medical facilities in Modesto (including the Kaiser Permanente Medical Center) at least one day per week.
- Additional Saturday service between about 10:00 a.m. and 3:00 p.m., regardless of route alignment option.
- With a second bus, addition of weekday peak period (e.g., about 7:30 a.m.-9:00 a.m. and 2:00 p.m.-3:00 p.m.) *eTrans* Dial-A-Ride service within Escalon, to supplement Route 1.
- With a second bus, the addition of *eTrans* Dial-A-Ride service within Escalon between 9:00 a.m. and 3:00 p.m., aimed at supplementing Route 1 by handling intra-community transit demand.

Under all options, Route 1 schedules would be revised to provide the best connections possible to/from the various Modesto Area Express (*MAX*) Routes serving the Standiford/McHenry and/or Dale/Veneman transfer points. For options still serving Standiford/McHenry, *eTrans* Route 1 would also continue to connect with *StaRT* buses at this location.

Please refer to Figures 5.1, 5.2 and 5.3 for the alignment options evaluated.

ES.8 Recommended *eTrans* Fixed Route Plan

The Financial and Operations Plans in this SRTP assume that enhanced *eTrans* Route 1 service would begin during the 4th quarter of FY 2011-12, e.g., effective in April 2012, and Escalon Dial-A-Ride (DAR) service would begin in FY 2014-15. Allowing three months startup time during FY 2011-12 recognizes the very limited hours available to Escalon's Transit Coordinator, extends available funding resources, and allows sufficient lead time to put in place the recommended *eTrans* Marketing Plan.

The recommended expansion plan is funded by San Joaquin County Measure K transportation sales tax and currently unused *eTrans* budget authority. Option 3, the North Modesto *eTrans* Loop as illustrated in Figures 5.5 and 6.1, is recommended for the routing option. This routing had the best combination of serving important destinations in Modesto for Escalon residents, and also has the best connection opportunities with Modesto Area Express (*MAX*) fixed route bus service.

By serving Dale & Veneman adjacent to Vintage Faire Mall, *eTrans* can provide direct service to the Kaiser Permanente Medical Center thus precluding a need for a dedicated medical shuttle. This location also would connect *eTrans* to proposed transit between Ripon, Salida and Modesto, allowing trips between Escalon and the rest of San Joaquin County, since RTD has frequent Hopper service to Ripon.

For Fiscal Years 2011-12, 2012-13, and 2013-14, use of only one *eTrans* vehicle to provide both Route 1 and intra-Escalon is recommended in order to conserve financial resources. This proposal would provide a total of eight (8) round trips between Escalon and North Modesto, hourly up to about 9:00 a.m. and after 3:30 p.m., with fixed route round trips serving Modesto every two hours from 9:00 a.m.-3:30 p.m. In the "off hours" during this time the *eTrans* bus would provide 4 hours of Dial-A-Ride service on weekdays; this is comparable to the current level of service often with long periods of driver inactivity between Dial-A-Ride calls.

Recommended option 3 is presented in Figure ES-3 on the next page. The proposed schedule for this option is shown in Figure ES-4.

Figure ES-3 Recommended eTrans Route 1 Alignment: North Modesto Loop

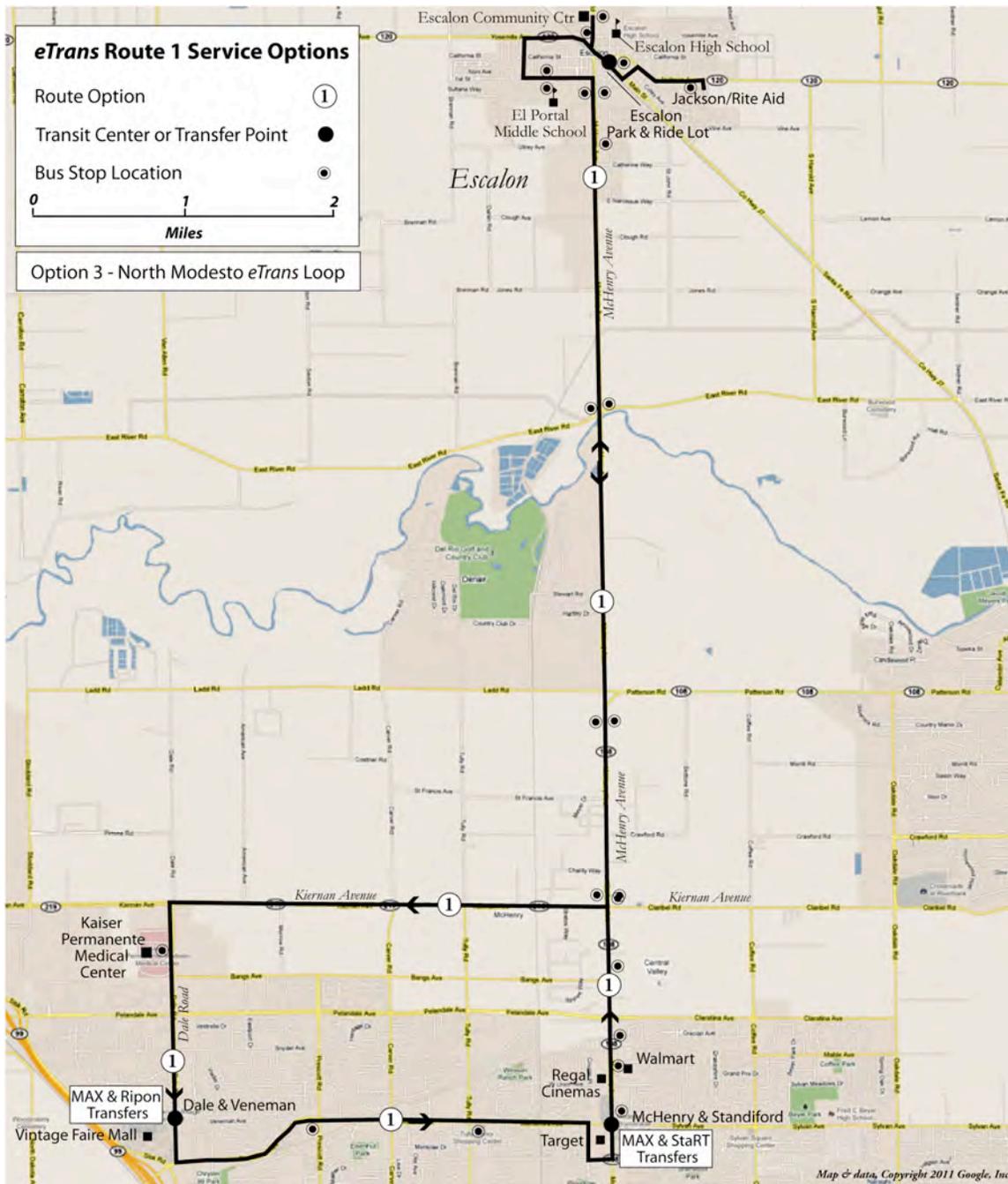


Figure ES-4 Recommended eTrans Route 1 Schedule: North Modesto Loop

OPTION THREE – TWO MAX Transfer Points - North Modesto Loop												
eTrans Route 1, SOUTHBOUND Monday-Friday (Sat. green shading)												
Escalon						Modesto						
Trip No.	Jackson & Rite Aid	Downtown Park & Ride Lot	Escalon Community Center	Crossroads Plaza	McHenry Ave & Catherine Way	McHenry & Kiernan	Dale Rd & Kiernan (Kaiser Hospital)	Dale Rd & Veneman (Vintage Faire Mall)	TO Downtown Modesto MAX 41	TO Standiford & McHenry Av MAX 22	TO Modesto JC East MAX 30	TO East Modesto MAX 37
1-1	7:15	7:17	On Request	7:19	7:24	7:30	7:36	7:38	--	7:45	7:55	7:50
1-2	8:15	8:17	On Request	8:19	8:24	8:30	8:36	8:38	--	8:45	8:55	8:50
1-3	9:15	9:17	On Request	9:19	9:24	9:30	9:36	9:38	9:56	9:45	9:55	9:50
1-4	11:15	11:17	On Request	11:19	11:24	11:30	11:36	11:38	11:56	11:45	11:55	1:50
1-5	1:15	1:17	On Request	1:19	1:24	1:30	1:36	1:38	1:56	1:45	1:55	1:50
1-6	3:15	3:17	On Request	3:19	3:24	3:30	3:36	3:38	3:56	3:45	3:55	3:50
1-7	4:15	4:17	On Request	4:19	4:24	4:30	4:36	4:38	4:56	4:45	4:55	4:50
1-8	5:15	5:17	On Request	5:19	5:24	5:30	5:36	5:38	5:56	5:45	5:55	5:50
eTrans Route 1, NORTHBOUND Monday-Friday (Sat. green shading)												
Modesto						Escalon						
Trip No.	FROM East Modesto MAX 37	FROM Modesto JC East MAX 30	FROM Standiford McHenry MAX 22	FROM Downtown Modesto MAX 41	Dale Rd & Veneman (Vintage Faire Mall)	Standiford & McHenry Ave - Target	McHenry & Kiernan	McHenry Ave & Catherine Way	Crossroads Plaza	Escalon Community Center	Downtown Park & Ride Lot	Jackson & Rite Aid
1-1	7:28	7:25	7:40	--	7:44	7:52	7:53	7:59	8:04	8:06	8:08	8:10
1-2	8:28	8:25	8:40	--	8:44	8:42	8:53	8:59	9:04	9:06	9:08	9:10
1-3	9:28	9:25	9:40	9:30	9:44	9:52	9:53	9:59	10:04	10:06	10:08	On Request
1-4	10:28	11:25	11:40	11:30	11:44	11:52	11:53	11:59	12:04	12:06	12:08	On Request
1-5	11:28	1:25	1:40	1:30	1:44	1:52	1:53	1:59	2:04	2:06	2:08	On Request
1-6	2:28	3:25	3:40	3:30	3:44	3:52	3:53	3:59	4:04	4:06	4:08	4:10
1-7	3:28	4:25	4:40	4:30	4:44	4:52	4:53	4:59	5:04	5:06	5:08	5:10
1-8	4:28	5:25	5:40	5:30	5:44	5:52	5:53	5:59	6:04	6:06	6:08	On Request

Prior to its Modesto trips, the bus can also provide route deviations picking up Modesto-bound riders as eTrans transitions into “fixed route” service. Similarly, deviations within Escalon can be provided if requested by passengers. The bus should also deviate up to 3/4 mile from the eTrans route with reservations required 24 days in advance on the Modesto leg. It is recommended while in Dial-A-Ride mode, reservations be allowed up to 15 minutes in advance of requested pickup time. However, should Dial-A-Ride ridership increase beyond current levels, reservation time requirements could be moved to 30-minute advance notice.

ES.9 eTrans Budget Impacts & Performance

This expanded service and operation of Route 1 would be funded beginning in FY 2011-12 using additional San Joaquin County Measure K transportation sales tax funds, subject to SJCOC guidelines.

In the Operations Plan, estimated operating expenses, fare revenues, service levels, and projected patronage are presented, along with the details of the recommended Operating Plan, and the projected 10-year operating budget. The Financial Plan identifies existing and likely funding sources, projects fare revenues, and summarizes economic and institutional assumptions behind the financial projections. The Capital Plan is based on the fleet and other requirements for sustaining the proposed Operations Plan, including vehicle replacements and supporting capital requirements.

Chapter 6 discusses use of San Joaquin County Measure K transportation sales taxes, a portion that would fund expanded eTrans operations between Escalon and Modesto. Please refer to Chapter 6 Section 6.2 for a detailed discussion.

Figure ES-5 summarizes estimated operating expenses and revenues for expanded eTrans service assuming Option 3 expansion of Route 1 in April 2012. This 21-month delay to earlier SRTP recommendations for expanded service is recommended to allow the City of Escalon to obtain a second bus, a purchase delayed by California's expected delay in sale of Proposition 1B capital bonds. Figure 6.4 also assumes projected inflation of about 4% in general operating expenses, and about 10% annually for fuel expenses each year.

Expenses and revenues are stated in year of expenditure dollars, and contract expenses are based on the Storer Transit Systems contract. These estimates assume driver labor would be billed on a "revenue hours" basis (e.g., when the bus is in service, *not including* deadhead travel, bus inspections, etc.) plus the contract provision for about a \$1,500 per month fixed charge for eTrans service. Appendix B includes an analysis of alternative contracting costs based on \$50 per total platform hour, e.g., including *including* deadhead travel, bus inspections and cleaning, etc., proposed by the San Joaquin Regional Transit District to the City of Escalon. SJRTD costs are somewhat higher than continuing the Storer Transit Systems contract.

Figure ES-6 summarizes estimated operating expenses and revenues for individual eTrans services, e.g., Escalon Dial-A-Ride and Route 1 and estimated system totals for FYs 2010-11, 2011-12 and FY 2012-13 assuming the recommended expansion plan. Estimated operations expenses have been allocated based on the share of revenue vehicle hours (RVH) operated for each service. Estimated operating statistics and performance indicators for each eTrans service are also included in Figure 6.5 based on estimated made in Chapter 5.

Before startup of expanded Route 1 flex route service, Escalon should implement a comprehensive eTrans marketing, public relations, and outreach program in the 3rd quarter of FY 2011-12, prior to startup during the 4th quarter, e.g., beginning April 1, 2012. The proposed Marketing Plan is outlined in Chapter 7. Overall eTrans trends should also be evaluated annually to determine whether continuance of added Saturday service is warranted by patronage achieved.

Figure ES-5 eTrans Estimated Operating Expense & Revenue

EXPENSES	FY 2010-11 REVISED	FY 2010-11 PROJECTED	FY 2011-12 ADJUSTED	FY 2012-13 PROPOSED
Contract Cost (total)	\$84,092	\$84,092	\$64,523	\$136,600
Expanded Route 1 Service	\$0	\$0	\$11,000	\$0
Total Contract Costs	\$84,092	\$84,092	\$75,523	\$136,600
Vehicle Maintenance	\$9,679	\$9,679	\$0	\$9,800
Vehicle Fuel	\$11,000	\$11,000	\$13,000	\$17,000
Subtotal, Operations & Maintenance	\$104,771	\$104,771	\$88,523	\$163,400
General Government Charge	\$6,000	\$6,000	\$6,000	\$6,000
Cost Center Charge-Bus Storage	\$0	\$0	\$0	\$0
Transit Coordinator-Wages & Related	\$6,737	\$6,737	\$8,300	\$8,300
Short Range Transit Plan	\$19,798	\$19,798	\$0	\$0
Marketing/Promotion	\$0	\$0	\$3,000	\$6,000
Printing & Reproduction	\$3,000	\$3,000	\$3,000	\$3,000
Legal Notice/Publications	\$300	\$300	\$300	\$500
Membership Dues	\$320	\$320	\$350	\$350
Misc. Services & Supplies	\$1,400	\$1,400	\$1,000	\$1,000
Telephone	\$50	\$50	\$50	\$60
GRAND TOTAL	\$142,376	\$142,376	\$110,523	\$188,610
Total Revenue Vehicle Hours (RVH)	1,315	1,315	1,500	2,450
Total Platform Hours	1,650	1,650	2,000	2,706
REVENUES				
Fares - County Dial-A-Ride	\$0	\$0	\$0	0
Fares - Escalon Dial-A-Ride	\$3,000	\$3,000	\$3,500	\$3,450
Fares - eTrans Route 1	\$2,500	\$2,500	\$2,700	\$11,600
Advertising Sales/Miscellaneous Revenues	\$300	\$300	\$500	\$500
OPERATING REVENUES	\$5,800	\$5,800	\$6,700	\$15,550
Net Subsidy Requirement	(\$136,576)	(\$136,576)	(\$103,823)	(\$173,060)
FTA Section 5311	\$29,934	\$29,934	\$29,934	\$30,000
FTA Section 5311 - ARRA Prev. Maintenance	\$10,539	\$10,539	\$1,999	\$0
FTA Section 5304 (SRTP Funds via Caltrans)	\$18,103	\$18,103	\$0	\$0
FTA Section 5316 - Service to Modesto	\$22,998	\$24,842	\$16,830	\$9,680
FTA Section 5317- Admin & Marketing	\$6,893	\$6,893	\$1,776	\$0
Subtotal - Federal Sources	\$88,467	\$90,311	\$50,539	\$39,680
TDA - Article 8 (NET; may vary from budget)	\$38,029	\$38,029	\$21,018	\$102,854
STA - State Transit Assistance	\$4,941	\$4,941	\$5,000	\$5,000
Contribution by RTD (County DAR)	\$0	\$0	\$0	\$0
San Joaquin Co. Measure K	\$2,842	\$2,842	\$27,266	\$25,526
Subtotal - State and Local Sources	\$45,812	\$45,812	\$53,284	\$133,380
TOTAL SUBSIDIES REVENUES	\$134,279	\$136,123	\$103,823	\$173,060
TOTAL OP. REVENUES & SUBSIDIES	\$140,079	\$141,923	\$110,523	\$188,610
Balance	(\$2,296)	(\$453)	\$0	\$0

Figure ES-6 Projected eTrans Operating Statistics & Performance Indicators

eTrans ESCALON DIAL-A-RIDE	FY 2010-11 BUDGET	FY 2010-11 PROJECTED	FY 2011-12 PROJECTED	FY 2012-13 PROPOSED
Revenue Vehicle Hours (RVH)	850	318	400	400
Revenue Vehicle Miles (RVM)	6,000	3,226	4,000	4,000
Actual/Estimated Passengers	3,300	3,500	3,500	3,500
Total Operating Expense	\$104,303	\$78,307	\$49,735	\$62,807
Estimated Fare & Other Operating Revenues	\$3,000	\$3,200	\$3,450	\$3,450
Allocated Advertising Revenue	\$150	\$150	\$250	\$350
Passengers/RVH	3.9	11.0	8.8	8.8
Passengers/RVM	0.55	1.08	0.88	0.88
Estimated Average Revenue Per Passenger*	\$0.95	\$0.96	\$1.06	\$1.09
Estimated Expense Per Passenger	\$31.61	\$22.37	\$14.21	\$17.94
Estimated Subsidy Per Passenger	(\$30.65)	(\$21.42)	(\$13.15)	(\$16.86)
Revenue Cost Recovery Ratio**	3.0%	4.3%	7.4%	6.1%
eTrans ROUTE 1 Expanded April 2012				
Revenue Vehicle Hours (RVH)	470	569	900	1,900
Revenue Vehicle Miles (RVM)	12,250	13,127	26,000	53,000
Actual/Estimated Passengers	1,300	1,151	2,000	7,500
Total Operating Expense	\$45,349	\$64,069	\$60,788	\$125,803
Estimated Fare & Other Operating Revenues	\$2,500	\$2,500	\$5,400	\$11,600
Allocated Advertising Revenue	\$150	\$150	\$250	\$350
Passengers/RVH	2.8	2.0	2.2	3.9
Passengers/RVM	0.11	0.09	0.08	0.14
Estimated Average Revenue Per Passenger*	\$2.04	\$2.30	\$2.83	\$1.59
Estimated Expense Per Passenger	\$34.88	\$55.66	\$30.39	\$16.77
Estimated Subsidy Per Passenger	(\$32.85)	(\$53.36)	(\$27.57)	(\$15.18)
Revenue Cost Recovery Ratio**	5.8%	4.1%	9.3%	9.5%
eTrans SYSTEM TOTAL				
<i>Estimated Total Platform Hours</i>	<i>1,650</i>	<i>1,650</i>	<i>2,350</i>	<i>3,016</i>
Revenue Vehicle Hours (RVH)	1,320	1,100	1,800	2,500
Revenue Vehicle Miles (RVM)	18,250	18,250	44,000	61,000
Actual/Estimated Passengers	4,500	4,500	7,000	11,000
Total Operating Expense &	\$142,376	\$142,376	\$110,523	\$188,610
Estimated Fare & Other Operating Revenues	\$5,500	\$5,700	\$8,850	\$15,050
Allocated Advertising Revenue	\$300	\$300	\$500	\$500
Passengers/RVH	3.4	4.1	3.9	4.4
Passengers/RVM	0.25	0.25	0.16	0.18
Estimated Average Revenue Per Passenger*	\$1.29	\$1.33	\$1.34	\$1.41
Estimated Expense Per Passenger	\$31.64	\$31.64	\$15.79	\$17.15
Estimated Subsidy Per Passenger	(\$30.35)	(\$30.31)	(\$14.45)	(\$15.73)
Revenue Cost Recovery Ratio**	4.1%	4.2%	8.5%	8.2%
Farebox+Other Ops + Local Match (Meas. K)	6.2%	6.2%	18.9%	24.8%

* Includes allocation of advertising revenue

& In FY 2010-11, includes \$19,748 for SRTP

** Includes fares and other operating revenues (advertising)

ES.10 10-Year eTrans Operating & Financial Plan

Overall *eTrans* patronage is projected to increase somewhat in FY 2011-12 as a result of expanded service to Modesto, and significantly during FY 2012-13, the first full year of expanded service. Fare revenues generally follow patronage; all sales tax revenue sources including TDA and Measure K are projected to grow at the SJCOG-sanctioned rate of 2.5%, with FTA sources growing 3.5% annually.

For the purpose of calculating annual TDA claims for transit, all other sources are summed first, including expectations of special grants such as FTA Sections 5304, 5316-JARC, and 5317-New Freedom, with the balance assumed to come from TDA funds. FTA funds are projected to grow at 3.5% annually, the historic rate of increasing appropriations.

Operating expenses are also projected to grow 4.0% annually (except for fuel), somewhat more than the historic Consumer Price Index (CPI) but reflecting the historic rate of transit operating cost increases in California. This includes an estimated 10% annual rate allowing for fuel price increases.

Figure ES-7 illustrates the recommended Financial Plan for *eTrans* from FY 2011-12 through FY 2020-21. This incorporates the assumptions discussed above, and include minor changes recommended by the SRTP consultant, as well the estimated impacts on required subsidy revenues focusing on FTA Section 5311, 5316, 5317, and TDA LTF Article 8 funds.

The City should investigate converting from filing claims under the provisions of TDA/LTF Article 8 to TDA/LTF Article 4, so that the City can take advantage of STA revenues. Under this scenario, *eTrans* would readily meet a 10% farebox/local revenues cost recovery ratio, which will be the case when Measure K funding is used. This should be done in FY 2012-14 or FY 2014-15.

ES.11 Recommended 10-Year eTrans Capital Plan

Figure ES-8 presents the proposed *eTrans* 10-Year Capital Plan including expenditures and expected revenues. Purchase of a second bus and third spare has been extended by one year, compared to the previous FY 2008-09 SRTP capital plan. Proposed new projects in FY 2011-12 include: (1) increase in Passenger Amenities budget for items such as additional bus stop benches, improved signage and other bus stop improvements; and (2) NextBus Signage which includes installation of “real time” bus schedule information for waiting at key *eTrans* stops in Escalon and Modesto.

Figure ES-7 Ten Year eTrans Operating & Financial Plan

	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21
EXPENSES											
Escalon Dial-A-Ride	\$68,408	\$49,735	\$62,807	\$64,691	\$66,632	\$68,631	\$70,690	\$72,811	\$74,995	\$77,245	\$79,562
Route 1 - Existing	\$54,170	\$45,788	\$65,803	\$67,777	\$69,810	\$71,905	\$74,062	\$76,284	\$78,572	\$80,929	\$83,357
SRTP Recommended Expansion	\$0	\$15,000	\$60,000	\$62,400	\$64,896	\$67,492	\$70,192	\$72,999	\$75,919	\$78,956	\$82,114
Route 1 - Saturday Service	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Short Range Transit Planning	\$19,798	\$0	\$0	\$0	\$0	\$0	\$0	\$30,000	\$0	\$0	\$0
TOTAL, eTrans Transit Services	\$142,376	\$110,523	\$188,610	\$194,868	\$201,338	\$208,027	\$214,943	\$252,093	\$229,486	\$237,130	\$245,033
REVENUES											
Fares - County Dial-A-Ride	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fares - Escalon Dial-A-Ride	\$3,200	\$3,450	\$3,450	\$3,485	\$3,519	\$3,555	\$3,590	\$3,626	\$3,662	\$3,699	\$3,736
Fares - eTrans Route 1	\$2,500	\$4,700	\$11,600	\$12,180	\$12,424	\$12,796	\$13,180	\$13,576	\$13,983	\$14,402	\$14,834
Advertising Revenues	\$300	\$500	\$500	\$750	\$800	\$832	\$865	\$900	\$936	\$973	\$1,012
FARE REVENUE	\$6,000	\$8,650	\$15,550	\$16,415	\$16,743	\$17,183	\$17,636	\$18,101	\$18,581	\$19,075	\$19,583
Net Subsidy Requirement	(\$136,376)	(\$101,873)	(\$173,060)	(\$178,454)	(\$184,595)	(\$190,845)	(\$197,308)	(\$233,992)	(\$210,905)	(\$218,055)	(\$225,451)
FTA Section 5311 (Rural Operations)	\$29,934	\$30,000	\$30,000	\$30,000	\$30,000	\$31,500	\$33,075	\$34,729	\$36,465	\$38,288	\$40,203
Caltrans Planning Grant (FTA 5304)	\$18,103	\$0	\$0	\$0	\$0	\$0	\$0	\$30,000	\$0	\$0	\$0
FTA Section 5316 - JARC	\$22,998	\$16,830	\$9,680	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
FTA Section 5317 - New Freedom	\$6,893	\$1,776	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
ARRA Section 5311 Funds	\$10,539	\$1,999	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, Federal Sources	\$88,467	\$50,605	\$39,680	\$55,000	\$55,000	\$56,500	\$58,075	\$69,729	\$61,465	\$63,288	\$65,203
State Transit Assistance (STA)	\$4,941	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
San Joaquin Co. Measure K	\$2,842	\$27,266	\$25,526	\$24,581	\$26,166	\$27,851	\$29,640	\$31,541	\$33,561	\$35,706	\$37,884
Contribution by RTD (County DAR)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, State & Regional Sources	\$7,783	\$32,266	\$30,526	\$29,581	\$31,166	\$32,851	\$34,640	\$36,541	\$38,561	\$40,706	\$42,884
TOTAL SUBSIDY REVENUES before TDA	\$96,250	\$82,871	\$70,206	\$84,581	\$86,166	\$89,351	\$92,715	\$126,270	\$100,026	\$103,994	\$108,087
Transportation Development Act (TDA)	\$38,029	\$38,419	\$102,854	\$93,873	\$98,428	\$101,856	\$104,593	\$107,722	\$110,879	\$114,061	\$117,364
TOTAL REVENUES including TDA	\$134,279	\$121,290	\$173,060	\$178,454	\$184,594	\$191,207	\$197,308	\$233,992	\$210,905	\$218,055	\$225,451
Balance	(\$2,097)	\$19,417	\$0	\$0	(\$1)	\$362	\$0	(\$0)	(\$0)	\$0	(\$0)
Total Farebox Revenue & Measure K	\$8,842	\$35,916	\$41,076	\$40,996	\$42,909	\$45,034	\$47,276	\$49,642	\$52,142	\$54,781	\$57,467
Total Revenue Vehicle Hours	1,100	1,800	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650
Total Passengers	4,500	7,000	11,000	11,440	11,669	11,902	12,140	12,383	12,631	12,883	13,141
Farebox + Local Match Ratio	6.2%	32.5%	21.8%	21.0%	21.3%	21.6%	22.0%	19.7%	22.7%	23.1%	23.5%
Operating Expense Per RVH	\$129.43	\$61.40	\$71.17	\$73.54	\$75.98	\$78.50	\$81.11	\$95.13	\$86.60	\$89.48	\$92.47
Operating Expense Per RVH without SRTP	\$111.43	\$61.40	\$71.17	\$73.54	\$75.98	\$78.50	\$81.11	\$83.81	\$86.60	\$89.48	\$92.47
Operating Expense Per Passenger	\$31.64	\$15.79	\$17.15	\$17.03	\$17.25	\$17.48	\$17.71	\$20.36	\$18.17	\$18.41	\$18.65

Figure ES-8 Ten Year eTrans Capital Plan

	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21
PROPOSED EXPENDITURES											
Purchase Transit Buses No. 2 & 3	\$141,489	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Electronic Fareboxes	\$0	\$0	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Security Cameras, Buses & Office	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Bike Rack for Buses	\$0	\$0	\$0	\$0	\$2,000	\$2,000	\$2,000	\$0	\$0	\$0	\$0
Replace Transit Bus No. 1	\$0	\$0	\$0	\$0	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0
Replace Transit Buses No. 2 & 3	\$0	\$0	\$0	\$0	\$0	\$115,000	\$115,000	\$0	\$0	\$0	\$0
Passenger Amenities	\$5,000	\$10,000	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Radio System	\$5,014	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
AVL/GPS System	\$10,599	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
NextBus Signage	\$0	\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Items Allowance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$2,000
GRAND TOTAL, Transit Capital	\$177,102	\$35,000	\$110,000	\$0	\$102,000	\$117,000	\$117,000	\$0	\$0	\$2,000	\$2,000
PROPOSED REVENUES											
Proposition 1B Grant (PTMISEA)	\$25,000	\$35,000	\$10,000	\$0	\$100,000	\$115,000	\$65,000	\$0	\$0	\$0	\$0
State TSSSDRA Account (Prop 1B)	\$29,503	\$0	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
San Joaquin Co. Measure K	\$0	\$0	\$0	\$0	\$2,000	\$2,000	\$2,000	\$0	\$0	\$0	\$0
FTA Section 5310/Other FTA	\$60,000	\$0	\$0	\$0	\$0	\$0	\$50,000	\$0	\$0	\$0	\$0
FTA Section 5316	\$52,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
ARRA Section 5311 Funds	\$10,599	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TDA/STA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$2,000
GRAND TOTAL	\$177,102	\$35,000	\$110,000	\$0	\$102,000	\$117,000	\$117,000	\$0	\$0	\$2,000	\$2,000

ES.11 Recommended *eTrans* Marketing Plan

Chapter 7 outlines and summarizes the recommended plan for marketing and publicizing improved *eTrans* transit service to the greater Escalon community. The plan recognizes that *eTrans* is currently not that well-known among most Escalon residents except for seniors. It recommends a low cost “guerilla” approach aimed at teenagers, community college students and transit-dependent workers appropriate for the City of Escalon’s very limited transit budget.

To some extent, increasing the community’s awareness of *eTrans* service is a “chicken or the egg” question. Current operations are limited to between 9:30 a.m. and 4:30 p.m., times mainly useful to seniors and others who don’t travel to work or school. Beginning service earlier and ending later will expand potential *eTrans* patronage to include students and transit-dependent workers. However, such potential customers cannot be expected to use the bus unless they know about proposed service improvements. This is the challenge facing the *eTrans* marketing program.

The recommended marketing strategy would:

- Maximize use of *eTrans* vehicles as rolling advertisements for the system
- Establish an ongoing presence at community events
- Produce an annual publication reaching all Escalon households
- Consider inexpensive and free media strategies
- Reconsider Internet and social media strategies, particularly an *eTrans* website with its own domain name and Facebook page

The following summarizes recommended marketing actions.

- Marketing Recommendation 1: Display the *eTrans* phone number far more prominently on *eTrans* vehicles than current small lettering on the bus sides, while retaining sufficient area for placing advertisements.
- Marketing Recommendation 2: Similarly, establish a separate domain name for *eTrans* transit service, and display the name far more prominently than the current very small lettering on the bus sides.
- Marketing Recommendation 3: Key bus stops served by *eTrans* should have posted/maintained schedules, plus two-three locations with NextBus displays.
- Marketing Recommendation 4: Establish an *eTrans* presence at a minimum of 3-4 Escalon community events during the year, including production of promotional items, schedules and other materials for distribution to interested members of the public.
- Marketing Recommendation 5: Consider an annual, full-color 4-page tabloid publication designed to showcase and promote improved *eTrans* services. An estimated 6,000 copies would be sufficient for about 3,00 inserts in the local weekly newspaper and its associated “shopper,” and a sufficient supply for distribution onboard vehicles and at various venues in Escalon and Modesto.

- Marketing Recommendation 6: Place much of the complex information currently printed on the current *eTrans* schedule brochure on a new dedicated *eTrans* website, in order to simplify presentation of essential *eTrans* information.
- Marketing Recommendation 7: Consider publication of a simple *eTrans* 3.67”x8.5” “rack card” with timetable and fare information only, printed on card stock, for use on board vehicles and in brochure racks where the larger tabloid publication isn’t appropriate or doesn’t fit.
- Marketing Recommendation 8: Consider and pursue all appropriate, inexpensive or free media outlets to continuously promote *eTrans*, including regularly issuing press releases regarding service changes, special events, holidays with no service, etc.
- Marketing Recommendation 9: Establish a separate *eTrans* website distinct from the City of Escalon’s general purpose website. This site should also be optimized for providing information to smart phones through Google Transit.
- Marketing Recommendation 10: Consider establishing a new Facebook page for *eTrans*, in particular to promote the system to potential markets including teenagers and college students. Development of a Social Media Policy for use of Facebook and other social media venues should be considered to address concerns raised by City staff. (example of Social Media Policy from the Napa County Transportation Planning Agency is presented in Chapter 7).

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Overview of eTrans

1.1 Purpose of the Short Range Transit Plan

Federal transportation statutes require that the San Joaquin Council of Governments (SJCOG), in partnership with state and local agencies, develop and periodically update a long-range Regional Transportation Plan (RTP), and a Transportation Improvement Program (TIP), which implements the RTP by programming federal funds to adopted transportation projects. In turn, each transit operator is required to periodically prepare a Short Range Transit Plan (SRTP) outlining transit operations, finance, and future planning.

In San Joaquin County, each operator SRTP also describes how funds from Measure K, San Joaquin County's local transportation sales tax would be used. SJCOG also requires any transit operator receiving federal funds to prepare, adopt and submit an SRTP. In keeping with SJCOG requirements, this SRTP documents the following:

- Existing services, unmet transit needs in the study area, and a review of recent transit system performance.
- Efficiency, effectiveness, equity and financial performance of existing transit service, thus establishing a “baseline” for evaluating options.
- Existing goals, objectives and standards and changes to improve their relevance as the environment in which transit operates evolves.
- General public, decision-maker, and other stakeholder input regarding transit needs, and evaluating these needs relative to objectives for efficiency, effectiveness and equity.
- Participation by the City of Escalon in SJCOG transportation related committees, including its Technical Advisory Committee, Social Services Transportation Advisory Committee, and the Interagency Transit Committee, as well as San Joaquin Regional Transit District (RTD) committees including the Coordinated Human Services Transportation Plan Working Group and ADA Access Committee.
- Proposals for new or expanded transit services, which would be evaluated against proposed efficiency, effectiveness and equity criteria.
- Options that improve the efficiency, effectiveness and equity of existing transit.
- A priority list for funding of new transit services, including identification of new funding opportunities.

In addition to meeting the requirements of funding agencies at the regional, state and federal levels, the SRTP is a blueprint for transit service improvements during the next decade. The analysis must justify the recommended course of action and

examine the feasibility of meeting new unmet transit needs such as serving newly growing areas and neighborhoods.

The remainder of this chapter describes *eTrans* service and the *eTrans* service area population and demographics.

1.2 Description of *eTrans*

Escalon Transit Services was renamed *eTrans* in 2008. *eTrans* service was provided by the San Joaquin Regional Transit District (RTD) through November 27, 2009 under contract with the City of Escalon. Storer Transit Systems of Modesto replaced the RTD contract effective on Monday, November 30, 2009. RTD operated the transit system on behalf of the City since December 1984.

As of November 30, 2009, *eTrans* service includes a dial-a-ride operating within City limits, and deviated fixed route service, Route 1, between the Escalon Park & Ride Lot in downtown Escalon and a transfer point in north Modesto with Modesto Area Express (MAX) and Stanislaus Regional Transit (StaRT). MAX and StaRT connect to destinations in Modesto and Stanislaus County. Service by *eTrans* to the unincorporated rural area surrounding Escalon has been discontinued since RTD has chosen not to provide funding. RTD General Public Dial-A-Ride now serves this area, with passengers making one to seven day advance reservations.

RTD *Hopper* Route 95 between Escalon, Manteca, Lathrop, and French Camp was discontinued in October 2009 due to low ridership. Service to the Livermore Labs via RTD's San Joaquin Commuter Route 168 originating in Escalon ended in June 2007 due to low ridership.

eTrans serves an estimated 7,132¹ persons within Escalon city limits, which covers about 2.2 square miles. *eTrans* served both the City of Escalon and the surrounding rural unincorporated area of San Joaquin County, a total area of approximately 25 square miles, generally within a radius of three miles, until November 27, 2009. *eTrans* continues to provide connections on request with the Riverbank-Oakdale Transit Authority (ROTA) Dial-A-Ride at Jacob Myers Park in Riverbank. The *eTrans* service area is now the 2.2 square miles of Escalon city limits.

1.2.1 *eTrans* Overview

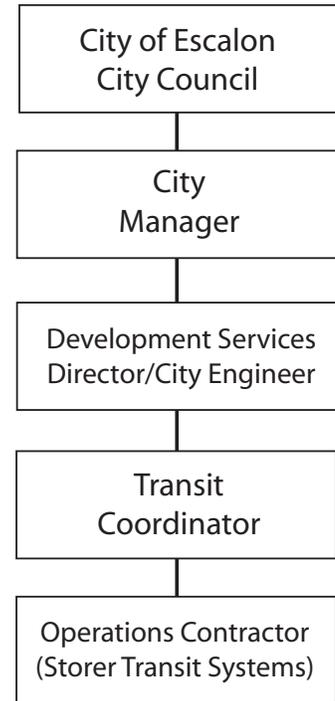
Transit service in Escalon began operation in October 1977. Escalon Dial-A-Ride was administered by the Community Services Department and operated with two vehicles and two drivers employed by the City. Hours of service on Monday-Friday were 8:00 a.m.–5:00 p.m., and on Saturdays between 10:00 a.m. and 2:00 p.m. Service was also provided to Modesto every Monday, Wednesday, and Friday and to Stockton every second Tuesday of the month. Service to the former Amtrak station in Riverbank was also available on request.

¹ 2010 U.S. Census, April 1, 2010.

The current *eTrans* organization chart as of July 1, 2011 is presented in Figure 1.1.

Figure 1.1 *eTrans* Organization Chart

Escalon’s Development Services Department, Engineering Division now manages *eTrans*. The Department also administers and oversees *eTrans*. The new service contractor, Storer Transit Systems, provides vehicle operations and maintenance, including drivers. The City pays for fuel and other direct costs incurred by *eTrans* operations. Previously, *eTrans* was managed by the Community Development Department.



The City of Escalon participates in a number of SJCOG transportation related committees, including its Technical Advisory Committee, Social Services Transportation Advisory Committee, and the Interagency Transit Committee, as well as San Joaquin Regional Transit District (RTD) committees including the Coordinated Human Services Transportation Plan Working Group and ADA Access Committee.

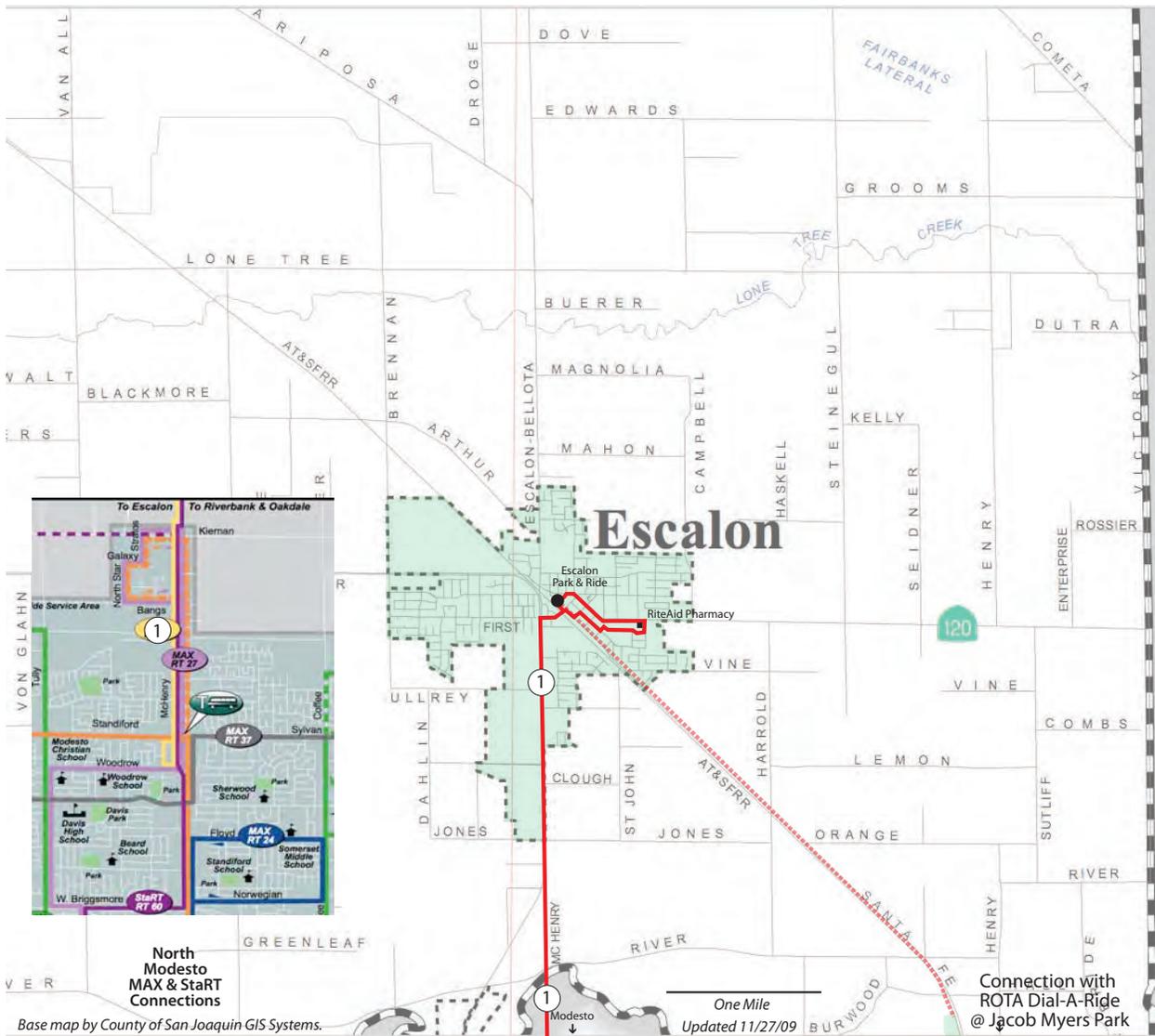
The transit program is overseen by a part-time Transit Coordinator reporting to the City Engineer, who in turn is directly responsible to the Escalon City Council through the City Manager. The City provides transit through a purchase of service contract that was recently awarded to Storer Transit Systems of Modesto. The City Council awards service contracts, and approves , and other policies impact *eTrans* operation.

eTrans service is summarized in Figure 1.2 and the overall service area is shown in Figure 1.3. Escalon transit service also includes Route 1 between Escalon and Modesto, which is also operated by *eTrans*. *eTrans* Escalon Dial-A-Ride also serves as the complimentary paratransit service for the Escalon area under Americans with Disabilities Act (ADA) regulations. To use this aspect of the service, patrons must be certified eligible to use ADA services. To become ADA-certified, potential patrons must complete an ADA Certification Application, which is processed by the City.

Figure 1.2 Summary of *eTrans* Service

Route	Area Served	Reservations & Frequencies	Weekday	Weekends
DAR	2.2 square mile area within Escalon city limits	15 min. minimum reservation time and up to 7 days advance with service to Riverbank	10:30 am – 3:30 pm	No Service
1	Escalon – North Modesto along McHenry Avenue	3 southbound trips 3 northbound trips	9:30 am, 1:30 pm & 3:30 pm Northbound 30 min. later	No Service

Figure 1.3 eTrans Dial-A-Ride Service Area and Route 1



1.2.2 eTrans Escalon Dial-A-Ride

In 1984, the City desired to reduce its direct involvement with transit. The Stockton Metropolitan Transit District (SMTD), now the San Joaquin Regional Transit District (RTD), proposed to operate Escalon Dial-A-Ride service under contract with the City, which was approved by the Escalon City Council effective January 1, 1985. Service was reduced to Monday-Friday from 10:00 a.m. to 3:00 p.m. and the Modesto and Stockton services were discontinued.

On November 10, 2002, a connection was established between Escalon Dial-A-Ride and the ROTA Dial-A-Ride, allowing passengers to travel between Escalon, Riverbank, and Oakdale. The transfer point is located at Jacob Myers Park in

Riverbank; ROTA Dial-A-Ride will pick up and drop off passengers at this location and take them to destinations anywhere within the ROTA service area, as will *eTrans* within Escalon city limits.

Also in November 2002, Escalon Dial-A-Ride fares were increased to match fares for comparable services provided by RTD. On September 11, 2004, fares were modified again in order to increase the farebox cost recovery ratio for RTD services, including Escalon Dial-A-Ride and RTD's *Hopper* Route 95 and *eTrans* Route 96 that served Escalon. On October 5, 2008, fares again were modified to improve the farebox recovery ratio of all RTD transit services, including *eTrans* and unincorporated county area service. Fares were increased to a uniform \$3.00 per ride for serving those boarding in or traveling to the unincorporated county area.

Effective November 30, 2009 *eTrans* now provides door-to-door service only within the Escalon city limits and also connects to ROTA by request at Jacob Myers Park in Riverbank. Buses are scheduled to provide dial-a-ride service several times per day Monday through Friday 10:00 a.m.–3:30 p.m. No Saturday, Sunday or holiday service is operated. Holidays include New Years Day, Dr. Martin Luther King, Jr. Day, Presidents' Day, Memorial Day, Independence Day, Labor Day, Veterans' Day, Thanksgiving Day, and Christmas Day.

Service previously provided outside City limits was reimbursed to the City of Escalon by RTD, but was discontinued due to RTD opting to provide the service in house. No City funds were used to subsidize service except when traveling to or from Modesto via Route 1. *eTrans* is used primarily by the “transit dependent,” e.g., those who have no other means of transportation due to age, income, or disability. Most *eTrans* riders are senior or a person with a disability.

1.2.3 *eTrans* Route 1 - Escalon-Modesto

Modesto service was reintroduced in May 1998 as a result of an identified unmet transit need. Service ran every Friday to Vintage Faire Mall in northwest Modesto, but patronage never materialized. Service was reduced in January 1999 to every second Wednesday of each month.

On April 2, 2002, the Modesto service was expanded to operate between Escalon and the intersection of McHenry and Standiford Avenues in north Modesto, where connections are available to Modesto Area Express (MAX) local bus service and Stanislaus Regional Transit's (StaRT) intercity bus network. At the same time, a transfer agreement with MAX and StaRT began, along with a fare increase from \$1.50 to \$1.60 matching intercity express and general public dial-a-ride fares. The service now runs three times daily, and is provided by diverting the *eTrans* bus from dial-a-ride service during those times, resulting in no additional vehicles needed for provision of this service.

On November 10, 2002, this service was designated Route 96, which is consistent with RTD's countywide bus route numbering system, and was rescheduled to connect

to the new RTD *Hopper* Route 95 service between Escalon, Manteca, Lathrop, and French Camp. Bus stop signs were also installed along the route.

On September 11, 2004, Route 96 fares were increased again to help increase RTD's overall farebox cost recovery.

On June 5, 2005, RTD restructured its intercity and *Hopper* routes within cities outside the official RTD boundaries, which led to the elimination of some route segments including Route 95. Route 96 was again rescheduled to continue the coordinated connection with *Hopper* Route 95 in Escalon.

On January 5, 2008, RTD restructured Route 96 to better connect with *Hopper* Route 95 since direct service between Escalon, Lathrop and French Camp was eliminated, as well as Saturday service.

On October 5, 2008, RTD fares were modified again to improve RTD's overall farebox return ratio, but Route 96 fares remained the same. Route 96 was also renamed *eTrans* Route 1 at this time to reduce confusion with RTD routes.

In October 2009, *Hopper* Route 95 between Escalon and Manteca was discontinued due to low ridership.

1.2.4 Fare Structure

The *eTrans* fare structure is relatively complex for a small system, as shown in Figure 1.4. As required by the San Joaquin Council of Governments (SJCOG) and TDA regulations, transfer agreements have been established with adjacent transit systems. These systems include to *MAX*, *StaRT* intercity routes, and local services provided by *ROTA*. When RTD operated the transit system, connections between *eTrans* and other RTD services were possible. This is no longer the case as of November 30, 2009, except through RTD General Public Dial-A-Ride service.

Fares for *eTrans* are now determined by the City of Escalon. Previous fare and pass price increases were implemented on November 10, 2002, September 11, 2004 and October 5, 2008 by RTD. The Escalon City Council approved the fares adopted by the RTD Board of Directors in September 2010, including a new Modesto EZ DayPass and a new fare increase/decrease and service changes policy.

1.2.5 System Funding

Operations funding for *eTrans* comes from fares, the Transportation Development Act (TDA) Local Transportation Fund (LTF), and Federal Transit Administration (FTA) Section 5311 rural funding. The City also applies for competitive funding through Caltrans for FTA Sections 5316 and 5317 funding. TDA funds are derived from a 0.25% portion of state sales taxes collected in each county, which are dedicated to transit operating and capital first, and secondarily to streets and road projects. Section 5311 funds are apportioned to rural transit and small systems in urban areas with less than 50,000 residents.

The City of Escalon applies for TDA and FTA Section 5311 funding annually. In FY 2009-10, Section 5311 covered about 50% of transit and capital expenses. Currently, passenger fares contribute about 5% of the operating budget, TDA funds 46%, and 49% from Section 5311. *eTrans* historically did not use any State Transit Assistance (STA) funds since the system status as a TDA LTF Article 8 recipient made it ineligible for that source. As of FY 2010-11, the City will receive \$5,000 annually of population-based STA funded allocated to SJCOG. The City will also continue to apply annually for discretionary funding through Caltrans from the FTA Section 5316 and 5317 programs.

Figure 1.4 *eTrans* Fare Structure

Fare Category	Effective October 5, 2008
CASH FARES	
Adult (Age 18-64)	\$1.50
Student (Age 5-17 or college ID)	\$1.25
Senior, Persons w/Disabilities, Medicare (age 65+)	\$0.75
Child Under Age 5 (up to 3 children with paying adult)	Free
Each Additional Child (under age 5)	\$1.25
Route 1 Escalon–Modesto	\$2.00
Special Events	\$2.00
EZ DAY PASSES	
Adult EZ Day Pass	\$4.00
Student EZ Day Pass	\$3.00
Senior/Disabled EZ Day Pass	\$2.00
Modesto EZ DayPass	\$5.00
10-RIDE EZ PASSES	
Adult 10-Ride EZ Pass	\$14.00
Student 10-Ride EZ Pass	\$12.00
Senior/Disabled 10-Ride EX Pass	\$7.00
Modesto 10-Ride EZ Pass	\$20.00
31-DAY EZ (MONTHLY) PASSES	
Adult 31-Day EZ Pass	\$65.00
Route 1 31-Day EZ Pass	\$75.00
Student 31-Day EZ Pass	\$40.00
Senior/Disabled 31-Day EZ Pass	\$35.00
Other Transit System Charges / Transfers	
<i>eTrans</i> Route 1 Deviations	\$1.00
Transfers from <i>eTrans</i> Route 1 to RTD service	\$0.50
Transfers to MAX, MADAR, StaRT, ROTA	\$0.25

1.3 Operations and Equipment

Storer Transit Systems operates service for Escalon using one vehicle owned by the City. The contract calls for provision of drivers and a spare accessible transit vehicle until the City of Escalon purchases a second bus. In May 2007, the previous 1998 model vehicle used by RTD for *eTrans* service was replaced by a 2003 El Dorado National Aerotech high floor, 22-foot, 12-passenger “cutaway” vehicle.

In turn, the Aerotech was replaced on November 30, 2009 by a City-owned 18-passenger, 24-foot, 2009 Starcraft Allstar bus with 2 wheelchair positions. This vehicle was purchased at a cost of \$68,000 and is schedule for replacement in FY 2013-14.

The previous contract through RTD was subcontracted to Ms. Rita Gwin of Escalon for *eTrans* bus operator services; Ms. Gwin is now retired. This contractual arrangement was in place between December 1984 and July 2009. RTD then used unionized labor from its Stockton facility through the end of the RTD contract in November 2009. Contract payments to RTD were primarily based on the cost of the driver, multiplied by the number of hours operated, multiplied by a billing rate as originally agreed in December 1984. This cost also included operations and maintenance overhead for RTD. The hourly contract rate for driver services remained at \$11.44 per hour for 2,368 annual service hours since 1985, through June 30, 2009. On July 1, 2009 through November 27, 2009, a modified rate was established at the request of RTD to bring costs in line with 2009 dollars, until *eTrans* operation were assumed by Storer Transit Systems.

The *eTrans* vehicle operated by Storer Transit Systems includes a new system identity and logo, e.g., *eTrans*. Figure 1.5 illustrates the bus.

The City of Escalon also owns and operates the Downtown Park & Ride Lot, which has sufficient off-street space for two buses, a passenger shelter and waiting area, four bicycle lockers, and sufficient park and ride spaces for approximately 50 automobiles. Another park & ride lot for up to 20 vehicles is located at Yosemite Drive and State Route 120, provided through a lease agreement with Crossroads Plaza shopping center. The Downtown park & ride lot was served by RTD *Hopper* Route 95 and San Joaquin Commuter Route 168 between Escalon and the Lawrence Livermore Laboratory in Alameda County until cancellation of both routes due to low ridership.

1.4 The Service Area

1.4.1 Location & Summary Demographics

The City of Escalon is located in California’s Central Valley 15 miles east of Manteca and 20 miles southeast of Stockton in southeastern San Joaquin County. See Figure 1.6. Escalon is halfway between the San Francisco Bay Area and Yosemite National Park on State Route 120. Escalon is less than a 25-minute drive from Stockton, Modesto, and Manteca, with direct access to all modes of transportation.

Figure 1.5 eTrans Vehicle



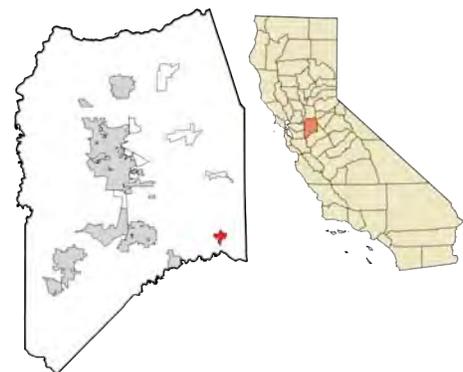
Escalon is an attractive city of 7,132 persons in a very productive agricultural area of San Joaquin County, comprising 2.2 square miles. The 2010 U.S. Census revealed that Escalon had a total of 7,132 persons on April 1, 2010, slightly less than the California

Department of Finance estimate for January 1, 2010 (no other 2010 Census data is currently available). The City is surrounded by scenic agricultural land and open spaces. Figure 1.7 near the end of this Chapter summarizes demographic data for Escalon from the 2000 U.S. Census. Escalon continues to foster its goal of maintaining a vibrant and diversified community. The City's Mission Statement of "Taking pride in our community through quality service" is apparent through the aggressive policies adopted to preserve a family atmosphere and high quality of life. In 2000, the population of Escalon was 5,963 people according to the U.S. Census at an average density of 2,710 per square mile. See Figure 1.7.

According to information compiled by www.city-data.com, as of 2009 Escalon's population was divided into 49.3% male and 50.7% female. The median age of Escalon residents was 35.5 years, slightly higher than the California average of 33.3 years. According to this source, the estimated median income of Escalon households was \$66,202, about 10% higher than the California household median of \$61,021. Estimated per capita income in 2008 was \$24,465.

The average household size in 2008 was 2.9 persons; 77.7% of Escalon households were families. In 2008, an estimated 8.6% of all Escalon households had incomes below the poverty level, compared to the 14.2% statewide average. Extreme poverty was limited with 2.9% of households in Escalon compared to the California statewide average of 6.3%. Figure 1.7 shows detailed

Figure 1.6 Escalon Location Map



summary data for Escalon from the 2000 U.S. Census.

Figure 1.7 Escalon, CA. 2000 Census Fact Sheet from U.S. Census

Census 2000 Demographic Profile Highlights:

General Characteristics - show more >>	Number	Percent	U.S.
Total population	5,963		
Male	2,937	49.3	49.1%
Female	3,026	50.7	50.9%
Median age (years)	35.5	(X)	35.3
Under 5 years	375	6.3	6.8%
18 years and over	4,120	69.1	74.3%
65 years and over	756	12.7	12.4%
One race	5,769	96.7	97.6%
White	5,082	85.2	75.1%
Black or African American	34	0.6	12.3%
American Indian and Alaska Native	57	1.0	0.9%
Asian	65	1.1	3.6%
Native Hawaiian and Other Pacific Islander	11	0.2	0.1%
Some other race	520	8.7	5.5%
Two or more races	194	3.3	2.4%
Hispanic or Latino (of any race)	1,125	18.9	12.5%
Household population	5,937	99.6	97.2%
Group quarters population	26	0.4	2.8%
Average household size	2.89	(X)	2.59
Average family size	3.31	(X)	3.14
Total housing units	2,132		
Occupied housing units	2,056	96.4	91.0%
Owner-occupied housing units	1,549	75.3	66.2%
Renter-occupied housing units	507	24.7	33.8%
Vacant housing units	76	3.6	9.0%
Social Characteristics - show more >>	Number	Percent	U.S.
Population 25 years and over	3,564		
High school graduate or higher	2,817	79.0	80.4%
Bachelor's degree or higher	452	12.7	24.4%
Civilian veterans (civilian population 18 years and over)	546	13.3	12.7%
Disability status (population 5 years and over)	1,169	21.1	19.3%
Foreign born	583	9.9	11.1%
Male, Now married, except separated (population 15 years and over)	1,379	64.4	56.7%
Female, Now married, except separated (population 15 years and over)	1,375	59.8	52.1%
Speak a language other than English at home (population 5 years and over)	1,017	18.4	17.9%
Economic Characteristics - show more >>	Number	Percent	U.S.
In labor force (population 16 years and over)	2,838	65.1	63.9%
Mean travel time to work in minutes (workers 16 years and over)	25.5	(X)	25.5
Median household income in 1999 (dollars)	49,797	(X)	41,994
Median family income in 1999 (dollars)	55,488	(X)	50,046
Per capita income in 1999 (dollars)	19,016	(X)	21,587
Families below poverty level	108	6.9	9.2%
Individuals below poverty level	508	8.6	12.4%
Housing Characteristics - show more >>	Number	Percent	U.S.
Single-family owner-occupied homes	1,365		
Median value (dollars)	144,000	(X)	119,600
Median of selected monthly owner costs	(X)	(X)	
With a mortgage (dollars)	1,258	(X)	1,088
Not mortgaged (dollars)	310	(X)	295

(X) Not applicable.
Source: U.S. Census Bureau, Summary File 1 (SF 1) and Summary File 3 (SF 3)

According to www.city-data.com, 79.0% of Escalon residents age 25 or older graduated from high school, 12.7% had a Bachelor's degree or higher, and 3.1% had a graduate or professional degree. In 2008, approximately 9.1% of residents were unemployed, which certainly has increased significantly in 2009 and 2010.

In Escalon, males were employed in construction (12%), Other production occupations (8%), educational services (7%), agriculture (7%), food (6%), other sales related positions (7%), agricultural workers (6%), Drivers (4%), mechanics and other installation, maintenance and repair occupations (4%), repair and maintenance (4%), building materials and related (4%), utilities (3%), other management jobs except in agriculture (3%), and materials moving workers, e.g., forklift and related (3%).

The female work force was most commonly employed in educational services (18%), health care (15%), finance and insurance (9%), information, record clerks (10%), bookkeeping and accounting (9%), accommodations and food services (7%), "social assistance" (6%), secretaries and other administrative support (6%), other office workers (6%), public administration (5%), religious and non-profit organizations (4%), cashiers (4%), teachers (4%), and child care workers (4%).

Many urban services are not available locally in Escalon, but are located within 10 miles, primarily in the Modesto urbanized area. This underscores the need for good transit connections between Escalon and Modesto. Four major hospitals are within a 15-minute drive of Escalon, including Memorial Hospital Medical Center, Stanislaus Surgical Hospital, Doctors Medical Center and Kaiser Permanente-Modesto Medical Center.

No institutions of higher learning are located in Escalon, but four campuses are located within 25 miles: Modesto Junior College (about 10 miles away), California State University, Stanislaus 21 miles away in Turlock, University of the Pacific in Stockton about 20 miles away, and San Joaquin Delta College about 25 miles away in Stockton.

1.4.2 Population Trends

Escalon's population increased from 5,963 persons at the 2000 U.S. Census to an 7,132 as of April 1, 2010², up about 20.0% since 2000. Population characteristics for Escalon from the 2000 Census are summarized in Figure 1.7. For more recent socioeconomic estimates for Escalon, please refer to previous section. Recent growth trends in the 2000's by year are summarized in Figure 1.8.

Escalon's population growth has slowed in the past few years as a result of the housing sector decline and the current (as of November 2009) economic slowdown. The February 2004 document *City of Escalon General Plan Update Background Report*³, estimated that Escalon would grow to an estimated 8,350 persons by 2010 based on the assumption that Escalon's share of San Joaquin County population in 2000 would

² Source: U.S. Census Bureau, Preliminary 2010 results.

³ Available online at <http://www.cityofescalon.org/GP.htm> Accessed November 25, 2009

remain constant as the City and County grew through 2025. However, this compares to more recent U.S. Census figures of 7,132 Escalon residents as of April 1, 2010.

The population and household growth estimates used by Escalon’s *General Plan Update* are shown below in Figure 1.9. Escalon’s total population was expected to double between 2000 and 2025; however, this growth estimate now appears to be on the high side.

As pointed out in the *General Plan Update Background Report*, most residential units in Escalon consist of detached single family houses; the percentage of single family units increased from 75.8% in the 1990 Census to 81.9% in the 2000 Census. Similarly, owner-occupied units increased from 69.9% of all housing units in 1990 to 75.3% in 2000. Communities with high percentages of owner-occupied housing tend to have a low proportion of transit-dependent residents. Communities with high proportions of renters tend to be less affluent and have less access to automobiles, and thus are generally more transit-dependent.

Figure 1.8 Population Growth

Date/Year	Population
1-Apr 1950	1,569
1-Apr-1960	1,763
1-Apr-1970	2,366
1-Apr-1980	3,127
1-Apr-1990	4,437
1-Apr-2000	5,963
1-Jan-2008	7,084
1-Jan-2009	7,145
1-Apr-2010	7,132

Sources: U.S. Census & California Department of Finance

Figure 1.9 Escalon Population Growth Projections from General Plan Update

	2000	2005	2005	2010	2020	2025
Total Population	5,963	7,150	8,350	9,550	10,750	11,950
	2,056	2,474	2,889	3,304	3,719	34,134
Average Household Size	2.89	2.89	2.89	2.89	2.89	2.89

Adapted from Table 1.1-3, page 1-8, *City of Escalon General Plan Update Background Report*

1.4.3 The Journey to Work

According to the 2000 U.S. Census, most employed Escalon residents drive to work (80.5%), carpool (11.9%), rode transit (0.0%), walked (3.3%), used other means (0.5%), or worked at home (3.8%). Please refer to Figure 1.9. It is not surprising that no Escalon residents used transit traveling to work, since service doesn’t begin until after the morning commute, and is finished by 4:30 p.m., when the afternoon commute period is just beginning.

As shown in Figure 1.10, employed Escalon residents commuted to widely scattered locations. While only 23.7% remain within the community according to the 2000 Census, 37.9% commuted to Stanislaus County (primarily Modesto), 38.9% commuted to other locations within San Joaquin County (primarily the unincorporated county and Stockton), 6.6% to the San Francisco Bay Area, and 0.5% to Sacramento County. According to more recent U.S. Census employment data for 2008, only 20.5% of employed residents both live and work with Escalon.

In all these areas, work places are dispersed, making it very difficult to provide transit service that is competitive with driving.

Figure 1.10 Journey to Work 2000, Escalon & San Joaquin County

	Escalon		San Joaquin Co.	
	Number	Percent	Number	Percent
Workers 16 Years and Over	2,553	100.0%	213,629	100.0%
Car, Truck, or Van-Drove Alone	2,055	80.5%	159,369	74.6%
Car, Truck, or Van-Carpooled	303	11.9%	36,316	17.0%
Public Transportation (Including Taxicab)	0	0.0%	3,065	1.4%
Walked	84	3.3%	4,949	2.3%
Other Means	13	0.5%	3,792	1.8%
Worked at Home	98	3.8%	6,138	2.9%
Mean Travel Time to Work (Minutes)	25.5	--	29.2	--

Adapted from Table 1.4-7, page 1-22, *City of Escalon General Plan Update Background Report*

1.4.3.1 Journey to Work Travel Patterns

Figure 1.11 shows the many locations where employed Escalon residents work, based on the most recent 2008 data for the U.S. Census American Community Survey. The overall workforce in Escalon increased from 2,553 employed residents as reported by the 2000 Census, to 2,919 employed residents in 2008, according to U.S. Census American Community Survey (ACS) data.

Data for Figures 1.11 through 1.18 was obtained through various queries of Escalon employment data from the U.S. Census Bureau employment data mapping website, <http://lebdmap.did.census.gov/>. At this writing (February 2011), no mode share data for the journey to work is currently available.

Figure 1.11 Where Employed Escalon Residents Work (map)

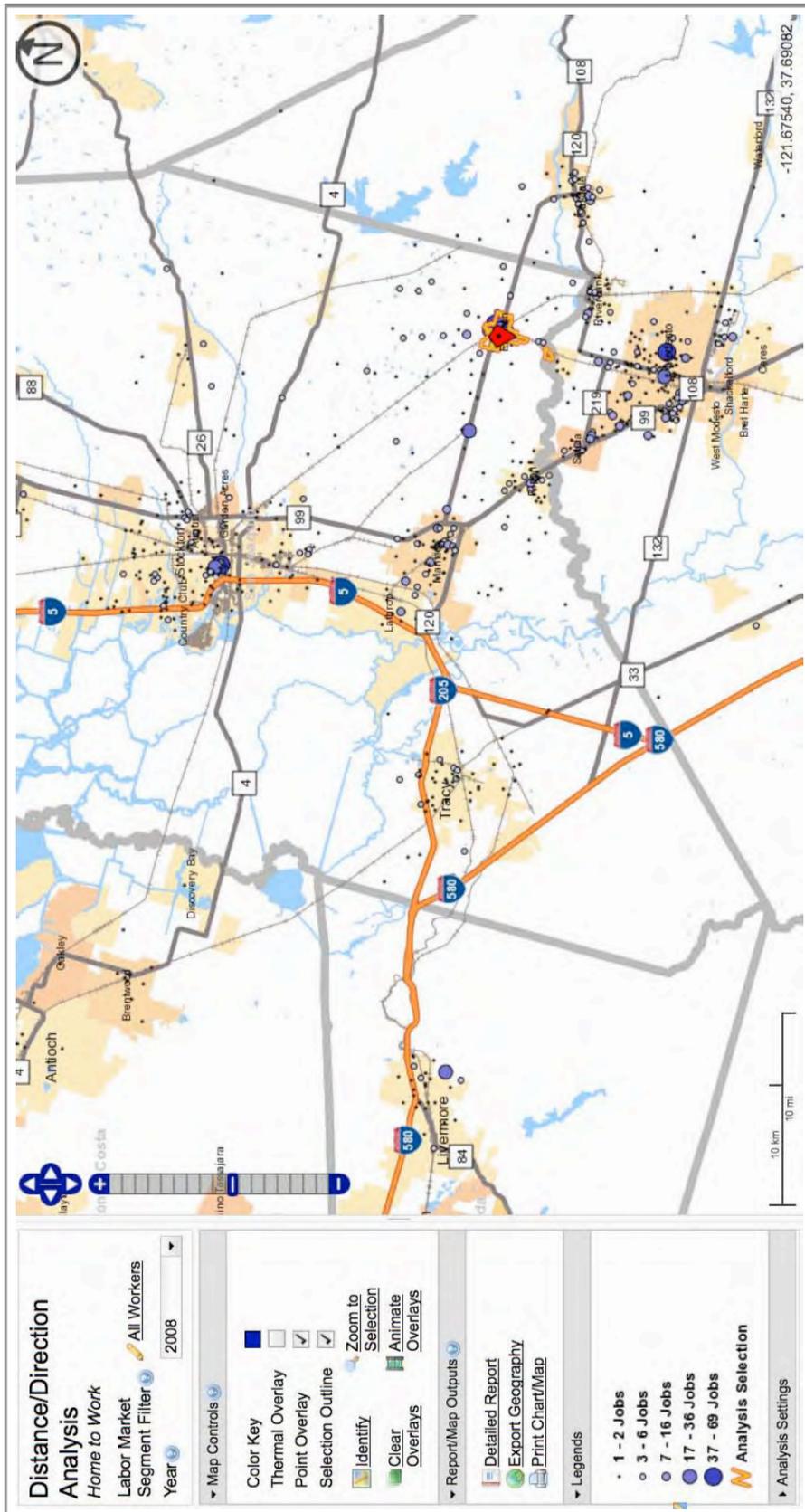


Figure 1.12 lists the top 25 work locations of employed Escalon residents by county of job location, and by largest place in San Joaquin and Stanislaus Counties.

Figure 1.12 Where Employed Escalon Employed Residents Work (table)						
	2008		2007		2006	
	Count	Share	Count	Share	Count	Share
Total All Jobs	2,696	100.0%	2,798	100.0%	2,318	100.0%
	2008		2007		2006	
	Count	Share	Count	Share	Count	Share
SAN JOAQUIN COUNTY, CA	1,186	43.99%	1,190	44.14%	1,172	43.47%
Escalon city, CA	366	13.58%	364	13.50%	411	15.24%
Stockton city, CA	241	8.90%	260	9.30%	272	11.70%
Manteca city, CA	114	4.20%	124	4.40%	112	4.80%
Ripon city, CA	56	2.10%	44	1.60%	40	1.70%
Tracy city, CA	55	2.00%	41	1.50%	18	0.80%
Lodi city, CA	31	1.10%	27	1.00%	23	1.00%
Lathrop city, CA	22	0.80%	22	0.80%	13	0.60%
Other Locations/Unincorporated	301	4.40%	308	2.50%	283	6.00%
STANISLAUS COUNTY, CA	668	24.80%	683	24.40%	555	23.90%
Modesto city, CA	325	12.10%	358	12.80%	280	12.10%
Oakdale city, CA	80	3.00%	81	2.90%	78	3.40%
Turlock city, CA	37	2.10%	24	1.40%	33	1.90%
Salida CDP, CA	51	1.90%	59	2.10%	51	2.20%
Riverbank city, CA	47	1.70%	46	1.60%	28	1.20%
Other Locations/Unincorporated	128	4.00%	115	3.60%	85	3.10%
SAN FRANCISCO BAY AREA	375	13.90%	443	15.60%	292	12.50%
Alameda County, CA	139	5.20%	183	6.50%	108	4.70%
Contra Costa County, CA	80	3.00%	71	2.50%	62	2.70%
Santa Clara County, CA	79	2.90%	95	3.40%	56	2.40%
San Francisco County, CA	43	1.50%	52	1.70%	45	1.80%
San Mateo County, CA	34	1.30%	42	1.50%	21	0.90%
SACRAMENTO COUNTY, CA	136	5.00%	139	5.00%	109	4.70%
FRESNO COUNTY, CA	30	1.10%	30	1.10%	16	0.70%
LOS ANGELES COUNTY, CA	30	1.10%	24	0.90%	10	0.40%
All Other Locations	274	10.20%	292	10.40%	169	7.30%

Source: U.S. Census American Community Survey. Adapted from <http://lehdmap.did.census.gov/>

Figure 1.13 Where Those Employed Within Escalon Live (map)

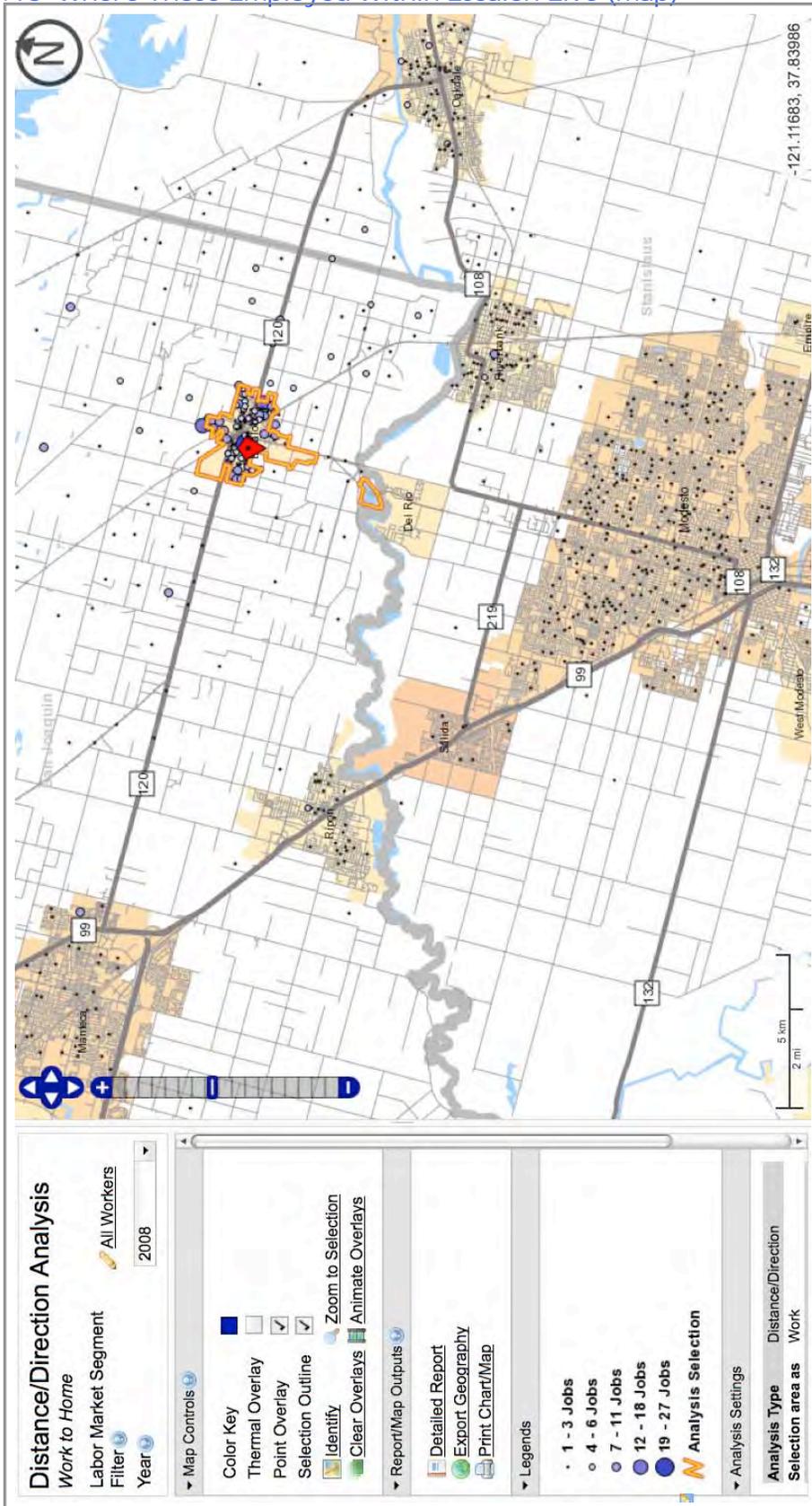


Figure 1.14 Where Those Employed Within Escalon Live (table)

	2008		2007		2006	
	Count	Share	Count	Share	Count	Share
Total All Jobs	1,786	100.00%	1,701	100.00%	1,709	100.00%
	2008		2007		2006	
	Count	Share	Count	Share	Count	Share
SAN JOAQUIN COUNTY, CA	808	45.20%	839	49.30%	815	47.70%
Escalon city, CA	366	20.50%	364	21.40%	411	24.00%
Stockton city, CA	52	2.90%	54	3.20%	68	4.00%
Manteca city, CA	48	2.70%	40	2.40%	41	2.40%
Ripon city, CA	41	2.30%	58	3.40%	31	1.80%
Lodi city, CA	12	0.70%	4	0.20%	7	0.40%
Lathrop city, CA	8	0.40%	4	0.20%	3	0.20%
Tracy city, CA	6	0.30%	3	0.20%	6	0.40%
All other locations, unincorporated	275	21.20%	312	24.70%	248	22.50%
STANISLAUS COUNTY, CA	739	41.40%	678	39.90%	756	44.20%
Modesto city, CA	340	19.00%	310	18.20%	338	19.80%
Oakdale city, CA	86	4.80%	94	5.50%	87	5.10%
Riverbank city, CA	80	4.50%	67	3.90%	109	6.40%
Turlock city, CA	37	2.10%	24	1.40%	33	1.90%
Ceres city, CA	33	1.80%	14	0.80%	19	1.10%
East Oakdale CDP, CA	16	0.90%	15	0.90%	17	1.00%
Salida CDP, CA	11	0.60%	10	0.60%	13	0.80%
Bystrom CDP, CA	7	0.40%	5	0.30%	6	0.40%
Waterford city, CA	6	0.30%	10	0.60%	12	0.70%
All other locations, unincorporated	123	7.00%	129	7.70%	122	7.00%
MERCED COUNTY, CA	36	2.00%	37	2.20%	9	0.50%
SACRAMENTO COUNTY, CA	26	1.50%	8	0.50%	14	0.80%
CALAVERAS COUNTY, CA	22	1.20%	13	0.80%	18	1.10%
TUOLUMNE COUNTY, CA	22	1.20%	28	1.60%	28	1.60%
ORANGE COUNTY, CA	15	0.80%	10	0.60%	2	0.10%
ALAMEDA COUNTY, CA	14	0.80%	4	0.20%	8	0.50%
MARIPOSA COUNTY, CA	13	0.70%	10	0.60%	6	0.40%
SANTA CLARA COUNTY, CA	13	0.70%	11	0.60%	13	0.80%
All Other Locations	78	4.40%	63	3.70%	40	2.30%

Figure 1.15 Employed Escalon Residents Travel by Direction, by Distance (graphic)

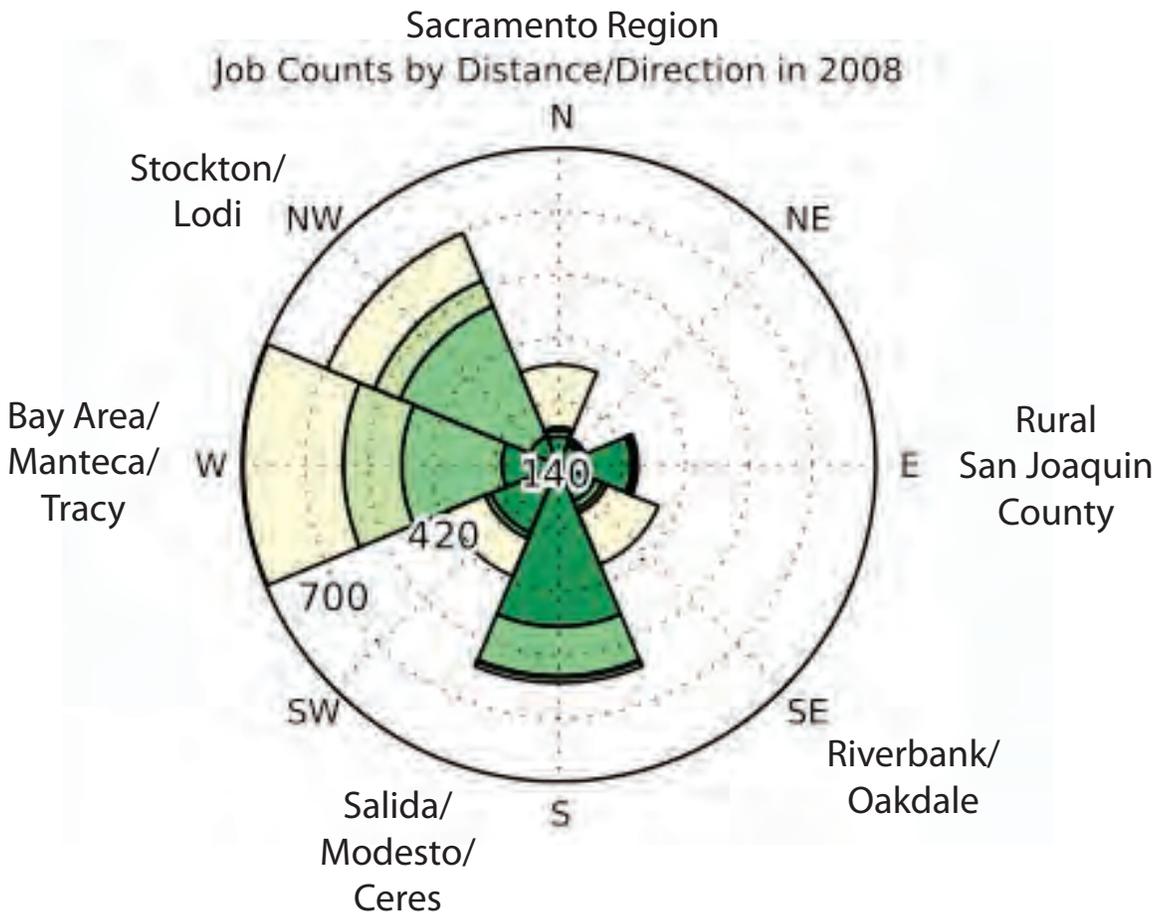


Figure 1.16 Employed Escalon Residents Travel by Direction, by Distance (table)

Direction	Total Jobs	< 10 Miles	10-24 Miles	25-50 Miles	50+ Miles
North	221	63	13	8	137
Northeast	64	48	1	10	5
East	175	161	5	2	7
Southeast	238	87	17	11	123
South	482	358	109	4	11
Southwest	266	163	14	0	89
West	696	126	221	129	220
Northwest	554	69	311	61	113
TOTAL JOBS	2,696	1,075	691	225	705

Figure 1.17 Work in Escalon Travel Direction, by Distance (graphic)

Sacramento Region

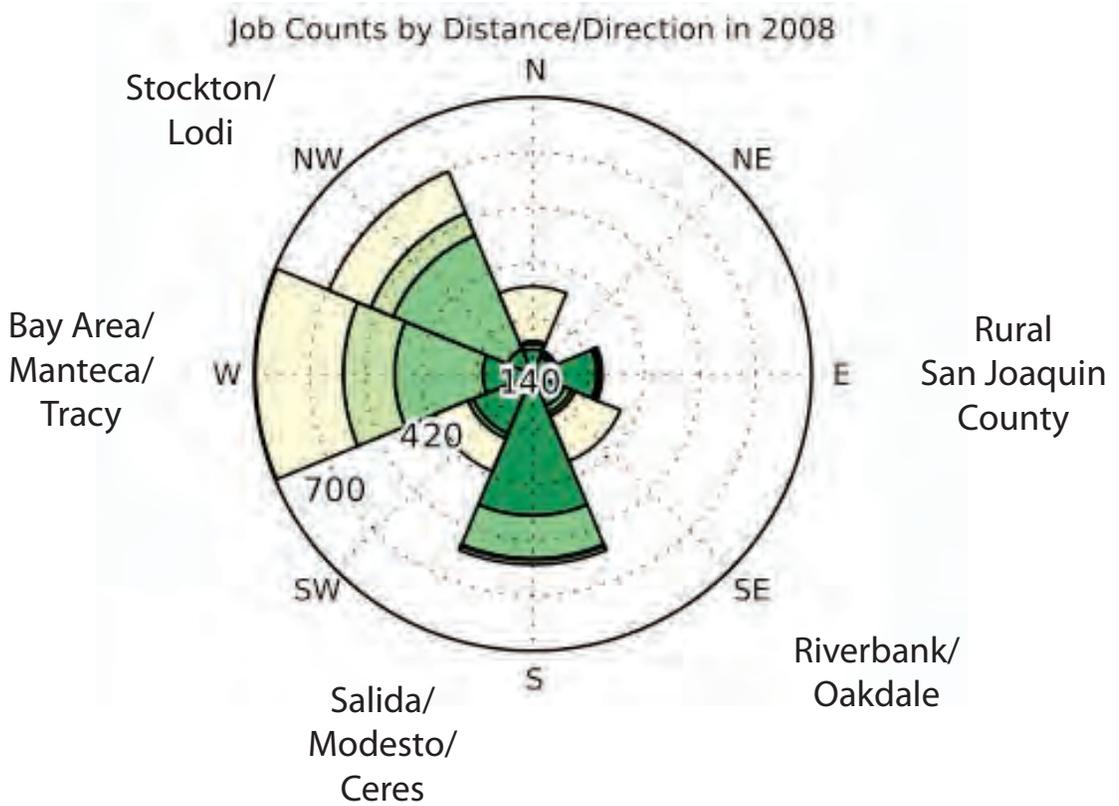


Figure 1.18 Work in Escalon Travel Direction, by Distance, by Distance (table)

Direction	Total Jobs	< 10 Miles	10-24 Miles	25-50 Miles	50+ Miles
North	132	89	15	7	21
Northeast	79	69	8	8	2
East	261	203	26	28	4
Southeast	299	183	45	25	46
South	489	322	152	6	9
Southwest	117	100	2	0	15
West	204	101	68	8	27
Northwest	205	80	73	34	18
TOTAL JOBS	1,786	1,139	389	116	142

1.4.3.2 Analysis

As previously noted, the work locations of employed Escalon residents are widely dispersed. Only 366 (13.6%) out of 2,696 employed persons in 2008 both live and work within the community. Nearly as many (325, 12.1%) work in Modesto, 241 (8.9%) work in Stockton, and 114 (4.2%) work in Manteca. Overall, a total of 2,553 employed residents work outside Escalon.

By far the largest outflow of commuters is to the west towards Manteca, Tracy and the Bay Area, with 696 (253.8%) individuals. By far the largest share of commuters is to the San Francisco Bay Area, a total of 375 individuals—13.9% of all employed Escalon residents. Most travel more than 25 miles each way to work, with nearly a 3rd traveling 50 miles or more each way.

The next largest commute direction is northwest to Stockton and Lodi, with 554 persons, 20.5% of all Escalon workers. If travel to the southwest and south directions, eg., into the Modesto and Salida areas, are aggregated, the total market of 748 commuters (27.7%) is slightly larger than the westbound market towards Manteca and beyond. Other commute travel directions out of Escalon are appreciably smaller. A total of 238 (8.8%) employed residents traveled southeast towards the Riverbank and Oakdale area, 221 (8.2%) traveled north towards the Sacramento region, and 175 (6.5%) east to rural San Joaquin County (virtually all travelers less than 10 miles). Travel to the rural northeast was limited, with only 64 (2.4%) commuters.

According to Census ACS results for 2008 presented in Figures 1.15 and 1.16, 1,075 (39.9%) employed residents traveled less than 10 miles to work in each direction. A total of 696 (5.8%) travel between 10 and 24 miles to work each way, 225 (8.3%) travel between 25 and 49 miles, and a very large 705 employed residents (26.1%) travel more than 50 miles each way to work. This pattern probably reflects several factors: (1) the relative lack of high-paying jobs in Escalon; (2) larger urban areas such as the San Francisco Bay Area, Stockton, and Sacramento generally have higher wages than rural San Joaquin County and the Modesto and Riverbank/Oakdale areas; and (3) many workers are willing to commute long distances to obtain not only higher pay, but also live in an attractive rural community such as Escalon.

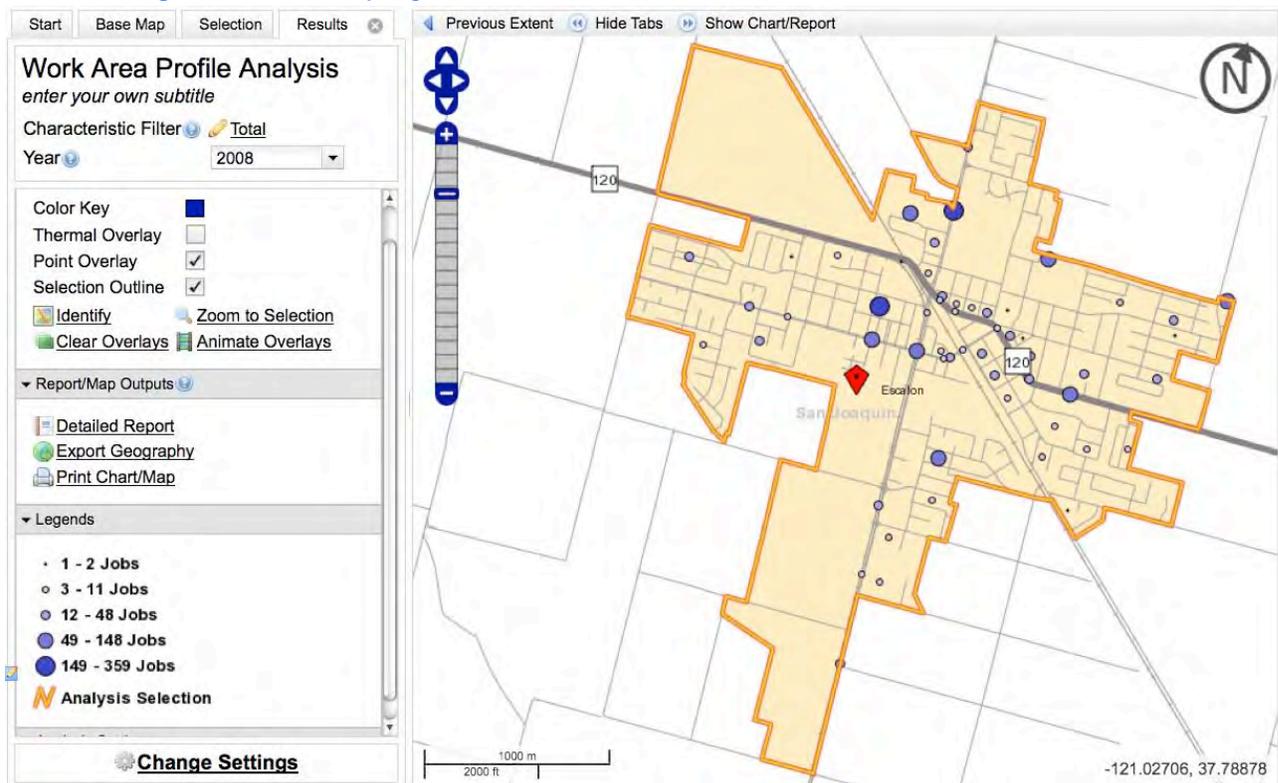
In contrast to the “out-commute,” the majority of those employed within Escalon travel less than 10 miles to work. Of the total 1,786 primary jobs (e.g., excluding “second jobs”) counted by the U.S. Census Bureau for 2008 and illustrated in Figures 1.17 and 1.18, a total of 1,139 (63.4%) travel less than 10 miles to work within Escalon—including 366 Escalon residents. Unlike the out-commute, the directions of the Escalon “in-commute are dominated by the Modesto and Riverbank/Oakdale areas (southwest/south, and southeast/east, respectively). These directions account for 65.3% of the total employed within Escalon. Escalon employment appears to be dominated by the large food processing plants, as shown in Figure 1.19.

Given these travel patterns, the transit market for workers remaining within Escalon would appear to be negligible. The largest market for commute travel outside the community appears to be to/from the Modesto area, but even that market is limited.

Given Escalon's relatively small population and limited out-commute in all direction, the most effective role for eTrans service outside the community is as a connector, providing basic, if limited service to work, medical, shopping and other opportunities for transit-dependent residents.

With such a small transit market overall, the importance of excellent connections to other transit providers is paramount. For example, this includes Modesto MAX, Stanislaus County StaRT, and perhaps a proposed transit connection between Salida and Ripon, with further through RTD service to Manteca and Stockton. The Escalon-Manteca market appears to be too small to adequately support even minimum transit services, based on recent discontinuance of RTD Hopper Route 95, as well as the relatively small number of commuters and other travelers, exclusive of long-distance commuters. Serving this market will be discussed further as an alternative in a following chapter.

Figure 1.19 Employment Locations Within Escalon



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Goals, Objectives & Standards

2.1 Vision & Mission Statements

This chapter outlines updated goals, objectives and standards that are recommended for Escalon's transit program, based on standards adopted by the Escalon City Council. Realistic goals and practical objectives and service standards are key elements of an SRTP, serving as a foundation for development of service strategies and delivery of transit service. Transit is a means to an end. In a rural community such as Escalon, transit primarily serves the travel needs of persons without automobiles, and secondarily provides an alternative to driving.

Objectives and policy statements supporting goals should be achievable, in turn supported by realistic service standards providing measurable benchmarks of transit system performance. The adopted mission statement for the City of Escalon is:

Taking pride in our community through quality service.

This is supported by the *eTrans* program mission and vision statements that were adopted in the FY 2008/09-2017/18 Short Range Transit Plan:

Vision Statement

eTrans will provide Escalon residents and visitors with basic mobility and a useful alternative to travel by motor vehicle, both within the community and connecting with nearby communities.

Mission Statement

The mission of eTrans is to provide a comprehensive transit service for the residents and visitors of Escalon that is clean, accessible, reliable, economical and safe.

The proposed transit vision and mission statements are based on a number of transit-specific goals, objectives and standards outlined in the 2005 *Escalon General Plan* as summarized in Figure 2.1.

Only a handful of Escalon residents used transit according to the 2000 Census, and none used transit on their journey to work. Attracting choice transit users is a small rural community such as Escalon is a difficult task. Public transit generally is most successful where trip destinations and travel patterns are concentrated, and transit can offer frequent services and travel times competitive with driving.

It is very difficult both operationally and economically to provide a transit alternative that meets these criteria even in a much larger urban area, such as Modesto with its limited congestion compared to Sacramento, the Bay Area, or Stockton.

As a result, Escalon's primary transit market is to serve "transit dependent" persons, that is, those who don't own motor vehicles or live in a household with a vehicle, but lack reliable regular access. These markets include seniors, persons with disabilities, youth, and low-income persons who cannot afford a vehicle. The main function of *eTrans* therefore should be primarily serving the needs of the transit dependent, both for the journey to work and local travel needs.

Figure 2.1. Escalon General Plan

Goals: 6.4 Transit and Rail

1. Ensure choices among modes of travel and give priority to each mode when and where it is most appropriate.
2. Provide incentives for the use of transit, carpools and vanpools.
3. Improve the speed and efficiency of mass transit in the City and enhance the current status of the existing rail system including connections to rail passenger service.
4. The transportation facilities are interdependent, and efforts shall be made to ensure an efficient system by coordination of local and regional efforts. The regional and local transit links must be closely related and synchronized to provide maximum efficiency and transfers.
5. Coordinate the City's dial-a-ride system with regional transit services.
6. Arterials and Collectors will be designed to allow transit vehicles to pull out of traffic. This policy may be implemented with either a continuous parking lane with bus stops, or with special bus pull-out lanes.
7. Give a high priority to public transportation systems which are responsive to the needs of the commuter, aged, handicapped and disadvantaged.

2.2 Service Standards

The establishment and monitoring of service performance standards is an important function of transit management. Federal and state regulatory requirements often determine standards. An example is the minimum 10% farebox cost recovery ratio requirement for rural transit systems set by California's Transportation Development Act (TDA) and that are evaluated in triennial performance audits. See Figure 2.2 for recommended *eTrans* performance under these TDA-related measures and how the system met these during FY 2009-10.

Efficiency Standards Under TDA

Efficiency standards use operating and financial data to measure transit performance. Ideally, such standards are few in number, transparent, easy to understand, and easy to use.

The following standards are used to evaluate services funded by the Transportation Development Act (TDA), and are codified in state law.

Operating Cost Per Passenger. Total operating and administrative expenses are divided by total "unlinked boardings" (total passengers including transfers, free rides, etc.) The subsidy cost per passenger is calculated by subtracting total farebox and other operating revenues from total operating expense, and divided by total passengers.

Chapter 3, Service Evaluation, discusses operating cost per passenger standards in detail.

Operating Cost Per Revenue Vehicle Hour (RVH). Total expenses are divided by total RVH. "Revenue vehicle hours" means the total time that a vehicle is available in

service for passengers, by definition excluding “deadhead” time to or from the bus garage, time for fueling, driver breaks between scheduled times, and so forth.

Passengers Per Revenue Vehicle Hour (RVH). Total boarding passengers (unlinked trips) are divided by total RVH. This measure is very useful for judging the productivity of a given transit service and essential for developing functional service design standards and benchmarks. Passengers per RVH can be calculated for different types of service and different time periods, such as local and regional fixed routes and flex-routes, as well as for peak commute times, midday, evenings, and weekends.

Farebox Cost Recovery Ratio. This measure is determined by dividing total operating expense by total farebox and other operating revenues. TDA requires a minimum of 20% for general public transit service in urban areas over 50,000, and 10% for rural transit and services dedicated to serving seniors and persons with disabilities, including ADA complementary paratransit. TDA rules allow transit operators to meet minimum cost recovery standards by dedicating additional local funds to supplement fare and operating revenues. The San Joaquin Council of Governments (SJCOG) has adopted an alternative “cost per passenger” objective. In FY 2009-10, the adopted Cost Per Passenger Objective was \$10.02.

Figure 2.2a.

ESCALON TRANSIT STANDARDS, Part A <i>eTrans</i> Status:	
A. ACCESSIBILITY	
1. Within City limits, at least 70% of the population should be within ¼ mile or a five-minute walking distance from a fixed route, or 100% of the population should be served by a general public Dial-A-Ride service.	100% of Escalon residents are within ¾ mile of deviated fixed route service, e.g., <i>eTrans</i> Route 1. 100% Dial-A-Ride coverage within 2.2-sq. mile service area (city limits) and on-request connections to ROTA at Jacob Myers Park.
2. Transit service should be provided between major activity centers.	Standard met.
3. In Census Tracts where there is a concentration of transit dependent persons, 90% of dwelling units should be within ¼ mile of fixed transit routes or be fully served by door-to-door demand responsive transit for seniors and persons with disabilities.	Standard met.
4. Vehicles equipped with wheelchair lifts or ramps shall be available to persons with disabilities wherever transit service is provided.	Standard met.
5. The City, which uses State or Federal funds, shall operate in conformity with all appropriate laws requiring transit services to persons with disabilities (required documents showing such conformity shall be available to SJCOG).	Standard met.
6. Door-to-door demand responsive transit is provided in the City limits for all seniors and persons with disabilities.	Standard met. 100% coverage within 2.2-square mile service area (city limits).

Figure 2.2b.

ESCALON TRANSIT STANDARDS, Part B	<i>eTrans</i> Status:
B. CONVENIENCE	
1. Maintain average operating speeds for fixed route, and deviated fixed route service, as follows: (a) urbanized area: 13 miles per hour; (b) non-urbanized areas: 18 miles per hour	Urbanized area: not applicable. Speed exceeds 18 mph in Escalon and on <i>eTrans</i> Route 1 to/from Modesto.
2. In urbanized areas, design routes and schedules to efficiently serve the maximum number of persons.	Not applicable. Recommend removal for Escalon <i>eTrans</i> .
3. No more than 30% of passengers should be required to transfer in fixed route service. Where transfer rates between lines within the same transit system exceeds 30%, the potential for providing direct routing should be investigated.	Not applicable. Recommend removal for Escalon <i>eTrans</i> . Percentage for <i>eTrans</i> -MAX/StaRT connections may be significantly higher than this standard.
4. Provided timed transfers at all transfer points.	<i>eTrans</i> has timed transfers with MAX at McHenry & Standiford Ave in Modesto, and ROTA Dial-A-Ride at Jacob Myers Park in Riverbank.
5. Maximum headways for fixed-route service in urbanized areas should be as follows: (a) On high demand routes and time periods: 60 minutes. (b) In other cases: 120-240 minutes.	<i>eTrans</i> Route 1 frequency is approximately every 180 minutes, providing 3 round trips between Escalon and north Modesto.
6. Demand-responsive transit should provide the following level of service: (a) Immediate response systems: i. Average wait time for immediate response passengers–15 minutes ii. Average deviation between estimated and actual pick-up times–10 min.	Passengers can request pick-ups up to 15 minutes before requested time.
(b) Advance reservation systems: i. Average deviation between estimated and actual pick-up times–15 min.	Up to 15 minutes deviation from stated pick-up times is standard practice for Escalon Dial-A-Ride.
ii. Advance reservation requirements for local general public–15 minutes.	<i>eTrans</i> has a 15 minutes minimum reservation time.
iii. Advance reservation requirements for deviated fixed route–7 days ahead of trip time.	Standard met.
7. Designate bus stops at all major activity centers in urbanized areas and/or where boarding passengers exceed 5 per day.	Standard met. Several bus stops are located at high traffic locations within Escalon.
8. Other fixed route service should maximize the efficiency of one directional service.	Not applicable at this time.

Figure 2.2c-f

ESCALON TRANSIT STANDARDS, Parts C-F	<i>eTrans</i> Status:
C. RELIABILITY	
1. Schedule adherence: Buses should not depart earlier than time indicated on fixed schedule. Arrivals more than 5 minutes late should be minimized.	99% of service on-time
2. Programmed trips and/or vehicles: (a) 100% of scheduled trips should be provided on fixed route systems. Where temporary vehicle shortages exist, preference should be given to routes serving transit dependent areas. (b) 100% of programmed vehicles should be provided on daily basis in demand-responsive systems.	Standard met.
D. COMFORT	
1. A seat should be available for every passenger except during peak hours.	Standard met.
2. Provide passenger shelters at designated bus stops in urbanized areas where boarding passengers total more than 50 per day or where exposure to weather conditions is particularly severe.	Standard met. Shelter located at Escalon Park & Ride Lot, as well as three bus stop locations in Modesto served by Route 1.
3. Equip all vehicles with air-conditioning to provide an acceptable level of comfort during summer months, and heating during winter.	Standard met.
E. PERFORMANCE	
1. Attempt to meet the productivity recommendations as determined by SJCOG.	Cost per passenger objective in past fiscal years met.
2. Achieve and maintain appropriate farebox ratios.	Maintained 10% per TDA/policy, or Cost Per Rider: \$10.02 for 2010
3. New routes should meet the above performance standards after the first full fiscal year of operation.	Not applicable.
4. Expansion of existing transit services should meet one-half of the above performance standards during first six months.	Not applicable.
F. MARKETING	
1. The following information should be made available to transit users of Escalon: –Route or service area, and timetable information including fare schedules. –A detailed user guide explaining the system/service and how to use it	<i>eTrans</i> now produces the <i>eTrans Rider's Guide</i> , which also includes information on connections to/ from MAX, StaRT, ROTA, RTD and Modesto Dial-A-Ride (MADAR).
2. Special efforts should be made to promote and/or publicize the transit service to the market segment at which the service is directed (e.g., seniors and persons with disabilities) or to market segments with ridership potential.	The City has established a regular program of distributing information to individuals, senior centers, and other locations with likely riders.
3. The City should make information regarding its service available to users of private intercity transit services (e.g., Greyhound) and their operators.	Standard met with information provided to private service providers in Stockton & Modesto.
4. The City should establish a website describing the transit system.	http://www.cityofescalon.org/transit.htm Established 2008

Figure 2.2g

ESCALON TRANSIT STANDARDS, Part G	eTrans Status:
G. MANAGEMENT	
1. The following basic information is essential for transit system management and should be collected on a monthly basis: (a) total passengers carried by route; (b) revenue passengers carried by route; (c) vehicle hours of service provided by route; (d) vehicle miles of service operated by route; (e) in-service vehicle breakdowns; and (f) passenger complaints.	This data is compiled monthly for each Escalon transit service by Storer Transit Systems (previously RTD), and is provided to the Transit Coordinator.
2. The following information should be assembled at least semi-annually and in response to passenger complaints and/or driver reports of operational problems: (a) schedule adherence by route (fixed routes); (b) response times (Dial-A-Ride); (c) pick-up time deviation (Dial-A-Ride); (d) service refusals (Dial-A-Ride)	Data is compiled on a monthly basis, and is summarized in the annual S RTP update/management document.
3. Buses should be considered for replacement according to FTA Circular 9030.1a. The number of spare buses should not exceed 20% of the total fleet size.	The City has obtained one 25-foot cutaway vehicle and has a second on order for eTrans. Storer Transit Systems provides a “loaner” spare bus at present (FY 2009-10).
4. Information on user characteristics and attitudes should be updated every 3-5 years by the use of on-board surveys.	Surveys were completed in 2001, 2002, 2004, 2005, and 2007 by City of Escalon staff. Results of the 2009 and 2011 onboard surveys are summarized in Chapter 3, Service Evaluation.
5. Maintenance, which is an important element of management, should be documented in a transit maintenance plan.	Maintenance is provided by Storer Transit Systems under a detailed fleet maintenance plan specified in the operations contract.

System & Service Evaluation

This chapter summarizes recent operating and financial trends, compares the results of onboard surveys completed in 2007, 2009-2010 and 2010-2011, evaluates system strengths, weaknesses, opportunities and constraints in reference to *eTrans* key objectives outlined in Chapter 2 and the travel markets that the system serves.

3.1 Overall Operating & Financial Trends

Figure 3.1 summarizes overall *eTrans* overall operating trends for the last seven fiscal years, e.g., from FY 2003-04 through FY 2009-10, e.g., ending June 30, 2010. As shown in Figure 3.1, contract operating expenses from FY 2003-04 through FY 2005-06 (which do not include City overhead and administration costs) remained quite steady at around \$40,000-\$45,000 annually. Total operating expenses in FY 2006-07 including City costs totaled \$69,978, increasing slightly in FY 2007-08 to \$73,104, and increasing by 21.7% to \$85,379 in FY 2008-09, and then declining to an estimated \$69,709 in FY 2009-10. This increase reflects increasing costs for fuel and maintenance, and increasing expenses for City salaries, marketing and SRTP expense.

Escalon Dial-A-Ride operating costs have been artificially low since the late 1980's. For example, the driver contract had no rate increase between 1986 and 2009, despite two decades of inflation. This situation no longer exists since the driver with the contract recently retired. A substantial increase in operating expenses is expected for FY 2009-10 and beyond, due to the new operations contract with Storer Transit Systems, which reflects current driver pay, benefits and other expenses incurred for providing *eTrans* service.

During the seven years covered by Figure 3.1, overall *eTrans* patronage also remained at around 4,000-5,000 annual passengers, from 4,949 in FY 2003-04 to 4,085 riders recorded during FY 2009-10. Average fare per passenger has steadily increased over the five-year period, from \$0.58 in FY 2003-04 to \$0.88 during FY 2006-07, \$1.07 per passenger during FY 2007-08, \$1.23 in FY 2008-09 and \$1.42 during FY 2009-10. Average daily patronage remained at the same levels during the five years, averaging 20 daily passengers in all years except FY 2005-06, increasingly slightly to about 23 daily passengers during that year. Ridership declined to an average of about 15 average daily riders during FY 2007-08, recovering to about 16 daily riders during FY 2009-10.

Annual revenue vehicle hours (RVH) ranged from 2,205 annual RVH in FY 2003-04, 2,150 in FY 2004-05, 2,375 in FY 2005-06, 2,515 in FY 2006-07, 2,242 in FY 2007-08, 1,975 RVH in FY 2008-09 and declining to 1,314 in FY 2009-10. Overall productivity dropped from about 2.2 passengers/RVH in FY 2003-04 to 1.7 in FY 2007-08, increasing to 2.3 during FY 2008-09 and to 3.1 passengers/RVH during FY 2009-10.

Annual revenue vehicle miles (RVM) followed trends in total RVH, from 20,100 RVM during FY 2003-04 to 18,117 RVM during FY 2009-10. Passengers per RVM

also dropped slightly from 0.25 during FY 2003-04 to 0.15 in FY 2007-08, increasing to 0.20 in FY 2008-09 and 0.23 in FY 2009-10. This SRTP recommends that eTrans strive to maintain minimum standards of 2.0 passengers per revenue vehicle hour (RVH) and 0.20 passengers per revenue vehicle mile (RVM).

Figure 3.1 eTrans System Statistics & Performance, FY 04 - FY 10

Operating Statistics	Proposed Standards	FY 2003-2004	FY 2004-2005	FY 2005-2006	FY 2006-2007	FY 2007-2008	FY 2008-2009	FY 2009-2010
Total Passengers		4,949	4,977	5,865	5,048	3,831	4,593	4,085
Revenue Vehicle Hours (RVH)		2,205	2,150	2,375	2,515	2,242	1,975	1,314
Revenue Vehicle Miles (RVM)		20,100	21,400	22,998	24,792	24,725	22,973	19,117
Estimated Contract Operating Expense		\$40,784	\$41,912	\$46,602	\$46,119	\$46,169	\$46,648	\$66,504
Estimated Total Operating Expense		n.a.	n.a.	\$70,032	\$69,978	\$73,104	\$85,379	\$113,294
Total Fares/Op Rev Collected		\$2,855	\$3,353	\$4,375	\$4,471	\$4,097	\$5,670	\$5,790
Total Weekdays		253	254	251	256	254	255	255
Total Weekday Ridership		4,949	4,977	5,865	5,084	3,831	4,593	4,085
Average Weekday Ridership		19.6	19.6	22.6	19.9	15.1	18.0	16.0
Average Fare Per Passenger		\$0.58	\$0.67	\$0.76	\$0.88	\$1.07	\$1.23	\$1.42
TDA INDICATORS								
Passengers per RVH	2.0	2.2	2.3	2.5	2.0	1.7	2.3	3.1
Passengers per RVM	0.20	0.25	0.23	0.25	0.21	0.15	0.20	0.23
Operating Cost / Pass. – CONTRACT	\$9.31	\$8.24	\$8.42	\$6.84	\$9.14	\$12.05	\$10.16	\$16.28
Operating Cost / Pass. – TOTAL#	\$22.50	n.a.	n.a.	\$11.94	\$13.86	\$19.08	\$18.59	\$27.73
Operating Cost / RVH – CONTRACT	\$25.00	\$18.50	\$19.49	\$19.62	\$18.34	\$20.69	\$23.62	\$50.61
Operating Cost / RVH – TOTAL#	\$45.00	n.a.	n.a.	\$29.49	\$27.82	\$32.61	\$43.23	\$86.22
Farebox Recovery Ratio - CONTRACT	10.0%	7.0%	8.0%	10.9%	9.7%	8.9%	12.2%	8.7%
Farebox Recovery Ratio – TOTAL#	10.0%	7.0%	8.0%	6.2%	6.4%	5.6%	6.6%	5.1%
Operating Subsidy Per Pass. TOTAL	\$7.40	\$7.66	\$7.75	\$11.18	\$12.98	\$12.02	\$17.36	\$26.31
Miles between Preventable Accidents	>150,000	n.a.						
On-time Performance	99%	n.a.	n.a.	n.a.	n.a.	99%	99%	99%
Miles between Roadcalls	>25,000	n.a.						

Sources: City of Escalon, San Joaquin RTD n.a. Not available # Or cost policy. See text

3.2 Performance of Individual eTrans Services

During FY 2009-10, eTrans operated three distinct services:

Escalon Dial-A-Ride, providing door-to-door transportation within the 2.2 square mile Escalon city limits, plus an on-request connection with Riverbank-Oakdale Transit Authority (ROTA) buses at Jacob Myers Park in Riverbank.

County Dial-A-Ride, serving the 23-square mile unincorporated area of San Joaquin County surrounding Escalon, generally within a 3-mile radius of downtown Escalon. This service was discontinued in November 2010 upon transition of the eTrans operating contract from San Joaquin RTD to Storer Transit Systems.

Route 1, a deviated fixed route providing three round trips daily between Escalon and

a transfer point with Modesto Area Express (MAX) and Stanislaus Regional Transit (StaRT) located in north Modesto.

Figure 3.3 summarizes monthly ridership and the annual total for each *eTrans* service during FY 209-10. FY 2009-10 summary data for *eTrans* is summarized in Appendix A.

Figure 3.2 *eTrans* Overall Patronage Trends

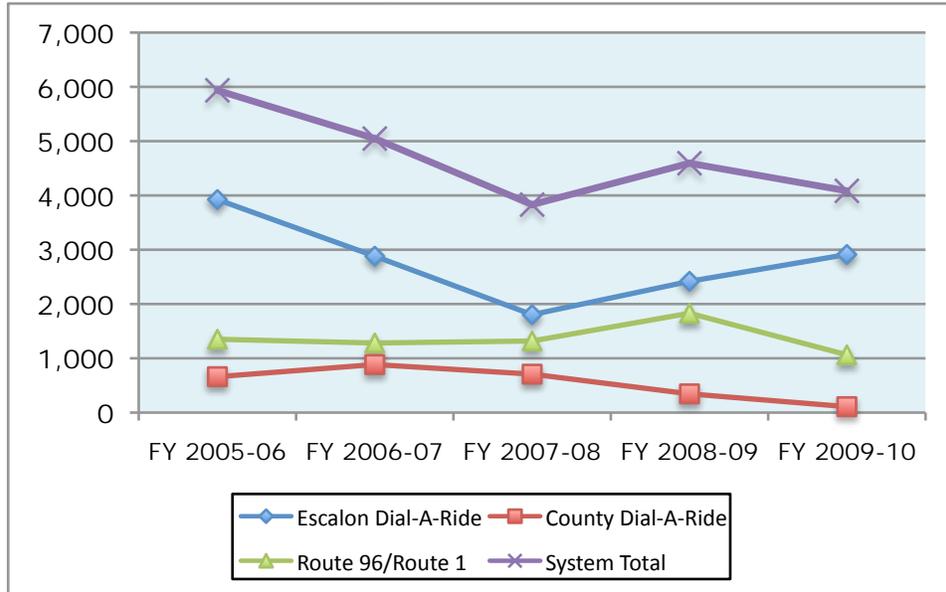
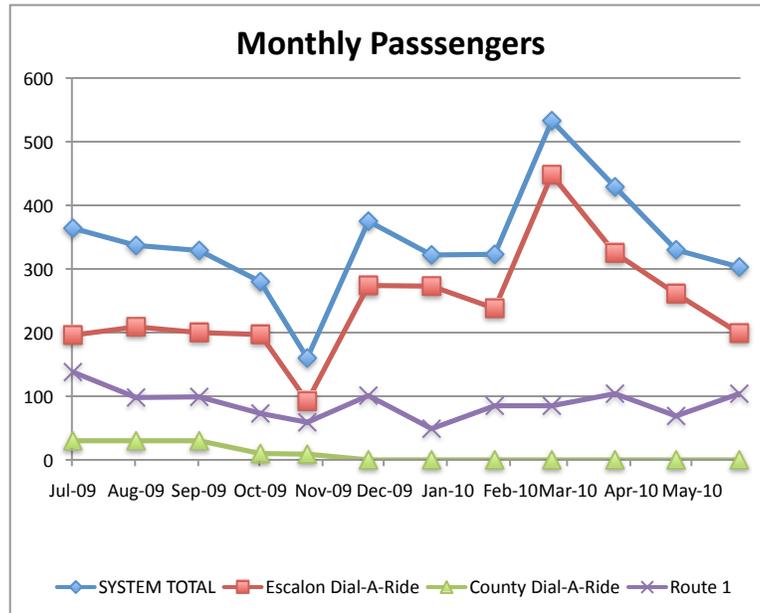


Figure 3.3 *eTrans* Monthly Patronage, FY 2009-10



The performance of each *eTrans* service varies dramatically in contrast with one another as well as the overall *eTrans* system total for FY 2009-10, despite all service

being provided by only one vehicle. Figure 3.4 shows average speed (MPH) for each *eTrans* service. Figure 3.5 illustrates passengers per revenue vehicle hour (RVH).

Figure 3.4 Average Speed (MPH) by *eTrans* Service

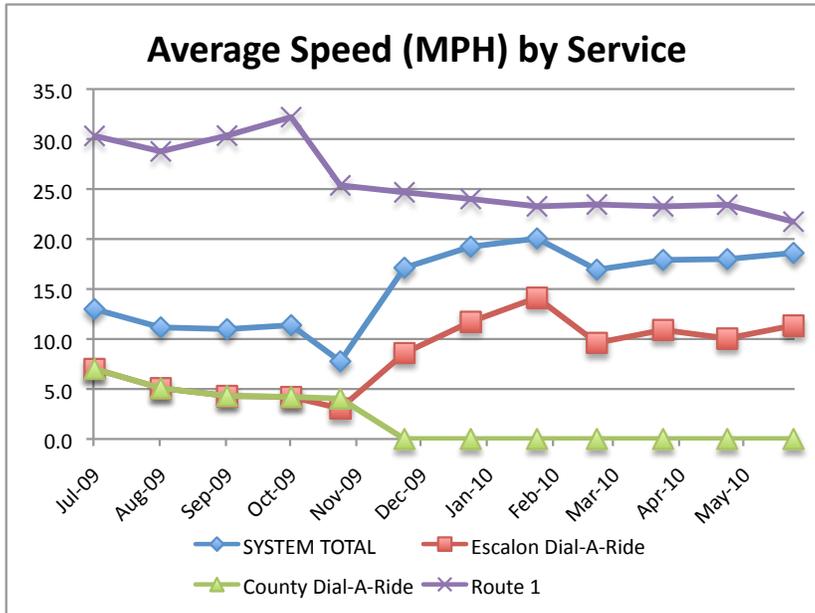
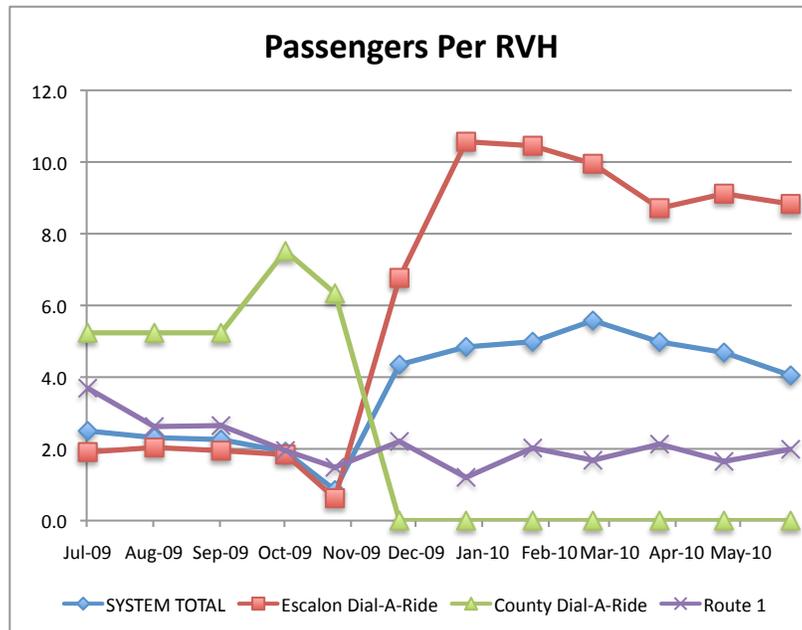


Figure 3.5 *eTrans* Passengers per Revenue Vehicle Hour (RVH)



Net Operating Subsidy per Passenger (direct expenses only) is presented in Figure

3.6; Farebox Cost Recovery for each *eTrans* service is shown in Figure 3.7.

Figure 3.6. *eTrans* Net Operating Subsidies Per Passenger

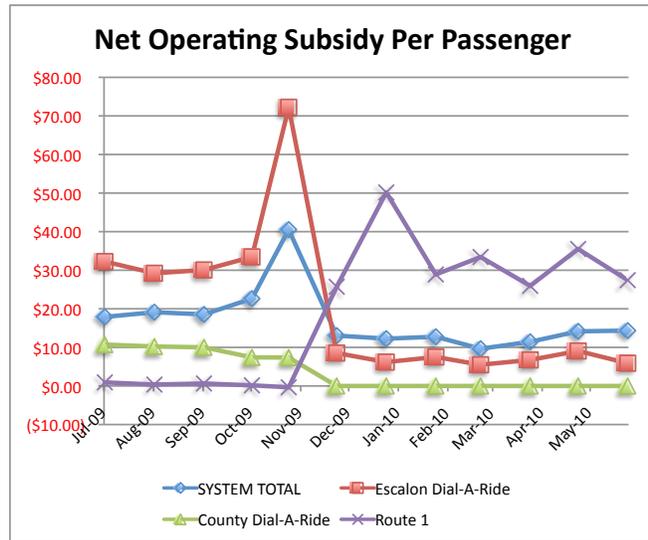
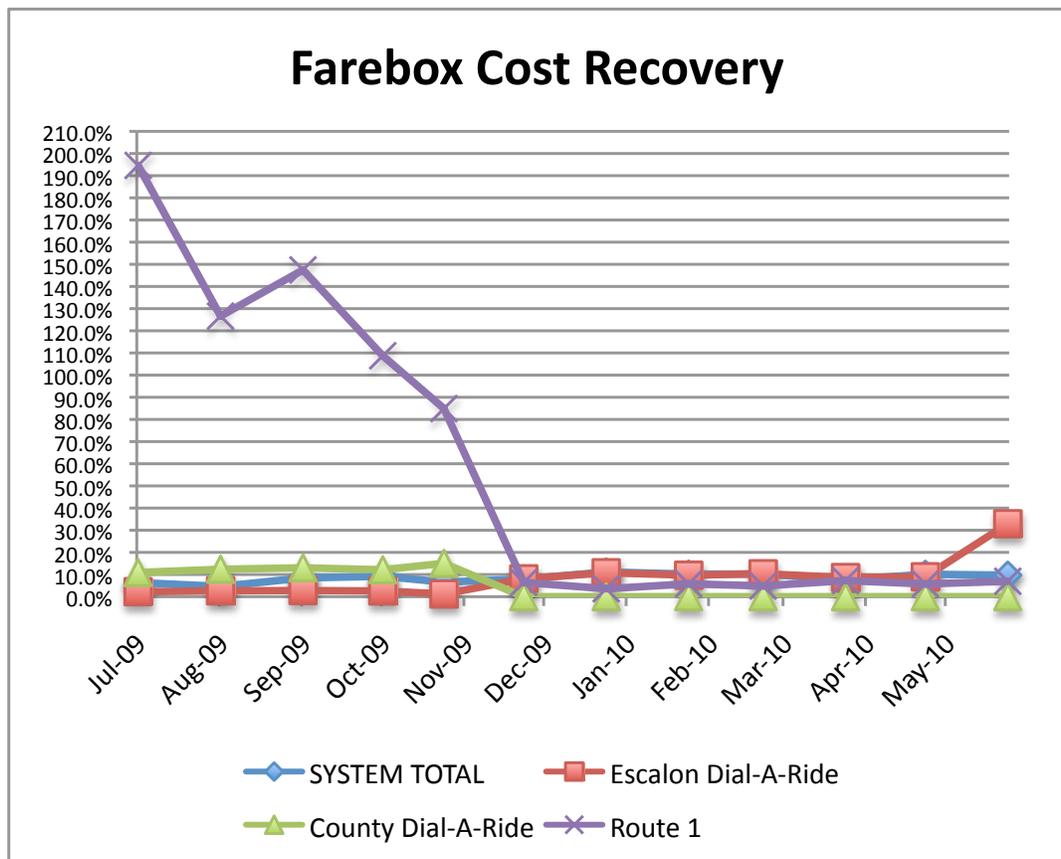


Figure 3.7. *eTrans* Farebox Return Ratio (%) by Service



3.2.1 eTrans Services - Productivity Indicators

Escalon Dial-A-Ride service within Escalon city limits accounts for most *eTrans* passengers, as shown in Figure 3.2. Since January 2009, Dial-A-Ride passengers have taken generally 250 rides per month, e.g., from about 9 to 11 riders per day. During FY 2009-10 Dial-A-Ride patronage was up by about 25% over FY 2008-09.

In contrast to Escalon Dial-A-Ride, the County Dial-A-Ride portion of *eTrans* has experienced an ongoing decline in monthly patronage, from about 50 riders per month in July 2008 to about 30 riders in June 2009. As a result of the change in operations contractor, the San Joaquin Regional Transit District (RTD) discontinued County Dial-A-Ride upon takeover of the *eTrans* contract by Storer Transit Systems effective November 30, 2009. RTD continues to provide this service with its own drivers, but ridership is no longer counted by *eTrans*. *eTrans* Dial-A-Ride connections with ROTA service at Jacob Myers Park in Riverbank is still provided on request.

As shown in Figure 3.5, County Dial-A-Ride service appeared to have the highest productivity at about 5.0 passengers/RVH. However, to an extent productivity was overstated, since only service operated outside Escalon city limits was counted in this category. Average speed was below the *eTrans* average, paralleling Escalon Dial-A-Ride at 7.3 mph (See Figure 3.4).

During FY 2009-10, *eTrans* Route 1 service averaged about 90-100 riders per month, or typically 4-5 daily passengers.

The next productive *eTrans* service was the Route 1 deviated fixed route between Escalon and Modesto, averaging about 3.0-4.0 passengers/RVH for the *eTrans* operations time allocated to the service. Route 1's productivity during FY 2009-10 declined compared to FY 2008-09, the latter averaging about 2.0 passengers/RVH. During FY 2009-10, Route 1's average speed was 25.6 mph, much higher than the overall *eTrans* average. Ridership declined markedly in FY 2008-09 through FY 2009-10 after RTD "Hopper" Route 95 was discontinued between Escalon and Manteca, eliminating a number of through Manteca-Modesto passengers.

The Escalon Dial-A-Ride portion of *eTrans* averaged between 1.0 and 2.0 passengers/RVH in FY 2008-09, depending on the month. Recorded productivity increased significantly with Storer Transit Systems taking over *eTrans* operation from SJRTD. Based on this, productivity average 3.7 passengers/RVH during FY 2009-10. It is important to note that a change in how revenue vehicle hours are recorded accounts for much of this apparent increase.

Over the entire fiscal years, Dial-A-Ride productivity averaged 1.7 passengers/RVH. This low productivity was explained partly by a large percentage of idle vehicle and driver time, illustrated by the low average speed of 6.3 mph (Figure 3.3) for FY 2009-10.

3.2.2 eTrans Services - Financial Indicators

This SRTP Update calculates operating expenses for each type of *eTrans* service somewhat differently than the data charts maintained by City staff. Costs are allocated based on revenue vehicle hours (RVH) for each type of service. This results in significantly lower unit costs for Escalon Dial-A-Ride, but much higher overall costs for County Dial-A-Ride and Route 1.

Allocating costs by revenue vehicle hour (RVH) is a transit industry standard practice, and is a more accurate reflection of resource allocation than the method previously employed.

Based on the RVH-based cost allocation methodology, overall subsidy per passenger was the highest for Escalon Dial-A-Ride, ranging from about \$6.00 to about \$70.00 during FY 2009-10, depending on the month. The overall average subsidy was \$15.68 per passenger for Escalon Dial-A-Ride during FY 2009-10.

In contrast, the County Dial-A-Ride's overall subsidy per passenger ranged from a low of \$8.00 to a high of about \$12.00 in various months during FY 2008-09, and averaged \$9.81 for service discontinued in November 2009. During FY 2009-10 *eTrans* Route 1 between Escalon and Modesto had a slightly higher subsidy per passenger than Escalon Dial-A-Ride, averaging \$16.24 for all of FY 2009-10.

The overall *eTrans* farebox cost recovery ratio was 8.1% during FY 2009-10. Month-to-month variations in farebox cost recovery for each *eTrans* service and the system total are shown in Figure 3.7. Farebox recovery was highest for *eTrans* Route 1, averaging 14.3% for all of FY 2009-10. County Dial-A-Ride averaged 12.3%, while Escalon Dial-A-Ride averaged only 5.5%.

As discussed in last year's SRTP, increasing service Route 1 service between Escalon and Modesto is likely to increase the overall *eTrans* farebox cost recovery ratio, and perhaps meeting the 10% farebox recovery ratio objective. However, *eTrans* operating costs are projected to increase about 75% in FY 2010-11 compared to FY 2009-10, reflecting higher operating contract costs and the addition of City overhead and administration expenses in the *eTrans* budget for the first time. Chapter 4, Operating, Financial and Capital Plans, discusses this issue in more detail.

3.3 Passenger Cost Efficiency Objectives

This SRTP Update, like the FY 2008-09 and FY 2010-11 documents, recommends that *eTrans* strive to recover a minimum 10% farebox cost recovery ratio, as required by TDA for other transit operators that do not have alternative performance measures. In addition to continuing to meet alternative performance measure requirements established by the San Joaquin Council of Governments (SJCOG), achieving this goal will take a few years and will require optimizing *eTrans* operations to serve the highest likely transit travel markets in the community.

During the past seven fiscal years, *eTrans* recovered between 7.0% and 10.9% of its contract costs from fare revenues, based on contract costs only, e.g., excluding City overhead and administration. Farebox recovery ratios for all transit-related expenses

ranged between 6.2% and 6.8%. Increasing fare revenues is important because maintenance, fuel and labor expenses continue to increase.

High fuel prices and the need to count all City overhead and administration expenses associated with transit all contribute to operating expenses. Costs have also increased significantly since the previous operating contract—based on 1984 prices—has been replaced, placing pressure on the farebox ratio.

During FY 2009-10, *eTrans* managed to pick up all passengers within 15 minutes from the time requested were placed 99% of the time. The City monitors on-time performance every two months through a random time check process. Service was also on-time 99% of the time at schedule time points for the deviated fixed route, e.g., *eTrans* Route 1 between Escalon and Modesto.

Historically, *eTrans* operating expenses have been extremely low compared to most other rural transit systems. Even at FY 2009-10 expenses, *eTrans* unit costs were much lower than other area transit systems (in FY 2008-09, ROTA averaged \$66.07 per RVH and \$73.98 per RVH for Ceres).

According to Section 99405 of the Transportation Development Act (TDA), county transportation planning agencies can establish alternative performance measures for certain transit operators to replace the standard TDA farebox recovery ratio requirement. In 1983, the San Joaquin Council of Governments (SJCOG) implemented a policy for operating cost per passenger objectives for transit agencies in the County that contract out transit service, including Escalon, Tracy, Manteca and Lodi, using TDA Article 8 funds.

TDA claims are required to include a comparison of a given operating cost per passenger objective with the actual operating cost per passenger calculated for each fiscal year. If the TDA claimant cannot show that their actual is less than the adopted objective, the transit portion of the claim is frozen at the previous year's level. As practiced by Escalon, this method applies only to the amount for contracted services, excluding additional City costs incurred.

This SJCOG methodology is reapplied each fiscal year and calculated by taking the higher of the following (using FY 2008-2009 as an example):

- The FY 2007-2008 operating cost per passenger objective; or;
- The average of the actual FY 2006-2007 operating cost per passenger and the FY 2008-2009 reasonableness standard

The reasonableness standard adopted by SJCOG is the lower of the following:

- Current operating cost per passenger objective; or,
- 110% of the applicable prior fiscal year actual operating cost per passenger.

Figure 3.8 illustrates this calculation for FY 2008-09 and FY 2009-10. However, these standards are problematic for *eTrans* due to its previously very low driver contract costs; continuing increases in fuel costs, the addition of City of Escalon overhead and administration costs related to transit beginning in FY 2009-10, ongoing marketing expenses, and so forth.

The City of Escalon should evaluate alternative methods of meeting either the TDA 10% farebox standard or SJCOG’s method based on meeting operating cost per passenger objectives established for Escalon each year. Meeting the requirement of either method is difficult; in FY 2008-09, total contract cost was \$46,648, resulting in a per passenger cost of \$10.16. When all associated operating costs for *eTrans* are included, cost per passenger totaled \$18.59. The farebox recovery ratio was 6.8%, 3.2% short of the 10% ratio otherwise required by TDA.

In the FY 2009-10 TDA Claim submitted by the City of Escalon, the total *eTrans* operating budget is projected to increase to \$149,754 compared to an estimated \$85,379 during FY 2008-09. This is up 75%, mainly a result of projected major increases in operating contract costs and the first time addition of a \$27,000 per year charge to cover the City’s overhead and administration efforts in overseeing and managing *eTrans*. Based on estimated FY 09-10 contract expenses, the projected cost per passenger is \$14.78. This compares to the stated objective of \$10.02 shown in Figure 3.8 and in Escalon’s FY 2009-10 TDA claim. This alternative standard was adopted by SJCOG for FY 2009-10.

Figure 3.8 FY 2009 & FY 2010 Operating Cost Per Passenger Objectives

Claimant	FY 07-08 Operating Cost Per Passenger (Actual)	FY 08-09 Operating Cost Per Passenger Objective	FY 09-10 Reasonableness Standards	FY 09-10 Operating Cost Per Passenger Objective
Escalon	\$9.80	\$9.31	\$9.31	\$10.02
Lathrop (service by RTD)	N/A	N/A	N/A	N/A
Lodi	\$8.95	\$10.64	\$9.85	\$10.64
Manteca	\$19.52	\$10.64	\$10.64**	\$15.08
Ripon %	N/A	N/A	N/A	N/A
Tracy	\$10.65	\$10.64	\$10.64	\$10.65

% Not applicable for City of Ripon. Ripon’s TDA claim objective is based on meeting farebox recovery ratio. For FY 2006-2007, Ripon is in good standing. As of November 2002, Lathrop no longer operates transit.

It may be possible to reach a 10% farebox recovery ratio beginning in FY 2011-12 when additional Route 1 service between Escalon and Modesto would be added. Most additional service would occur by expanding the *eTrans* span of service to include the morning and evening school and commuter peaks. Ridership potential as these times is much larger than midday-only service currently provided.

Second, the City of Escalon could count a portion of the additional overhead and administration charges as a local match, reducing the amount of TDA and FTA Section 5311 operating funds accordingly, e.g., making up the difference between 10% and *eTrans*’ actual farebox recovery ratio. In FY 2009-10, this is about 1/3 the estimated \$27,000 overhead and administration charge. This helped Escalon meet the cost per passenger objective.

The third, and recommended, approach is to count additional funds designated from San Joaquin Measure K (renewed 0.5% sales tax for transportation) as local match to fares, thus bringing the potential *eTrans* farebox recovery ratio to substantially higher than 10%, despite additional operating expenses for added Escalon-Modesto service.

The revised objectives for *eTrans* operating expenses per hour and maximum subsidy

per passenger for FYs 2010-11, 2011-12 and through FY 2014/15 established by the San Joaquin Council of Government (SJCOG) are shown in Figure 3.9. This method of assessing transit cost efficiency is used in lieu of meeting standard Transportation Development Act (TDA) farebox cost recovery ratio standards, at SJCOG discretion. Otherwise, *eTrans* would be required to recover 10% of its operating costs or potentially have its TDA funds reduced based on not meeting the farebox recovery ratio requirements.

Figure 3.9 San Joaquin COG Cost, Productivity & Subsidy Targets

Claimant	Cost / Hour Targets ²					Passengers / Hour Targets ³					Subsidy / Passenger Targets ⁴				
	2010/11 Baseline ⁵	2012/13	2013/14	2014/15	2014/15 Maximum (+5%)	2010/11 Baseline ⁵	2012/13	2013/14	2014/15	2014/15 Maximum (-5%)	2010/11 Baseline ⁵	2012/13	2013/14	2014/15	2014/15 Maximum (+5%)
Escalon	\$120.79	\$125.91	\$128.43	\$131.26	\$137.82	4.4	4.6	4.7	4.9	4.6	\$18.18	\$18.10	\$18.04	\$18.03	\$18.93
Lodi	\$87.39	\$91.09	\$92.92	\$94.96	\$99.71	6.6	6.8	6.9	7.0	6.6	\$4.22	\$4.34	\$4.39	\$4.47	\$4.69
Manteca	\$59.27	\$61.78	\$63.02	\$68.41	\$67.63	3.5	3.8	3.9	4.1	3.9	\$5.63	\$5.37	\$5.23	\$5.13	\$5.39
Tracy	\$83.20	\$86.73	\$88.46	\$90.41	\$94.93	5.0	5.5	5.8	6.1	5.8	\$8.09	\$7.57	\$7.31	\$7.09	\$7.44

Notes:

- ¹ Performance measure targets are based on FY 2010/11 Unaudited TDA data.
- ² The Cost / Hour target is calculated by forecasting future operating cost based on the projected CPI values provided by the California Department of Finance and dividing by the Revenue Hours. Revenue hours are status quo for each system.
- ³ The Passenger / Hour target is calculated by forecasting future ridership based on each system's average annual population growth in the respective jurisdiction. Revenue hours are status quo for each system.
- ⁴ Subsidy / Passenger is calculated using the forecasted operating cost less projected farebox revenue, Federal Grants, Local Support and/or Measure K divided by the projected ridership for each system.
- ⁵ 2010/2011 Unaudited TDA data is shown for a baseline comparison.

3.4 Semiannual *eTrans* On-Board Survey

The City conducted an onboard survey of passengers between October 1, 2007 and November 30, 2007. In 2009, the SRTP consultant conducted a survey between December 1 and December 18, 2009. In 2010 and 2011, the consultant conducted a third onboard survey between December 26, 2010 and April 30, 2011.

The 2007 survey referred to “Escalon Transit Services” rather than *eTrans* at that time. In each survey, the driver handed out and collected the surveys. Similar surveys were also conducted in 2001, 2002, 2004 and 2005. The purpose of the 2007, 2009 and earlier surveys was to collect data about the existing ridership base, determine ways of improving service, and to obtain origin and destination information. A Spanish version of the 2007 survey was also developed, but no one asked for that version.

The surveys were designed to obtain the following information:

- (1) Where the passenger boarded and alighted the bus;
- (2) How they got to Escalon Transit Services and what mode of transportation they used when alighting from Escalon Transit Services? (3) Purpose of the trip;
- (4) How long has the passenger been riding Escalon Transit Services?
- (5) How do they rate *Escalon Transit* or *eTrans*?; and
- (6) Demographics including age and income.

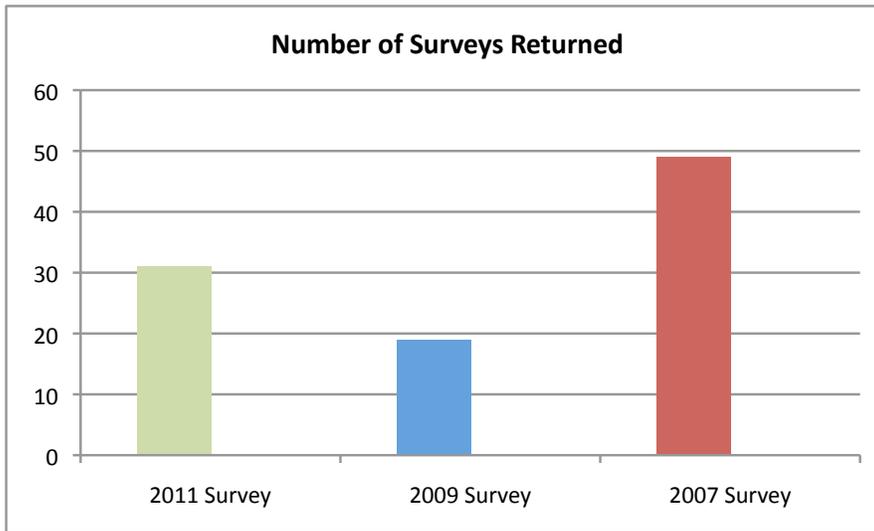
3.4.1 Survey Results

The 2007 survey resulted in 49 completed survey instruments, the 2009 survey resulted in 19 completed surveys, and 31 were completed in the 2011 effort. Two additional surveys were submitted after results were compiled. They were not included in the analysis for this SRTP Update but will be included in future Updates.

In all surveys, most respondents did not indicate which *eTrans* service they used. The number of surveys collected in 2009 was considerably lower than the 2007 effort, since surveys were collected over three weeks in December 2009, rather than over two months as during 2007. The longer survey period in 2010-2011 resulted in a total of 31 completed survey instruments. See Figure 3-10.

Individual results for selected questions are summarized in the remainder of this Chapter.

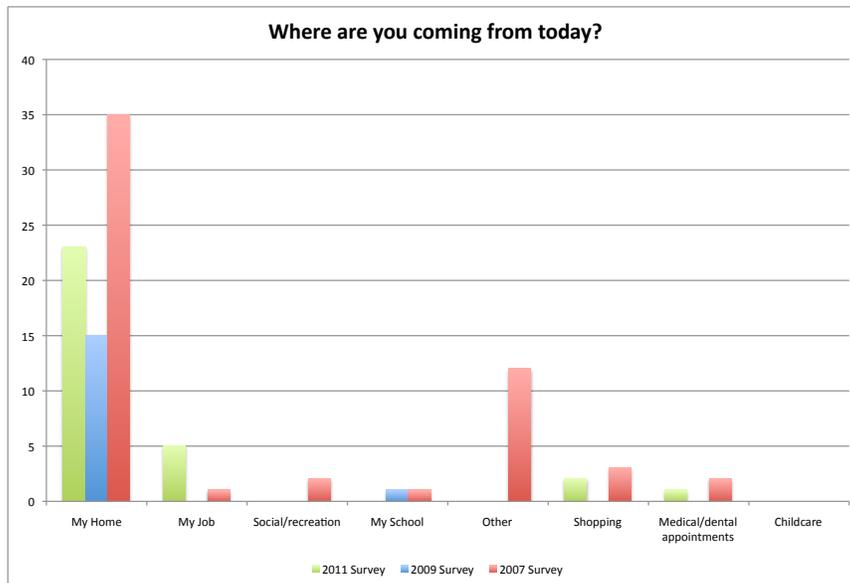
Figure 3.10 Number of Surveys Returned



Question 1. Where are you coming from today?

In 2007, a total of 35 respondents were coming from home; 15 out of 19 respondents in 2009 and 23 or 31 in 2011 were coming from home.

Figure 3.11 (Question 1)



Question 2 - Where did you get on the bus?

Most respondents in both the 2007 and 2009 surveys boarded the bus in Escalon, with a few passengers boarding in Modesto and Riverbank. A popular destination was the Escalon Park & Ride Lot and McHenry & Standiford Avenues in Modesto. A

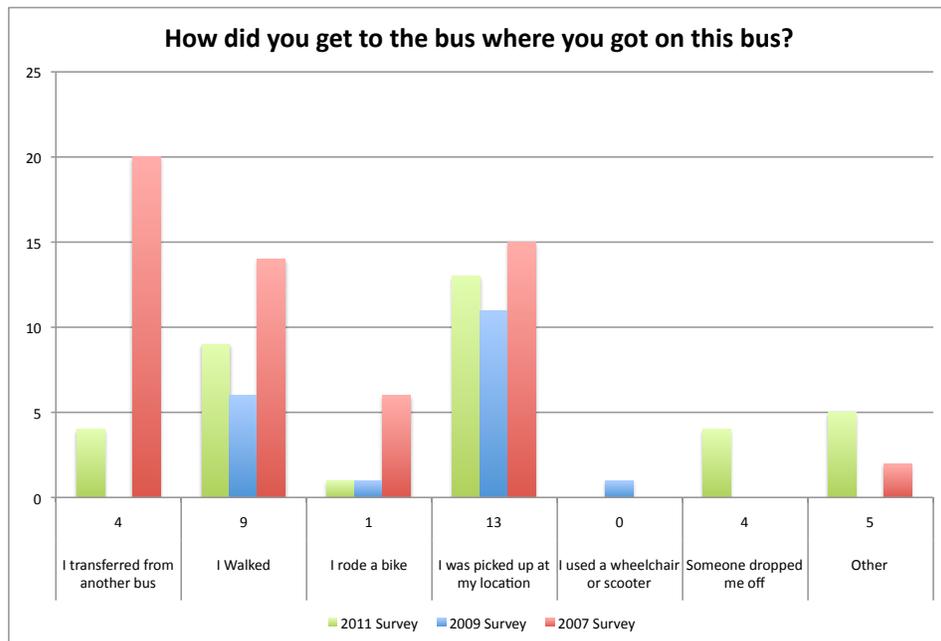
total of 38 destinations were listed in the 2007 survey; 9 destinations were listed in the 2009 survey.

Question 3 – How did you get to the bus where you got on this bus?

In the 2007 survey, a total of 20 respondents transferred from another bus, which includes Modesto Area Dial-A-Ride, MAX, ROTA and RTD Route 95. Fourteen respondents walked, 15 respondents were picked up, 6 respondents rode their bike, and 2 respondents listed other reasons.

In 2009 most (11) respondents were picked up at their location, and 6 walked to the bus stop. In 2011, 13 people were picked up, 9 walked to the bus, 3 were dropped off, 4 transferred from another bus, one rode a bicycle, and 5 used “other” means.

Figure 3.12 (Question 3)

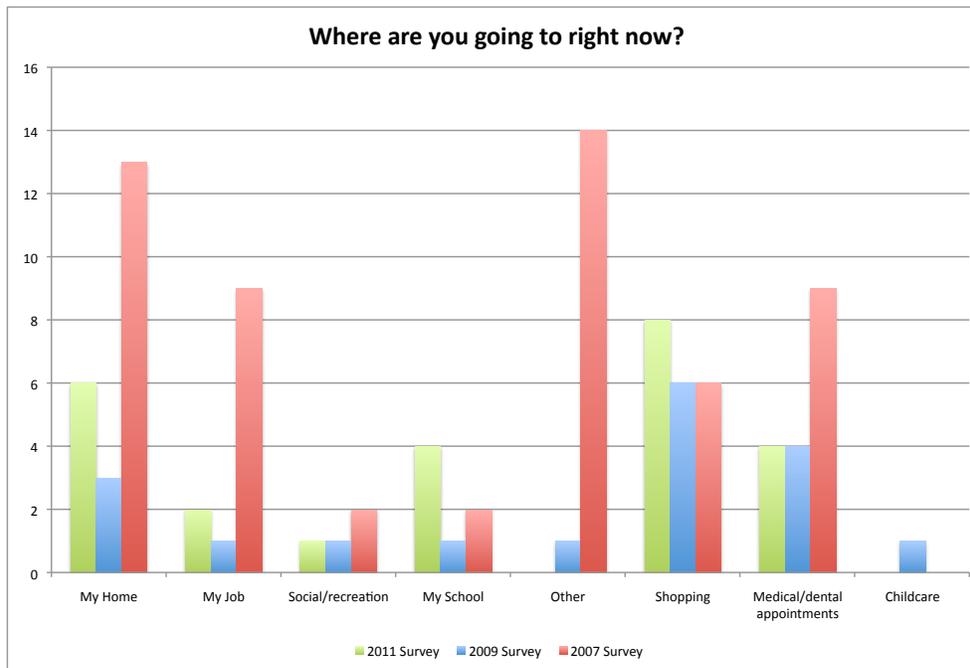


Question 4 – Where are you going to right now?

In the 2007 survey, forty-one respondents were going home, 9 respondents were going to work, 2 respondents were going to school (Modesto Junior College), 2 respondents were going to recreation activities, 6 respondents were shopping, 9 respondents were going to medical appointments and 14 respondents had other destinations.

In the 2009 survey, the plurality of respondent were going shopping (6), to medical/dental appointments (4), to home (3), while the remainder (5) had other destinations. In 2011, the pattern was similar, with 8 shoppers, 6 traveling to home, 4 heading to medical appointments, 4 going to school, and 2 heading to their jobs.

Figure 3.13 (Question 4)



Question 5 – Where will you get off this bus?

In the 2007 survey, a total of 53 responses were received for this question. Most respondents got off the bus in Escalon. Popular destinations included California at McHenry in Escalon, the Escalon Park & Ride Lot, McHenry and Standiford in Modesto, and banks in Escalon.

In the 2009 survey, a total of 12 responses were received to this question. The most popular drop-off location was the *eTrans* bus stop in Modesto located near Target (5 cases), followed by destinations in central Escalon.

The pattern in 2011 was very similar; a total of 30 respondents answered this question. A total of 17 stated that their destination was Target, Standiford/McHenry or a few other destinations in Escalon. A total of 15 respondents stated destinations in Escalon, primarily “home.”

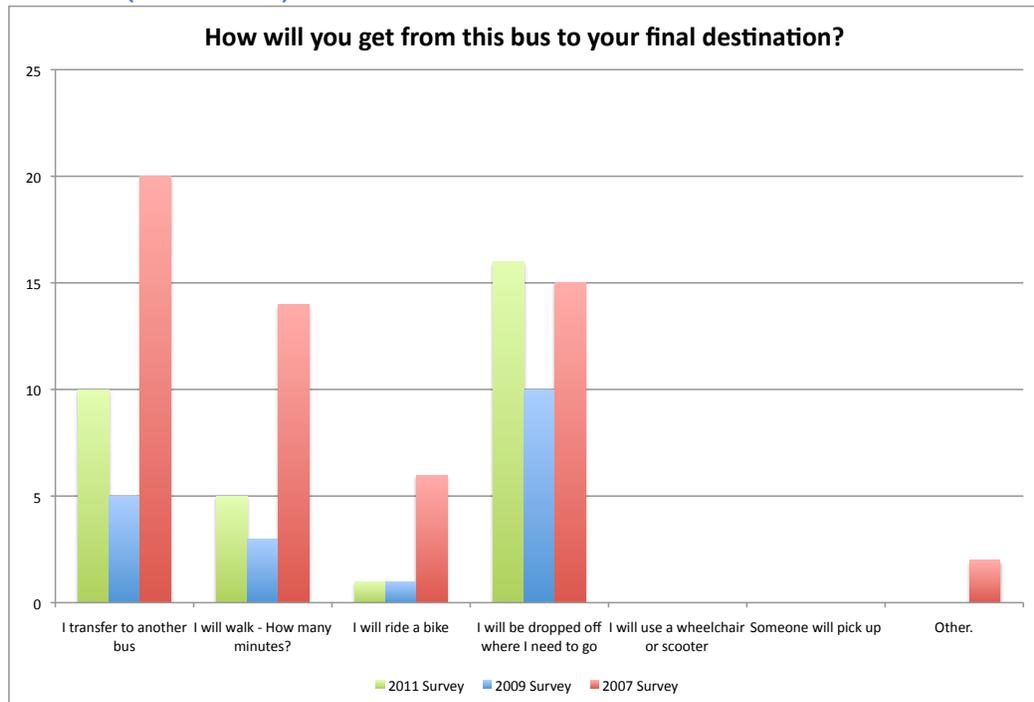
Question 6 – How will you get from this bus to your final destination?

In the 2007 survey, twenty respondents stated that they transferred to another bus. Of those transferring, 7 transferred to MAX Route 22, and the remainder to RTD Route 95 or ROTA. Fourteen respondents walked, 6 respondents used bicycles, 15 respondents were dropped off and 2 respondents stated “other.”

In the 2009 survey, a total of 19 responses were received. Ten stated “dropped off where I need to go,” five said transferring to another bus, three will walk, and one person used a bicycle.

During 2011, 10 transferred to another bus, 5 walked and 16 were dropped off.

Figure 3.14 (Question 6)



Question 7 – If this bus was not available, how would you make this trip?

In the 2007 survey, a total of 30 respondents stated that they would not make the trip if no bus service were available. Three respondents would drive alone, 12 respondents would find someone to drive them, 2 respondents would take a taxi (these were riders boarding in Modesto, since Escalon does not have a taxi system), 3 respondents would walk, 4 respondents would bike, and 4 respondents stated “other” such as Greyhound, BART, not being able to go to school or just would not go.

In the 2009 survey, 13 stated they would not have made the trip, 6 would have obtained a ride, 2 would have walked, and 1 would have carpooled or vanpooled.

In the 2011 survey, 17 stated that they would have obtained a ride, 16 would have not made the trip, 3 would have walked 2 bicycled, 1 each carpooled, called a taxi or would have driven themselves.

Question 8 – How long did it take you to get to this bus?

In the 2007 survey, 29 respondents stated that it took 15 minutes or less to get to this bus. Twenty stated that it took 16 minutes or more to get to their bus. It should be noted that these 20 respondents were in Modesto trying to access Route 96 to go to Escalon. The 29 respondents rode Escalon Dial-A-Ride where response time is generally 15 minutes or less.

In the 2009 and 2011 surveys, all but 2 of total respondents each year said it took 15 minutes or less to get to the bus.

Figure 3.15 (Question 7)

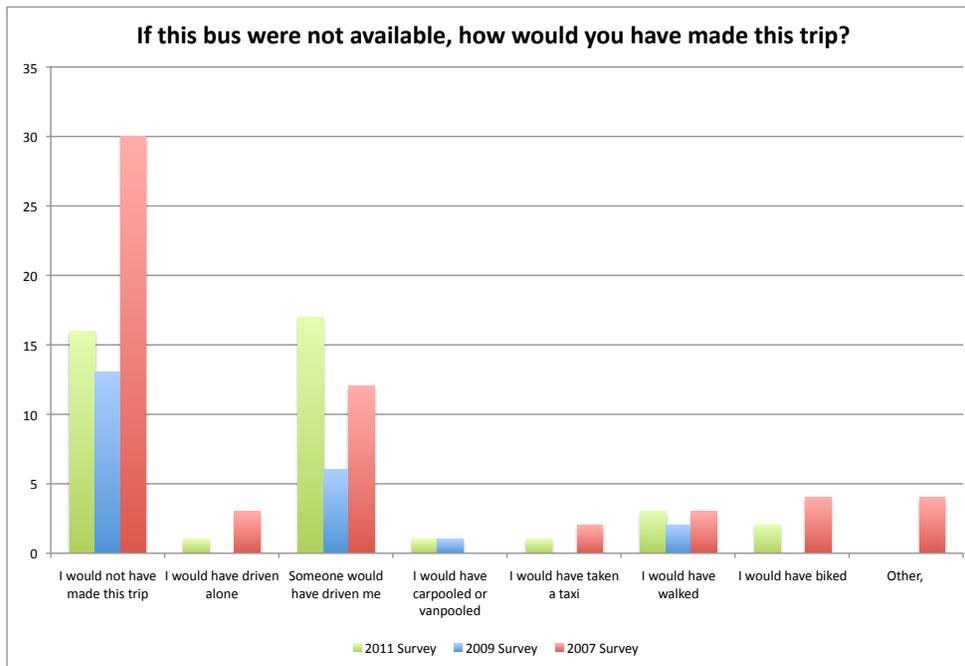
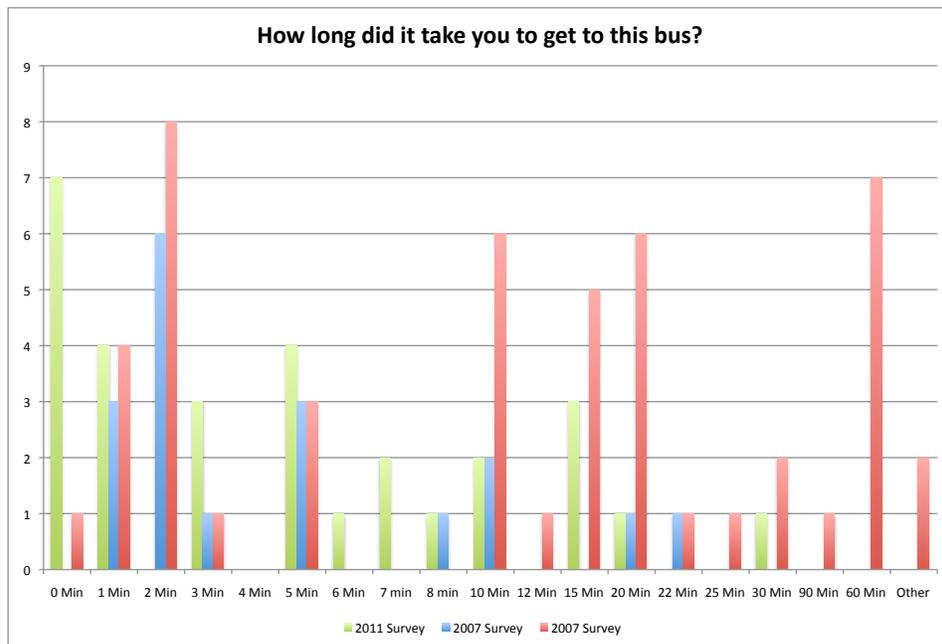


Figure 3.16 (Question 8)



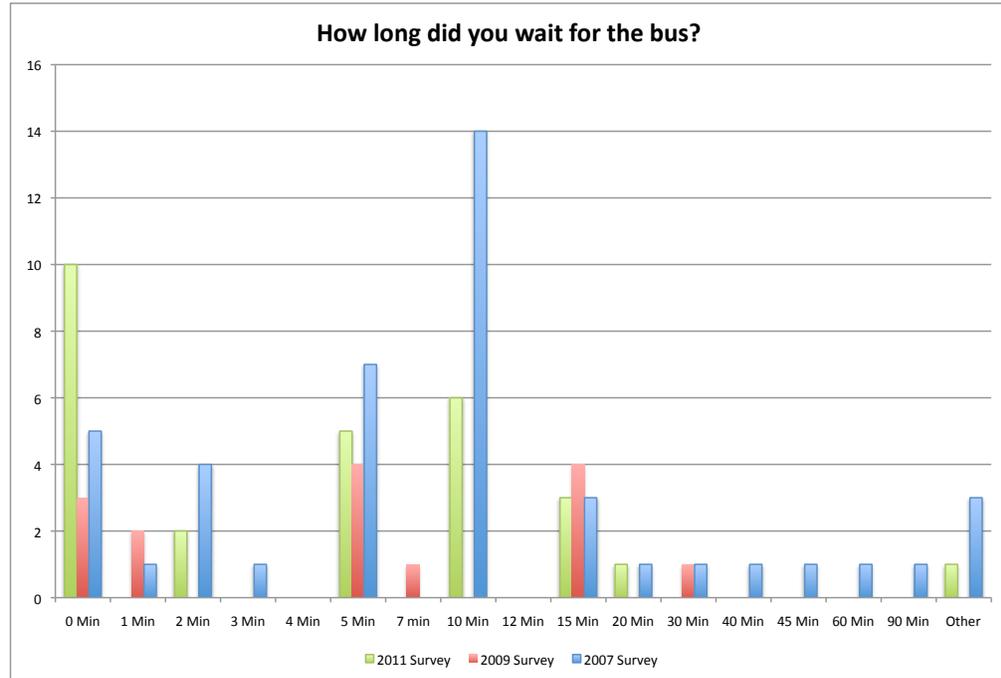
Question 9 – How long did you wait for the bus?

In the 2007 survey, a total of 35 respondents stated that they waited 15 minutes or less for the bus to arrive at the pick up location. Nine respondents waited 16 minutes or more for the bus to arrive at their pick up location. These 9 respondents were

waiting for Route 96 in either Escalon or Modesto due to connection times from other routes.

In the 2009 survey, all but one respondent of 15 stated that they waited less than 15 minutes for the *eTrans* bus, and only one of 31 in 2011.

Figure 3.17 (Question 9)

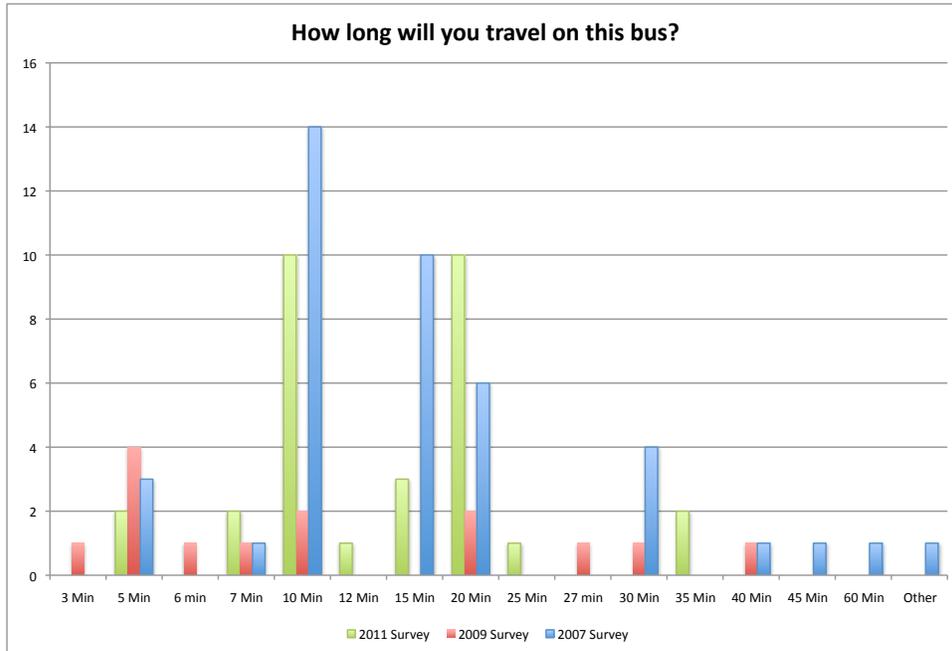


Question 10 – How long will you travel on this bus?

In the 2007 survey, twenty-eight respondents stated that they traveled on the bus for 15 minutes or less. It should be noted that most of these trips were Escalon Dial-A-Ride trips. Fourteen respondents travel on the bus for 16 minutes or more. Route 96 accounted for all longer trips, primarily made by passengers traveling to or from Modesto.

The 2009 survey responses to this question followed a similar pattern, as did 2011 responses.

Figure 3.18 (Question 10)



Question 11 – How long will it take you to get to your final destination on time (Within 3 minutes of schedule)?

In the 2007 survey, a total of eighteen respondents stated that the bus took 15 minutes or less to get to their final destination. Fifteen respondents stated that it took 16 minutes or more to get to their final destination. These passengers generally were traveling out of the City to Manteca, Stockton or Modesto.

In the 2009 survey, of 15 responses to this question, five stated 0 travel time, three 1-2 minutes, one 5 minutes, one 10 minutes, one 20 minutes, two 30-33 minutes, one 50 minutes, and one 120 minutes.

The pattern in the 2011 survey was very similar.

Question 12 – Do you usually get to your final destination on time (within 3 minutes of schedule)?

In the 2007 survey 32 respondents stated that the bus always arrive at their destination on time. Seven respondents stated that the bus often (at least 3 or more days per week) at their destination on time. Four respondents stated that the bus sometimes arrives at their destination on time, and 2 respondents stated that the bus never arrives at their destination on time.

In 2009, of 16 responses, 7 stated they always got to their destination on time, 7 stated “often” 3-4 days per week, and 2 stated “sometimes.”

Only a handful in the 2011 survey said they didn’t get to their destination on time.

Figure 3.19 (Question 11)

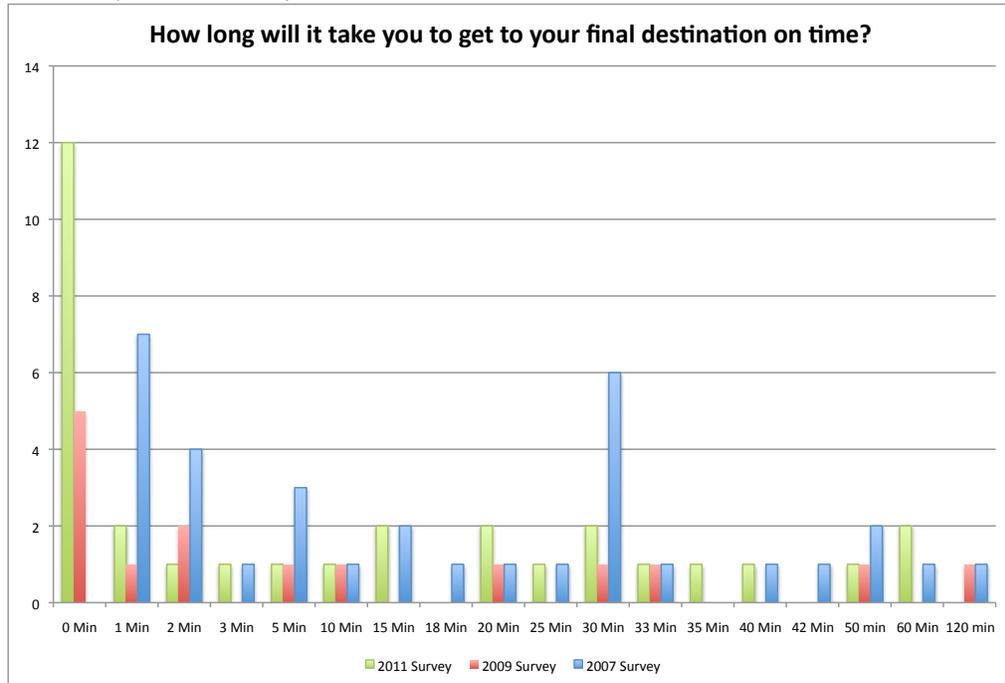
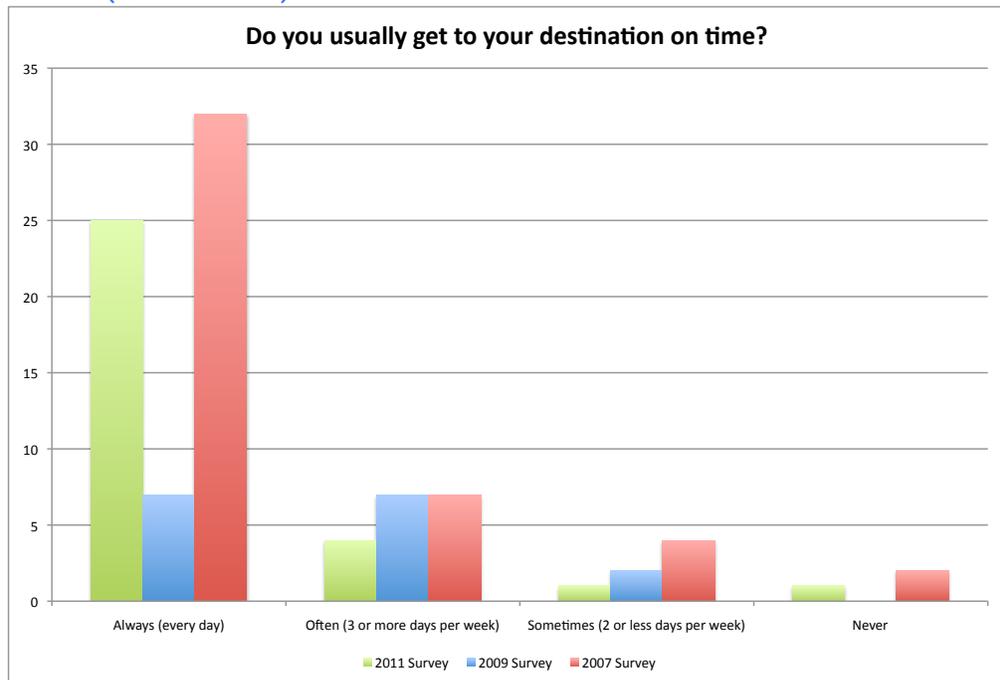


Figure 3.20 (Question 12)



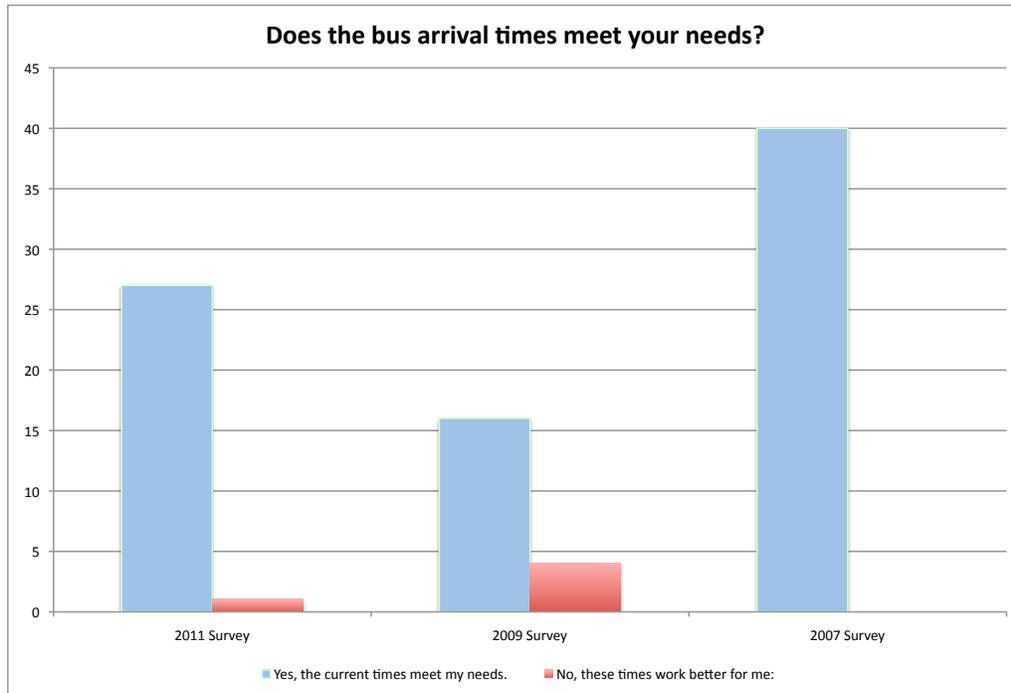
Question 13 – Does the bus arrival and departure times meet your needs?

In the 2007 survey, a total of 40 respondents stated that the present bus arrival and departure times meet their needs. Four respondents stated that the present bus arrival and departure times do not meet their needs.

In the 2009 survey, all but one of the 16 responses to this question stated that current times meet their needs.

Only one person desired different times in the 2011 survey.

Figure 3.21 (Question 13)



Question 14 – Do you usually get a seat on the bus?

In 2007, thirty-eight respondents stated that they always get a seat when riding the bus and 5 respondents state that they often get a seat.

Results from the 2009 and 2011 surveys were similar. Only one 2011 respondent stated they sometimes or never get a seat on the bus. The bus is very seldom overcrowded.

Question 15 – How did you pay your bus fares today?

In the 2007 survey, 46 respondents paid their fare with cash, 4 respondents paid with a 10-ride pass, 1 respondent paid with a day pass, 1 respondent paid with a monthly pass, and 1 respondent paid with a transfer. Of the 46 respondents who paid cash, 11 were adults, 2 were seniors and 2 had a disability. Of the 4 respondents that paid their fare with a 10-ride pass, 1 was an adult, 2 were seniors and 1 had a disability. Day pass and monthly pass users were both seniors.

In 2009, of 19 total responses to this question, 13 paid cash, 3 used a 10-Ride Pass, 2 used a Day Pass, and 1 person stated “other.”

In 2011, 25 of 31 paid cash, 2 used a 10-ride pass, and 1 used a Day Pass.

Figure 3.22 (Question 14)

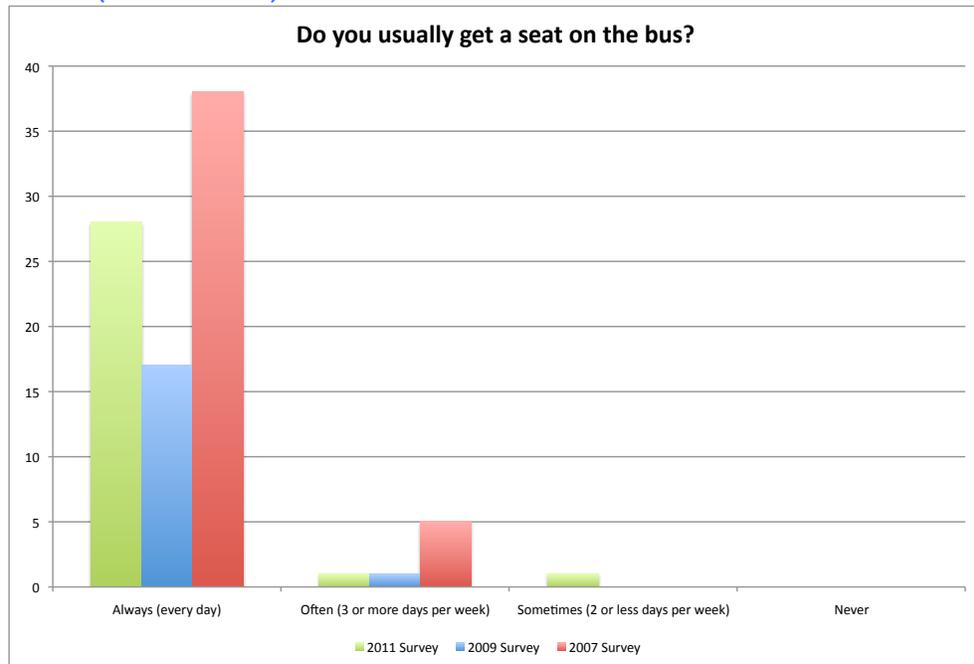
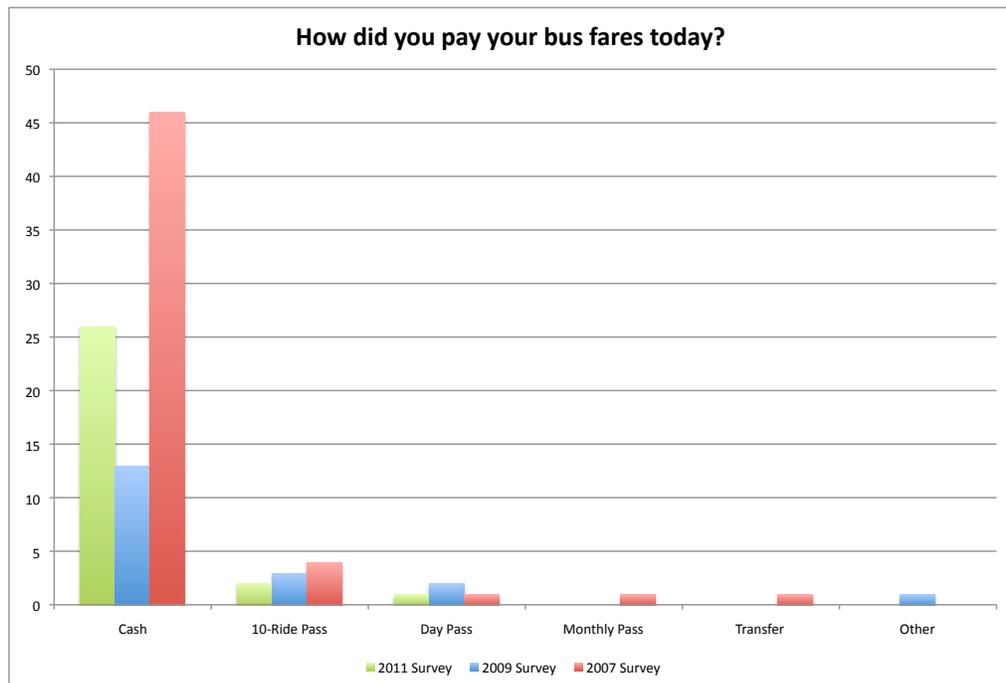


Figure 3.23 (Question 15)

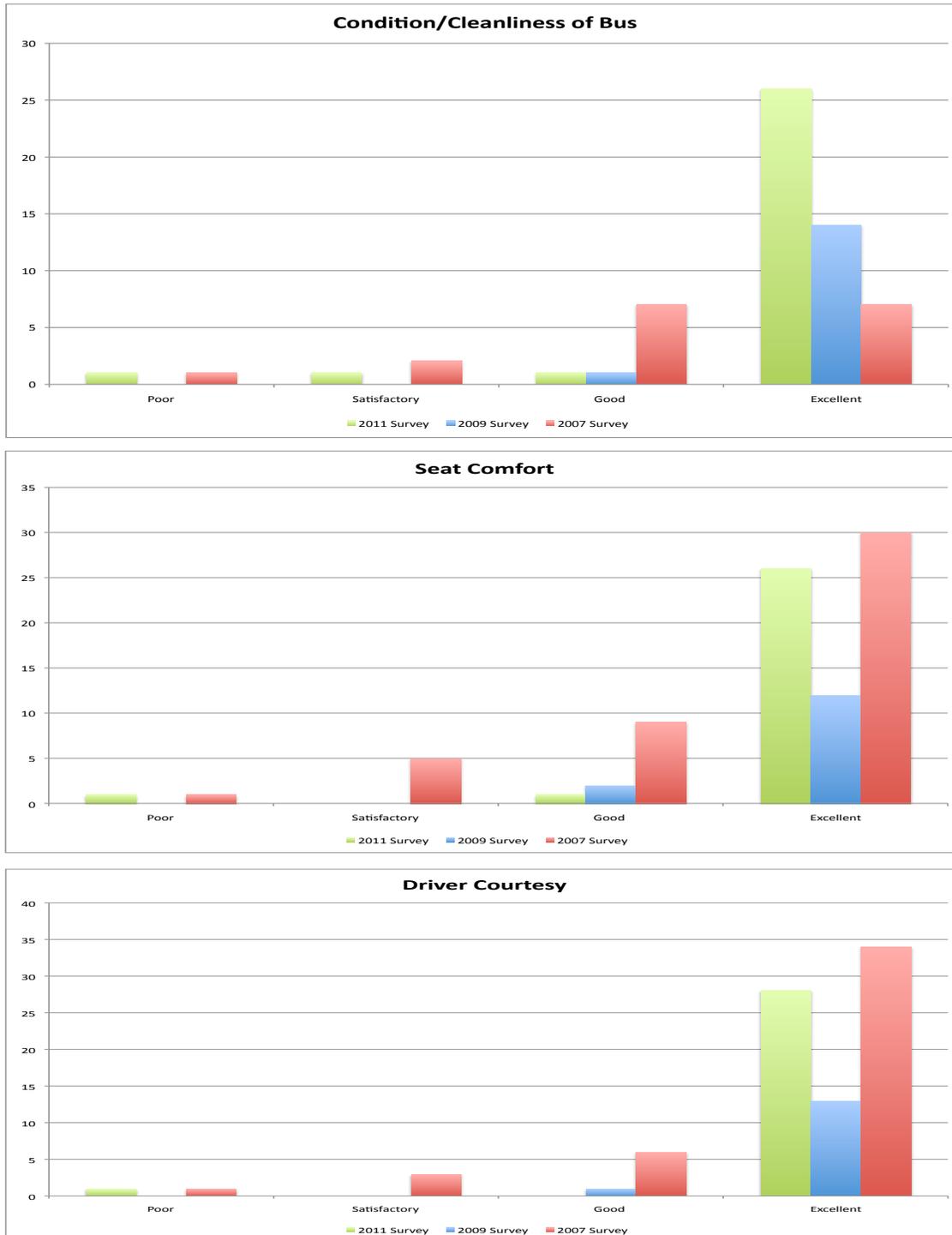


Question 16 – Tell us how you feel about this bus?

In 2007, a majority of respondents (34) felt that the condition and cleanliness of the bus, seat comfort, driver courtesy and safety at bus stops was excellent or good. Sixteen respondents felt that condition/cleanliness of the bus, seat comfort, driver

courtesy and safety at the bus stops was satisfactory or poor. It should be noted that many passengers are pleased with the bus operator performance. In 2009 and 2011 there was a very high level of satisfaction with the service in all categories.

Figure 3.24 (Question 16)



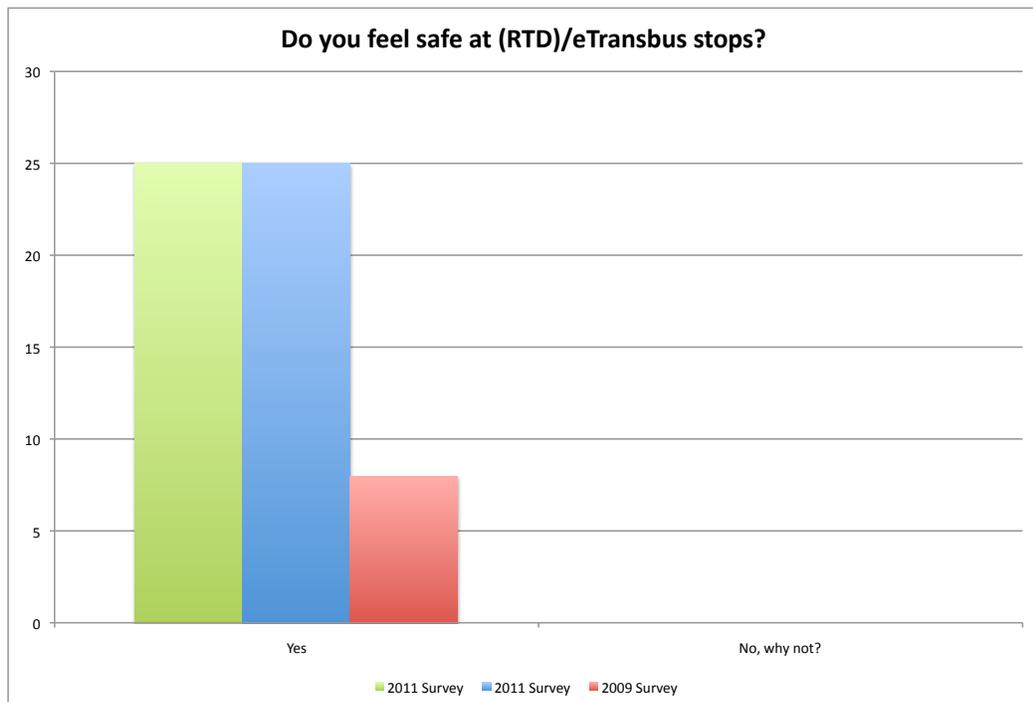


Question 17 – Do you feel safe at RTD bus stops?

In 2007, 37 respondents stated that they felt safe at RTD bus stops. However, 5 respondents did not feel safe because three of the users were riding Escalon Dial-Ride, and two of the respondents did not feel comfortable where they boarded the bus.

In 2009 and 2011, all respondents felt safe at the *eTrans* bus stops.

Figure 3.25 (Question 17)

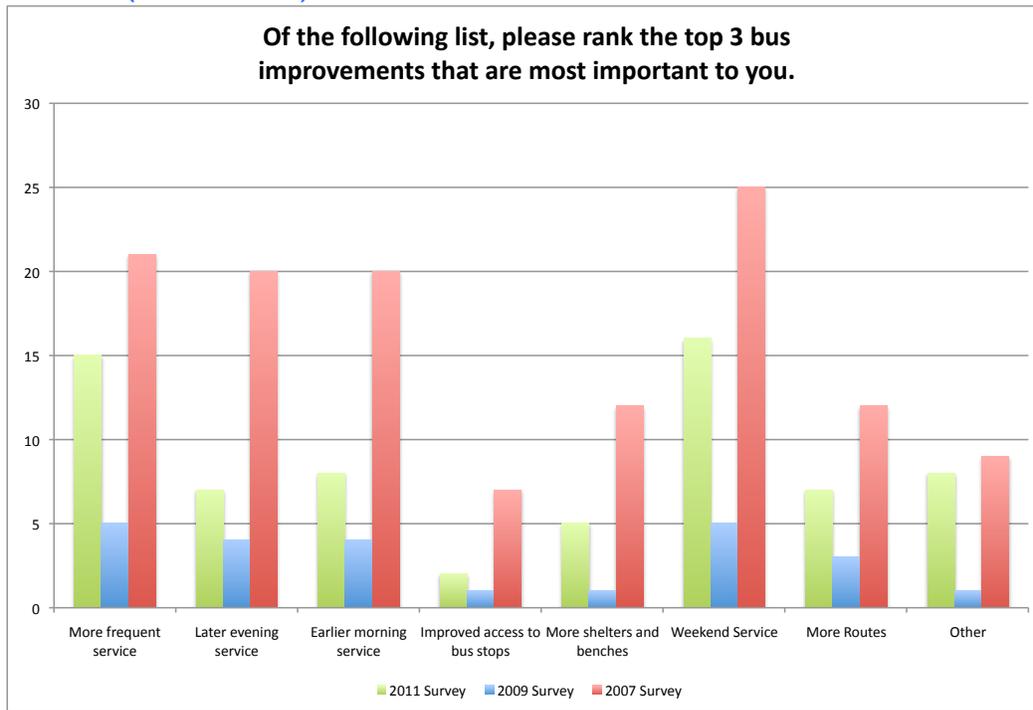


Question 18 – Of the following list, please rank the top 3 bus improvements that are most important you.

In 2007, the top improvements requested were (1) weekend service suggested by 25 respondents; (2) more frequent service suggested by 21 respondents; (3) later evening service suggested by 20 respondents; and (4) earlier morning service suggested by 20 respondents. More shelters and benches suggested by 12 respondents, more routes suggested by 12 respondents and improved access to bus stops suggested by 7 respondents. Nine respondents suggested other improvements, which included more service to Oakdale, and all the improvements listed above.

The 2009 and 2011 responses to Question 18 followed a similar pattern. In both years, the most popular improvements were more service, including more frequency, weekend service and earlier/later service. In 2011, weekend service was the most popular (16 responses), closely followed by more frequent service. In contrast, later and earlier service was requested by 7 and 8 respondents, respectively.

Figure 3.26 (Question 18)



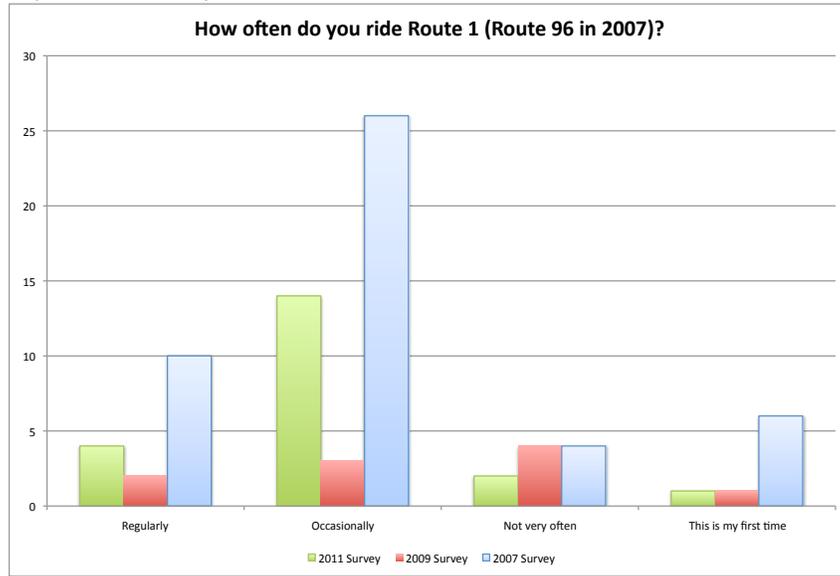
Question 19 – How often do you ride Route 1 (2009) Route 96 (2007)?

In 2007, ten respondents regularly rode Route 96 (now *eTrans* Route 1), 26 respondents occasionally ride Route 96 and 4 respondents did not ride Route 96 very often. Six respondents stated this was their first time riding Route 96.

In 2009, two respondents rode Route 1 regularly, 3 occasionally, 4 not very often, and 1 for the first time.

In 2011, 4 rode regularly, 14 occasionally, 2 not very often, and one person for the first time.

Figure 3.27 (Question 19)



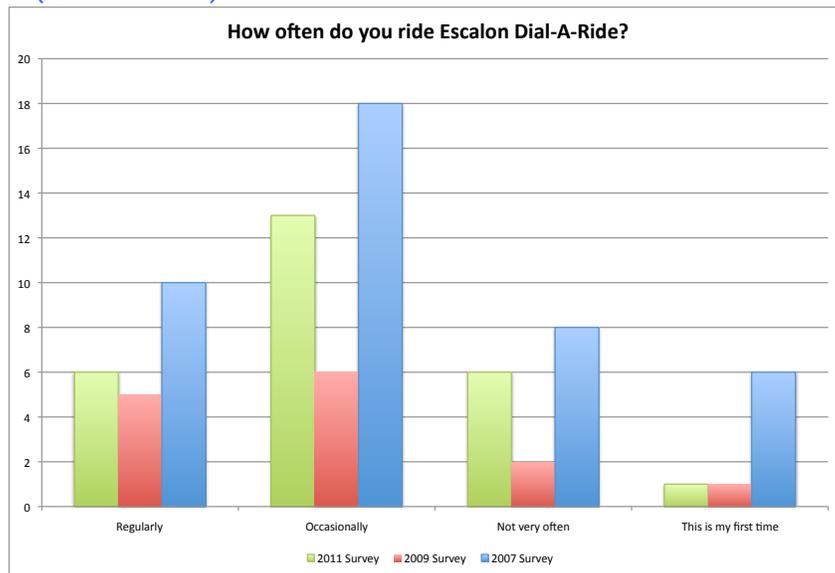
Question 20 – How often do you ride Escalon Dial-A-Ride?

In 2007, ten respondents regularly ride Escalon Dial-A-Ride; 18 respondents occasionally ride Escalon Dial-A-Ride and 8 respondents do not ride Escalon Dial-A-Ride often. Six respondents stated this was their first time riding Escalon Dial-A-Ride.

In 2009, five respondents regularly ride Escalon Dial-A-Ride, six ride occasionally, two “not very often” and one their first time.

In the 2011 survey, occasional users (13) dominated the responses, followed by regular users (6), “not very often” (6) and first time rider (1).

Figure 3.28 (Question 20)

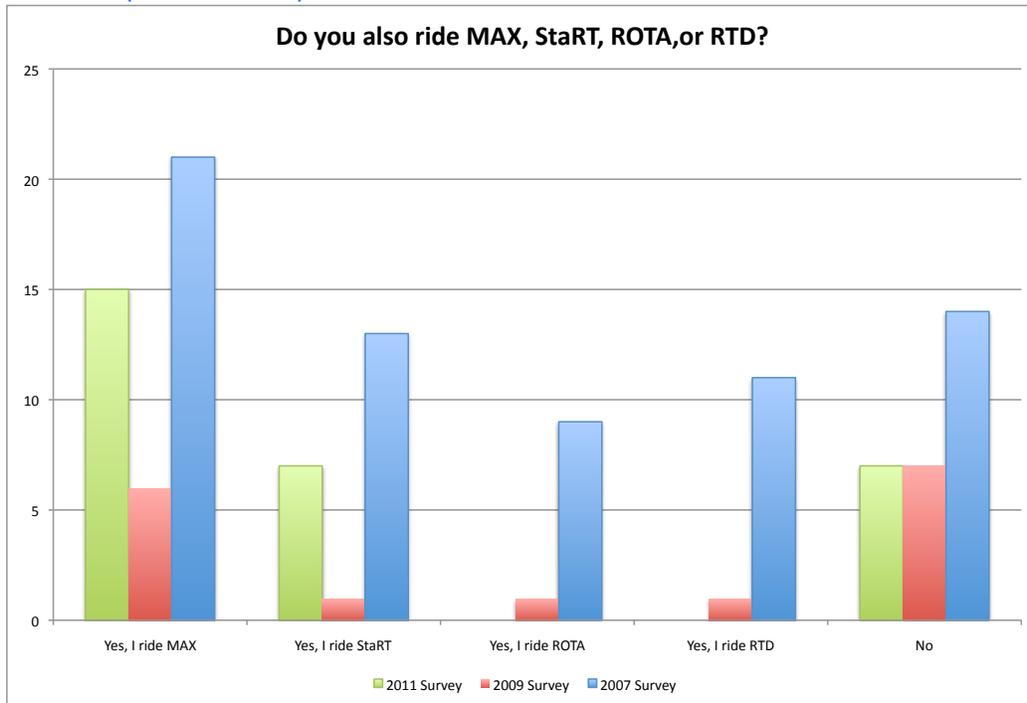


Question 21 – Do you also ride MAX, StaRT, ROTA or RTD?

In 2007, 21 respondents ride MAX in Modesto, 13 respondents ride StaRT to other areas in Stanislaus County, 9 ride ROTA to Riverbank and Oakdale, 11 respondents ride RTD to other areas in San Joaquin County, and 14 respondents do not ride other transit services.

In the 2009 and 2011 surveys, the proportion of respondents using other transit services was similar to 2007 results.

Figure 3.29 (Question 21)

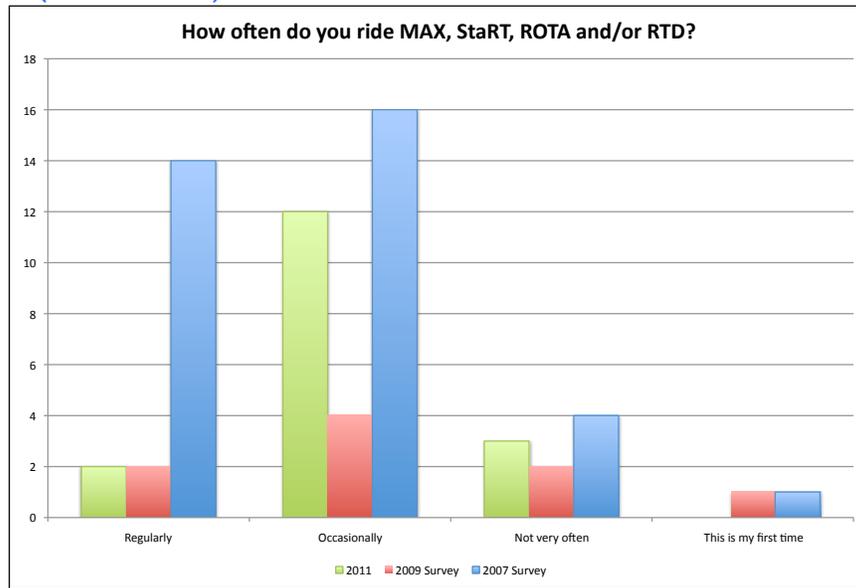


Question 22 – How often do you ride MAX, ROTA, StaRT or RTD?

In the 2007 survey, 22 respondents regularly rode MAX, StaRT, ROTA or RTD when traveling outside of Escalon, 16 respondents occasionally ride these services, 4 respondents ride occasionally and 1 rider stated this was their first time riding these services. Because of the good connection between Route 96 (now Route 1) and other transit service, many passengers take advantage of the connections available.

As with Question 21, the proportion of 2009 and 2011 survey respondents answering was comparable to the 2007 survey results.

Figure 3.30 (Question 22)

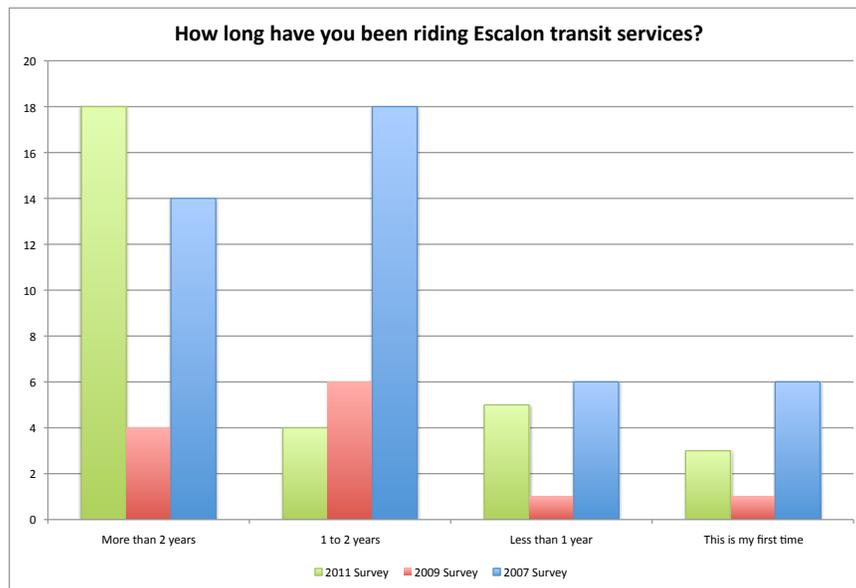


Question 23 – How long have you been riding Escalon Transit/eTrans?

In the 2007 survey, fourteen respondents stated they have been riding for more than 2 years, 18 respondents have been riding for 1 to 2 years, 6 respondents have been riding for less than 1 year, and 6 respondents stated this was their first time riding Escalon Transit. In 2007 the system attracted many new riders; but many long time riders also passed away, moved, or were no longer capable of riding the bus alone.

In 2009 and 2011 survey results, the proportions of respondents riding Escalon Transit/eTrans is comparable to the 2007 survey findings.

Figure 3.31 (Question 23)

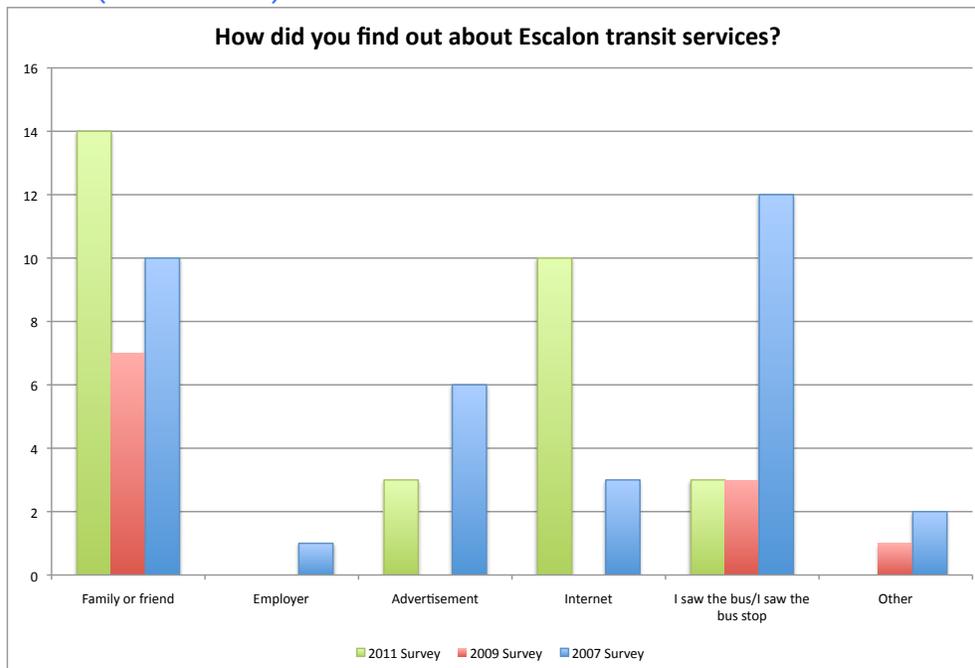


Question 24 – How did you find out about Escalon Transit Services?

In the 2007 survey, 12 respondents found out about service by seeing the bus or bus stop sign. Ten respondents heard about the bus from a family member or friend. One respondent obtained information from work, 6 respondents saw advertisements at various business locations, 3 respondents saw information online and 2 respondents stated “other” sources.

In the 2009 and 2011 surveys, most respondents either saw the bus or bus stop, or from family or friends.

Figure 3.32 (Question 24)



Question 25 – Do you have a valid drivers license?

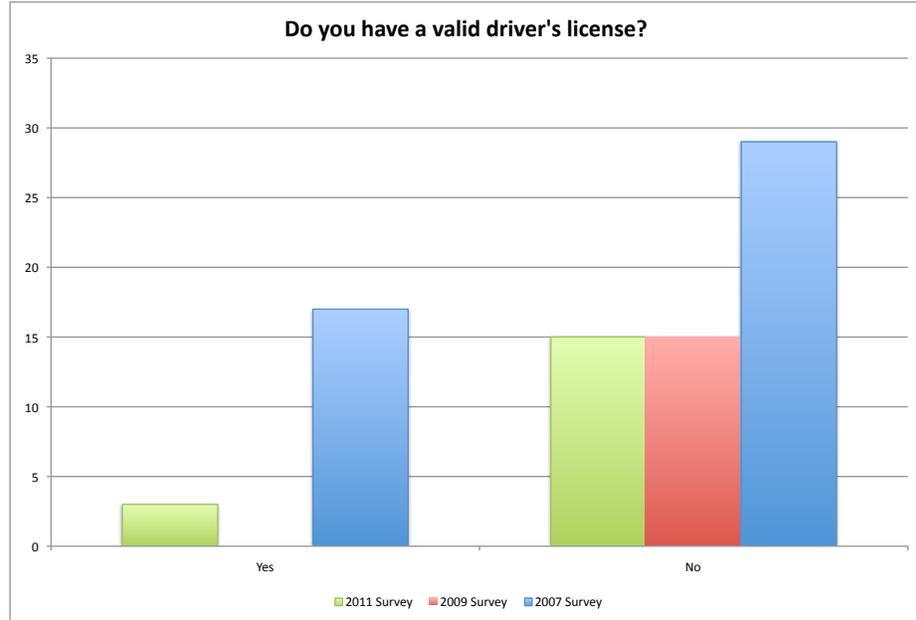
In 2007, seventeen respondents stated that they had a driver’s license and were able to drive. A total of 29 respondents did not have a driver’s license. Most respondents were seniors over 65 and youth and young adults under 25.

Of the 17 that stated in the 2007 survey that they possessed a driver’s license, 9 respondents had a vehicle available, 1 respondent was able to use someone else’s car, and 22 said they did not have a car available.

In the 2009 survey, no respondents said they had a driver’s license.

In 2011, three indicated having a driver’s license.

Figure 3.33 (Question 25)

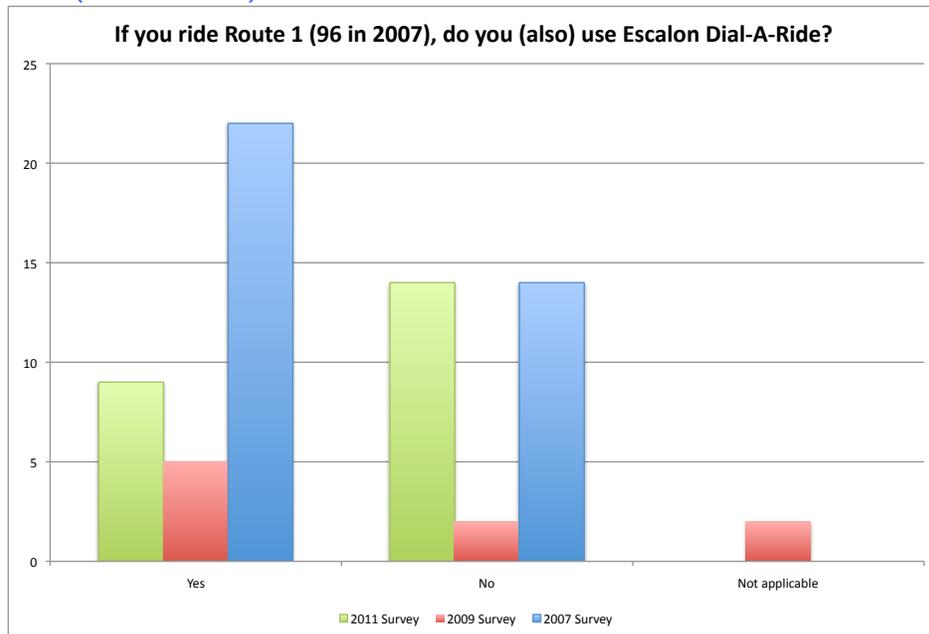


Question 26 – If you ride Route 1 (or 96 in 2007 survey), do you use Escalon Dial-A-Ride?

In the 2007 survey, a total of 22 respondents who use Route 96 also rode Escalon Dial-A-Ride. Fourteen respondents only use Escalon Dial-A-Ride. These 14 respondents were mainly seniors over 65 that had heir needs met within Escalon. The 22 respondents riding Route 96 generally were young adults and adults age 18-44.

In 2009 and 2011, the majority of respondents answering Question 26 use both Route 1 and Escalon Dial-A-Ride.

Figure 3.34 (Question 26)



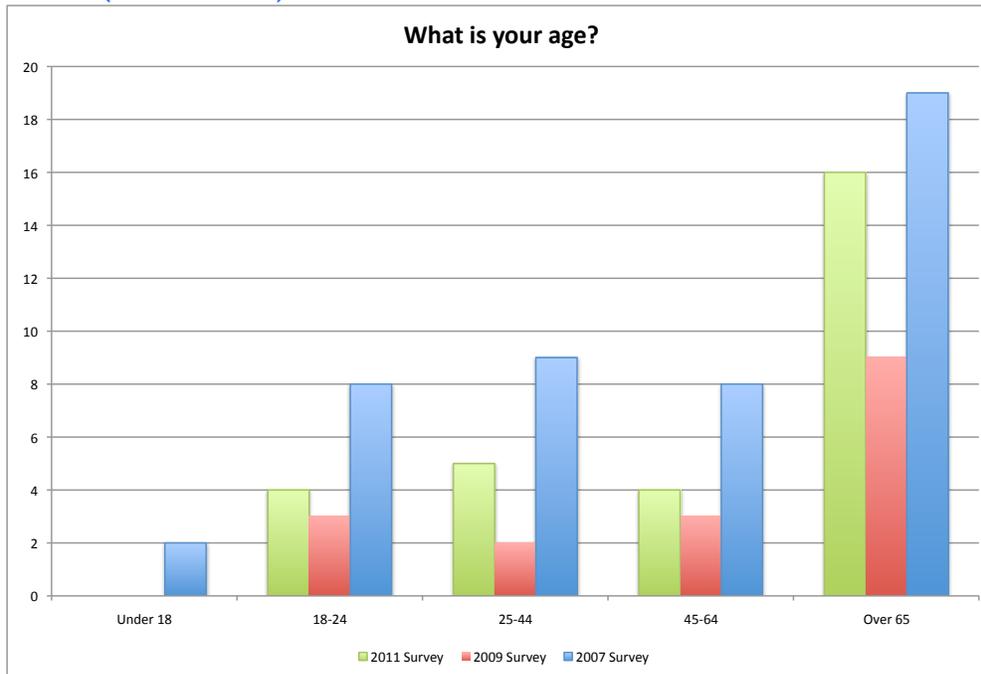
Question 27 – What is your age?

In 2007, two respondents were under 18, 8 respondents were between 18 and 24, 9 respondents were between 25 and 44, 8 were between 45 and 64, and 19 were over the age of 65.

In the 2009 survey, of the 17 total respondents to this question, three were age 18-24, two were 24-44, three were aged 45-64, and 9 were 65 years of age or over.

As in the 2007 and 2009 surveys, in the 2011 survey the largest proportion of respondents (16) were seniors age 65 or older, 4 were 45-64, 5 age 25-44, 4 aged 18-24, with no respondents under age 18.

Figure 3.35 (Question 27)



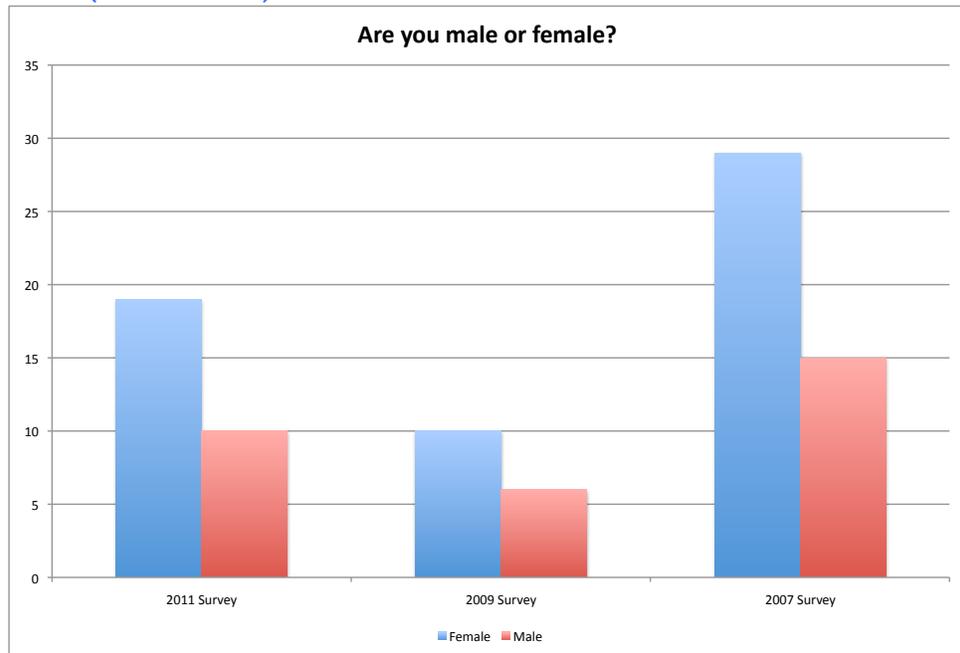
Question 28 – Are you?

In the 2007 survey, total of 29 respondents (66%) were female and 15 (34%) were male. The majority of the male respondents were between 25 and 64 years old. All seniors age 65 and older were female.

In 2009, 10 of the 16 respondents were female, and 6 were male.

In 2011, 19 were female and 10 were male.

Figure 3.36 (Question 28)



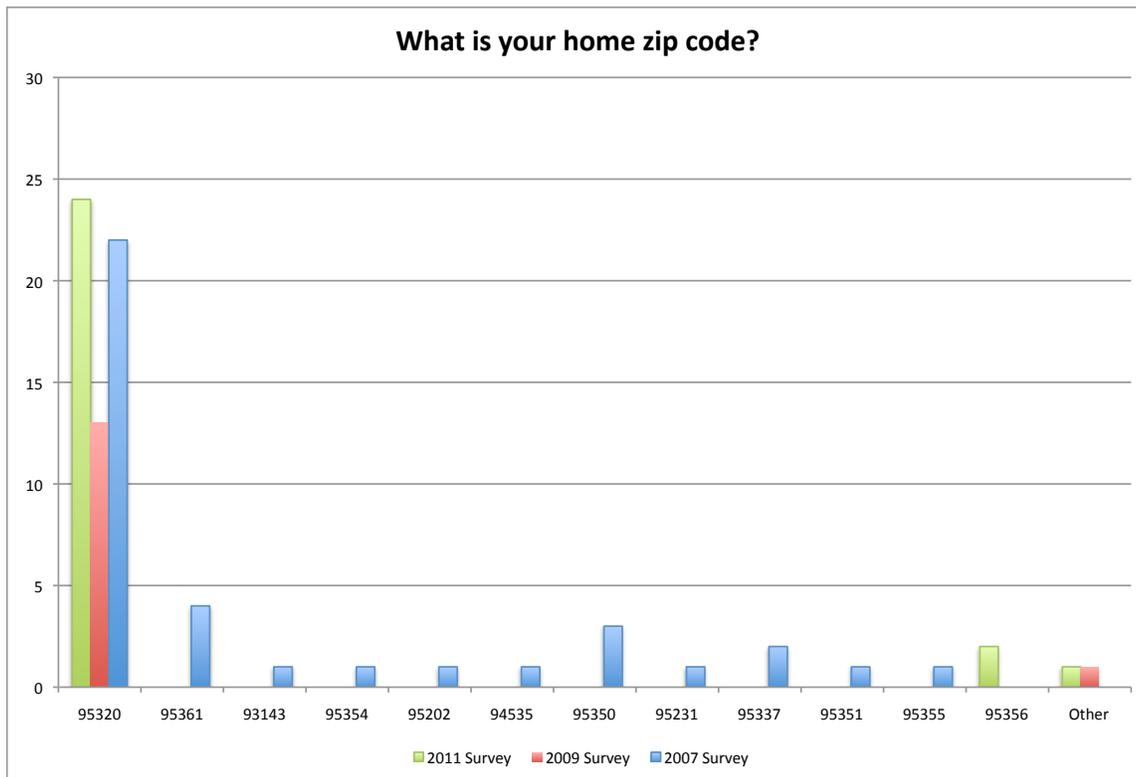
Question 29 – What is your home zip code?

In the 2007 survey, twenty-two respondents stated they lived in Escalon (95320), 4 lived in Oakdale (95361), 2 resided in Manteca (95337), and 6 lived in Modesto (95350, 95354, 95351, 95355). Other zip codes recorded in the survey included 1 respondent living in each of the following areas: Stockton (95202), Fairfield (94535), and French Camp (95231).

In the 2009 survey, 13 of 14 respondents lived in Escalon, and one lived in Alaska (making an intercity trip to Escalon).

In 2011, 24 lived in Escalon zip code, 2 in 95356, and 1 in “other.”

Figure 3.37 (Question 29)



Question 30 – What is your ethnic background?

In the 2007 survey, 31 respondents identified themselves as White or Caucasian, 6 were Latino or Hispanic, 2 were Black or African American, 2 were Asian or Pacific Islander, 4 were American Indian/Aleutian, and 3 stated “other.”

In the 2009 survey, 11 respondents identified themselves as White or Caucasian, and 4 as Latino or Hispanic.

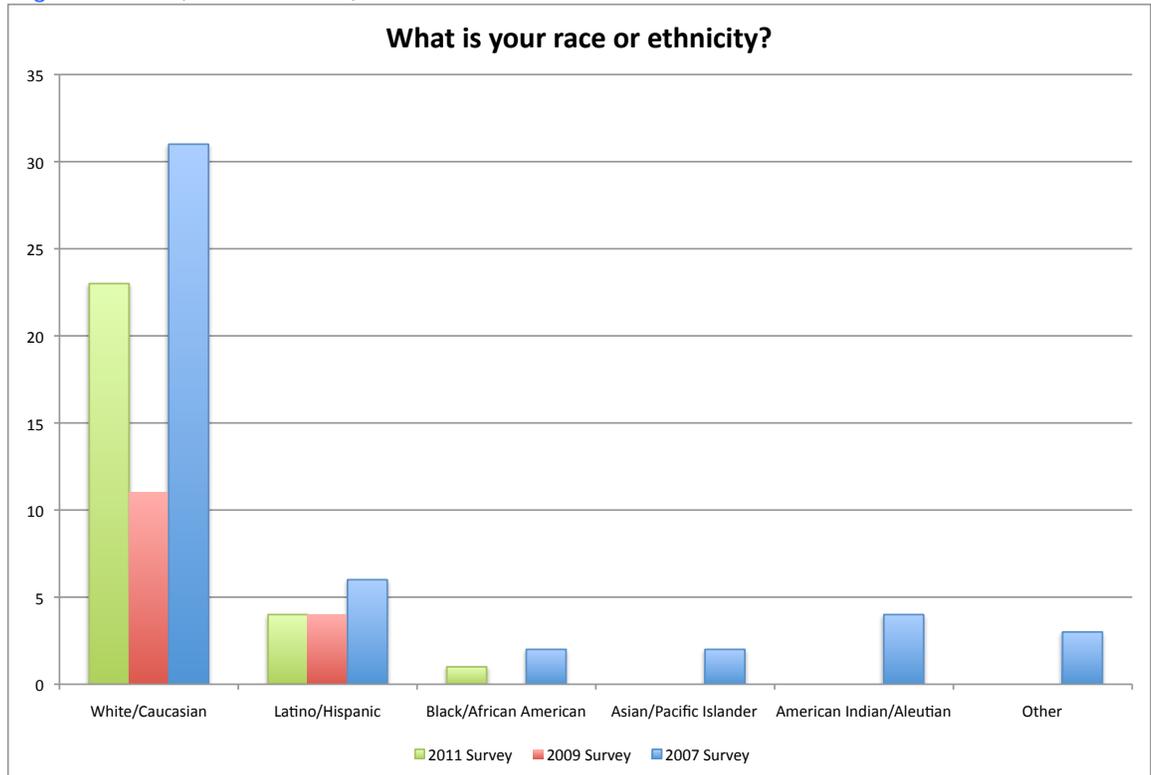
In 2001, 23 individuals identified themselves as white/caucasian, 4 as Latino or Hispanic, and 1 as black/African American.

Question 31 – What was your TOTAL FAMILY INCOME last year (before taxes) of all persons in your household?

This was a new question for the 2009 survey. Of 19 total respondents, only 7 answered Question 31. Six stated their annual household income was below \$35,000 annually. One stated between \$35,000 and \$54,999.

In 2011, 12 respondents stated their household income was below \$35,000, 3 between \$35,000-\$54,999, and 1 over \$100,000. Twelve respondents “declined to state.”

Figure 3.38 (Question 30)



3.4.2 Passenger Survey Comments

The most common comments from *eTrans* passengers in all three surveys requested more service, particularly earlier starting times and later ending times, and Saturday service as well.

The 2007, 2009 and 2011 comments are listed below.

2007 Comments
Need more weekend service
I would not have access to any business in Escalon without the bus + Rita
Rita is an excellent driver and I feel safe to ride with her.
She [Rita the driver] is very helpful and courteous
Need more weekend service
Start route earlier. We need weekend service & nite
Service better. No, N/A, good
Com[e] to Manteca.
Congratulations on your service.
It was great service and great drive courtesy.
New in the states
I would not have access to any business in Escalon without the bus + Rita.
Rita is an excellent driver and I feel safe to ride with her.
All of us passengers really love our driver (Rita Gwin - she' the best – always)
I think the bus should start early delivery inside Escalon and pick up time in the afternoon should be late inside Escalon.

Need to wait for transfers.
Weekend service - at least a holiday schedule.
I love the service the driver treats me with respect + makes one feel special.
1) There needs to be earlier departures
2) There needs to be later departures.
3) There needs better connection to Ripon. An 1 hr + 45 minute layover in Manteca is illogical
I am new in Modesto will start working Nov. 1
More stops in Modesto @ McHenry & Standiford to Escalon like run until 7 p.m.
I would not have access to any business in Escalon without the bus + Rita.
2009 Comments
Glad to have your service. Very nice driver.
Please make more trips to Modesto, and bring back Manteca route
Please advertise more, no in Escalon even knows there's a bus
2011 Comments
We have a great bus driver (Darlene), very helpful
At least one more service to Modesto as early as possible
I need the bus 9:30 if possible
The bus driver is really friendly and courteous
Wonderful, courteous, helpful drivers
Darlene is so very helpful-we passengers all lover her very much
Darlene is always helpful and pleasant. If a half hour earlier and a half hour later, would be helpful in appointments

3.4.3 Onboard Survey Summary & Conclusions

The onboard survey conducted in January-March 2011 assisted City of Escalon staff in understanding what transit users think about the service, what their travel patterns are, and how to improve service. The transit system has continued to maintain strong community support.

A total of 14 people gave their names and contact information in the 2011 survey. In 2012 or early 2013, another survey effort should be undertaken in order to assess results of improved services as recommended in this SRTP Update.

3.5 Program Accomplishments in FY 2009-10

While the City of Escalon contracts for *eTrans* service with Storer Transit Systems of Modesto for operations and maintenance, City staff still is responsible for a series of management and oversight activities to ensure the continued smooth operation of *eTrans*. During FY 2009-10, these activities and accomplishments included:

- Continued to coordinate with ROTA Dial-A-Ride to facilitate transfers to continue into Riverbank and Oakdale.
- Enhanced marketing efforts with schools, community groups and governmental social service agencies.
- Maintained a transit webpage within the City's website - <http://www.cityofescalon.org/transit.htm>.
- Continue to outreach to passengers regarding the elimination of Route 95 to

Manteca through promotion of RTD's General Public Dial-A-Ride service.

- Participated in Interagency Transit Committee, Social Services Transportation Advisory Committee, Unmet Transit Needs Committee, Modesto ADA Advisory Committee, San Joaquin Coordinated Transportation Plan Committee and StanCOG's Social Services Transportation Advisory Committee.
- Submitted the TDA Claim for FY 09/10 and received payment by SJCOG.
- Submitted the Transit Operators Financial Report and National Transit Database Report for FY 09/10.
- Updated *eTrans* Rider's Guide effective January 1, 2010.
- Updated all marketing materials and flyers with new *eTrans* logo
- Developed new Spanish brochure.
- Certified two ADA passengers for paratransit service.
- Submitted grant applications to Caltrans for Federal Transit Administration (FTA) Sections 5311, 5316 and 5317 for FY 2009-2010.
- Continued grant compliance, reimbursements and quarterly reports for FTA Sections 5304, 5310, 5311, 5316, 5317 and American Recovery and Reinvestment Act (ARRA) programs grants received by the City.
- Updated SRTP reflecting FY 2009-2010 fiscal results and over next 10 years.
- Conducted an Unmet Transit Needs hearing in Escalon in November 2009.
- Developed new fare media for *eTrans* to replace RTD fare media and established pass outlets at Escalon City Hall and Vineyard Pharmacy.
- Placed new transit bus purchased in 2009 in service to replace the RTD provided transit bus using Proposition 1B PTMISEA funds..
- Developed and installed new bus stop signage for *eTrans* Route 1.
- Awarded transit operations and maintenance agreement to Storer Transit Systems in November 2009 for two and a half years ending June 30, 2012.
- Purchased new radios with Proposition 1B Transit Security program and FTA Section 5310 funds.
- Submitted Proposition 1B program applications to the California Emergency Management Agency for additional security equipment and to Caltrans for additional passenger amenities and bus replacements.
- Improved connections with StaRT Eastside Shuttle.
- Added *eTrans* to Google Transit.
- Facilitated and completed the TDA Triennial Performance Audit for FY 07 to FY 09 with three improvement recommendations.
- Conducted an updated passenger survey in December 2009.

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Results of Public Outreach

4.1 Overview

This chapter outlines and summarizes outreach efforts by the consultant to senior citizens, the general public and community stakeholders, in addition to onboard surveys, for the City of Escalon's FY 2010-2021 Short Range Transit Plan Update. This process was designed to obtain input from various members of the community regarding existing and future transit needs, the specific needs of transportation-disadvantaged individuals and groups, and community desires and priorities for improved *eTrans* services.

Seventeen private sector, non-profit sector and local government stakeholders were contacted, resulting in useful information from all but two individuals or organizations. Section 4.2 summarizes the findings from these inquiries.

General public outreach was much less successful than with stakeholders. The consultant prepared and placed an online survey at SurveyMonkey.com aimed at the general public during February, March and April 2011. However, this survey only resulted in eight completed questionnaires, including identical hard copy versions of the survey entered manually. So many questions were skipped by the respondents the validity of the survey is questionable.

The consultant also designed a survey specifically aimed at senior citizens. This survey was promoted at the Heritage House senior housing complex and Paddock Mobile Manor, a senior mobile home park. No surveys were returned from either location. Some potential respondents already answered the *eTrans* onboard survey. On the other hand, a total of 11 responses to the senior survey were obtained at the senior nutrition program held at the Escalon Community Center on Tuesdays and Thursdays, and one was obtained at the *eTrans* public meeting that was held on Monday, April 25th at the Escalon Library multipurpose room.

However, only two people attended the public meeting, which was promoted by advertisements in the April 13th and 20th, 2011 issues of The Escalon Times, plus an article in the April 20th edition. Other efforts included "tabling" for several hours at Big Boy Market on Yosemite Drive in east Escalon; this effort resulted in three general public surveys included with the online surveys discussed earlier.

Section 4.3 summarizes senior survey results and findings. No attempt was made to summarize the general public survey results due to an insufficient number of responses and the fact most respondents skipped over most questions, making its statistical validity questionable.

4.2 Summary of Stakeholder Input

This section summarizes comments and input provided by various stakeholders, beginning with City of Escalon staff. Several non-profit agencies also provided input.

4.2.1 City of Escalon Staff

John Abrew, City of Escalon Public Works Director: The City's Public Works Director oversees and supervises *eTrans* and the Transit Coordinator. He sees a need for extended service between Escalon along the McHenry Avenue corridor into Modesto, with improved and better access to educational, retail, and medical facilities/opportunities. He did not see any political concerns regarding the transportation of Escalon residents to retail opportunities in Modesto and the potential "leakage" of sales tax dollars from the community.

In terms of regional transit connections outside Escalon, the Public Works Director said it makes more sense to go south to Modesto versus north to Stockton; Modesto is closer and easier to get to. There is also a need to provide adequate transit to those who live outside of City limits since [San Joaquin] RTD doesn't provide timely service.

The interviewer mentioned that Stockton is the County seat, so there is a need for folks to get there to use County services, also mentioning RTD's County Dial-A-Ride. He felt RTD's requirement for obtaining Dial-A-Ride reservations seven days in advance was antiquated, and that, in effect] that RTD has abandoned Escalon.

The interview also asked about potential conflicts between increased transit service and the possibility of taking [Transportation Development Act (TDA)] money from streets and roads that is associated with the Unmet Transit Needs process, and how if there is an unmet need it needs to be met and so that means less money for streets and roads. The Public Works Director said he is aware that this is a conflict but that's just the way it is.

Bridget Gaines, City of Escalon Recreation Director: The City's Recreation Director stated she doesn't hear much about *eTrans*. She thinks more info needs to be given out so as to let City residents know more about *eTrans*, what it is and where it goes.

4.2.2 Adjacent Local & Regional Government Staff

Brad Christian, County of Stanislaus Transit Manager, Stanislaus Regional Transit (StaRT): The interviewer asked the Transit Manager about transfers with *eTrans*. He indicated that no changes were foreseen to transfer policies between systems. There is no transferring occurring between DAR—for instance, *eTrans* Dial-A-Ride going to Riverbank and connecting to StaRT's Eastside Shuttle. He pointed out that presently there is very little transferring between *eTrans* and StaRT.

Fred Cavanah, Transit Manager, Modesto Area Express (MAX): The City of Modesto's Transit Manager indicated that he was unaware of any problems with

eTrans. For coordination, if *eTrans* is going to stop on Dale Road by Vintage Faire Mall, it is important to work with MAX regarding use of that bus stop.

The interviewer asked if there were going to be any changes to MAX transfer policy akin to what Sacramento Regional Transit did in 2009 (e.g., replacing single trip transfers with the requirement to buy a day pass). He did not expect any changes in the next year.

Nathan Atherstone, Planning Manager, San Joaquin Regional Transit District (RTD): The interviewer emailed RTD's Planning Manager regarding routes, with the response that RTD does not foresee any [new] route going to Escalon. RTD also did not have ridership data for the County Dial-A-Ride service for the rural areas around Escalon previously in the *eTrans* service area. The Planning Manager responded that RTD does not track such information and it is not readily available from the service contractor who provides County Dial-A-Ride.

San Joaquin Council of Governments (SJCOG) Staff: SJCOG staff has indicated the following concerns about *eTrans*:

1. Funding: SJCOG staff mentioned how there is a local match of 25% for usage of San Joaquin County Measure K transportation funds for increased *eTrans* service. SJCOG mentioned how revenue projections have gone down and any projections are subject to change. They also pointed out how mentioned how the SRTP proposes increased *eTrans* service to Modesto using Measure K funds, and medical transportation for medical trips to Modesto is an established Unmet Transit Need for the Escalon area.
2. Medical trip needs to Modesto: SJCOG staff asked how this was being addressed. The interviewer described how the consultant is evaluating this need and what the SRTP (this document) will recommend the best way to address the need: changing *eTrans* Route 1 or initiating a weekly on-call service. The interviewer also mentioned consultant outreach efforts to local social service agencies and what they may be able to do.
3. Increased service on *eTrans* Route 1 to Modesto: The interviewer mentioned how the previous, approved SRTP recommends increasing the number of runs between Modesto and Escalon, including earlier trips. SJCOG staff said they are looking forward to seeing this service getting up and running.
4. Lack of transportation to Stockton: SJCOG staff mentioned how RTD now has implemented Bus Rapid Transit (BRT) along Airport Way, so once someone gets to greater Stockton there is more transit available to get around the urbanized area compared to what was available before. This was mentioned in relation to traveling between Escalon and Manteca, and how, once in Manteca, traveling to Stockton was improved.
5. Mobility Management: The interviewer mentioned how "mobility management" relates to issues outlined in the *San Joaquin Coordinated Transportation Services Plan* which included reducing transit service gaps, developing public/private partnerships, working towards a "seamless" system,

and that more transportation options are needed. They agreed that this issue should be addressed in the SRTP.

4.2.3 Input by Non-Profit Organizations

Community Center for Blind and Visually Impaired: This agency indicated they currently have no clientele in Escalon. They have a vehicle that they use to provide, at no charge, transportation.

Though this agency currently has no clients living in Escalon, agency staff provided useful insights for transit planning. They stated that their clients normally are provided transportation by family and friends, and usually travel to Modesto and Stockton to participate in the agency's program. Most clients need transportation at least weekly.

Agency staff thought transit connectivity was important, and their clients need dependable, fairly frequent transportation to Stockton and Modesto. Barriers to their clients' use of transit include inaccessible bus stops, excessively long layovers between connections, sometimes requiring "all day" to travel. As previously stated, connectivity between transit systems was seen as lacking; possible solutions include more "user friendly" services, including improved connectivity, reduced headways, and consistently located bus stops.

Finally, agency staff thought that the tradeoffs between transit services maximizing ridership versus serving those who cannot for various reasons were essentially equal. "...Accessible vehicles will accommodate all passengers. Improved connectivity will help transport passengers to desired destinations."

United Cerebral Palsy: UCP returned a Stakeholder Questionnaire send via email. They currently have four clients in Escalon, but they don't know how they get to UCP. UCP provides transportation, but only for work crews and as contracted with RTD to pick up and drop off workers. Their service is consistent, picking up the same consumers every day at the same time and place. The best solution to their clients' transportation problems is a shuttle that is reliable.

UCP staff was not aware of transit services provided by *eTrans*.

Concerns and issues raised by UCP include:

1. Reductions in transit services provided by RTD.
2. More efficient services needed (routes, shorten window for wait periods) and availability of buses and drivers to meet need.
3. It's difficult for customers who live in rural areas to obtain transportation, as routes do not go into these areas.
4. Cost can be a factor for the care provider if using their vehicle.
5. Lack of funding for transit systems.

UCP states its clients' specific transportation needs are to have a regular [transit] schedule time that takes them to work, or at least close to work. The employment of some of their clients was terminated due to a lack of transportation.

Regarding tradeoffs between high ridership services and service mainly aimed at those who can't drive, UCP pointed out that "if disabled people can't get reliable, timely transportation services then they can't have a regular routine, no work--no independence."

Association for Retarded Citizens (ARC), San Joaquin: ARC also returned an emailed Stakeholder Questionnaire. ARC does not provide transportation for clients; they said transportation for leisure and recreational purposes. They have no clientele and/or requests for services from Escalon, and were not aware of transit services offered by *eTrans*.

ARC requires door-to-door service for their clients, with on-vehicle supervision and 100% assistance. They were also concerned about losses of state funding to maintain transportation.

They also pointed out that the Dial-a-Ride time window makes it difficult or impossible for their clients traveling to or from work.

Valley Mountain Regional Center: VRMC also returned an emailed Stakeholder Questionnaire. The Regional Center does provide client transportation, which is contracted out. They were aware of transit services offered by *eTrans*.

The Regional Center's concerns and issues included:

1. Need access to all cities in San Joaquin County and to Modesto area.
2. There is not enough frequency of service to the Modesto and Riverbank areas.
3. There is service into unincorporated San Joaquin County except for very limited RTD Hopper routes.
4. Isolated systems don't connect well; better connectivity and coordinated efforts between systems is needed.
5. It is difficult to obtain information—calling doesn't work and websites are hard to use. They would like to see a simple chart of fares and timetables made available.
6. Barriers—Those who live in the rural area around Escalon need access to various parts of San Joaquin County, but have limited access [to transportation services].

Catholic Charities, Golden Agers for Progress (GAP): This agency is an advocacy group of seniors who advocate for the needs of seniors. In the past, this has focused on public transportation, the state ombudsman program, and Adult Day Healthcare Centers.

This agency serves San Joaquin, Stanislaus and adjacent Mother Lode counties. However, they currently have no active members living in Escalon.

This agency points out that seniors have a number of transportation issues. For those on fixed incomes, transportation expenses are important. For those with mobility difficulties, having assistance from their doors to their transportation is critical.

The most important transportation needs for agency clients is travel to medical services and shopping for basic necessities. Some go to Adult Health Day Care Centers and similar locations to socialize.

Some seniors are able to travel independently, because they don't have mobility limitations and have access to a car. Many seniors get around on the bus, while others depend on family, friends and paid assistance to meet their transportation needs. This agency does not provide transportation for its clients.

Transportation barriers to seniors include finances, particularly for those on fixed incomes. Physical mobility is another barrier, and many need physical assistance to get into vehicles. Many also need wheelchair accessibility. Time is also a constraint since infrequent transit service means long wait times, a major inconvenience. Family and friends providing transportation for seniors are often constrained by the demands of their own schedules and time availability.

GAP again pointed out that the most pressing problems for seniors are the costs of transportation and lack of assistance with boarding vehicles. Dial-A-Ride is useful for those who can afford it because it offers direct service to their residence/location.

While GAP recognizes that both service efficiency and helping those who cannot drive are critical, they argue that helping those who cannot drive is more important. Services for those who cannot drive, such as *eTrans*, depend on transit to meet their basic needs such as shopping and medical services. If those basic needs are not met, this vulnerable population suffers enormously. It is important for communities to start to prepare for the increasing number of seniors, which should increase 50% to 100% by 2015 (2020?). With these increasing numbers, services and resources to meet their needs will be [increasingly] strained.

4.3 Summary of Senior Transit Survey

The consultant prepared a survey specifically aimed at seniors for this SRTP Update. The survey instrument is presented in Appendix B.

This survey was promoted at the Heritage House senior housing complex and Paddock Mobile Manor, a senior mobile home park. No surveys were returned from either location. Some potential respondents already answered the *eTrans* onboard survey. On the other hand, a total of 11 responses to the senior survey were obtained at the senior nutrition program held at the Escalon Community Center on Tuesdays and Thursdays, and one was obtained at the *eTrans* public meeting that was held on Monday, April 25th at the Escalon Library multipurpose room.

All survey respondents (12) indicated they were Escalon residents, and eleven of the twelve stated they were retired. Ages ranged from 70 to 90 years, averaging 81.4 years.

Each person lived alone with no other household residents. One respondent indicated “excellent” health, five “good” health, four “fair” health, and one stated “poor” health. Four respondents indicated they had difficulty traveling due to health or a disability, while eight stated they did not. Seven individuals had valid drivers licenses while five did not. All licensed drivers had driven in the last month, while the unlicensed persons stated they had not. For general travel, one person regularly walked, eight drove and three use *eTrans* buses.

One person indicated receiving rides from someone they knew once a week, two receiving rides 2-3 times per week, four 1 or 2 times per month and two “never.” Most seniors answering the survey are long-time residents, the time living in Escalon ranging from 2 years to 57 years (average of 18.6 years). Eight respondents live in a single family home, two in apartments, and two in mobile homes.

Six individuals indicated living with ½ mile of a food store and a drug store. Two live within a 1/2 mile of their doctor, while only one lives within ½ mile of a public transit stop (e.g., the Escalon park and ride lot). Four persons didn’t know how close these destinations were.

On the previous day before answering the survey, three persons hadn’t traveled anywhere, six had gone somewhere once, two had taken trips twice, and one individual traveled three or more times. Two persons stated they normally travel somewhere 1-2 times per week, seven 3-5 times per week, and two more than 5 times per week. Four persons use a cane, crutch or walker, while eight do not use any form of aid.

Most respondents did not feel most aspects of driving were problems, including the cost of operating a car. Some felt certain aspects of driving were small problems, but only two thought the cost of driving was a problem, and one person thought driving at night was a major problem. It should be noted only about half of total respondents answered Question 19, which asked to rate these issues.

In contrast to driving, only two persons said they regularly used public transit 2-3 times per week, while nine stated they never used transit. Three persons stated they regularly walk 2-3 times per week, one once a week, one once per month, and six “never” walked anywhere. Seven stated that they couldn’t walk very far and this was a large or small problem. Other aspects of walking were not significant problems according to most of the six persons answering Question 23.

Out of nine answering Question 25, six rated their mobility as a 9 or 10. Two were highly dissatisfied with their mobility situation, with a rating of 1 and 3, respectively. Three persons “somewhat agreed” that losing the ability to drive would be a problem keeping them in their homes, three disagreed, while two “didn’t know.”

All survey respondents were female, and all had retired. One had completed a postgraduate degree, one was a four-year graduate, five stated “some college” and three had graduated high school only. Eight were widowed, one divorced and one

remarried. As previously noted, all lived alone. Five had incomes under \$20,000, two \$20,000-\$34,999, one \$35,000-\$54,999 and four declined to state.

Only one comment was received from an *eTrans* user:

I've been using E-Trans for about 2 years & have been quite satisfied that it helps meet my needs for getting around here in Escalon. Thank you.

Transit Service Options

5.1 Overview

This chapter presents and evaluates potential service options for *eTrans*, focusing on new services provided through Measure K funding beginning in FY 2011-12. The range of possible service changes and improvements are based on the findings and conclusions described in Chapter 3, and take into account the various constraints on Escalon's transit system as well as available opportunities.

This chapter also outlines the impacts of these service options on overall *eTrans* performance, service to passengers, connections with other transit systems such as *MAX*, *StaRT*, and *ROTA*, and financial impacts. Conclusions regarding the impacts of each option will be consistent with Federal Transit Administration (FTA) and San Joaquin Council of Governments (SJCOG) guidelines, requiring that the final recommended transit plan to be “financially constrained,” e.g., that service can be provided and sustained within available financial resources.

5.2 Description of Adopted *eTrans* Route Plan

While the *eTrans* operating environment imposes many constraints that limit long-term transit potential, nonetheless there are opportunities to significantly increase patronage and improve system efficiency and productivity using earmarked Measure K funds beginning in FY 2011-12 for improving *eTrans* Route 1 service between Escalon and Modesto, as well as improving marketing and promotion.

The Operations Plan adopted in the FY 2009-10 *Short Range Transit Plan* document assumes operation of expanded *eTrans* Route 1 deviated fixed route service between Escalon and Modesto, funded by earmarked Measure K funds and additional TDA funding beginning in FY 2011-12. The daily span of service would be expanded with earlier starting and later ending times, increasing service from three to six-or-eight round trips between 7:00 a.m. and 6:00 p.m., Monday–Friday, and possibly Saturday service from about 10:00 a.m. and 3:00 p.m.

Figure 5.1 illustrates the proposed routing of expanded *eTrans* Route 1 between Escalon and Modesto. The route would be designed to bring all of the incorporated area of Escalon within $\frac{3}{4}$ mile of the deviated fixed route, providing 100% coverage with deviations. Route 1 buses would also deviate up to $\frac{3}{4}$ mile in the unincorporated area of San Joaquin County between Escalon in unincorporated Stanislaus County and the City of Modesto to the route terminous. If Americans with Disabilities Act (ADA) eligible passengers were traveling to Modesto, it is anticipated such riders would transfer to Modesto Area Dial-A-Ride service—if not transferring to *MAX* or *StaRT* fixed route buses.

5.3 Additional eTrans Route Options

There are three *eTrans* Route 1 alignment options described, reviewed and evaluated in this chapter, and illustrated in Figures 5.1, 5.2 and 5.3. These are:

- Option 1 – As described above, improved service via existing two-way *eTrans* Route 1 alignment between Escalon and Standiford/McHenry in Modesto
- Option 2 – Improved service via two-way *eTrans* Route 1 alignment from Escalon via McHenry, Kiernan, and Dale to the *MAX* (and proposed *Ripon Transit*) transfer point at Dale Road and Veneman, e.g., adjacent to Vintage Faire Mall.
- Option 3 – Improved service via two-way *eTrans* Route 1 from Escalon via McHenry, then a counterclockwise loop via Kiernan, Dale, Standiford and McHenry, serving both the *MAX* (and proposed *Ripon Transit*) transfer point at Dale Road/Veneman, as well as the existing *eTrans/MAX/StaRT* transfer point at McHenry/Standford (Target).

In addition to route alignment options, there are four service level options that have been developed. These are:

Increasing current *eTrans* Route 1 service from the existing three weekday round trips to a total of six to eight round trips, using Options 1, 2 or 3.

- Should *eTrans* Route 1 route alignment Option 1 (e.g., via the existing route on McHenry Avenue) is chosen, the addition of demand responsive service between Escalon and various medical facilities in Modesto (including the Kaiser Permanente Medical Center) at least one day per week.
- Additional Saturday service between about 10:00 a.m. and 3:00 p.m., regardless of route alignment option.
- With a second bus, addition of weekday peak period (e.g., about 7:30 a.m.-9:00 a.m. and 2:00 p.m.-3:00 p.m.) *eTrans* Dial-A-Ride service within Escalon, to supplement Route 1.
- With a second bus, the addition of *eTrans* Dial-A-Ride service within Escalon between 9:00 a.m. and 3:00 p.m., aimed at supplementing Route 1 by handling intra-community transit demand.

Under all options, Route 1 schedules would be revised to provide the best connections possible to/from the various Modesto Area Express (*MAX*) Routes serving the Standiford/McHenry and/or Dale/Veneman transfer points. For options still serving Standiford/McHenry, *eTrans* Route 1 would also continue to connect with *StaRT* buses at this location.

Figure 5.1. Option 1

Expand Route 1 to 6-8 weekday round trips via existing alignment (per 2010 SRTP). at extra charge, *eTrans* buses would provide route deviations up to 3/4 mile from the Route 1 alignment; otherwise at connections to *Modesto Area Dial-A-Ride* would continue to be available for eligible riders.

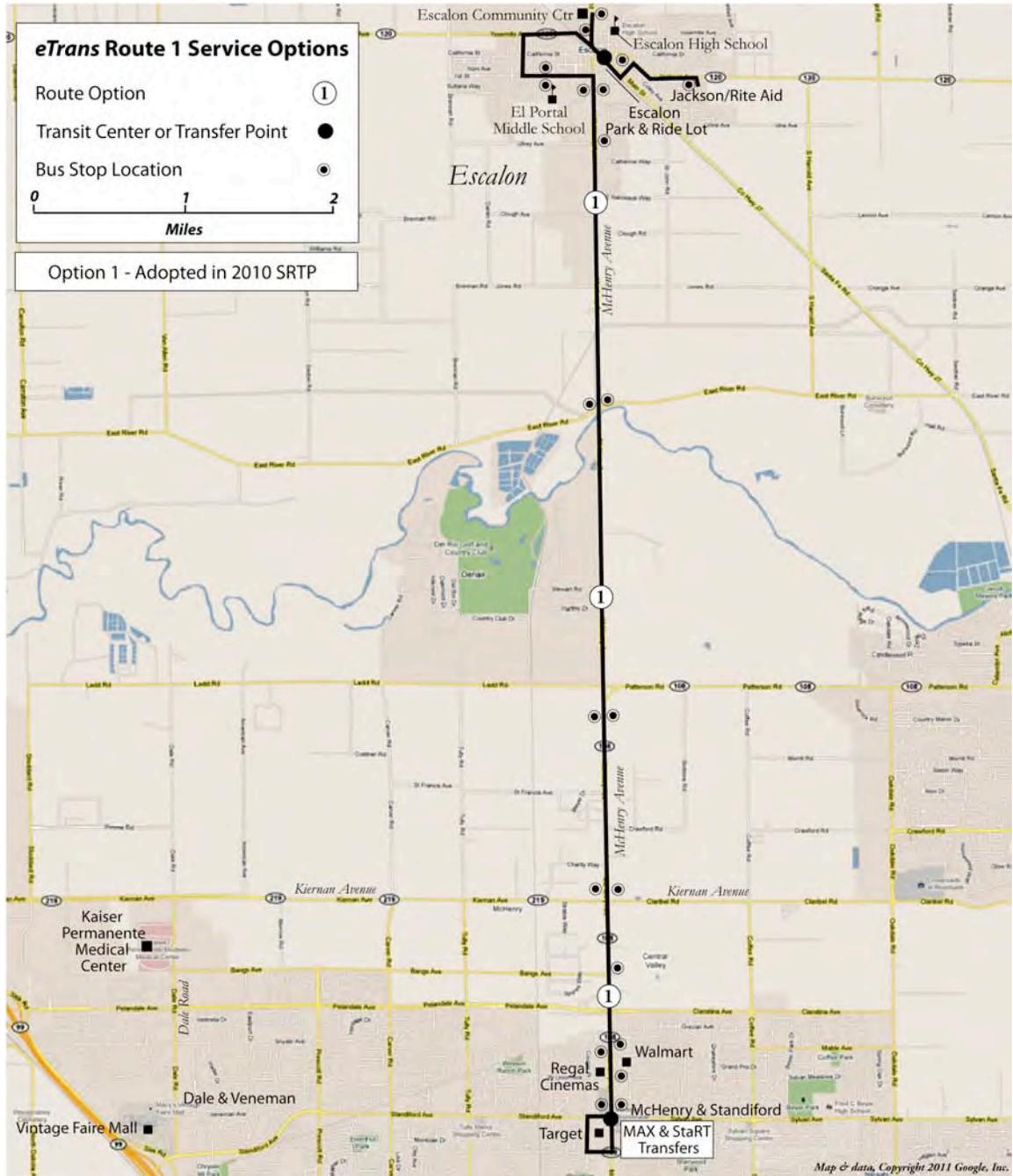


Figure 5.2. Option 2

Expand *eTrans* Route 1 to 6-8 weekday round trips serving Kaiser Permanente Medical Center, Vintage Faire Mall, and *MAX* Transfer Point in Northwest Modesto. at extra charge, *eTrans* buses would provide route deviations up to 3/4 mile from the Route 1 alignment; otherwise at connections to *Modesto Area Dial-A-Ride* would continue to be available for eligible riders.

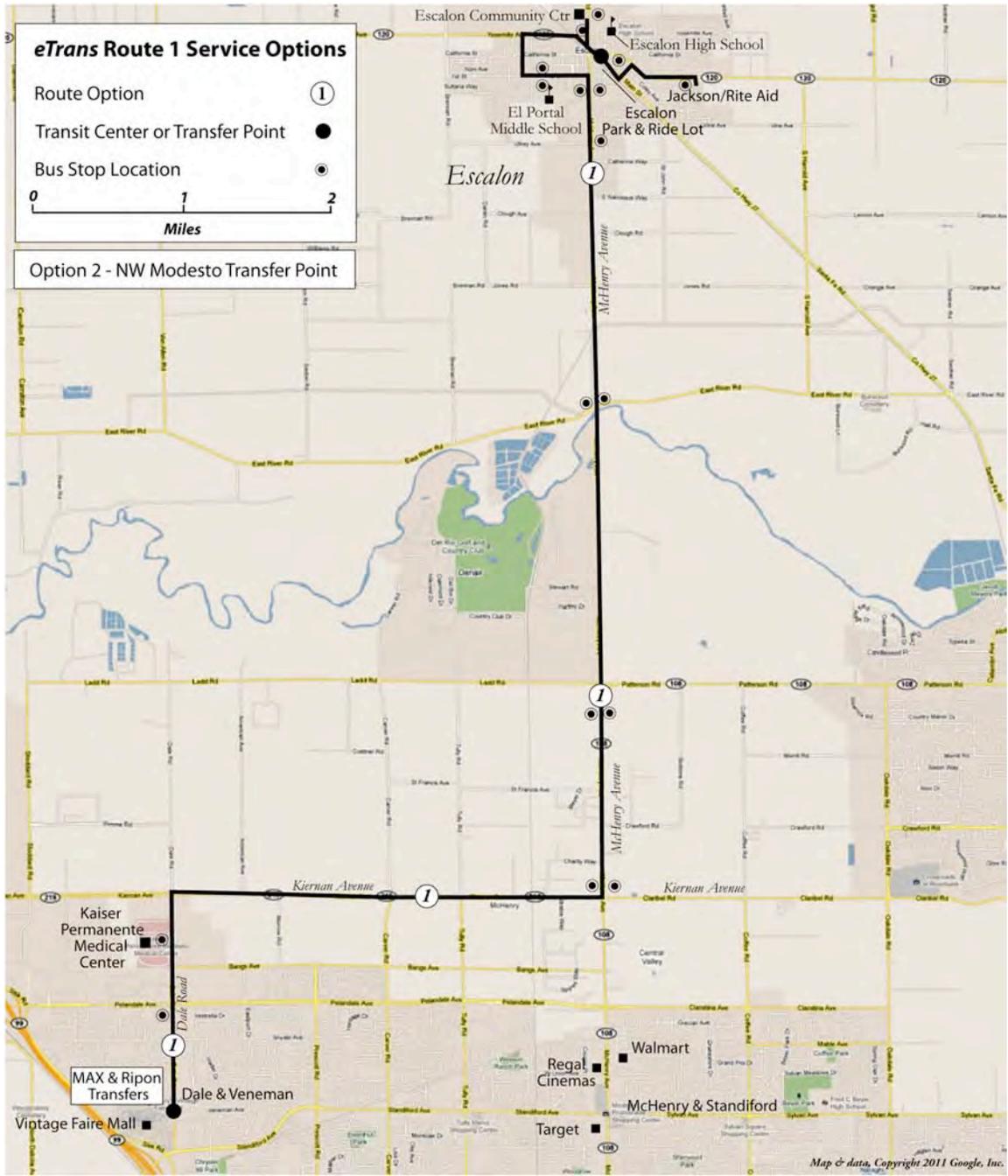
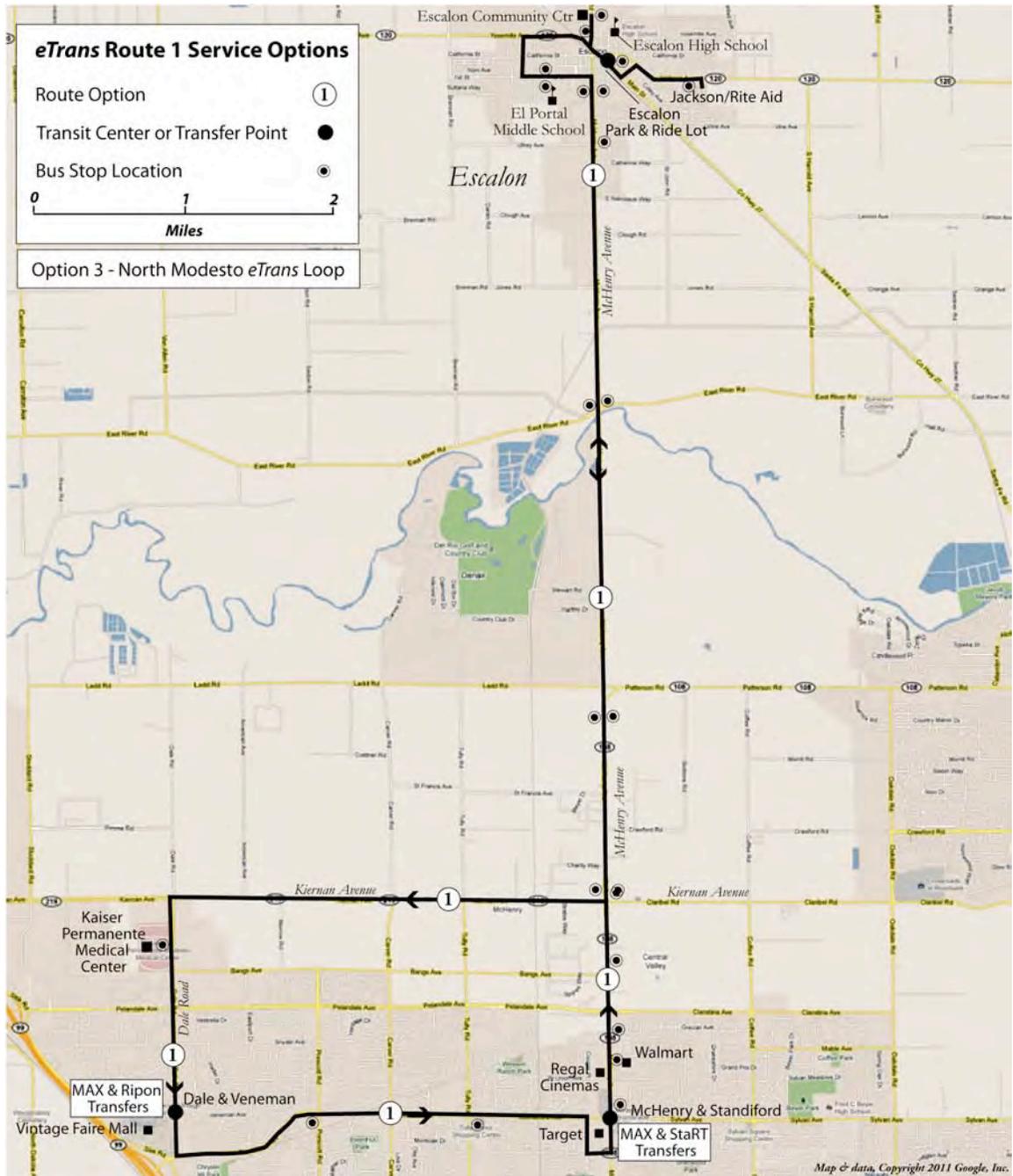


Figure 5.3. Option 3

Expand *eTrans* Route 1 to 6-8 weekday round trips on one-way loop serving Kaiser Permanente Medical Center, Vintage Faire Mall, and *MAX* transfer point in Northwest Modesto, and existing *MAX/StarT* transfer point at Standiford and McHenry Avenues. at extra charge, *eTrans* buses would provide route deviations up to 3/4 mile from the Route 1 alignment; otherwise at connections to *Modesto Area Dial-A-Ride* would continue to be available for eligible riders.



A draft schedule for option 1, including potential Saturday service, is shown in Figure 5.4 below.

This option also would include pre-scheduled, on-demand service to the Kaiser Permanente Medical Center and other medical facilities in Modesto on one day per week.

Figure 5.4. Option 1 Draft Schedule

OPTION ONE – Original FY 2009-19 SRTP Recommendation										
eTrans Route 1, SOUTHBOUND Monday-Friday (Sat. green shading)										
Escalon					Modesto					
Trip No.	Jackson & Rite Aid	Library	Downtown Park & Ride Lot	Escalon Comm. Center	Crossroads Plaza	Walnut & First St	McHenry & Kiernan	McHenry & Standiford	TO Vintage Faire Mall MAX 22	TO Downtown Modesto MAX 22
1-1	6:53	6:54	6:55	--	6:58	7:00	7:08	7:13	7:18	7:26
1-2	7:53	7:54	7:55	--	7:58	8:00	8:08	8:13	8:18	8:26
1-3	8:53	8:54	8:55	8:58	9:00	9:02	9:10	9:13	9:18	9:26
1-4	10:53	10:54	10:55	10:58	10:00	11:02	11:10	11:13	11:18	1:26
1-5	12:53	12:54	12:55	12:58	1:00	1:02	1:10	1:13	1:18	1:26
1-6	2:53	2:54	2:55	2:58	3:00	3:02	3:10	3:13	3:18	3:26
1-7	3:53	3:54	3:55	3:58	4:00	4:02	4:10	4:13	4:18	4:26
1-8	4:53	4:54	4:55	4:58	5:00	5:02	5:10	5:13	5:18	5:26
eTrans Route 1, NORTHBOUND Monday-Friday (Sat. green shading)										
Modesto					Escalon					
Trip No.	FROM Vintage Faire Mall MAX 22	FROM Downtown Modesto MAX 22	McHenry & Standiford	McHenry & Kiernan	Walnut & First St	Crossroads Plaza	Escalon Comm. Center	Downtown Park & Ride Lot	Library	Jackson & Rite Aid
1-1	7:26	7:18	7:30	7:35	7:43	7:45	--	7:47	7:50	7:52
1-2	8:26	8:18	8:30	8:35	8:43	8:45	--	8:47	8:50	8:52
1-3	9:26	9:18	9:30	9:35	9:43	9:45	9:47	9:50	By request	By request
1-4	11:26	11:18	11:30	11:35	11:43	11:45	11:47	11:50	By request	By request
1-5	1:26	1:18	1:30	1:35	1:43	1:45	1:47	1:50	By request	By request
1-6	3:26	3:18	3:30	3:35	3:43	3:45	3:42	3:50	3:50	3:52
1-7	4:26	4:18	4:30	4:35	4:43	4:45	4:42	4:50	4:50	4:52
1-8	5:26	5:18	5:30	5:35	5:43	5:45	5:42	5:50	By request	By request

Figure 5.5 illustrates the first schedule alternative for option 2, which would provide two-way service between Escalon and the Dale/Veneman transfer point adjacent to Vintage Faire Mall in Northwest Modesto. The proposed routing would also serve the Kaiser Permanente Medical Center campus on Dale Road, and would provide connections to various MAX routes serving the Salida Workforce Center, both campuses of Modesto Junior College, and other central Modesto destinations directly accessible at Dale/Veneman with one transfer via MAX.

Figure 5.6 illustrates the second schedule alternative for option 2, providing differing transfer times with MAX routes.

Figure 5.5 Option 2, Version 1 Draft Schedule

OPTION TWO v.1 – Service to Dale & Veneman Avenues MAX Transfer Point												
eTrans Route 1, SOUTHBOUND Monday-Friday (Sat. green shading)												
Escalon						Modesto						
Trip No.	Jackson & Rite Aid	Downtown Park & Ride Lot	Escalon Community Center	Crossroads Plaza	McHenry Ave & Catherine Way	McHenry & Kiernan	Dale Rd & Kiernan (Kaiser Hospital)	Dale Rd & Veneman (Vintage Faire Mall)	TO Downtown Modesto MAX 41	TO Standiford & McHenry Av MAX 22	TO Modesto JC East MAX 30	TO Modesto JC West MAX 36
1-1	7:00	7:02	On Request	7:05	7:09	7:15	7:20	7:22	7:26	7:45	7:25	7:34
1-2	8:00	8:02	On Request	8:05	8:09	8:15	8:20	8:22	8:26	8:45	8:25	8:34
1-3	9:00	9:02	On Request	9:05	9:09	9:15	9:20	9:22	9:26	9:45	9:25	9:34
1-4	11:00	11:02	On Request	11:05	11:09	11:15	11:20	11:22	11:26	11:45	11:25	1:34
1-5	1:00	1:02	On Request	1:05	1:09	1:15	1:20	1:22	1:26	1:45	1:25	1:34
1-6	3:00	3:02	On Request	3:05	3:09	3:15	3:20	3:22	3:26	3:45	3:25	3:34
1-7	4:00	4:02	On Request	4:05	4:09	4:15	4:20	4:22	4:26	4:45	4:25	4:34
1-8	5:00	5:02	On Request	5:05	5:09	5:15	5:20	5:22	5:26	5:45	5:25	5:34
eTrans Route 1, NORTHBOUND Monday-Friday (Sat. green shading)												
Modesto						Escalon						
Trip No.	FROM Modesto JC West MAX 36	FROM Modesto JC East MAX 30	FROM Standiford McHenry MAX 22	FROM Downtown Modesto MAX 41	Dale Rd & Veneman (Vintage Faire Mall)	Dale Rd & Kiernan (Kaiser Hospital)	McHenry & Kiernan	McHenry Ave & Catherine Way	Crossroads Plaza	Escalon Community Center	Downtown Park & Ride Lot	Jackson & Rite Aid
1-1	--	7:28	7:10	--	7:33	7:35	7:41	7:47	7:51	7:53	7:55	7:57
1-2	8:49	8:28	8:10	--	8:33	8:35	8:41	8:47	8:51	8:53	8:55	8:57
1-3	9:49	9:28	9:10	9:30	9:33	9:35	9:41	9:47	9:51	9:53	9:55	On Request
1-4	10:49	11:28	11:10	11:30	11:33	11:35	11:41	11:47	11:51	11:53	11:55	On Request
1-5	11:49	1:28	1:10	1:30	1:33	1:35	1:41	1:47	1:51	1:53	1:55	On Request
1-6	2:49	3:28	3:10	3:30	3:33	3:35	3:41	3:47	3:51	3:53	3:55	3:57
1-7	3:49	4:28	4:10	4:30	4:33	4:35	4:41	4:47	4:51	4:53	4:55	4:57
1-8	4:49	5:28	5:10	5:30	5:33	5:35	5:41	5:47	5:51	5:53	5:55	On Request

Figure 5.6 Option 2, Version 2 Draft Schedule

OPTION TWO v.2 – Service to Dale & Veneman Avenues MAX Transfer Point												
eTrans Route 1, SOUTHBOUND Monday-Friday (Sat. green shading)												
Escalon						Modesto						
Trip No.	Jackson & Rite Aid	Downtown Park & Ride Lot	Escalon Community Center	Crossroads Plaza	McHenry Ave & Catherine Way	McHenry & Kiernan	Dale Rd & Kiernan (Kaiser Hospital)	Dale Rd & Veneman (Vintage Faire Mall)	TO Downtown Modesto MAX 41	TO Standiford & McHenry Av MAX 22	TO Modesto JC East MAX 30	TO Modesto JC West MAX 36
1-1	7:15	7:17	On Request	7:20	7:25	7:31	7:36	7:39	7:26	7:45	7:25	7:34
1-2	8:15	8:17	On Request	8:20	8:25	8:31	8:36	8:39	8:26	8:45	8:25	8:34
1-3	9:15	9:17	On Request	9:20	9:25	9:31	9:36	9:39	9:26	9:45	9:25	9:34
1-4	11:15	11:17	On Request	11:20	11:25	11:31	11:36	11:39	11:26	11:45	11:25	1:34
1-5	1:15	1:17	On Request	1:20	1:25	1:31	1:36	1:39	1:26	1:45	1:25	1:34
1-6	3:15	3:17	On Request	3:20	3:25	3:31	3:36	3:39	3:26	3:45	3:25	3:34
1-7	4:15	4:17	On Request	4:20	4:25	4:31	4:36	4:39	4:26	4:45	4:25	4:34
1-8	5:15	5:17	On Request	5:20	5:25	5:31	5:36	5:39	5:26	5:45	5:25	5:34
eTrans Route 1, NORTHBOUND Monday-Friday (Sat. green shading)												
Modesto						Escalon						
Trip No.	FROM Modesto JC West MAX 36	FROM Modesto JC East MAX 30	FROM Standiford McHenry MAX 22	FROM Downtown Modesto MAX 41	Dale Rd & Veneman (Vintage Faire Mall)	Dale Rd & Kiernan (Kaiser Hospital)	McHenry & Kiernan	McHenry Ave & Catherine Way	Crossroads Plaza	Escalon Community Center	Downtown Park & Ride Lot	Jackson & Rite Aid
1-1	--	7:28	7:40	--	7:45	7:48	7:53	7:59	8:05	8:07	8:09	8:11
1-2	--	8:28	8:40	--	8:45	8:48	8:53	8:59	9:05	9:07	9:09	9:11
1-3	8:49	9:28	9:40	9:30	9:45	9:48	9:53	9:59	10:05	10:07	10:09	On Request
1-4	9:49	11:28	11:40	11:30	11:45	11:48	11:53	11:59	12:05	12:07	12:09	On Request
1-5	10:49	1:28	1:40	1:30	1:45	1:48	1:53	1:59	2:05	2:07	2:09	On Request
1-6	2:49	3:28	3:40	3:30	3:45	3:48	3:53	3:59	4:05	4:07	4:09	4:11
1-7	3:49	4:28	4:40	4:30	4:45	4:48	4:53	4:59	5:05	5:07	5:09	5:11
1-8	4:49	5:28	5:40	5:30	5:45	5:48	5:53	5:59	6:05	6:07	6:09	On Request

Figure 5.7 illustrates a draft schedule for option 3, which is a one-way loop serving northern Modesto. The routing under option 3 would serve both the Dale/Veneman transfer point in Northwest Modesto adjacent to Vintage Faire Mall, as well as the existing MAX/StaRT transfer point at Standiford/McHenry.

Figure 5.7 Option 3 Draft Schedule

As illustrated in Figure 5.8, example connecting times from *eTrans* Route 1 to various destinations in Modesto via *MAX* vary from no change for the existing Standiford/McHenry transfer point, and up to 26 minutes for *MAX* Route 22 service to Doctors Medical Center. In fact, several key Modesto destinations including both Modesto Junior College campuses and the Modesto Institute of Technology require two transfers, first from *eTrans* to *MAX*, then between *MAX* routes. Return service from Modesto Junior College West is best made through connecting with *MAX* Route 33 and then *MAX* Routes 22 or 41.

Figure 5.8 also estimates one-way travel times with *MAX* connections from Escalon to selected Modesto destinations. There would be no change in travel time to the existing Standiford/McHenry transfer point (18 minutes). Other travel times range from 39 to 60 minutes with one *MAX* transfer, to one hour, 29 minutes to Modesto Institute of Technology. Return travel times are a bit shorter, ranging from 39 minutes to one hour, 19 minutes.

OPTION THREE – TWO MAX Transfer Points - North Modesto Loop												
eTrans Route 1, SOUTHBOUND Monday-Friday (Sat. green shading)												
Escalon						Modesto						
Trip No.	Jackson & Rite Aid	Downtown Park & Ride Lot	Escalon Community Center	Crossroads Plaza	McHenry Ave & Catherine Way	McHenry & Kiernan	Dale Rd & Kiernan (Kaiser Hospital)	Dale Rd & Veneman (Vintage Faire Mall)	TO Downtown Modesto MAX 41	TO Standiford & McHenry Av MAX 22	TO Modesto JC East MAX 30	TO East Modesto MAX 37
1-1	7:15	7:17	On Request	7:19	7:24	7:30	7:36	7:38	--	7:45	7:55	7:50
1-2	8:15	8:17	On Request	8:19	8:24	8:30	8:36	8:38	--	8:45	8:55	8:50
1-3	9:15	9:17	On Request	9:19	9:24	9:30	9:36	9:38	9:56	9:45	9:55	9:50
1-4	11:15	11:17	On Request	11:19	11:24	11:30	11:36	11:38	11:56	11:45	11:55	1:50
1-5	1:15	1:17	On Request	1:19	1:24	1:30	1:36	1:38	1:56	1:45	1:55	1:50
1-6	3:15	3:17	On Request	3:19	3:24	3:30	3:36	3:38	3:56	3:45	3:55	3:50
1-7	4:15	4:17	On Request	4:19	4:24	4:30	4:36	4:38	4:56	4:45	4:55	4:50
1-8	5:15	5:17	On Request	5:19	5:24	5:30	5:36	5:38	5:56	5:45	5:55	5:50
eTrans Route 1, NORTHBOUND Monday-Friday (Sat. green shading)												
Modesto						Escalon						
Trip No.	FROM East Modesto MAX 37	FROM Modesto JC East MAX 30	FROM Standiford McHenry MAX 22	FROM Downtown Modesto MAX 41	Dale Rd & Veneman (Vintage Faire Mall)	Standiford & McHenry Ave - Target	McHenry & Kiernan	McHenry Ave & Catherine Way	Crossroads Plaza	Escalon Community Center	Downtown Park & Ride Lot	Jackson & Rite Aid
1-1	7:28	7:28	7:40	--	7:44	7:52	7:53	7:59	8:04	8:06	8:08	8:10
1-2	8:28	8:28	8:40	--	8:44	8:42	8:53	8:59	9:04	9:06	9:08	9:10
1-3	9:28	9:28	9:40	9:30	9:44	9:52	9:53	9:59	10:04	10:06	10:08	On Request
1-4	10:28	11:28	11:40	11:30	11:44	11:52	11:53	11:59	12:04	12:06	12:08	On Request
1-5	11:28	1:28	1:40	1:30	1:44	1:52	1:53	1:59	2:04	2:06	2:08	On Request
1-6	2:28	3:28	3:40	3:30	3:44	3:52	3:53	3:59	4:04	4:06	4:08	4:10
1-7	3:28	4:28	4:40	4:30	4:44	4:52	4:53	4:59	5:04	5:06	5:08	5:10
1-8	4:28	5:28	5:40	5:30	5:44	5:52	5:53	5:59	6:04	6:06	6:08	On Request

Figure 5.8 Option 1 MJC Connecting Times to Various Destinations

eTrans Route 1 - OPTION ONE			McHenry & Standiford		Towards Modesto			
Escalon Park & Ride	McHenry & Standiford	Connection	Connecting Route	LEAVE	Final Destination	ARRIVE	Travel Time	
LEAVE	ARRIVE	WAIT TIME						
8:55 AM	9:13 AM	7 minutes	22 - McHenry-Standiford-Mall	9:26 AM	Downtown Modesto TRANSIT CTR	9:55 AM	60 minutes	
8:55 AM	9:13 AM	0 minutes	22 - McHenry-Standiford-Mall	---	McHenry-Standiford (Target)	9:13 AM	18 minutes	
8:55 AM	9:13 AM	2 minutes	22 - McHenry-Standiford-Mall	9:15 AM	Dane/Veneman-Vintage Faire Mall	9:40 AM	45 minutes	
8:55 AM	9:13 AM	26 minutes	22 - McHenry-Standiford-Mall	9:26 AM	Doctors Medical Center	9:34 AM	39 minutes	
8:55 AM	9:13 AM	6 minutes	Via 22 Downtown to 30 MJC East	9:25 AM	Modesto Jr. College East	10:05 AM	1 hour, 05 min.	
8:55 AM	9:13 AM	15 minutes	Via 22 Downtown to 30 MJC East	9:34 AM	Modesto Jr. College West	10:28 AM	1 hour, 05 min.	
8:55 AM	9:13 AM	26 minutes	Via 22 WB, transfer to MAX 22, then 28	9:26 AM	Modesto Institute of Technology	10:24 AM	1 hour, 29 min.	

Rows in yellow require TWO transfers in each direction

eTrans Route 1 - OPTION ONE			McHenry & Standiford		Towards Escalon			
Origin - Modesto	Via MAX Connecting Route	LEAVE	McHenry & Standiford ARRIVE	Connection WAIT TIME	McHenry & Standiford LEAVE	Escalon Park & Ride ARRIVE	Travel Time	
Downtown Modesto TRANSIT CTR	22 - McHenry-Standiford-Mall	11:00 AM	11:18 AM	12 minutes	11:30 AM	1 - Escalon	11:47 AM	47 minutes
McHenry-Standiford (Target)	22 - McHenry-Standiford-Mall	---	---	---	11:30 AM	1 - Escalon	11:47 AM	17 minutes
Dane/Veneman-Vintage Faire Mall	22 - McHenry-Standiford-Mall	11:15 AM	11:29 AM	1 minute	11:30 AM	1 - Escalon	11:47 AM	31 minutes
Doctors Medical Center	22 - McHenry-Standiford-Mall	11:09 AM	11:18 AM	12 minutes	11:30 AM	1 - Escalon	11:47 AM	38 minutes
Modesto Jr. College East	Via 30 MJC East to downtown then 22 NB	10:48 AM	11:18 AM	29 minutes	11:30 AM	1 - Escalon	11:47 AM	40 minutes
Modesto Jr. College West	Via 33 MJC West Downtown to 22 NB	10:28 AM	11:18 AM	44 minutes	11:30 AM	1 - Escalon	11:47 AM	1 hour, 19 min.
Modesto Institute of Technology	Via 22 WB, transfer to MAX 22, then 28	10:30 AM	10:40 AM	6 minutes	11:30 AM	1 - Escalon	11:47 AM	1 hour, 17 min.

Rows in yellow require TWO transfers in each direction

Figure 5.9 summarizes estimated one-way connecting and travel times between Escalon and various Modesto destinations under *eTrans* Route option 2, version 1 (scheduled times). Connecting times to *MAX* at Dale/Veneman range from six minutes up to 26 minutes depending on the destination. Total travel times range between 36 minutes and one hour 22 minutes, depending on the destination.

Return connection times from various *MAX* routes are somewhat shorter under version 1 of option 2, ranging from five minutes to 17 minutes. Return travel times are similar to travel toward Modesto, ranging from 42 minutes to 62 minutes. Under this option Route 1 would directly serve the Kaiser Permanente Medical Center.

Figure 5.9 Option 2, Version 1 MJC Connecting Times to Various Destinations

eTrans Route 1 - OPTION TWO v.1			Towards Modesto				
Escalon Park & Ride	Dale Rd & Veneman	Connection	Connecting Route	LEAVE	Final Destination	ARRIVE	Travel Time
LEAVE	ARRIVE	WAIT TIME					
9:02 AM	9:19 AM	7 minutes	41 - Express-Mall Downtown	9:26 AM	Downtown Modesto TRANSIT CTR	9:40 AM	38 minutes
9:02 AM	9:19 AM	26 minutes	22 - McHenry-Standiford-Mall	9:45 AM	McHenry-Standiford (Target)	9:56 AM	54 minutes
9:02 AM	9:19 AM	26 minutes	22 - McHenry-Standiford-Mall	9:45 AM	Doctors Medical Center	10:04 AM	62 minutes
9:02 AM	9:19 AM	6 minutes	30 - MJC East-Carver-Mall	9:25 AM	Modesto Jr. College East	9:38 AM	36 minutes
9:02 AM	9:19 AM	15 minutes	36 - Carpenter-Sisk Mall	9:34 AM	Modesto Jr. College West	9:42 AM	40 minutes
9:02 AM	9:19 AM	26 minutes	28 - Salida (Modesto Inst Tech)	9:45 AM	Modesto Institute of Technology	10:24 AM	1 hour, 22 min

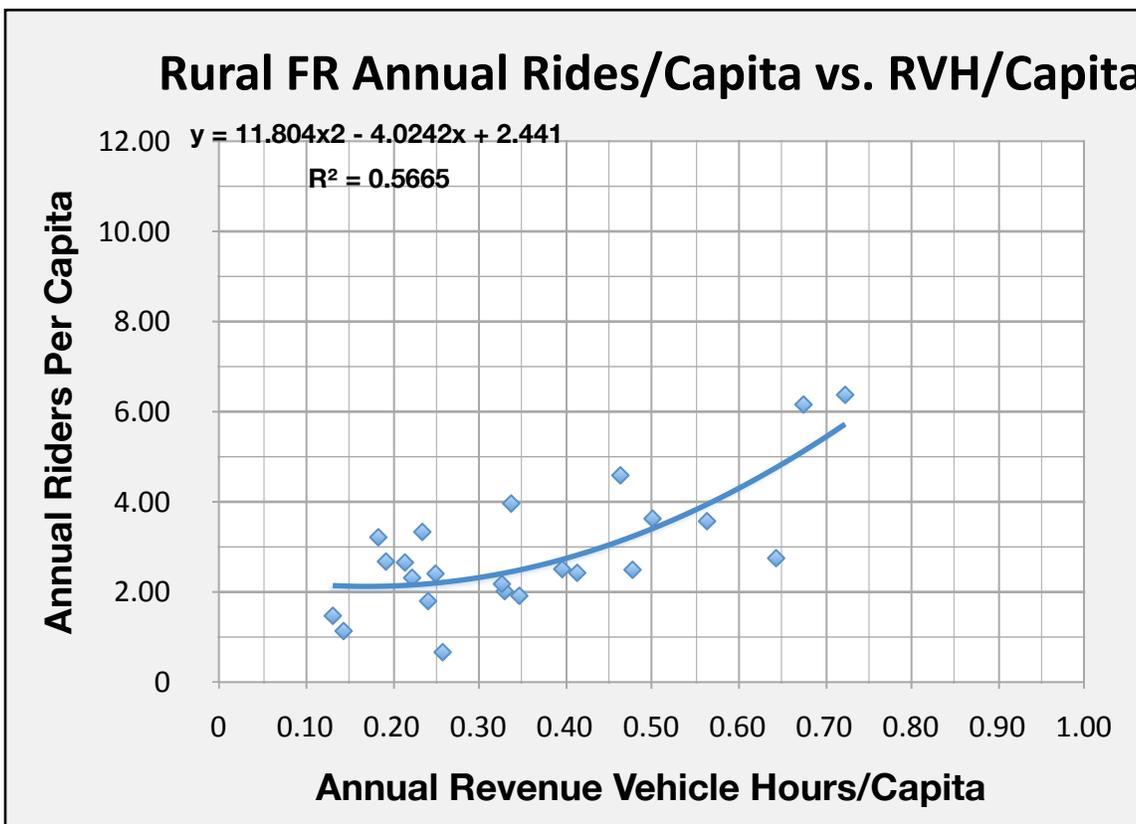
eTrans Route 1 - OPTION TWO v. 2			Towards Escalon					
Origin - Modesto	Via MAX Connecting Route	LEAVE	Dale Rd & Veneman ARRIVE	Connection WAIT TIME	LEAVE	Escalon Park & Ride ARRIVE	Travel Time	
Downtown Modesto TRANSIT CTR	41 - Express Mall Downtown	11:15 AM	11:32 AM	13 minutes	11:45 AM	1 - Escalon	12:07 PM	52 minutes
McHenry-Standiford (Target)	22 - McHenry-Standiford-Mall	11:18 AM	11:40 AM	5 minutes	11:45 AM	1 - Escalon	12:07 PM	49 minutes
Doctors Medical Center	22 - McHenry-Standiford-Mall	11:09 AM	11:32 AM	13 minutes	11:45 AM	1 - Escalon	12:07 PM	58 minutes
Modesto Jr. College East	30 - MJC East-Carver-Mall	11:05 AM	11:28 AM	17 minutes	11:45 AM	1 - Escalon	12:07 PM	62 minutes
Modesto Institute of Technology	28 - Salida (Modesto Inst Tech)	11:23 AM	11:40 AM	5 minutes	11:45 AM	1 - Escalon	12:07 PM	42 minutes

Figure 5.10 illustrates estimated one way connecting and travel times between Escalon and Modesto destinations for *eTrans* Route option 2, version 2, e.g., different connection times at Dale/Veneman than under version 1. For the most part, connection and total one-way travel times in both directions are similar to version 1.

5.4 Estimated Patronage

In order to generate “ballpark” patronage estimates for each of the several options for expanding *eTrans* Route 1 service, Publictransit.us staff compiled FY 2008-09 operating data, reported to the California State Controller, from various rural fixed route transit services in California that are open and marketed to the general public. Services in “rural” counties that actually serve urbanized areas over 20,000 population (e.g. Humboldt County) or major resort areas (e.g., Tahoe Transportation District serving the South Lake Tahoe area and Eastern Sierra Transit Authority, serving the Mammoth ski resort) were not included.

Population from the U.S. Census for 2010 was also collected for each county, or estimated for non-urban portions of several counties that contain larger urbanized areas. This data was then entered into a spreadsheet and the correlation calculated. The data points were also charted to illustrate the relationship, which is illustrated below in Figure 5.12.



This analysis revealed an $R^2=0.5665$ relationship between annual revenue vehicle miles per capita (RVH/capita) and annual Riders per capita for the selected set of rural transit fixed route systems. In this statistical measure, a correlation of $R^2=1.0$ is “perfect” while $R^2=0.0$ indicates absolutely no relationship. Generally, correlations above $R^2=0.30-0.40$ are considered “significant” with caveats. While correlation does not always equal causation, this relationship is sufficiently “robust” (strong) for “ballpark” ridership estimates for *eTrans* Route 1 expansion options.

The rural fixed route correlation is considerably weaker than found in other Publictransit.us research showing a correlation of $R^2=0.8908$ for fixed route transit networks in several dozen U.S. cities between 50,000 and 500,000 population. Unlike urbanized areas, rural fixed route systems operate in a wider variety of environments, route lengths can vary from a few to more than 100 miles depending on local geography, and the size and types of communities served can vary dramatically, e.g., from small rural hamlets of less than 100 people, to widespread exurban development surrounding small towns, or providing service into larger cities from the surrounding rural “hinterlands.”

For each option evaluated here, the total number of driver pay hours (“platform hours”) was calculated, and estimated “deadhead”¹ hours traveling to and from where *eTrans* buses are housed in Riverbank was subtracted. This resulted in estimated “revenue vehicle hours” (RVH) for each option, which was then compared to the California Department of Finance estimate for Escalon on January 1, 2010 (7,185).

For route options 2 and 3, each variation is considered to be equal in attracting potential ridership. The level of service would be identical for each variation, whether operated in two-way service connecting Escalon with Dale/Veneman (option 2), or both Dale/Veneman and Standiford/McHenry (option 3).

As summarized in Figure 5.13, this exercise had estimated results ranging from 2.3 to 2.8 annual Riders Per Capita for expanded services. Unadjusted estimated ridership ranged from about 16,500 to 19,400 annual riders (about 7,100 to 7,900 annual riders for existing service and a weekly shuttle to the Kaiser Permanente Medical Center in Northwest Modesto. To be conservative, these estimates were reduced by about one-third, then ranging from about 11,000–16,000 annual riders. This adjustment translates to about 39 to 48 average weekday riders.

Figure 5.13 Estimated Patronage for *eTrans* Route 1 Options

OPTION	Annual Platform Hours	DH Hours	RVH	RVH/ Capita	Estimate Riders/ Capita	Estimated Annual Ridership	Reduced 1/3 for Budget Estimate	Estimate Average Weekday Riders
1 - BASELINE (Standiford/McHenry) FR	1,356	256	1,100	0.15	1.0	7,154	5,000	19.5
1 - BASELINE + Kaiser Shuttle (Wed)	1,564	256	1,256	0.18	1.1	7,905	5,500	21.5
1 - Add Weekday Service to Modesto	2,636	256	2,380	0.33	2.3	16,528	11,000	43.0
1 - Add Weekday + Peak DAR Bus	3,492	512	2,980	0.42	2.5	17,965	13,000	50.8
1 - Add Weekday + Saturday Service	2,942	302	2,640	0.37	2.4	16,887	11,500	41.1
1 - Add Weekday + Peak DAR + Saturday	3,804	564	3,240	0.45	2.6	18,684	13,500	48.2
1 - Add Weekday + All Day DAR Bus	4,224	564	3,660	0.51	2.5	17,606	13,000	50.8
1 - Add Weekday + All Day DAR + Sat.	4,536	616	3,920	0.55	2.7	19,402	13,500	48.2
2/3 - (Dale/Veneman)	2,706	256	2,450	0.34	2.3	16,528	12,000	46.9
2/3 - (Dale/Veneman) + Peak DAR	3,612	512	3,100	0.43	2.5	17,965	14,000	54.7
2/3 - (Dale/Veneman) + All Day DAR	3,012	302	2,710	0.38	2.4	17,246	13,000	50.8
2/3 - (Dale/Veneman) + Saturday Service	3,976	616	3,360	0.47	2.5	17,965	15,000	53.6
2/3 - (Dale/Veneman) + Peak DAR + Sat.	4,294	564	3,730	0.52	2.6	18,684	15,000	53.6
2/3 - (Dale/Veneman) + All Day DAR + Sat.	4,554	564	3,990	0.56	2.7	19,402	16,000	57.1

¹ Based on 30 minutes “deadhead” allowance for each vehicle “pullout” and “pull-in,” annualized by the annual days of service. For Options using two vehicles, deadhead would typically double.

As an additional accuracy check, these estimates were compared to the *StaRT* rural fixed route system in adjacent Stanislaus County. *StaRT* carries an estimated 267,000 annual rides on its fixed route system in FY 2008-09, based on 0.13 annual revenue vehicle hours (RVH) per capita and a total of approximately 180,000 persons in Oakdale, Riverbank, Turlock and the western side of Stanislaus County. This results in about 1.5 annual rides per capita for *StaRT*; if this figure is applied to expanded Escalon-Modesto service, about 10,000 annual riders would be predicted.

For planning purposes, the levels shown in Figure 5.13 appear to be quite reasonable, given that *eTrans* Route 1 would operate 2-3 times the level of *StaRT* service per capita. On the other hand, given the very conservative nature of this estimate, the 1/3 reduction shown in Figure 4.13 is used to estimate expanded *eTrans* Route 1 patronage and farebox revenue for each option.

5.5 Fiscal Impacts of Each *eTrans* Route 1 Option

Figure 5.14 below summarizes the estimated fiscal impacts of each *eTrans* route option. Net requirements for City of Escalon TDA funding ranges from \$40,710² for the “baseline” option, e.g., continuing existing services, up to an estimated \$95,349 for the most expensive option to add expanded fixed route service to Modesto, a second *eTrans* bus six hours per day for intra-Escalon Dial-A-Ride, and inclusion of Saturday service. Most options focusing mainly on new fixed route service to Modesto would require about \$78,000-\$91,000 in net TDA funding.

All scenarios assume continued availability of existing Federal Transit Administration (FTA) funds during FY 2011-12 and partially through FY 2012-13.

Farebox return is estimated to be 6.6% for baseline (existing) services, and up to 9.5% for combined farebox/Measure K “local match” that assumes a small amount of Measure K funds to finance limited service one day per week to Modesto medical facilities. On the other hand, for expanded services, *eTrans* farebox return is estimated to range between 8.9% to 9.6%; this improved performance reflect distribution of City fixed costs over a broader base of patronage, as well as higher ridership expected during peak hours, which *eTrans* currently does not serve. When Measure K revenues are included, the combined farebox/local match ratio ranges from 17.4% to 27.6%.³

The recommended strategy is indicated in Figure 5.14 by green shading. This option includes expanded service to Dale/Veneman in Northwest Modesto, operating in a one-way loop through North Modesto, serving the Kaiser Permanente Medical Center, the shopping area around Vintage Faire Mall, and continuing to serve the existing transit connections between *eTrans*, *MAX* and *StaRT* and adjacent shopping areas at Standiford and McHenry Avenues. At this time, only expanded weekday service is recommended; however, Saturday service could be added later depending on performance of expanded weekday *eTrans* service.

² This assumes that the existing level of service could access only a portion of expanded Measure K funding.

³ Estimated costs based on estimated Storer Transit Systems contract rate of \$45.59 per hour at FY 2011-12 prices plus fixed overhead and management expense of \$19,596.

Figure 5.14 Estimated Fiscal Impacts, eTrans Route Options (FY 2011-12 Costs)

OPTION - Retain Contractor	Platform Hours	Direct City Expenses	Purchased Transportation	GRAND TOTAL	Estimated Riders	Est Fares & Other Revenues	SUBSIDY NEED	Federal & Non-TDA Sources	Estimated TDA Funds Needed	Subsidy Per Ride	Farebox Return	Farebox & Local Support (Measure K)
1 - BASELINE (Standiford/McHenry) FR	1,356	\$32,170	\$66,767	\$98,937	5,000	\$6,500	-\$92,437	\$64,379	\$40,710	-\$18.49	6.6%	9.6%
1 - BASELINE + Kaiser Shuttle (Wed)	1,564	\$34,042	\$76,903	\$110,945	5,500	\$8,000	-\$102,945	\$104,429	\$51,318	-\$18.72	7.2%	9.9%
1 - Add Weekday Service to Modesto	2,636	\$55,680	\$128,146	\$183,826	11,000	16,000	-\$167,826	\$104,429	\$73,356	-\$15.257	8.7%	23.6%
1 - Add Weekday + Peak DAR Bus	3,492	\$62,280	\$155,500	\$217,780	13,000	\$17,000	-\$200,780	\$111,470	\$106,310	-\$15.44	7.8%	20.3%
1 - Add Weekday + Saturday Service	2,942	\$58,540	\$139,999	\$198,539	11,500	\$17,500	-\$181,039	\$121,970	\$76,569	-\$15.74	8.8%	27.6%
1 - Add Weekday + Peak DAR + Saturday	3,804	\$65,140	\$167,353	\$232,493	13,500	\$18,000	-\$214,493	\$122,470	\$110,023	-\$15.89	7.7%	23.8%
1 - Add Weekday + All Day DAR Bus	4,224	\$69,760	\$186,501	\$256,261	13,000	\$18,000	-\$238,261	\$122,470	\$133,791	-\$18.33	7.0%	21.6%
1 - Add Weekday + All Day DAR + Sat.	4,536	\$72,620	\$198,354	\$270,974	13,500	\$19,000	-\$251,974	\$123,470	\$147,504	-\$18.66	7.0%	20.8%
2/3 - (Dale/Veneman)	2,706	\$56,450	\$131,337	\$187,787	12,000	\$15,000	-\$172,787	\$109,470	\$78,317	-\$14.40	8.0%	22.5%
2/3 - (Dale/Veneman) + Peak DAR	3,612	\$63,600	\$160,971	\$224,571	14,000	\$17,000	-\$207,571	\$111,470	\$113,101	-\$14.83	7.6%	19.7%
2/3 - (Dale/Veneman) + All Day DAR	3,012	\$59,310	\$143,190	\$202,500	13,000	\$16,000	-\$186,500	\$110,970	\$91,530	-\$14.35	8.1%	21.6%
2/3 - (Dale/Veneman) + Saturday Service	3,976	\$66,460	\$172,824	\$239,284	15,000	\$18,000	-\$221,284	\$112,470	\$126,814	-\$14.75	7.5%	18.9%
2/3 - (Dale/Veneman) + Peak DAR + Sat.	4,294	\$70,530	\$189,692	\$260,222	15,000	\$18,000	-\$242,222	\$112,470	\$147,752	-\$16.15	6.9%	17.4%
2/3 - (Dale/Veneman) + All Day DAR + Sat.	4,554	\$73,390	\$201,546	\$274,936	16,000	\$19,000	-\$255,936	\$113,470	\$161,466	-\$16.00	6.9%	16.8%

5.6 Proposed eTrans Route 1 Service Policies

5.6.1 Bus Stop Locations and Deviations

Under all options, Route 1 would be redesigned to bring all of the incorporated area of Escalon within ¾ mile of the deviated fixed route, providing 100% coverage with deviations. Route 1 buses would deviate in the unincorporated areas of San Joaquin and Stanislaus Counties and within the City of Modesto within ¾ mile on either side of the route. If Americans with Disabilities Act (ADA) eligible passengers were traveling to Modesto, it is anticipated such riders would transfer to *Modesto Area Dial-A-Ride* service—if not transferring to *MAX* or *StaRT* fixed route buses.

Under the options that include a second bus to provide intra-Escalon Dial-A-Ride, *eTrans* connections between Escalon and Riverbank at Jacob Myers Park would continue to be provided on a request only basis during selected hours between 10:00 a.m. and 3:25 p.m., e.g., when the *eTrans* bus is not operating on Route 1 between Escalon and Modesto.

Route 1 buses under most options would serve the following stops:

Southbound to Modesto

- Jackson Street at the Rite Aid Pharmacy
- Coley Avenue & 3rd Street
- 2nd Street & Escalon Library
- Escalon Park & Ride Lot

- Crossroads Plaza
- Escalon Community Center (on request)
- 1st Street & Walnut Avenue
- 1st Street & Fisk Avenue (El Portal Middle School)
- 1st Street & McHenry Avenue
- McHenry Avenue at Main Street Market
- McHenry Avenue & Countrywood Drive
- Mc Henry Avenue at Ullrey Avenue
- McHenry Avenue & Catherine Way
- McHenry Avenue at Creative Water Gardens
- McHenry Avenue & Stewart Road
- McHenry & Kiernan Avenues
- Kaiser Permanente Medical Center
- Dale Road/Veneman Avenue Transfer Point
- Standiford Avenue & Tully Road
- McHenry & Standiford Avenues

Northbound to Escalon

- McHenry Avenue & Standiford Avenues
- McHenry Avenue & Sylvan Avenue
- McHenry Avenue & Perkos Cafe/Walmart (near Coralwood)
- McHenry Avenue at Mobile Home Park (*MAX* stop)
- McHenry Avenue & Kiernan Avenue
- McHenry Avenue & Stewart Road
- McHenry Avenue & Narcissus Way
- McHenry Avenue & Catherine Way
- McHenry Avenue & Ullrey Avenue
- McHenry Avenue at Main Street Market
- McHenry Avenue & 1st Street
- 1st Street & Fisk Avenue (El Portal Middle School)
- 1st Street & Walnut Avenue
- Crossroads Plaza
- Escalon Community Center
- Escalon Park & Ride Lot
- Jackson Street at the Rite Aid Pharmacy

5.6.2 Trial eTrans Service to the Kaiser Permanente Medical Center

As recommended in Chapter 6, expanded *eTrans* Route 1 would serve the Kaiser Permanente Medical Center, so this proposal is not required unless option 1–status quot is continued. The estimated cost for 3 hours of service one day per week is approximately \$175-\$180 per day, or about \$9,000-\$9,500 annually. On average, three to five daily riders (6 to 10 round trips) would be needed to justify this special service based on current *eTrans* expense per passenger.

5.6.3 Potential Subsidized Taxi Service

The consultant investigated the flat rate taxi service operated by Oakdale Taxi in the Oakdale and Riverbank areas. Oakdale Taxi charges a flat rate of \$6.00 with higher charges for trips outside its service area. Demand for taxi service is very limited since this business operates only two vehicles in a total service area of approximately 35,000 residents, about five times the size of Escalon.

Though Oakdale Taxi never provided cost information, the consultant estimates that a minimum of \$30-\$35 revenue per hour of taxi availability is needed to support one car serving Escalon over 10-12 hours per day. Weekday service only therefore may cost between \$77,000 and \$107,000 annually, e.g., somewhat higher than current *eTrans* Dial-A-Ride costs. A significant portion of taxi costs are attributable to the large periods of idle time while taxi drivers wait for calls. When “in service” roughly 50% of the time, taxi costs almost approximate bus unit costs (but excluding bus capital costs). Therefore, no further exploration of a taxi subsidy program is recommended.

However, if the City decides in the future to operate a dedicated Dial-A-Ride vehicle within City limits—though not recommended for FY 2011-12, FY 2012-13, and FY 2014-14—purchase of two new design accessible, low floor taxi-like vehicles should be considered, as illustrated in Figure 5.15. Such vehicles are considerably more fuel-efficient (18-20 mpg) than large 16-passenger buses, have “one step” to enter the vehicle, are less expensive (\$40,000-\$45,000 for gasoline versions, \$50,000-\$55,000 for natural gas-fueled) and a ramp for wheelchairs when needed Example was obtained from <http://www.vpgautos.com/>.

Figure 5.15. Purpose-Designed Accessible Taxicab-Style Vehicle



5.6.4 Other Potential Services

Since RTD discontinued Route 95 *Hopper* service between Manteca and Escalon in 2009, both Escalon and RTD have been regularly receiving requests for reinstated service. Prior to discontinuance, Route 95 carried less than 10 daily riders on 4 round trips, which led to very low productivity and high subsidies per passenger. In addition, a significant portion of RTD ridership consisted of through passengers to Modesto.

New connections between Modesto and Ripon will be available once Ripon Transit extends its service to Vintage Faire Mall in Northwest Modesto. This SRTP recommends extending *eTrans* Route 1 service to include service to Northwest Modesto, where connections with the new Ripon service will be available. In light of limited funding and higher priorities for Escalon's transit dollars, the following approach to this issue is recommended:

- Monitor transfer volumes between *eTrans* and Ripon Transit in Modesto once the connection is established.
- Revisit the issue of reestablishing a direct Escalon-Manteca service if transfer passenger volumes indicate a need for a direct route.

The City of Escalon should also work closely with RTD to examine reestablishment of County Dial-A-Ride service in the rural area surrounding Escalon. Prior to discontinuance, Dial-A-Ride carried several hundred passengers annually at reasonable cost. Restoring this service as part of *eTrans* Dial-A-Ride may be cost-effective compared to RTD vehicles traveling all the way to/from Stockton, and is likely to cost less than \$10,000 annually. However, this service should be funded by RTD, not the City of Escalon.

There may be sufficient time in the vehicle schedule while the *eTrans* bus is in dial-a-ride mode to serve the 1-3 daily trips that were typically served by County Dial-A-Ride. This certainly would be the case if a second *eTrans* bus is dedicated to dial-a-ride operations in the near future.

Operating, Financial & Capital Plans

6.1 Recommended Service Option

This chapter presented the recommended 10-year transit financial, capital and operations plan for *eTrans*. Recommended service changes and improvements are based on the results reported in Chapters 3,4 and 5, and take into account the various constraints on Escalon's transit system as well as available opportunities. This chapter also outlines the recommended Capital Plan. Specific recommendations have also been developed following Federal Transit Administration (FTA) and San Joaquin Council of Governments (SJCOG) guidelines, requiring "financially constrained," transit plans e.g., that service is provided within available financial resources.

The Financial and Operations Plans assume that enhanced *eTrans* Route 1 service would begin during the 4th quarter of FY 2011-12, e.g., effective in April 2012, and Escalon Dial-A-Ride (DAR) service would begin in FY 2014-15. Allowing three months startup time during FY 2011-12 recognizes the very limited hours available to Escalon's Transit Coordinator, extends available funding resources, and allows sufficient lead time to put in place the recommended *eTrans* Marketing Plan.

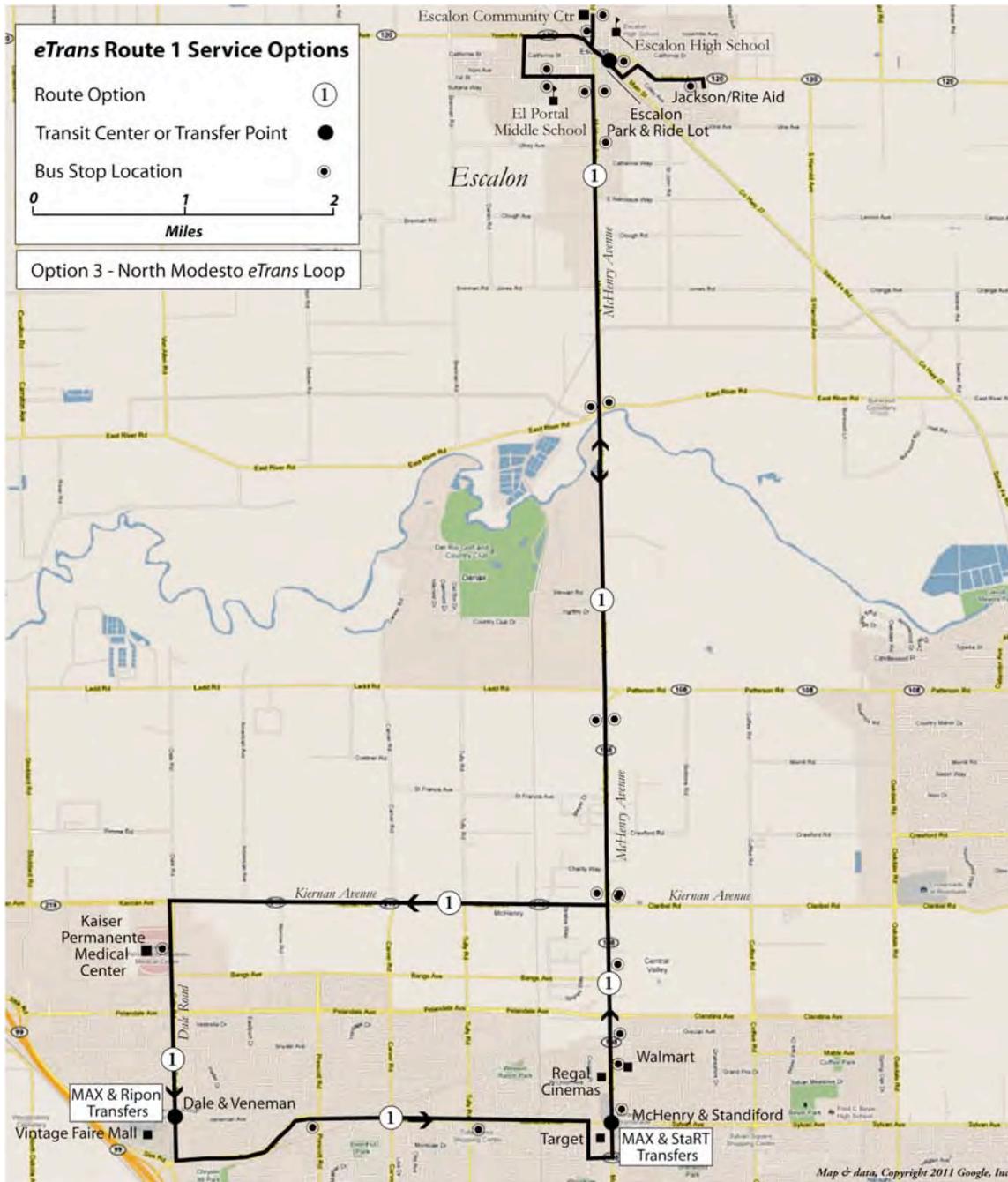
The recommended expansion plan is funded by San Joaquin County Measure K transportation sales tax and currently unused *eTrans* budget authority. Option 3, the North Modesto *eTrans* Loop as illustrated in Figures 5.5 and 6.1, is recommended for the routing option. This routing had the best combination of serving important destinations in Modesto for Escalon residents, and also has the best connection opportunities with Modesto Area Express (MAX) fixed route bus service.

By serving Dale & Veneman adjacent to Vintage Faire Mall, *eTrans* can provide direct service to the Kaiser Permanente Medical Center thus precluding a need for a dedicated medical shuttle. This location also would connect *eTrans* to proposed transit between Ripon, Salida and Modesto, allowing trips between Escalon and the rest of San Joaquin County, since RTD has frequent Hopper service to Ripon.

For Fiscal Years 2011-12, 2012-13, and 2013-14, use of only one *eTrans* vehicle to provide both Route 1 and intra-Escalon dial-a-ride is recommended in order to conserve financial resources. This proposal would provide a total of eight (8) round trips between Escalon and North Modesto between 6:30 a.m. and 6:30 p.m., hourly up to about 9:00 a.m. and after 3:30 p.m., with fixed route round trips serving Modesto every two hours from 9:00 a.m.-3:30 p.m. In the "off hours" during this time the *eTrans* bus would provide 4 hours of Dial-A-Ride service on weekdays; this is comparable to the current level of service often with long periods of driver inactivity between Dial-A-Ride calls.

Prior to its Modesto trips, the bus can also provide route deviations picking up Modesto-bound riders as *eTrans* transitions into “fixed route” service. Similarly, deviations within Escalon can be provided if requested by passengers. The bus should also deviate up to 3/4 mile from the *eTrans* route with reservations required 24 hours in advance on the Modesto leg. It is recommended while in Dial-A-Ride mode, reservations be allowed up to 15 minutes in advance of requested pickup time. However, should Dial-A-Ride ridership increase beyond current levels, reservation time requirements could be moved to 30-minute advance notice.

Figure 6.1 Recommended Service: Option 3 - North Modesto *eTrans* Loop



This expanded service and operation of Route 1 would be funded beginning in FY 2011-12 using additional San Joaquin County Measure K transportation sales tax funds, subject to SJCOG guidelines.

In the Operations Plan, estimated operating expenses, fare revenues, service levels, and projected patronage are presented, along with the details of the recommended Operating Plan, and the projected 10-year operating budget. The Financial Plan identifies existing and likely funding sources, projects fare revenues, and summarizes economic and institutional assumptions behind the financial projections. The Capital Plan is based on the fleet and other requirements for sustaining the proposed Operations Plan, including vehicle replacements and supporting capital requirements.

6.2 San Joaquin Co. Measure K Transportation Sales Tax

In the renewal of the San Joaquin County local option transportation sales tax approved by voters in March 2008, Measure K, a total of 19% of total tax proceeds was earmarked to maintain and expand “Inter-City Bus and Elderly/Handicapped Service,” as specified by the *Measure K Ordinance & Expenditure Plan*. Of this earmarked 19%, the San Joaquin Regional Transit District (RTD) is entitled to a minimum of 50% of total funds, with the rest apportioned to the remaining communities based on population share. Escalon is entitled to 0.53% of the total 19% intercity and the elderly and handicapped transit share for improving its transit system. Originally, this amount was estimated at \$55,150 in FY 2011-12, growing with inflation in subsequent years. The estimate for FY 2011-12 is now \$24,323 excluding carryover from FY 2010-11 (See discussion next page). SJCOG policy strives to ensure that each jurisdiction receive at least 80% of their apportioned amount, subject to actual sales tax receipts. These estimates are summarized in Figure 6.2.

Quoting the relevant provisions of the *Measure K Ordinance & Expenditure Plan*:

Bus Transit

Bus Transit includes interregional/intra-city commute, inter-city, and elderly/persons with disabilities bus service. Inter-city and Elderly/Persons with Disabilities Service promotes both bus service between the cities within San Joaquin County for all trip purposes and specialized elderly/persons with disabilities bus service throughout San Joaquin County. Interregional/Intra-city Commute Service includes bus programs to promote peak hour, commute service. To address needs in the next two funding categories, the Authority shall prepare and update every five years a 20-year Regional Transit Systems Plan to allocate monies from this program to promote the ridership on and the efficiency of peak hour, commute time and intercity bus service. The San Joaquin Regional Transit District is to receive a minimum of 50% of the funds allocated from this program for implementing the projects identified above in conformance with the Regional Transit Systems Plan. Local jurisdiction transit programs are eligible to apply for funding provided that, **with the exception of local jurisdictions less than 75,000 in population**, the San Joaquin Regional Transit District and the San Joaquin Regional Rail Commission, none of their Transportation Development Act (TDA) local transportation funding (LTF) is claimed or reclaimed under Public Utilities Code, Chapter 4, Article 8, Section 99400a for local streets and roads purposes, excluding pedestrian and bicycle facilities.

An amount equal to 50% of the City of Ripon's and the City of Escalon's share of the transit category based upon population will be made available for transit service to the Modesto area from those communities. Any funds not used by the Cities of Ripon and Escalon will be made available for regional transit purposes. [Emphasis added]

In the FY 2010-11 and FY 2011-12 financial projections, Transportation Development Act (TDA) and San Joaquin County Measure K tax revenues have "bottomed out" and are now increasing at approximately an annual 2.5% annual rate, according to the latest SJCOG funding estimates. San Joaquin County retail sales were increasing dramatically during the housing boom, but then "crashed" during the recent housing market downturn that has reduced economic activity and growth.

Escalon's population has increased since the 2000 U.S. Census, but this has dramatically slowed due to the decline in housing starts and the City's growth management ordinance. Other revenue sources, such as Federal Transit Administration (FTA) Section 5311 formula funds for non-urbanized, e.g. rural areas, have been growing about 3.5% annually. This is likely to be substantially below future inflation of operating expenses. In 2009, the City of Escalon negotiated agreements with RTD and SJCOG so that the City can directly apply for FTA Section 5311 instead of relying on pass-through funding from San Joaquin RTD.

The original San Joaquin County Measure K spending plan approved by voters included a setaside of 0.53% of the total amount for transit in Escalon. This amount before the economic downturn beginning in 2008 was estimated at \$55,160 in FY 2011-12 for Escalon, but is now an estimated \$24,323 due to dramatic reductions in retail sales tax revenue projections resulting from the recent economic crisis (down about 40% in San Joaquin County compared to pre-economic recession estimates). A total of \$5,785 is now projected for the 4th quarter of FY 2010-11. Beginning in FY 2011-12, total Measure K revenues are projected to increase by about 2.5% annually, the same rate originally calculated by SJCOG. It should be noted in FY 2010-11, a total of \$2,842 was actually spent from Measure K, with the remainder carried over in FY 2011-12 (\$27,266 total including prior year carryover).

According to the 2011 Measure K Renewal Strategic Plan released by the San Joaquin Council of Governments in August 2011, the following policies apply to allocations of Measure K funds "Bus Transit Projects" that Escalon can claim:

Forty-nine percent (49%) of the Passenger Rail, Bus and Bicycle/Pedestrian Category funds is to be allocated to bus transit projects... Specific policies guiding the allocation of funds for bus transit projects consist of the following:

Funding Targets

1. A weighted formula based on transit ridership (50%), vehicle revenue hours (25%), and vehicle revenue miles (25%) shall be used to allocate Measure K Renewal Bus Category funding.
2. An amount equal to fifty percent (50%) of the City of Ripon's and City of Escalon's share of the transit category based upon population will be made available for transit service to the Modesto area from those communities. Any funds not used by the Cities of Ripon and Escalon will be made available for regional transit purposes..

6.3 Recommended eTrans Operating Plan

6.3.1 Description of Recommended eTrans Service

While the *eTrans* operating environment imposes many constraints that limit long-term transit potential, nonetheless there are opportunities to significantly increase patronage and improve system efficiency and productivity using earmarked Measure K funds beginning in mid- FY 2011-12 for improving *eTrans* Route 1 service between Escalon and Modesto, as well as improving marketing and promotion.

The Operations Plan adopted in the FY 2008-09 *Short Range Transit Plan* document assumes operation of expanded *eTrans* Route 1 deviated fixed route service between Escalon and Modesto, funded by earmarked Measure K funds and additional TDA funding beginning in FY 2011-12. As previously described, the recommended Route 1 alignment has been expanded to a loop serving Kaiser Permanente Medical Center and the Vintage Faire Mall area in addition to the Standiford/McHenry area.

The daily span of service provided by Route 1 would be expanded with earlier starting and later ending times, increasing service from three to six-or-eight round trips between roughly 6:30 a.m. and 6:00 p.m., Monday through Friday, and if sufficient funding is available, the addition of Saturday service between 9:00 a.m. and 4:00 p.m. A goal of at least 50% of weekday ridership on Saturdays is recommended prior to implementation.

As previously mentioned, Figure 6.1 illustrates the proposed routing under recommended option 3. The route would be designed to bring all of the area within Escalon city limits within $\frac{3}{4}$ mile of the deviated fixed route, providing 100% coverage with deviations. With at least 24 hours notice, Route 1 buses would also deviate up to $\frac{3}{4}$ mile in the unincorporated area of San Joaquin County between Escalon in unincorporated Stanislaus County and with the City of Modesto to the route terminus. If Americans with Disabilities Act (ADA) eligible passengers were traveling to Modesto, it is anticipated such riders would transfer to Modesto Area Dial-A-Ride service—if they didn't connect with *MAX* or *StaRT* fixed route buses.

Proposed revisions to *eTrans* Route 1 will be designed to provide direct service between Escalon and Modesto, allowing for route deviations up to $\frac{3}{4}$ mile from the designated route, which is sufficient to cover incorporated Escalon.

As shown in Figure 6.3, Route 1 schedule times would be revised to provide optimum connections to/from several Modesto Area Express (*MAX*) routes at both Vintage Faire Mall and Standiford several minutes before buses depart towards downtown Modesto and Vintage Faire Mall, and would not leave before *MAX* Route 22 buses arrive from downtown Modesto. Route 1 will also continue to connect with *StaRT* buses at this location.

Saturday service expansion is also recommended on a trial basis starting July 1, 2012 through December 2012, contingent on attracting at least 15-20 daily riders on both Route 1 and Dial-A-Ride between 10:00 a.m. and about 4:00 p.m.

Trans connections between Escalon and Riverbank at Jacob Myers Park would continue to be provided on a request only basis during the Dial-A-Ride hours of service between 10:00 a.m. and 3:30 p.m., e.g., when the *eTrans* bus is not operating on Route 1 between Escalon and Modesto. Those needing to travel to/from Riverbank and Oakdale should be strongly encouraged to connect with StaRT Route 60 at Standiford and McHenry Avenues.

Figure 6.3 Proposed *eTrans* Route 1 Timetable for FY 2011-12

OPTION THREE – TWO MAX Transfer Points - North Modesto Loop												
<i>eTrans</i> Route 1, SOUTHBOUND Monday-Friday (Sat. green shading)												
Escalon						Modesto						
Trip No.	Jackson & Rite Aid	Downtown Park & Ride Lot	Escalon Community Center	Crossroads Plaza	McHenry Ave & Catherine Way	McHenry & Kiernan	Dale Rd & Kiernan (Kaiser Hospital)	Dale Rd & Veneman (Vintage Faire Mall)	TO Downtown Modesto MAX 41	TO Standiford & McHenry Av MAX 22	TO Modesto JC East MAX 30	TO East Modesto MAX 37
1-1	7:15	7:17	On Request	7:19	7:24	7:30	7:36	7:38	--	7:45	7:55	7:50
1-2	8:15	8:17	On Request	8:19	8:24	8:30	8:36	8:38	--	8:45	8:55	8:50
1-3	9:15	9:17	On Request	9:19	9:24	9:30	9:36	9:38	9:56	9:45	9:55	9:50
1-4	11:15	11:17	On Request	11:19	11:24	11:30	11:36	11:38	11:56	11:45	11:55	1:50
1-5	1:15	1:17	On Request	1:19	1:24	1:30	1:36	1:38	1:56	1:45	1:55	1:50
1-6	3:15	3:17	On Request	3:19	3:24	3:30	3:36	3:38	3:56	3:45	3:55	3:50
1-7	4:15	4:17	On Request	4:19	4:24	4:30	4:36	4:38	4:56	4:45	4:55	4:50
1-8	5:15	5:17	On Request	5:19	5:24	5:30	5:36	5:38	5:56	5:45	5:55	5:50
<i>eTrans</i> Route 1, NORTHBOUND Monday-Friday (Sat. green shading)												
Modesto						Escalon						
Trip No.	FROM East Modesto MAX 37	FROM Modesto JC East MAX 30	FROM Standiford McHenry MAX 22	FROM Downtown Modesto MAX 41	Dale Rd & Veneman (Vintage Faire Mall)	Standiford & McHenry Ave - Target	McHenry & Kiernan	McHenry Ave & Catherine Way	Crossroads Plaza	Escalon Community Center	Downtown Park & Ride Lot	Jackson & Rite Aid
1-1	7:28	7:28	7:40	--	7:44	7:52	7:53	7:59	8:04	8:06	8:08	8:10
1-2	8:28	8:28	8:40	--	8:44	8:42	8:53	8:59	9:04	9:06	9:08	9:10
1-3	9:28	9:28	9:40	9:30	9:44	9:52	9:53	9:59	10:04	10:06	10:08	On Request
1-4	10:28	11:28	11:40	11:30	11:44	11:52	11:53	11:59	12:04	12:06	12:08	On Request
1-5	11:28	1:28	1:40	1:30	1:44	1:52	1:53	1:59	2:04	2:06	2:08	On Request
1-6	2:28	3:28	3:40	3:30	3:44	3:52	3:53	3:59	4:04	4:06	4:08	4:10
1-7	3:28	4:28	4:40	4:30	4:44	4:52	4:53	4:59	5:04	5:06	5:08	5:10
1-8	4:28	5:28	5:40	5:30	5:44	5:52	5:53	5:59	6:04	6:06	6:08	On Request

eTrans Route 1 buses would serve the following bus stops including existing locations and new recommended stops:

Southbound to Modesto

- Jackson Street at the Rite Aid Pharmacy
- Coley Avenue & 3rd Street
- 2nd Street & Escalon Library
- Escalon Park & Ride Lot
- Crossroads Plaza

- Escalon Community Center (on request)
- 1st Street & Walnut Avenue
- 1st Street & Fisk Avenue (El Portal Middle School)
- 1st Street & McHenry Avenue
- McHenry Avenue at Main Street Market
- McHenry Avenue & Countrywood Drive
- Mc Henry Avenue at Ullrey Avenue
- McHenry Avenue & Catherine Way
- McHenry Avenue at Creative Water Gardens
- McHenry Avenue & Stewart Road
- McHenry & Keirnan Avenues
- Kaiser Permanente Medical Center
- Dale Road/Veneman Avenue Transfer Point
- Standiford Avenue & Tully Road
- McHenry & Standiford Avenues

Northbound to Escalon

- McHenry Avenue & Standiford Avenues
- McHenry Avenue & Sylvan Avenue
- McHenry Avenue & Perkos Cafe/Walmart (near Coralwood)
- McHenry Avenue at Mobile Home Park (MAX stop)
- McHenry Avenue & Kiernan Avenue
- McHenry Avenue & Stewart Road
- McHenry Avenue & Narcissus Way
- McHenry Avenue & Catherine Way
- McHenry Avenue & Ullrey Avenue
- McHenry Avenue at Main Street Market
- McHenry Avenue & 1st Street
- 1st Street & Fisk Avenue (El Portal Middle School)
- 1st Street & Walnut Avenue
- Crossroads Plaza
- Escalon Community Center
- Escalon Park & Ride Lot
- Jackson Street at the Rite Aid Pharmacy

6.3.2 eTrans Budget Impacts & Performance

Figure 6.4 summarizes estimated operating expenses and revenues for expanded eTrans service assuming Option 3 expansion of Route 1 in April 2012. This 21-month delay to earlier SRTP recommendations for expanded service is recommended to allow the City of Escalon to obtain a second bus, a purchase delayed by California's expected delay in sale of California Proposition 1B Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) capital bonds. Figure 6.4 also assumes projected inflation of about 4% in general operating expenses, and about 10% annually for fuel expenses each year.

Expenses and revenues are stated in year of expenditure dollars, and contract expenses are based on the Storer Transit Systems contract. These estimates assume driver labor would be billed on a "revenue hours" basis (e.g., when the bus is in service, *not including* deadhead travel, bus inspections, etc.) plus the contract provision for about a \$1,500 per month fixed charge for eTrans service. Appendix B includes an analysis of alternative contracting costs based on \$50 per total revenue hour, sufficient allowing for deadhead travel, bus inspections and cleaning, etc., proposed by the San Joaquin RTD to the City of Escalon. RTD costs are somewhat higher than continuing the Storer Transit Systems contract, *provided* that Storer doesn't increase its hourly rate due to fewer hours of operation than originally envisioned.

Figure 6.5 summarizes estimated operating expenses and revenues for individual eTrans services, e.g., Escalon Dial-A-Ride and Route 1 and estimated system totals for FYs 2010-11, 2011-12 and FY 2012-13 assuming the recommended expansion plan. Estimated operations expenses have been allocated based on the share of revenue vehicle hours (RVH) operated for each service. Estimated operating statistics and performance indicators for each eTrans service are also included in Figure 6.5 based on estimated made in Chapter 5.

Before startup of expanded Route 1 flex route service, Escalon should implement a comprehensive eTrans marketing, public relations, and outreach program in the 3rd quarter of FY 2011-12, prior to startup during the 4th quarter, e.g., beginning April 1, 2012. The proposed Marketing Plan is outlined in Chapter 7. Overall eTrans trends should also be evaluated annually to determine whether continuance of added Saturday service is warranted by weekday patronage that meets the estimates made by this SRTP document discussed on pages 84–87 in Chapter 5.

Figure 6.4 eTrans Estimated Operating Expense & Revenue

EXPENSES	FY 2010-11 REVISED	FY 2010-11 PROJECTED	FY 2011-12 ADJUSTED	FY 2012-13 PROPOSED
Contract Cost (total)	\$84,092	\$84,092	\$64,523	\$136,600
Expanded Route 1 Service	\$0	\$0	\$11,000	\$0
Total Contract Costs	\$84,092	\$84,092	\$75,523	\$136,600
Vehicle Maintenance	\$9,679	\$9,679	\$0	\$9,800
Vehicle Fuel	\$11,000	\$11,000	\$13,000	\$17,000
Subtotal, Operations & Maintenance	\$104,771	\$104,771	\$88,523	\$163,400
General Government Charge	\$6,000	\$6,000	\$6,000	\$6,000
Cost Center Charge-Bus Storage	\$0	\$0	\$0	\$0
Transit Coordinator-Wages & Related	\$6,737	\$6,737	\$8,300	\$8,300
Short Range Transit Plan	\$19,798	\$19,798	\$0	\$0
Marketing/Promotion	\$0	\$0	\$3,000	\$6,000
Printing & Reproduction	\$3,000	\$3,000	\$3,000	\$3,000
Legal Notice/Publications	\$300	\$300	\$300	\$500
Membership Dues	\$320	\$320	\$350	\$350
Misc. Services & Supplies	\$1,400	\$1,400	\$1,000	\$1,000
Telephone	\$50	\$50	\$50	\$60
GRAND TOTAL	\$142,376	\$142,376	\$110,523	\$188,610
Total Revenue Vehicle Hours (RVH)	1,315	1,315	1,500	2,450
Total Platform Hours	1,650	1,650	2,000	2,706
REVENUES				
Fares - County Dial-A-Ride	\$0	\$0	\$0	0
Fares - Escalon Dial-A-Ride	\$3,000	\$3,000	\$3,500	\$3,450
Fares - eTrans Route 1	\$2,500	\$2,500	\$2,700	\$11,600
Advertising Sales/Miscellaneous Revenues	\$300	\$300	\$500	\$500
OPERATING REVENUES	\$5,800	\$5,800	\$6,700	\$15,550
Net Subsidy Requirement	(\$136,576)	(\$136,576)	(\$103,823)	(\$173,060)
FTA Section 5311	\$29,934	\$29,934	\$29,934	\$30,000
FTA Section 5311 - ARRA Prev. Maintenance	\$10,539	\$10,539	\$1,999	\$0
FTA Section 5304 (SRTP Funds via Caltrans)	\$18,103	\$18,103	\$0	\$0
FTA Section 5316 - Service to Modesto	\$22,998	\$24,842	\$16,830	\$9,680
FTA Section 5317- Admin & Marketing	\$6,893	\$6,893	\$1,776	\$0
Subtotal - Federal Sources	\$88,467	\$90,311	\$50,539	\$39,680
TDA - Article 8 (NET; may vary from budget)	\$38,029	\$38,029	\$21,018	\$102,854
STA - State Transit Assistance	\$4,941	\$4,941	\$5,000	\$5,000
Contribution by RTD (County DAR)	\$0	\$0	\$0	\$0
San Joaquin Co. Measure K	\$2,842	\$2,842	\$27,266	\$25,526
Subtotal - State and Local Sources	\$45,812	\$45,812	\$53,284	\$133,380
TOTAL SUBSIDIES REVENUES	\$134,279	\$136,123	\$103,823	\$173,060
TOTAL OP. REVENUES & SUBSIDIES	\$140,079	\$141,923	\$110,523	\$188,610
Balance	(\$2,296)	(\$453)	\$0	\$0

Figure 6.5 Projected eTrans Operating Statistics & Performance Indicators

eTrans ESCALON DIAL-A-RIDE	FY 2010-11 BUDGET	FY 2010-11 PROJECTED	FY 2011-12 PROJECTED	FY 2012-13 PROPOSED
Revenue Vehicle Hours (RVH)	850	318	400	400
Revenue Vehicle Miles (RVM)	6,000	3,226	4,000	4,000
Actual/Estimated Passengers	3,300	3,500	3,500	3,500
Total Operating Expense	\$104,303	\$78,307	\$49,735	\$62,807
Estimated Fare & Other Operating Revenues	\$3,000	\$3,200	\$3,450	\$3,450
Allocated Advertising Revenue	\$150	\$150	\$250	\$350
Passengers/RVH	3.9	11.0	8.8	8.8
Passengers/RVM	0.55	1.08	0.88	0.88
Estimated Average Revenue Per Passenger*	\$0.95	\$0.96	\$1.06	\$1.09
Estimated Expense Per Passenger	\$31.61	\$22.37	\$14.21	\$17.94
Estimated Subsidy Per Passenger	(\$30.65)	(\$21.42)	(\$13.15)	(\$16.86)
Revenue Cost Recovery Ratio**	3.0%	4.3%	7.4%	6.1%
eTrans ROUTE 1 Expanded April 2012				
Revenue Vehicle Hours (RVH)	470	569	900	1,900
Revenue Vehicle Miles (RVM)	12,250	13,127	26,000	53,000
Actual/Estimated Passengers	1,300	1,151	2,000	7,500
Total Operating Expense	\$45,349	\$64,069	\$60,788	\$125,803
Estimated Fare & Other Operating Revenues	\$2,500	\$2,500	\$5,400	\$11,600
Allocated Advertising Revenue	\$150	\$150	\$250	\$350
Passengers/RVH	2.8	2.0	2.2	3.9
Passengers/RVM	0.11	0.09	0.08	0.14
Estimated Average Revenue Per Passenger*	\$2.04	\$2.30	\$2.83	\$1.59
Estimated Expense Per Passenger	\$34.88	\$55.66	\$30.39	\$16.77
Estimated Subsidy Per Passenger	(\$32.85)	(\$53.36)	(\$27.57)	(\$15.18)
Revenue Cost Recovery Ratio**	5.8%	4.1%	9.3%	9.5%
eTrans SYSTEM TOTAL				
<i>Estimated Total Platform Hours</i>	<i>1,650</i>	<i>1,650</i>	<i>2,350</i>	<i>3,016</i>
Revenue Vehicle Hours (RVH)	1,320	1,100	1,800	2,500
Revenue Vehicle Miles (RVM)	18,250	18,250	44,000	61,000
Actual/Estimated Passengers	4,500	4,500	7,000	11,000
Total Operating Expense &	\$142,376	\$142,376	\$110,523	\$188,610
Estimated Fare & Other Operating Revenues	\$5,500	\$5,700	\$8,850	\$15,050
Allocated Advertising Revenue	\$300	\$300	\$500	\$500
Passengers/RVH	3.4	4.1	3.9	4.4
Passengers/RVM	0.25	0.25	0.16	0.18
Estimated Average Revenue Per Passenger*	\$1.29	\$1.33	\$1.34	\$1.41
Estimated Expense Per Passenger	\$31.64	\$31.64	\$15.79	\$17.15
Estimated Subsidy Per Passenger	(\$30.35)	(\$30.31)	(\$14.45)	(\$15.73)
Revenue Cost Recovery Ratio**	4.1%	4.2%	8.5%	8.2%
Farebox+Other Ops + Local Match (Meas. K)	6.2%	6.2%	18.9%	24.8%

* Includes allocation of advertising revenue

& In FY 2010-11, includes \$19,748 for SRTP

** Includes fares and other operating revenues (advertising)

6.4 Proposed eTrans 10-Year Operating Plan & Budget

6.4.1 Measure K Provisions & Budget Assumptions

Overall *eTrans* patronage is projected to increase somewhat in FY 2011-12 as a result of expanded service to Modesto, and significantly during FY 2012-13, the first full year of expanded service. Fare revenues generally follow patronage; all sales tax revenue sources including TDA and Measure K are projected to grow at the SJCOG-sanctioned rate of 2.5%, with FTA sources growing 3.5% annually.

For the purpose of calculating annual TDA claims for transit, all other sources are summed first, including expectations of special grants such as FTA Sections 5304, 5316-JARC, and 5317-New Freedom, with the balance assumed to come from TDA funds. FTA funds are projected to grow at 3.5% annually, the historic rate of increasing appropriations.

Operating expenses are also projected to grow 4.0% annually (except for fuel), somewhat more than the historic Consumer Price Index (CPI) but reflecting the historic rate of transit operating cost increases in California. This includes an estimated 10% annual rate allowing for fuel price increases.

Figure 6.6 illustrates the recommended Financial Plan for *eTrans* from FY 2011-12 through FY 2020-21. This incorporates the assumptions discussed above, and include minor changes recommended by the SRTP consultant, as well the estimated impacts on required subsidy revenues focusing on FTA Section 5311, 5316, 5317, and TDA LTF Article 8 funds.

The City should investigate converting from filing claims under the provisions of TDA/LTF Article 8 to TDA/LTF Article 4, so that the City can take advantage of STA revenues. Under this scenario, *eTrans* would readily meet a 10% farebox/local revenues cost recovery ratio, which will be the case when Measure K funding is used. This should be done in FY 2013-14 or FY 2014-15 once *eTrans* has met the STA farebox/local match criteria.

Figure 6.6 Ten Year eTrans Operating & Financial Plan

	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21
EXPENSES											
Escalon Dial-A-Ride	\$68,408	\$49,735	\$62,807	\$64,691	\$66,632	\$68,631	\$70,690	\$72,811	\$74,995	\$77,245	\$79,562
Route 1 - Existing	\$54,170	\$45,788	\$65,803	\$67,777	\$69,810	\$71,905	\$74,062	\$76,284	\$78,572	\$80,929	\$83,357
SRTP Recommended Expansion	\$0	\$15,000	\$60,000	\$62,400	\$64,896	\$67,492	\$70,192	\$72,999	\$75,919	\$78,956	\$82,114
Route 1 - Saturday Service	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Short Range Transit Planning	\$19,798	\$0	\$0	\$0	\$0	\$0	\$0	\$30,000	\$0	\$0	\$0
TOTAL, eTrans Transit Services	\$142,376	\$110,523	\$188,610	\$194,868	\$201,338	\$208,027	\$214,943	\$252,093	\$229,486	\$237,130	\$245,033
REVENUES											
Fares - County Dial-A-Ride	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fares - Escalon Dial-A-Ride	\$3,200	\$3,450	\$3,450	\$3,485	\$3,519	\$3,555	\$3,590	\$3,626	\$3,662	\$3,699	\$3,736
Fares - eTrans Route 1	\$2,500	\$4,700	\$11,600	\$12,180	\$12,424	\$12,796	\$13,180	\$13,576	\$13,983	\$14,402	\$14,834
Advertising Revenues	\$300	\$500	\$500	\$750	\$800	\$832	\$865	\$900	\$936	\$973	\$1,012
FARE REVENUE	\$6,000	\$8,650	\$15,550	\$16,415	\$16,743	\$17,183	\$17,636	\$18,101	\$18,581	\$19,075	\$19,583
Net Subsidy Requirement	(\$136,376)	(\$101,873)	(\$173,060)	(\$178,454)	(\$184,595)	(\$190,845)	(\$197,308)	(\$233,992)	(\$210,905)	(\$218,055)	(\$225,451)
FTA Section 5311 (Rural Operations)	\$29,934	\$30,000	\$30,000	\$30,000	\$30,000	\$31,500	\$33,075	\$34,729	\$36,465	\$38,288	\$40,203
Caltrans Planning Grant (FTA 5304)	\$18,103	\$0	\$0	\$0	\$0	\$0	\$0	\$30,000	\$0	\$0	\$0
FTA Section 5316 - JARC	\$22,998	\$16,830	\$9,680	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
FTA Section 5317 - New Freedom	\$6,893	\$1,776	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
ARRA Section 5311 Funds	\$10,539	\$1,999	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Federal Sources	\$88,467	\$50,605	\$39,680	\$55,000	\$55,000	\$56,500	\$58,075	\$69,729	\$61,465	\$63,288	\$65,203
State Transit Assistance (STA)	\$4,941	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
San Joaquin Co. Measure K	\$2,842	\$27,266	\$25,526	\$24,581	\$26,166	\$27,851	\$29,640	\$31,541	\$33,561	\$35,706	\$37,884
Contribution by RTD (County DAR)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, State & Regional Sources	\$7,783	\$32,266	\$30,526	\$29,581	\$31,166	\$32,851	\$34,640	\$36,541	\$38,561	\$40,706	\$42,884
TOTAL SUBSIDY REVENUES before TDA	\$96,250	\$82,871	\$70,206	\$84,581	\$86,166	\$89,351	\$92,715	\$126,270	\$100,026	\$103,994	\$108,087
Transportation Development Act (TDA)	\$38,029	\$38,419	\$102,854	\$93,873	\$98,428	\$101,856	\$104,593	\$107,722	\$110,879	\$114,061	\$117,364
TOTAL REVENUES including TDA	\$134,279	\$121,290	\$173,060	\$178,454	\$184,594	\$191,207	\$197,308	\$233,992	\$210,905	\$218,055	\$225,451
Balance	(\$2,097)	\$19,417	\$0	\$0	(\$1)	\$362	\$0	(\$0)	(\$0)	\$0	(\$0)
Total Farebox Revenue & Measure K	\$8,842	\$35,916	\$41,076	\$40,996	\$42,909	\$45,034	\$47,276	\$49,642	\$52,142	\$54,781	\$57,467
Total Revenue Vehicle Hours	1,100	1,800	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650
Total Passengers	4,500	7,000	11,000	11,440	11,669	11,902	12,140	12,383	12,631	12,883	13,141
Farebox + Local Match Ratio	6.2%	32.5%	21.8%	21.0%	21.3%	21.6%	22.0%	19.7%	22.7%	23.1%	23.5%
Operating Expense Per RVH	\$129.43	\$61.40	\$71.17	\$73.54	\$75.98	\$78.50	\$81.11	\$95.13	\$86.60	\$89.48	\$92.47
Operating Expense Per RVH without SRTP	\$111.43	\$61.40	\$71.17	\$73.54	\$75.98	\$78.50	\$81.11	\$83.81	\$86.60	\$89.48	\$92.47
Operating Expense Per Passenger	\$31.64	\$15.79	\$17.15	\$17.03	\$17.25	\$17.48	\$17.71	\$20.36	\$18.17	\$18.41	\$18.65

6.4.2 Ten Year eTrans Capital Plan

Figure 6.7 presents the proposed *eTrans* 10-Year Capital Plan including expenditures and expected revenues. Purchase of a second bus and third spare has been extended by one year, compared to the previous FY 2008-09 SRTP capital plan. Proposed new projects in FY 2011-12 include: (1) increase in Passenger Amenities budget for items such as additional bus stop benches, improved signage and other bus stop improvements; and (2) NextBus Signage which includes installation of “real time” bus schedule information for waiting at key *eTrans* stops in Escalon and Modesto.

Figure 6.7 eTrans 10-Year Capital Plan

	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21
PROPOSED EXPENDITURES											
Purchase Transit Buses No. 2 & 3	\$141,489	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Electronic Fareboxes	\$0	\$0	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Security Cameras, Buses & Office	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Bike Rack for Buses	\$0	\$0	\$0	\$0	\$2,000	\$2,000	\$2,000	\$0	\$0	\$0	\$0
Replace Transit Bus No. 1	\$0	\$0	\$0	\$0	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0
Replace Transit Buses No. 2 & 3	\$0	\$0	\$0	\$0	\$0	\$115,000	\$115,000	\$0	\$0	\$0	\$0
Passenger Amenities	\$5,000	\$10,000	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Radio System	\$5,014	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
AVL/GPS System	\$10,599	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
NextBus Signage	\$0	\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Items Allowance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$2,000
GRAND TOTAL, Transit Capital	\$177,102	\$35,000	\$110,000	\$0	\$102,000	\$117,000	\$117,000	\$0	\$0	\$2,000	\$2,000
PROPOSED REVENUES											
Proposition 1B Grant (PTMISEA)	\$25,000	\$35,000	\$10,000	\$0	\$100,000	\$115,000	\$65,000	\$0	\$0	\$0	\$0
State TSSSDRA Account (Prop 1B)	\$29,503	\$0	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
San Joaquin Co. Measure K	\$0	\$0	\$0	\$0	\$2,000	\$2,000	\$2,000	\$0	\$0	\$0	\$0
FTA Section 5310/Other FTA	\$60,000	\$0	\$0	\$0	\$0	\$0	\$50,000	\$0	\$0	\$0	\$0
FTA Section 5316	\$52,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
ARRA Section 5311 Funds	\$10,599	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TDA/STA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$2,000
GRAND TOTAL	\$177,102	\$35,000	\$110,000	\$0	\$102,000	\$117,000	\$117,000	\$0	\$0	\$2,000	\$2,000

6.4.3 Description of Individual Projects

Purchase Transit Bus No. 2

In FY 2010-11, a second *eTrans* “cutaway” transit bus with 12-16 seats and two wheelchair positions would be purchased to provide a backup vehicle, eliminating the need to use vehicles provided by the service contractor. Once a third bus is purchased in FY 2011-12, the second vehicle would provide expanded service between Escalon and Modesto’s Kaiser Permanente Medical Center and expanded dial-a-ride service within the City.

Purchase Transit Bus No. 3

A third *eTrans* transit vehicle is programmed for purchase in FY 2010/11 in order to provide a backup to the overall system when a second vehicle is placed in regular service during FY 2010-11. While the current operating plan does not include expanded service, a third vehicle is included in the Capital Plan should service recommended in this SRTP Update justify additional services provided by a second vehicle.

Security Improvements – Yard and Security Cameras

Security improvements would be made at the City of Escalon corporation yard and on Bus #2 and #3 in order to protect the City of Escalon’s increasing investment in *eTrans* rolling stock. This includes improved fencing, better lighting, security cameras and related improvements.

Security Improvements – Radio System (3 Radios & 1 Base Station)

The recommended radio system would improve *eTrans* safety and security by providing improved, more secure communications between vehicles and dispatchers, eliminating reliance on cell phones.

Purchase Bike Racks for Buses

Each new *eTrans* bus would be equipped with bike racks, helping improve mobility for bicycle users. Each rack can hold two bicycles, and would be replaced at the same time as vehicles.

Passenger Amenities

This project would install *eTrans* bus stop signage, benches, and shelters at the busiest stop locations served by *eTrans*. This is a three-year project over FY 2010-11, FY 2011-12 and FY 2012-13.

Replace Transit Buses No. 1, No. 2, and No. 3 (7-Year Lifecycle)

This project would replace each of the buses purchased for *eTrans* after seven years of operation e.g., based on the standard replacement cycle for this kind of medium duty vehicle.

GPS System (ARRA) FY 2010-11

A GPS-based Automated Vehicle Location (AVL) system would be purchased during FY 2010-11 to improve the efficiency of the system dispatching function and provide real-time data regarding on-time performance, which would be made available online to smart phones and to proposed NextBus signage (see below).

NextBus Signage (PTMSEA) FY 2011-12

NextBus Signage would take “real time” data from the proposed GPS-based Automated Vehicle Location (AVL) system and display estimated bus arrival and departure information for passengers at key *eTrans* bus stops in Escalon and Modesto. This is particularly beneficial to persons reluctant to use transit without strong assurances that the bus will come at the time stated in the timetables.

It is also particularly beneficial to seniors, persons with disabilities, and those concerned about personal safety. By providing real-time schedule and on-time information both at bus stops and available to smart phones , the marketability of *eTrans* service would be significantly improved.

Electronic Fareboxes (TSSSDRA) FY 2012-13

Electronic fareboxes will help improve reliability of the fares collected aboard *eTrans* buses. This project would include purchase of three next generation fareboxes with smart card capabilities, spare parts, transfer cards, dump system and computer system for data collection and monthly pass/10-ride ticket programming.

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Proposed Marketing Plan

7.1 Overview

This chapter outlines and summarizes the recommended plan for marketing and publicizing improved *eTrans* transit service to the greater Escalon community. The plan recognizes that *eTrans* is currently not that well-known among most Escalon residents except for seniors. It recommends a low cost “guerilla” approach aimed at teenagers, community college students and transit-dependent workers appropriate for the City of Escalon’s very limited transit budget.

As previously described in Chapter 4, the consultant undertook various outreach efforts for this Short Range Transit Plan update targeted to senior citizens, the general public and community stakeholders. The process was designed to obtain input regarding existing and future transit needs, specific needs of transportation-disadvantaged individuals and groups, and community desires and priorities for improved *eTrans* services.

Outreach to stakeholders was relatively successful for a small rural community such as Escalon, outreach to the general public and seniors much less so. An online survey was conducted aimed at the general public, but only eight answers were received of which only two were usable. The effort also obtained twelve responses on a survey aimed specifically at seniors, primarily non-users of *eTrans*. An *eTrans* public meeting also was held on Monday, April 25th at the Escalon Library multipurpose room, but only two people attended.

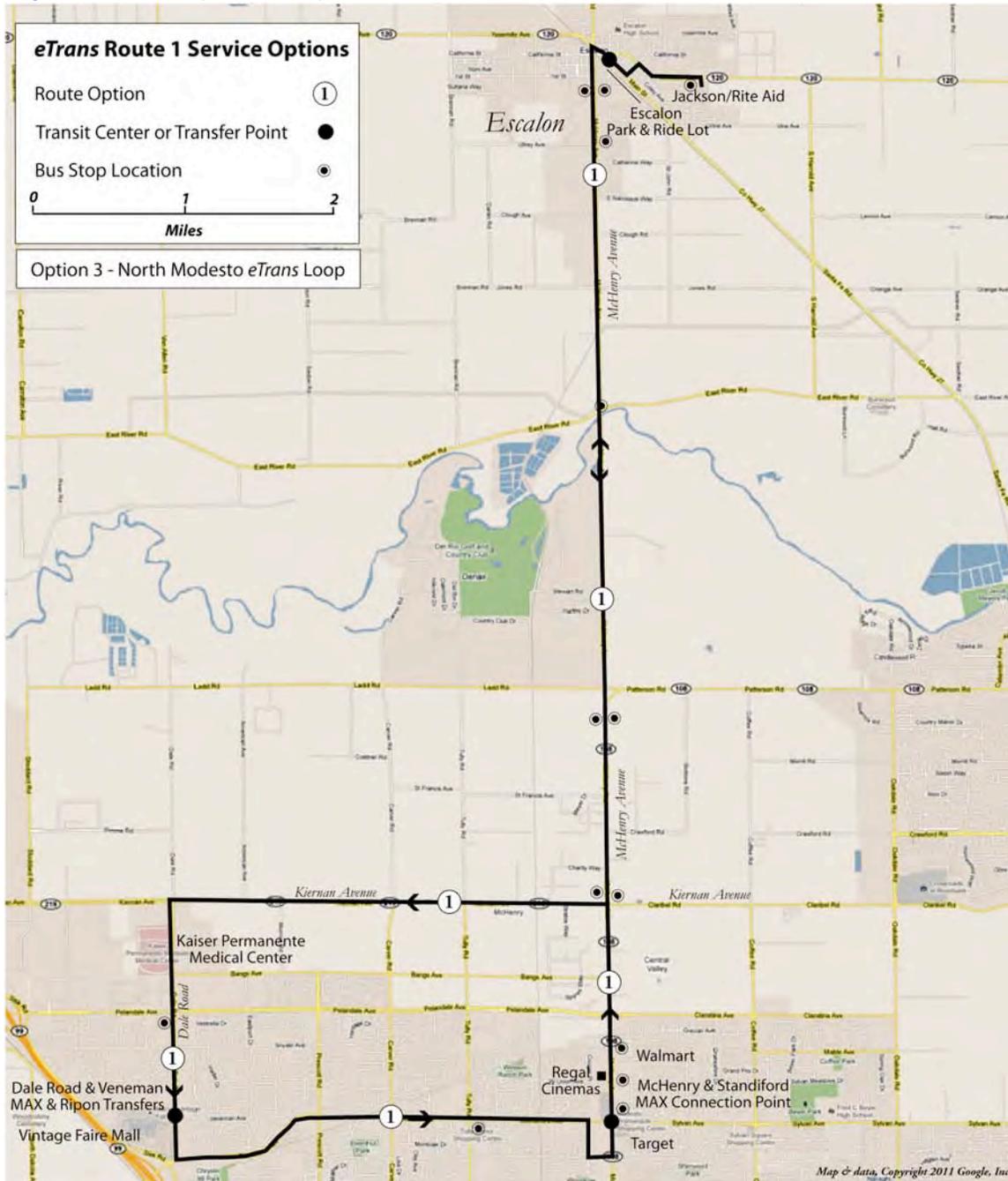
To some extent, increasing the community’s awareness of *eTrans* service is a “chicken or the egg” question. Current operations are limited to between 9:30 a.m. and 4:30 p.m., times mainly useful to seniors and others who don’t travel to work or school. Beginning service earlier and ending later will expand potential *eTrans* patronage to include students and transit-dependent workers. However, such potential customers cannot be expected to use the bus unless they know about proposed service improvements. This is the challenge facing the *eTrans* marketing program.

7.2 Target Markets

Before new riders can be attracted to a transit service, that service must adequately meet the transportation needs of those new riders. As previously mentioned, *eTrans* hours are currently limited to between 9:30 a.m. and 4:30 p.m. on weekdays, adequate for seniors who mainly travel during the midday but few other potential riders. This SRTTP proposes using San Joaquin County Measure K transportation sales tax revenues to expand *eTrans* services to weekday morning and afternoon peak periods and trial service on Saturdays.

In particular, *eTrans* Route 1 service would be expanded from 3 to 8 daily round trips between Escalon and North Modesto, e.g., hourly during the morning and afternoon peaks, and every two hours midday. Proposed routing is shown in Figure 7.1.

Figure 7.1 Proposed Expansion of *eTrans* Route 1



This proposed routing would provide direct service or more convenient transfers to several major destinations in Modesto currently not well-served by the current limited *eTrans* timetable. These include, among other destinations:

- Kaiser Permanente Medical Center

- Vintage Faire Mall
- Vintage Faire Mall area shopping
- Modesto Junior College West Campus
- Modesto Junior College East Campus
- Employment training programs in Salida

In most cases, connections with Modesto Area Express (MAX) and Stanislaus Area Transit (StaRT) would be more widely available with less waiting time required. As previously mentioned in Chapter 5, connections with proposed Ripon Transit service at Vintage Faire Mall would also be made available. Chapter 5 also projected a total of 11,000 annual *eTrans* riders resulting from proposed service improvements, which would be an 140% increase in patronage, closely matching the proposed 166% increase in frequency on *eTrans* Route 1.

The central tenet of guerilla marketing are actions that are very inexpensive, easy to understand by potential customers, and effective. *eTrans* already undertakes simple, virtually no-cost publicity such as annually collecting donations for food banks. *eTrans* timetables are widely available at prominent public locations such as City Hall and the Escalon Library. Recently, public outreach efforts included advertisements and an informational article in *The Escalon Times*. The *eTrans* bus is highly visible throughout the community but few people are aware of the *eTrans* phone number, the system's schedule, or the destinations served.

The recommended marketing strategy would:

- Maximize use of *eTrans* vehicles as rolling advertisements for the system
- Establish an ongoing presence at community events
- Produce an annual publication reaching all Escalon households
- Consider inexpensive and free media strategies
- Reconsider Internet and social media strategies, particularly an *eTrans* website with its own domain name and Facebook page

7.2.1 *eTrans* Buses as Rolling Advertisements

The existing *eTrans* bus paint and logo scheme is attractive and functional, and is a credit to the City of Escalon. However, the phone number displayed on each side and the rear of the vehicle is too small for someone to easily read as the bus goes by. The Internet address on the bus points to the City's general site, www.cityofescalon.org, rather than a dedicated transit website. Based on this, it is recommended:

- Marketing Recommendation 1: Display the *eTrans* phone number far more prominently on *eTrans* vehicles than current small lettering on the bus sides, while retaining sufficient area for placing advertisements.

- Marketing Recommendation 2: Similarly, establish a separate domain name for *eTrans* transit service, and display the name far more prominently than the current very small lettering on the bus sides.
- Marketing Recommendation 3: Key bus stops served by *eTrans* should have posted/maintained schedules, plus two-three locations with NextBus displays.

Figure 7.2 *eTrans* Vehicle



7.3 Establishing Consistent Presence at Community Events

The consultant’s “tabling” effort to obtain input regarding transit attracted interest by about 5% of the 100 or so shoppers visiting Big Boy Market on the morning of Saturday, March 12, 2011. There were far fewer shoppers than expected, primarily due to a Saturday morning Little League baseball game. To be successful, such outreach efforts ideally include tabling at large events, preferably those attracting more than 1,000 participants so the time and effort is cost-effective.

Escalon no longer hosts a weekly Farmers Market unlike many communities. However, there are several annual events where an *eTrans* booth may be effective for promoting the system. These include the annual “Christmas on Main,” the Escalon Park Fete (footrace and related activities), the “Senior Day” organized by the Escalon Chamber of Commerce and attended by 30+ vendors, and similar attractions.

- Marketing Recommendation 4: Establish an *eTrans* presence at a minimum of 3-4 Escalon community events during the year, including production of promotional items, schedules and other materials for distribution to interested members of the public.

7.4 Annual Publication Reaching All Escalon Households

Effective transit marketing programs are often challenged to create publications sufficiently attractive and informative so people desire to keep them for future reference. Often transit schedules and other publications are complex, hard to understand and difficult to read. The ideal transit publication, on the other hand, is clear, concise and easy to understand. Often transit publications are also expensive and time-consuming to reproduce.

The publication of annual 4-page, 11”x17” tabloid publications has proven cost-effective and very successful at a number of transit systems. These include the free Island Explorer shuttles serving Acadia National Park in Maine since 1999, Advance Transit serving Dartmouth, New Hampshire area, the *Citylink Times* documenting Citylink bus services in Lewiston-Auburn, Maine, as well as Vallejo Baylink high speed ferries’ *Baylink Log*.

A review of tabloid printing price quotes online revealed that a total of 6,000 4-page tabloid, full color spread and higher quality #50 white paper (recommended over newsprint), an average of less than \$1,000 for printing, plus shipping, plus estimated design costs of \$2,000-\$2,500. This proposed quantity is sufficient to:

- Insert about 3,000 copies in *The Escalon Times* and its free “shopper” for non-subscribers households, alongside the various supermarket inserts.
- A year-long supply of 3,000 copies for distribution onboard *eTrans* buses, at various outlets such as City Hall and the Escalon Library, the Community Center and other venues. This size can also easily be folded to fit into standard brochure racks.

The publication size is also sufficient to produce information in relatively large type—appreciated by senior citizens in particular. A 4-page spread also allows printing a large scale route map illustrating the *eTrans* Route 1 and the Dial-A-Ride service area, as well as comprehensive information regarding destinations, connections with MAX, StaRT and other systems, as well as other important information. Figure 7.3 illustrates the Island Explorer route map, the centerpiece of schedule information on that tabloid’s inside spread, printed at 15” wide and 17” tall.

- Marketing Recommendation 5: Consider an annual, full-color 4-page tabloid publication designed to showcase and promote improved *eTrans* services. An estimated 6,000 copies would be sufficient for about 3,000 inserts in the local weekly newspaper and its associated “shopper,” and a sufficient supply for distribution onboard vehicles and at various venues in Escalon and Modesto.
- Marketing Recommendation 6: Place much of the complex information currently printed on the current *eTrans* schedule brochure on a new dedicated *eTrans* website, in order to simplify presentation of essential *eTrans* information.
- Marketing Recommendation 7: Consider publication of a simple *eTrans* 3.67”x8.5” “rack card” with timetable and fare information only, printed on

cardstock, for use on board vehicles and in brochure racks where the larger tabloid publication isn't appropriate or doesn't fit.

Figure 7.3 Example of 15" x17" Printed Size- "Island Explorer" Route Map



7.5 Inexpensive and Free Media Strategies

Ongoing promotion of *eTrans* should continue to include producing publications such as the *eTrans Annual Transit Report* summarizing service trends, accomplishments and anticipated issues, aimed particularly at elected officials and others interested in transit. However, *eTrans* should also take advantage of the City's bimonthly newsletter posted on the City's website (www.cityofescalon.org). Similarly, *eTrans* should consistently issue press releases to inform the public about service changes, special events, holidays when *eTrans* doesn't operate, and so forth.

- **Marketing Recommendation 8:** Consider and pursue all appropriate, inexpensive or free media outlets to continuously promote *eTrans*, including regularly issuing press releases regarding service changes, special events, holidays with no service, etc.

7.6 Internet and Social Media Strategies

The current *eTrans* webpage at <http://cityofescalon.org/departments/transit-services/> is basic and informative, with various links shown to the *eTrans* timetable, how to travel to Modesto, the Kaiser Permanente Medical Center, and other locations (however, these links were not working as of May 16, 2011). On the other hand, the *eTrans* webpage is "buried" within the City of Escalon website, and can be difficult to find for potential riders.

To make it simple to find the *eTrans* website, the City should establish a distinct online identity for *eTrans* beginning with its own domain name and separate website. This is essential if smart phone links via Google Transit—as currently planned—are to be effective, and to simplify the webpage name so it is easy to find. The simpler the webpage name the easier to type its name and use.

- **Marketing Recommendation 9:** Establish a separate *eTrans* website distinct from the City of Escalon's general purpose website. This site should also be optimized for providing information to smart phones through Google Transit.

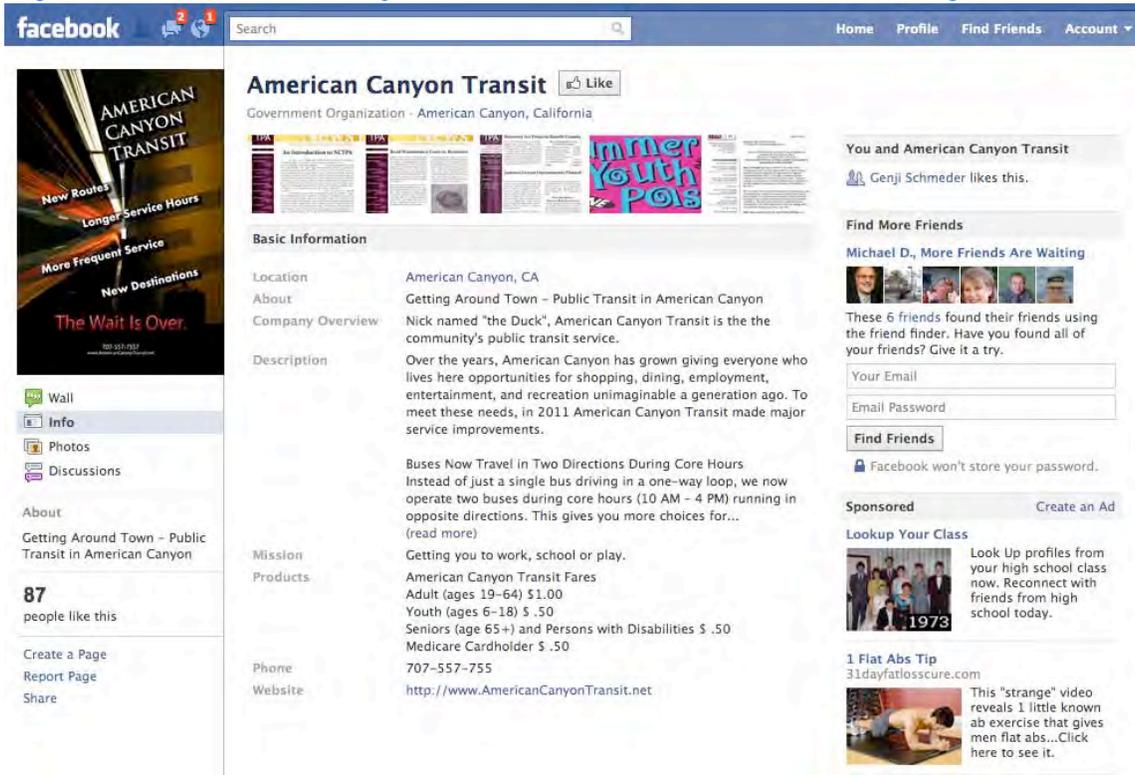
The City of Escalon should also reconsider its current non-use of Facebook for City functions such as transit. Facebook is an effective and low cost method of reaching teenagers and college students, both significant target markets for the recommended expansion of service that would make travel to school and college feasible for the first time on *eTrans*.

- **Marketing Recommendation 10:** Consider establishing a new Facebook page for *eTrans*, in particular to promote the system to potential markets including teenagers and college students. Development of a Social Media Policy for use of Facebook and other social media venues should be considered to address concerns raised by City staff.

An excellent case study of effective Facebook promotion is the American Canyon Transit (ACT) page, located at www.facebook.com/pages/American-Canyon-Transit/140811412609950?sk=info/ has proven to be very effective in generating large

ridership increases, particularly after opening of the new American Canyon High School. ACT ridership increased from less than 1,000 boardings in February 2010 to about 2,500 during February 2011. In particular, Facebook was very effective in successful outreach to area high school students, who now account for more than 50% of ACT ridership. Figure 7.4 illustrates American Canyon’s Facebook information page as of May 16, 2011.

Figure 7.4 American Canyon Transit’s Facebook Information Page



The parent agency that operates American Canyon Transit, the Napa County Transportation and Planning Agency (NCTPA), in February 2011 established a Social Media Policy that addresses concerns raised by City staff regarding Facebook and other social media venues. The NCTPA’s Social Media Policy is as follows:

Purpose

This policy establishes guidelines for the establishment and use by the Napa County Transportation and Planning Agency of social media sites (including but not limited to Facebook and Twitter) as a means of conveying Napa County Transportation and Planning Agency (NCTPA) information to its customers.

The intended purpose behind establish NCTPA social media sites is to disseminate information from NCTPA, about the NCTPA, to its customers.

NCTPA has an overriding interest and expectation in deciding what is “spoken” on behalf of NCTPA on social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies,

through and on the Internet. Examples of social media include Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on an NCTPA social media site.

General Policy

1. The establishment and use by any NCTPA social media sites are subject to approval by the Executive Director or his/her designee. All NCTPA media sites shall be administered by NCTPA staff.
2. Agency social media sites should make clear that they are maintained by NCTPA and that they follow the Agency’s Social Media Policy.
3. Whenever possible, Agency social media sites should link back to the official NCTPA website for forms, documents, online services and other information necessary to conduct business with the NCTPA.
4. The Public Information Coordinator will monitor content on Agency social media sites to ensure adherence to both the Agency’s Social Media Policy and the interests and goals of the NCTPA.
5. The Agency reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Public Information Coordinator for a reasonable period of time, including the time, date and identity of the poster, when available.
6. These guidelines must be displayed to users or made available by hyperlink.
7. The Agency will approach the use of social media tools as consistently as possible, enterprise-wide.
8. The NCTPA’s website at <http://nctpa.net> will remain the Agency’s primary and predominant Internet presence.
9. All Agency social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. Agency social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to Agency business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
11. Comments on topics or issues not within the jurisdictional purview of the NCTPA may be removed.
12. Employees representing the Agency government via Agency social media sites must conduct themselves at all times as a representative of the Agency and in accordance with all Agency policies.
13. This Social Media Policy may be revised at any time.

Comment Policy

1. As a public entity, the Agency must abide by certain standards to serve all its constituents in a civil and unbiased manner.

2. The intended purpose behind establishing NCTPA social media sites is to disseminate information about the Agency, from the Agency, to its customers.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on NCTPA social media sites and are subject to removal and/or restriction by the Public Information Coordinator or his/her designees:
 - a. Comments not related to the original topic, including random or unintelligible comments;
 - b. Profane, obscene, violent, or pornographic content and/or language;
 - c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender or national origin;
 - d. Defamatory or personal attacks;
 - e. Threats to any person or organization;
 - f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - g. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - h. Conduct in violation of any federal, state or local law;
 - i. Encouragement of illegal activity;
 - j. Information that may tend to compromise the safety or security of the public or public systems; or
 - k. Content that violates a legal ownership interest, such as a copyright, of any party.
4. A comment posted by a member of the public on any NCTPA social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the NCTPA, nor do such comments necessarily reflect the opinions or policies of the NCTPA.
5. The NCTPA reserves the right to deny access to NCTPA social media sites for any individual, who violates the NCTPA's Social Media Policy, at any time and without prior notice.
6. NCTPA shall monitor their social media sites for comments requesting responses from the Agency and for comments in violation of this policy.
7. When an NCTPA employee responds to a comment, in his/her capacity as an NCTPA employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other Agency employees.

APPENDIX A.

Escalon Transit Trends FY2004-FY2011

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Escalon Dial-A-Ride													
FY 03-04	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	220	359	346	226	275	350	191	265	188	188	418	340	3,366
Farebox Recovery Ratio	1%	1%	4%	0%	3%	4%	4%	3%	2%	2%	7%	4%	3%
Passenger Per Hour	1.45	2.39	2.39	1.42	2.29	2.37	1.36	2.01	1.68	1.26	3.06	2.23	1,993,333,333
Total Cost Per Passenger	\$ 12.07	\$ 7.67	\$ 7.95	\$ 14.44	\$ 9.42	\$ 9.11	\$ 14.96	\$ 11.00	\$ 12.77	\$ 17.41	\$ 7.34	\$ 9.81	\$ 11.16

County Dial-A-Ride													
FY 03-04	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	173	117	113	131	84	80	99	54	43	42	5	19	960
Farebox Recovery Ratio	51%	51%	55%	46%	40%	41%	41%	28%	3%	32%	15%	2%	131%
Passenger Per Hour	10.04	10.38	11.69	10.25	9.16	9.13	8.95	6.49	6.43	8.72	6.12	9.34	8,891,666,667
Total Cost Per Passenger	\$ 1.75	\$ 1.76	\$ 1.63	\$ 2.00	\$ 2.35	\$ 2.37	\$ 2.28	\$ 3.40	\$ 3.35	\$ 2.51	\$ 3.67	\$ 2.39	\$ 2.46

Route 96													
FY 03-04	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	25	45	49	22	22	23	14	72	69	43	91	69	544
Farebox Recovery Ratio	73%	133%	145%	65%	65%	68%	1%	214%	209%	126%	270%	202%	131%
Passenger Per Hour	0.84	1.42	1.51	0.63	0.81	0.71	0.45	2.59	2.11	1.41	2.92	2.07	1,455,833,333
Total Cost Per Passenger	\$ 2.17	\$ 1.20	\$ 1.11	\$ 2.46	\$ 2.46	\$ 2.36	\$ -3.87	\$ 0.79	\$ 0.79	\$ 1.26	\$ 0.60	\$ 0.79	\$ 1.66

Systemwide Total													
FY 03-04	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	419	521	508	379	381	453	304	391	378	273	514	428	4,949
Farebox Recovery Ratio	7%	4%	3%	7%	5%	7%	5%	9%	7%	4%	12%	8%	7%
Passenger Per Hour	2.11	2.7	2.72	1.83	2.44	2.4	1.67	2.33	1.92	1.48	3.05	2.28	2,244,166,667
Total Cost Per Passenger	\$ 7.21	\$ 5.78	\$ 5.88	\$ 9.44	\$ 7.46	\$ 7.58	\$ 10.32	\$ 8.06	\$ 9.51	\$ 12.58	\$ 6.11	\$ 8.02	\$ 8.16

Escalon Dial-A-Ride													
FY 04-05	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	290	317	293	469	328	307	389	349	258	293	217	213	3,723
Farebox Recovery Ratio	3%	4%	3%	7%	5%	3%	5%	4%	3%	4%	2%	2%	4%
Passenger Per Hour	2.03	2.18	1.99	3.25	2.33	2.04	2.72	2.74	1.66	2.03	1.46	1.38	2,150,833,333
Total Cost Per Passenger	\$ 11.01	\$ 10.51	\$ 10.85	\$ 6.70	\$ 9.04	\$ 11.18	\$ 8.11	\$ 8.06	\$ 13.07	\$ 10.60	\$ 14.68	\$ 15.46	\$ 10.77

County Dial-A-Ride													
FY 04-05	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	102	94	87	99	72	33	24	27	37	37	23	33	931
Farebox Recovery Ratio	17%	15%	23%	20%	16%	16%	20%	13%	15%	22%	12%	8%	218%
Passenger Per Hour	6.73	6.45	8.86	8.1	5.93	7.04	6.96	4.81	5.2	6.34	6.3	5.94	6,555
Total Cost Per Passenger	\$ 3.32	\$ 3.56	\$ 2.44	\$ 2.69	\$ 3.55	\$ 3.23	\$ 3.17	\$ 4.59	\$ 4.18	\$ 3.40	\$ 3.40	\$ 3.59	\$ 3.43

Route 96													
FY 04-05	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	404	424	402	602	433	327	347	484	359	416	288	294	4,977
Farebox Recovery Ratio	301%	278%	256%	292%	213%	155%	208%	318%	270%	341%	210%	213%	254%
Passenger Per Hour	3.09	2.98	2.84	3.03	2.3	1.57	2.49	4.17	1.95	2.75	1.62	1.55	2,528,333,333
Total Cost Per Passenger	\$ 0.53	\$ 0.58	\$ 0.62	\$ 0.55	\$ 0.75	\$ 1.04	\$ 0.77	\$ 0.50	\$ 0.85	\$ 0.63	\$ 1.13	\$ 1.11	\$ 0.76

Systemwide Total													
FY 04-05	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	404	424	402	602	433	327	347	484	359	416	288	294	4,977
Farebox Recovery Ratio	8%	9%	8%	12%	9%	6%	9%	11%	7%	10%	6%	6%	8%
Passenger Per Hour	2.28	2.37	2.23	3.32	2.44	2.07	2.77	3.04	1.84	2.3	1.58	1.54	2,315
Total Cost Per Passenger	\$ 8.13	\$ 8.09	\$ 8.17	\$ 5.46	\$ 7.25	\$ 9.22	\$ 6.80	\$ 6.18	\$ 9.98	\$ 7.90	\$ 11.52	\$ 11.77	\$ 8.37

Escalon Dial-A-Ride													
FY 05/06	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	297	359	316	908	325	347	335	308	357	280	308	294	3,924
Revenue Hours	143.18	167.47	153.60	160.28	157.66	165.26	155.23	143.78	172.08	148.82	164.17	159.00	1,890.53
Revenue Miles	701.31	883.00	714.85	793.21	842.80	818.80	967.34	898.10	1,078.47	815.21	850.97	1,054.58	10,418.64
Farebox Recovery Ratio	4%	3%	2%	5%	4%	4%	4%	5%	4%	3%	4%	6%	4%
Passenger Per Hour	1.81	1.68	1.45	1.83	1.73	2.01	2.13	2.16	2.05	1.78	1.87	2.24	1.90
Total Cost for Service	\$ 3,041.46	\$ 3,409.72	\$ 3,081.65	\$ 3,127.86	\$ 3,098.11	\$ 3,223.97	\$ 3,099.36	\$ 2,768.77	\$ 3,313.49	\$ 2,819.72	\$ 3,150.07	\$ 3,047.69	\$ 37,181.87
Total Fares Collected	\$ 108.19	\$ 97.86	\$ 73.12	\$ 143.86	\$ 125.45	\$ 129.05	\$ 133.93	\$ 126.82	\$ 138.73	\$ 96.08	\$ 134.49	\$ 194.35	\$ 1,502.59
Total Cost Per Passenger	\$ 11.74	\$ 12.09	\$ 13.82	\$ 10.68	\$ 9.71	\$ 9.71	\$ 9.36	\$ 8.90	\$ 9.39	\$ 10.64	\$ 10.26	\$ 8.56	\$ 10.55

County Dial-A-Ride													
FY 05/06	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	30	40	37	45	45	49	52	65	75	75	78	80	661
Revenue Hours	5.45	7.02	7.77	5.82	7.33	8.52	8.45	10.55	12.85	14.38	11.97	16.95	117.06
Revenue Miles	26.69	37.00	36.15	28.79	39.20	42.20	52.66	65.90	80.53	78.79	62.03	112.42	662.36
Farebox Recovery Ratio	17%	16%	13%	20%	24%	19%	20%	19%	18%	22%	15%	18%	18%
Passenger Per Hour	5.50	5.70	4.76	6.02	6.14	5.75	6.15	6.16	5.84	5.21	6.52	4.72	5.71
Total Cost for Service	\$ 115.77	\$ 142.86	\$ 155.82	\$ 113.51	\$ 144.10	\$ 166.15	\$ 168.72	\$ 203.16	\$ 247.43	\$ 272.52	\$ 229.61	\$ 324.90	\$ 2,284.55
Total Fares Collected	\$ 19.55	\$ 23.10	\$ 20.35	\$ 22.30	\$ 34.43	\$ 30.85	\$ 33.20	\$ 39.00	\$ 45.65	\$ 47.75	\$ 50.20	\$ 48.65	\$ 415.03
Total Cost Per Passenger	\$ 3.86	\$ 3.57	\$ 4.21	\$ 3.24	\$ 3.20	\$ 3.39	\$ 3.24	\$ 3.13	\$ 3.30	\$ 3.63	\$ 2.94	\$ 4.06	\$ 3.48

Route 96													
FY 05/06	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	92	92	120	96	86	126	117	116	152	131	111	112	1,351
Revenue Hours	28.47	33.05	30.52	28.75	28.70	3.62	3.86	3.87	4.55	4.34	34.05	29.78	233.56
Revenue Miles	917.00	1,067.00	1,018.00	965.00	959.00	1,033.00	989.00	870.00	1,077.00	956.00	1,051.00	1,015.00	11,917.00
Farebox Recovery Ratio	294%	256%	236%	335%	258%	439%	425%	432%	554%	456%	408%	381%	378%
Passenger Per Hour	2.70	1.94	2.29	3.17	2.44	3.62	3.86	3.87	4.55	4.34	3.26	3.46	3.29
Total Cost for Service	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 650.16
Total Fares Collected	\$ 159.31	\$ 138.76	\$ 160.43	\$ 181.35	\$ 139.94	\$ 237.93	\$ 230.51	\$ 234.14	\$ 299.91	\$ 246.81	\$ 221.25	\$ 206.55	\$ 2,456.89
Total Cost Per Passenger	\$ 0.70	\$ 0.85	\$ 0.77	\$ 0.60	\$ 0.77	\$ 0.46	\$ 0.47	\$ 0.46	\$ 0.36	\$ 0.44	\$ 0.49	\$ 0.53	\$ 0.58

Systemwide Total													
FY 05/06	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	419	497	473	439	456	522	504	489	584	416	494	578	5,865
Revenue Hours	177.10	207.54	191.89	194.85	193.69	206.64	193.50	184.55	217.91	191.57	210.19	205.73	2,375.16
Revenue Miles	1,645.00	1,987.00	1,769.00	1,787.00	1,841.00	1,894.00	2,009.00	1,834.00	2,236.00	1,850.00	1,964.00	2,182.00	22,998.00
Farebox Recovery Ratio	9%	7%	8%	11%	9%	12%	12%	13%	13%	12%	12%	13%	11%
Passenger Per Hour	2.07	1.86	1.72	2.15	2.00	2.42	2.57	2.67	2.65	2.42	2.36	2.29	2.29
Total Cost for Service	\$ 3,211.41	\$ 3,606.76	\$ 3,291.65	\$ 3,295.55	\$ 3,296.39	\$ 3,444.30	\$ 3,322.26	\$ 3,026.11	\$ 3,615.10	\$ 3,146.42	\$ 3,433.86	\$ 3,426.77	\$ 40,116.58
Total Fares Collected	\$ 287.65	\$ 259.72	\$ 253.90	\$ 347.51	\$ 299.82	\$ 397.83	\$ 397.70	\$ 399.96	\$ 484.29	\$ 390.64	\$ 405.94	\$ 449.55	\$ 4,374.51
Total Cost Per Passenger	\$ 8.77	\$ 9.34	\$ 9.97	\$ 7.87	\$ 8.52	\$ 6.89	\$ 6.67	\$ 6.14	\$ 6.25	\$ 6.80	\$ 6.92	\$ 6.36	\$ 7.54

FY 06/07		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers		271	272	258	271	273	185	245	219	270	240	213	164	2,881
Revenue Hours		150.95	171.25	152.10	163.53	162.75	163.53	162.76	162.76	175.12	165.95	173.95	168.07	1,972.72
Revenue Miles		1,019.07	1,213.89	1,067.50	1,118.63	1,118.35	890.59	981.17	848.13	948.58	860.60	942.10	838.03	12,107.61
Farebox Recovery Ratio		4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%
Passenger Per Hour		1.80	1.59	1.70	1.48	1.68	1.13	1.33	1.36	1.06	1.45	1.22	0.97	1.40
Total Cost for Service		\$ 2,768.70	\$ 3,105.33	\$ 2,786.62	\$ 2,915.54	\$ 2,862.72	\$ 2,800.80	\$ 3,210.23	\$ 2,801.44	\$ 3,277.47	\$ 3,103.89	\$ 3,241.41	\$ 3,059.07	\$ 36,110.22
Total Fares Collected		\$ 114.00	\$ 127.09	\$ 148.43	\$ 152.24	\$ 99.53	\$ 125.65	\$ 126.51	\$ 175.12	\$ 127.78	\$ 111.82	\$ 78.42	\$ 78.42	\$ 1,551.17
Total Cost Per Passenger		\$ 10.18	\$ 11.42	\$ 10.57	\$ 12.16	\$ 10.85	\$ 15.25	\$ 14.86	\$ 12.79	\$ 17.72	\$ 12.93	\$ 15.76	\$ 18.77	\$ 13.61

County Dial-A-Ride		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers		170	106	92	112	113	67	46	39	52	57	45	37	885
Revenue Hours		17.52	4.58	18.65	23.88	22.55	15.20	8.10	6.12	9.88	11.42	9.58	10.00	158.28
Revenue Miles		118.33	162.61	140.50	173.57	164.65	74.41	48.83	31.87	52.45	65.40	51.90	55.87	1,140.39
Farebox Recovery Ratio		5.71	4.58	4.68	5.71	4.41	5.68	6.38	5.37	4.99	4.70	5.70	5.70	5.16
Total Cost for Service		\$ 320.13	\$ 416.16	\$ 352.26	\$ 429.75	\$ 410.50	\$ 262.19	\$ 159.76	\$ 105.28	\$ 181.23	\$ 213.53	\$ 184.09	\$ 182.01	\$ 3,216.89
Total Fares Collected		\$ 69.75	\$ 63.65	\$ 55.20	\$ 71.10	\$ 72.68	\$ 42.80	\$ 26.36	\$ 26.00	\$ 31.88	\$ 36.78	\$ 27.38	\$ 35.00	\$ 559.74
Total Cost Per Passenger		\$ 3.20	\$ 3.96	\$ 3.83	\$ 3.84	\$ 3.63	\$ 3.91	\$ 3.47	\$ 2.70	\$ 3.49	\$ 3.75	\$ 4.09	\$ 3.19	\$ 3.59

Route 96		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers		81	139	104	117	94	89	80	85	135	127	128	105	1,282
Revenue Hours		26.53	31.75	25.58	29.08	29.23	29.70	30.40	30.40	33.67	31.65	33.63	32.52	365.44
Revenue Miles		934.00	925.00	953.00	1,005.00	882.00	882.00	882.00	852.00	1,050.00	986.00	988.00	837.00	11,455.00
Farebox Recovery Ratio		300%	512%	384%	394%	329%	329%	260%	313%	340%	467%	463%	366%	375%
Passenger Per Hour		3.05	4.24	4.07	3.69	3.22	3.00	2.60	2.80	2.73	4.01	3.72	3.40	3.44
Total Cost for Service		\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 650.16
Total Fares Collected		\$ 162.73	\$ 277.41	\$ 207.85	\$ 213.45	\$ 188.35	\$ 178.29	\$ 140.83	\$ 169.41	\$ 184.37	\$ 253.05	\$ 250.69	\$ 209.20	\$ 2,435.63
Total Cost Per Passenger		\$ 0.67	\$ 0.39	\$ 0.52	\$ 0.51	\$ 0.58	\$ 0.61	\$ 0.77	\$ 0.64	\$ 0.59	\$ 0.43	\$ 0.43	\$ 0.52	\$ 0.56

Systemwide Total		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers		452	516	454	500	452	317	371	364	497	467	445	371	5,048
Revenue Hours		195	209	197	216	215	208	201	199	218	209	217	211	2,496.44
Revenue Miles		2,072	2,480	2,154	2,315	2,358	1,757	2,018	1,732	2,051	1,882	1,962	1,932	24,792.90
Farebox Recovery Ratio		11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
Passenger Per Hour		2.32	2.27	2.30	2.13	2.24	1.84	1.85	1.72	1.81	2.03	1.76	1.54	1.93
Total Cost for Service		\$ 3,133.01	\$ 3,575.67	\$ 3,133.06	\$ 3,426.47	\$ 3,427.40	\$ 3,137.17	\$ 3,424.17	\$ 2,960.90	\$ 3,512.88	\$ 3,371.60	\$ 3,579.68	\$ 3,295.26	\$ 39,977.27
Total Fares Collected		\$ 346.48	\$ 468.15	\$ 411.48	\$ 438.79	\$ 425.61	\$ 320.62	\$ 293.43	\$ 321.92	\$ 391.34	\$ 417.61	\$ 390.49	\$ 322.62	\$ 4,546.64
Total Cost Per Passenger		\$ 6.93	\$ 6.93	\$ 6.90	\$ 7.43	\$ 7.14	\$ 9.20	\$ 10.31	\$ 8.63	\$ 10.68	\$ 7.95	\$ 9.37	\$ 10.14	\$ 8.47

Escalon Dial-A-Ride		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers		174	238	148	147	147	142	155	87	180	158	126	168	1,804
Revenue Hours		183.89	178.79	150.98	149.34	129.28	132.59	149.18	121.65	167.99	134.72	121.12	139.34	1,728.24
Revenue Miles		951.34	937.43	955.78	1,208.97	948.18	823.17	945.56	941.44	1,004.57	1,094.89	797.05	1,071.91	11,640.29
Farebox Recovery Ratio		3%	3%	2%	2%	1%	2%	1%	3%	2%	2%	2%	3%	2%
Passenger Per Hour		1.04	1.33	0.98	0.98	0.47	1.11	0.68	1.07	1.17	1.04	1.35	1.03	1.03
Total Cost for Service		\$ 3,088.36	\$ 3,316.61	\$ 2,776.41	\$ 3,214.03	\$ 3,482.13	\$ 3,561.76	\$ 3,691.84	\$ 3,385.12	\$ 3,599.76	\$ 3,758.47	\$ 3,646.05	\$ 3,564.56	\$ 41,086.10
Total Fares Collected		\$ 81.32	\$ 114.09	\$ 76.23	\$ 68.48	\$ 21.21	\$ 73.78	\$ 89.18	\$ 41.88	\$ 100.58	\$ 76.14	\$ 65.62	\$ 95.90	\$ 90.41
Total Cost Per Passenger		\$ 17.75	\$ 13.94	\$ 18.76	\$ 21.86	\$ 57.08	\$ 25.08	\$ 23.82	\$ 38.91	\$ 20.00	\$ 23.79	\$ 28.94	\$ 16.96	\$ 25.74

County Dial-A-Ride		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers		59	44	58	44	58	112	36	72	75	77	44	57	708
Revenue Hours		8.23	11.93	9.38	14.95	8.70	5.77	7.77	12.93	13.78	11.33	8.35	13.02	126.14
Revenue Miles		46.66	62.57	60.22	121.03	63.82	35.83	52.44	92.56	82.43	92.11	54.95	95.09	899.71
Farebox Recovery Ratio		17%	21%	21%	19%	29%	18%	14%	20%	20%	14%	13%	15%	17%
Passenger Per Hour		5.22	4.95	4.89	3.88	12.87	5.37	4.63	5.57	5.44	6.00	4.28	4.38	5.70
Total Cost for Service		\$ 151.51	\$ 221.38	\$ 172.59	\$ 321.75	\$ 234.37	\$ 155.01	\$ 204.55	\$ 332.81	\$ 295.96	\$ 316.18	\$ 251.96	\$ 332.99	\$ 2,989.86
Total Fares Collected		\$ 3.60	\$ 7.83	\$ 35.58	\$ 22.35	\$ 68.50	\$ 27.85	\$ 28.22	\$ 65.38	\$ 72.50	\$ 43.60	\$ 43.60	\$ 51.91	\$ 51.91
Total Cost Per Passenger		\$ 3.52	\$ 3.75	\$ 3.82	\$ 5.55	\$ 2.09	\$ 5.00	\$ 5.68	\$ 4.62	\$ 3.94	\$ 4.11	\$ 5.71	\$ 5.84	\$ 4.48

Route 96		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers		101	98	98	116	154	95	115	61	162	113	69	128	1,308
Revenue Hours		26.60	31.58	29.58	34.08	29.22	29.70	29.70	29.61	31.51	29.62	30.38	32.72	372.27
Revenue Miles		963.00	1,091.00	900.00	1,092.00	984.00	889.00	1,070.00	1,070.00	1,070.00	1,121.00	919.00	998.00	12,225.00
Farebox Recovery Ratio		371%	363%	353%	434%	569%	350%	425%	224%	599%	419%	254%	474%	403%
Passenger Per Hour		3.81	3.13	3.36	3.40	5.27	3.56	4.01	2.13	5.14	3.91	2.28	3.92	3.53
Total Cost for Service		\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 54.18	\$ 650.16
Total Fares Collected		\$ 201.95	\$ 196.44	\$ 191.04	\$ 235.34	\$ 308.43	\$ 189.64	\$ 230.16	\$ 121.24	\$ 324.69	\$ 226.90	\$ 137.42	\$ 256.89	\$ 2,619.24
Total Cost Per Passenger		\$ 0.54	\$ 0.55	\$ 0.56	\$ 0.47	\$ 0.35	\$ 0.57	\$ 0.47	\$ 0.89	\$ 0.33	\$ 0.48	\$ 0.79	\$ 0.42	\$ 0.50

Systemwide Total		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers		318	395	288	321	327	268	306	220	417	348	239	373	3,820
Revenue Hours		206.71	226.20	188.91	198.37	167.18	165.00	176.65	173.09	213.28	183.60	159.95	184.99	2,242.02
Revenue Miles		1,861.00	2,091.00	1,959.00	2,422.00	1,996.00	1,648.00	2,069.00	2,059.00	2,165.00	2,308.00	1,771.00	2,111.00	24,725.00
Farebox Recovery Ratio		9%	10%	10%	10%	11%	9%	10%	10%	10%	9%	9%	10%	10%
Passenger Per Hour		1.55	1.75	1.52	1.62	1.96	1.62	1.73	1.27	1.96	1.98	1.49	2.02	1.70
Total Cost for Service		\$ 3,295.05	\$ 3,592.17	\$ 3,003.18	\$ 3,589.86	\$ 3,770.68	\$ 3,770.95	\$ 3,950.57	\$ 3,772.11	\$ 4,349.30	\$ 4,128.63	\$ 3,981.69	\$ 3,951.73	\$ 44,726.12
Total Fares Collected		\$ 308.97	\$ 348.26	\$ 302.85	\$ 386.17	\$ 388.14	\$ 291.27	\$ 347.59	\$ 228.47	\$ 502.77	\$ 376.79	\$ 239.44	\$ 386.44	\$ 4,097.16
Total Cost Per Passenger		\$ 10.36	\$ 9.09	\$ 10.43	\$ 11.16	\$ 11.53	\$ 14.07	\$ 12.91	\$ 17.15	\$ 9.47	\$ 11.86	\$ 16.53	\$ 10.59	\$ 12.10

Escalon Dial-A-Ride		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers		132	167	197	164	125	240	282	240	229	221	234	187	2,418
Revenue Hours		132.02	127.72	125.49	124.92	103.92	102.38	131.99	109.29	127.89	111.69	114.19	114.26	1,422.76
Revenue Miles		898.22	755.64	1,092.27	1,067.83	682.24	888.40	978.68	711.07	803.13	775.05	817.82	910.99	10,387.44

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APPENDIX B.

Costing Analysis, Service Alternatives

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	Service Factors	FY 2010-11 PTUS Projection	1 - Existing (Standford/McHenry)	1 - Existing + Weekly Kaiser Shuttle	1 - Add Weekday (Standford/McHenry)	1 - Add Weekday + Peak DAR Bus	1 - Add Weekday + Saturday Service	1 - Add Weekday + Peak DAR + Saturday	1 - Add Weekday + All Day DAR	1 - Add Weekday + All Day DAR + Saturday
OPERATING EXPENSES										
CITY - Fixed Expenses										
Transit Coordinator Wages		\$6,000	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Transit Coordinator Social Security		\$995	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Transit Coordinator Unemployment		\$88	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Miscellaneous Expenses		\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Public Notices		\$600	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
White Pages		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
CAIAC Membership		\$350	\$320	\$320	\$350	\$350	\$350	\$350	\$350	\$350
Staff Chances/City Overhead		\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Subtotal		\$15,083	\$15,970	\$15,970	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000
Marketing/Website		\$3,000	\$3,000	\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
SRTP Update		\$19,798	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, City Variable		\$22,798	\$3,000	\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
Vehicle Operations										
Bus Preventative Maintenance sans parts		\$4.24	\$4.00	\$5,024	\$9,520	\$11,920	\$10,560	\$12,960	\$14,640	\$15,680
Vehicle Fuel		\$15,000	\$8.00	\$10,048	\$16,660	\$30,860	\$18,480	\$22,680	\$27,440	\$27,440
Subtotal, Maintenance and Fuel		\$22,000	\$13,200	\$15,072	\$26,180	\$32,780	\$29,040	\$35,640	\$40,260	\$43,120
Subtotal, Direct City Expenses			\$32,170	\$34,042	\$55,680	\$62,280	\$58,540	\$65,140	\$69,760	\$72,620
RTD Platform Hours Contract			\$13.33							
Baseline Service (Existing Level)			1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100
Added Service - Modesto			0	0	1,280	1,280	1,280	1,280	1,280	1,280
Added Service - Kaiser Shuttle			0	156	0	0	0	0	0	0
Added Service - Saturdays			0	0	0	0	260	260	260	260
Added Service - 2nd Vehicle DAR			0	0	0	600	600	600	1,280	1,280
TOTAL Revenue Hours - This Scenario		1,650	1,100	1,256	2,380	2,980	2,640	3,240	3,660	3,920
Deadhead Hours			256	308	256	572	302	564	564	616
Total Platform Hours (Revenue+Deadhead)		\$44.27	1,356	1,564	2,636	3,492	3,804	4,224	4,536	4,536
PLATFORM HOURS Rate Per Contract		\$26.85	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
INCLUDES 10% Deadhead		\$18,500.00	\$67,800	\$78,200	\$131,800	\$147,600	\$147,600	\$190,200	\$211,200	\$226,800
Fixed Overhead Cost Per Contract		\$18,500.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, SJRTD (Proposed) Contract		\$62,815	\$67,850	\$78,250	\$131,850	\$147,650	\$147,150	\$190,250	\$211,250	\$226,850
GRAND TOTAL		\$122,696	\$100,020	\$112,292	\$187,630	\$236,930	\$205,690	\$255,390	\$281,010	\$299,470
Sans SRTP Update		\$102,898	\$100,020	\$112,292	\$187,630	\$236,930	\$205,690	\$255,390	\$281,010	\$299,470
OPERATING REVENUES										
Estimated Patronage										
FARES		\$5,500	5,000	5,500	11,000	13,000	11,500	13,500	13,000	13,500
Advertising & Other		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Subtotal, Operating Revenues		\$6,500	\$6,500	\$6,500	\$16,000	\$17,000	\$17,500	\$18,000	\$18,000	\$19,000
NET OPERATING LOSS		(\$96,398)	(\$93,520)	(\$104,292)	(\$171,530)	(\$219,930)	(\$188,190)	(\$237,390)	(\$263,010)	(\$280,470)
SUBSIDY REVENUES										
TDA/TLF		\$38,029	\$41,884	\$52,666	\$77,060	\$125,460	\$83,720	\$132,920	\$158,540	\$176,000
State Transit Assistance (STA)		\$5,000	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898
Measure K - Local Match PRIOR YR CARRYOVER		\$5,000	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943
Measure K - Local Match		\$2,842	\$0	\$0	\$24,323	\$24,323	\$34,323	\$34,323	\$34,323	\$34,323
SUBTOTAL, Local/Regional/State Sources		\$45,871	\$49,725	\$60,507	\$109,224	\$157,624	\$125,884	\$175,084	\$200,704	\$218,164
FEDERAL SOURCES										
5311 Operations from SJCOG		\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
5316 - Service to Modesto		\$24,000	\$6,015	\$6,015	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877
5317 - Marketing/TC Time		\$16,483	\$3,341	\$3,341	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000
ARRA 5311 Funds		\$7,000	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429
Subtotal, Federal Sources		\$77,483	\$43,785	\$43,785	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306
GRAND TOTAL		\$123,354	\$93,520	\$104,292	\$171,530	\$219,930	\$188,190	\$237,390	\$263,010	\$280,470
Balance		\$26,956	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Farebox & Local Match Percentage %		6.32%	9.44%	9.75%	23.07%	18.68%	26.63%	21.64%	19.67%	18.99%

FULL YEAR BASIS

HOURS Difference

(\$17,503)

CATEGORY

Service Factors

RECOMMENDATION

SJRTD CONTRACT EXPENSES

CATEGORY	Service Factors	Projection	Service Factors	RECOMMENDATION		SJRTD CONTRACT EXPENSES					
				1 - Existing (Standford/McHenry)	2/3 - Dale/Veneman & Peak DAR	2/3 - Dale/Veneman+ Peak DAR	2/3 - Dale/Veneman+ Saturday Service	2/3 - Add Weekday + Peak DAR + Saturday	2/3 - Add Weekday + All Day DAR	2/3 - Add Weekday + All Day DAR + Saturday	
OPERATING EXPENSES											
CITY - Fixed Expenses											
Transit Coordinator Wages		\$6,000		\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Transit Coordinator Social Security		\$995		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Transit Coordinator Unemployment		\$88		\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Miscellaneous Expenses		\$1,000		\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Public Notices		\$600		\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
White Papers		\$50		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Call/ACT Membership		\$350		\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350
Staff Changes/City Overhead		\$6,000		\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Staffing/Website + Startup Assistance		\$15,083		\$15,970	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000
SRTP Update		\$3,000		\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Subtotal, City Variable		\$22,798		\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
Vehicle Operations											
Bus Preventative Maintenance		\$7,000	\$4.24	\$4,400	\$9,800	\$10,840	\$10,840	\$10,840	\$10,840	\$10,840	\$10,840
Vehicle Fuel		\$15,000	\$9.09	\$8,800	\$17,150	\$18,970	\$18,970	\$18,970	\$18,970	\$18,970	\$18,970
Subtotal, Maintenance and Fuel		\$22,000		\$13,200	\$26,950	\$29,810	\$29,810	\$29,810	\$29,810	\$29,810	\$29,810
Subtotal, Direct City Expenses				\$13.33	\$56,450	\$63,600	\$66,460	\$66,460	\$66,460	\$66,460	\$66,460
SJRTD (Proposed) Contract											
Baseline Service (Existing Level)				1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100
Added Service - Modesto				0	1,350	1,350	1,350	1,350	1,350	1,350	1,350
Added Service - Kaiser Shuttle				0	0	0	0	0	0	0	0
Added Service - Saturdays				0	0	0	0	0	0	0	0
Added Service - 2nd Vehicle DAR				0	0	650	0	650	1,280	0	260
TOTAL Revenue Hours - This Scenario		\$13	1,650	1,100	2,450	3,100	2,710	3,360	3,730	3,990	3,990
Deadhead Hours				256	256	512	302	616	564	564	564
Total Platform Hours (Revenue+Deadhead)				1,356	2,706	3,612	3,012	3,976	4,294	4,554	4,554
PLATFORM HOURS Rate/Per Proposal		\$44.27	\$50.00	\$67,800	\$135,300	\$180,600	\$150,600	\$198,800	\$214,700	\$227,700	\$227,700
Fixed Overhead Cost/Per Contract		\$18,500.00		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, SJRTD (Proposed) Contract		\$62,815		\$67,850	\$135,350	\$180,650	\$150,650	\$198,850	\$214,750	\$227,750	\$227,750
GRAND TOTAL		\$122,696		\$100,020	\$191,800	\$244,250	\$209,960	\$265,310	\$285,280	\$301,140	\$301,140
Sans SRTP Update		\$102,898		\$100,020	\$191,800	\$244,250	\$209,960	\$265,310	\$285,280	\$301,140	\$301,140
OPERATING REVENUES											
Estimated Patronage				5,000	12,000	14,000	13,000	15,000	15,000	15,000	16,000
FARES		\$5,500		\$5,500	\$14,000	\$16,000	\$15,500	\$17,000	\$17,000	\$18,000	\$18,000
Advertising & Other		\$1,000		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Subtotal, Operating Revenues		\$6,500		\$6,500	\$15,000	\$17,000	\$16,500	\$18,000	\$18,000	\$19,000	\$19,000
NET OPERATING LOSS		(\$96,398)		(\$93,520)	(\$176,800)	(\$227,250)	(\$193,460)	(\$247,310)	(\$267,280)	(\$282,140)	(\$282,140)
SUBSIDY REVENUES											
TDA/LTF		\$38,029		\$41,894	\$82,330	\$132,780	\$98,990	\$152,840	\$172,810	\$187,670	\$187,670
State Transit Assistance (STA)		\$5,000		\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898
Measure K - Local Match PRIOR YR CARRYOVER		\$2,842		\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943
Measure K - Local Match		\$45,871		\$49,735	\$114,494	\$164,944	\$131,154	\$185,004	\$204,974	\$219,834	\$219,834
SUBTOTAL - Local/Regional/State Sources		\$50,000		\$50,000	\$100,000	\$150,000	\$100,000	\$150,000	\$170,000	\$180,000	\$180,000
FEDERAL SOURCES		\$30,000		\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
5311 - Operations from SJCOG		\$24,000		\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
5316 - Service to Modesto		\$6,015		\$6,015	\$6,015	\$6,015	\$6,015	\$6,015	\$6,015	\$6,015	\$6,015
5317 - Marketing/TC - Time		\$16,483		\$16,483	\$16,483	\$16,483	\$16,483	\$16,483	\$16,483	\$16,483	\$16,483
APRA 5311 Funds		\$7,000		\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Subtotal, Federal Sources		\$77,483		\$77,483	\$77,483	\$77,483	\$77,483	\$77,483	\$77,483	\$77,483	\$77,483
GRAND TOTAL		\$123,354		\$123,354	\$176,800	\$227,250	\$193,460	\$247,310	\$267,280	\$282,140	\$282,140
Balance		\$26,956		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Farbox & Local Match Percentage %		6.32%		9.44%	22.04%	18.12%	20.84%	17.06%	15.87%	15.36%	15.36%

CATEGORY	FY 2010-11			FY 2011-12 PTUS			STORER CONTRACT EXPENSES					
	Service Factors PTUS Projection			Service Factors Projection								
				1 - Existing (Standiford/McHenry)	1 - Existing + Weekly Kaiser Shuttle	1 - Add Weekday (Standiford/McHenry)	1 - Add Weekday + Peak DAR Bus	1 - Add Weekday + Saturday Service	1 - Add Weekday + Peak DAR + Saturday	1 - Add Weekday + All Day DAR	1 - Add Weekday + All Day DAR + Saturday	
OPERATING EXPENSES												
CITY - Fixed Expenses												
Transit Coordinator Wages		\$6,000		\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Transit Coordinator Social Security		\$995		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Transit Coordinator Unemployment		\$88		\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Miscellaneous Expenses		\$1,000		\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Public Notices		\$600		\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
White Pages		\$50		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
CalACT Membership		\$350		\$320	\$320	\$350	\$350	\$350	\$350	\$350	\$350	\$350
Staff Charges/City Overhead		\$6,000		\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Subtotal		\$15,083		\$15,970	\$15,970	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000
Marketing/Website		\$3,000		\$3,000	\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
SRTP Update		\$19,798		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, City Variable		\$22,798		\$3,000	\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
Vehicle Operations			Rate									
Bus Preventative Maintenance		\$7,000	\$4.24	\$4.00	\$4,400	\$5,024	\$9,520	\$11,920	\$10,560	\$12,960	\$14,640	\$15,680
Vehicle Fuel		\$15,000	\$9.09	\$8.00	\$8,800	\$10,048	\$16,660	\$20,860	\$18,480	\$22,680	\$25,620	\$27,440
Subtotal, Maintenance and Fuel		\$22,000		Fuel & Maint	\$13,200	\$15,072	\$26,180	\$32,780	\$29,040	\$35,640	\$40,260	\$43,120
Subtotal, Direct City Expenses				\$32,170	\$34,042	\$55,680	\$62,280	\$58,540	\$65,140	\$69,760	\$72,620	
Storer Transit Systems Contract			\$13.33									
Baseline Service (Existing Level)				1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100
Added Service - Modesto				0	0	1,280	1,280	1,280	1,280	1,280	1,280	1,280
Added Service - Kaiser Shuttle				0	156	0	0	0	0	0	0	0
Added Service - Saturdays				0	0	0	0	260	260	260	260	260
Added Service - 2nd Vehicle DAR				0	0	0	600	0	600	1,280	1,280	1,280
TOTAL Revenue Hours - This Scenario	1,650	\$13	11 hrs/day	1,650	1,100	1,256	2,380	2,980	2,640	3,240	3,660	3,920
Deadhead Hours				256	308	256	512	302	564	564	616	616
Total Platform Hours (Revenue+Deadhead)				1,356	1,564	2,636	3,492	2,942	3,804	4,224	4,536	
Revenue Hours Rate Per Contract	\$44.27			\$45.59	\$45.59	\$45.59	\$45.59	\$45.59	\$45.59	\$45.59	\$45.59	\$45.59
Revenue Hours	\$26.85	\$44,302	Up +6%	\$28.50	\$47,025	\$57,261	\$108,504	\$135,858	\$120,358	\$147,712	\$166,859	\$178,713
Fixed Overhead Cost Per Contract	\$18,500.00	\$18,500	\$19,596.00	\$19,596.00	\$19,596	\$19,596	\$19,596	\$19,596	\$19,596	\$19,596	\$19,596	\$19,596
Subtotal, Storer Contract		\$62,815		\$66,667	\$76,903	\$128,146	\$155,500	\$139,999	\$167,353	\$186,501	\$198,354	
GRAND TOTAL		\$122,696		\$98,837	\$110,945	\$183,826	\$217,780	\$198,539	\$232,493	\$256,261	\$270,974	
Sans SRTP Update		\$102,898		\$98,837	\$110,945	\$183,826	\$217,780	\$198,539	\$232,493	\$256,261	\$270,974	
OPERATING REVENUES												
Estimated Patronage				5,000	5,500	11,000	13,000	11,500	13,500	13,000	13,500	
FARES		\$5,500		\$5,500	\$7,000	\$15,000	\$16,000	\$16,500	\$17,000	\$17,000	\$18,000	
Advertising & Other		\$1,000		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	
Subtotal, Operating Revenues		\$6,500		\$6,500	\$8,000	\$16,000	\$17,000	\$17,500	\$18,000	\$18,000	\$19,000	
NET OPERATING LOSS		(\$96,398)		(\$92,337)	(\$102,945)	(\$167,826)	(\$200,780)	(\$181,039)	(\$214,493)	(\$238,261)	(\$251,974)	
SUBSIDY REVENUES		(Budgeted)										
TDA/LTF		\$38,029		\$40,710	\$51,318	\$73,356	\$106,310	\$76,569	\$110,023	\$133,791	\$147,504	
State Transit Assistance (STA)		\$5,000		\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	
Measure K - Local Match PRIOR YR CARRYOVER				\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	
Measure K - Local Match		\$2,842		\$0	\$0	\$24,323	\$24,323	\$34,323	\$34,323	\$34,323	\$34,323	
SUBTOTAL, Local/Regional/State Sources		\$45,871		\$48,551	\$59,159	\$105,520	\$138,474	\$118,733	\$152,187	\$175,955	\$189,668	
FEDERAL SOURCES		ACTUAL										
5311 Operations from SJCOG		\$30,000	\$30,000.00	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	
5316 - Service to Modesto		\$24,000	\$13,527.33	Carryover	\$6,015	\$6,015	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877	
5317 - Marketing/TC Time		\$16,483	\$0.00	Carryover	\$3,341	\$3,341	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	
ARRA 5311 Funds		\$7,000	\$7,000.00		\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	
Subtotal, Federal Sources		\$77,483	\$50,527.33		\$43,785	\$43,785	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306	
GRAND TOTAL		\$123,354		\$92,336	\$102,944	\$167,826	\$200,780	\$181,039	\$214,493	\$238,261	\$251,974	
Balance		\$26,956		(\$0)	(\$0)	\$0	\$0	(\$0)	(\$0)	\$0	(\$0)	
Farebox & Local Match Percentage %		6.32%		9.55%	9.86%	23.54%	20.33%	27.58%	23.77%	21.57%	20.76%	
			HOURS Difference	(\$18,686)			FULL YEAR BASIS					

CATEGORY	Service Factors	FY 2010-11 PTUS Projection	Service Factors	FY 2011-12 PTUS Projection		SJRTD CONTRACT EXPENSES						
				1 - Existing (Standford/McHenry)	1 - Existing + Weekly Kaiser Shuttle	1 - Add Weekday (Standford/McHenry)	1 - Add Weekday + Peak DAR Bus	1 - Add Weekday + Saturday Service	1 - Add Weekday + Peak DAR + Saturday	1 - Add Weekday + All Day DAR	1 - Add Weekday + All Day DAR + Saturday	
OPERATING EXPENSES												
CITY - Fixed Expenses												
Transit Coordinator Wages		\$6,000		\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Transit Coordinator Social Security		\$995		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Transit Coordinator Unemployment		\$88		\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Miscellaneous Expenses		\$1,000		\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Public Notices		\$600		\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
White Pages		\$50		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
CalACT Membership		\$350		\$320	\$320	\$350	\$350	\$350	\$350	\$350	\$350	\$350
Staff Charges/City Overhead		\$6,000		\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Subtotal		\$15,083		\$15,970	\$15,970	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000
Marketing/Website		\$3,000		\$3,000	\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
SRTP Update		\$19,798		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, City Variable		\$22,798		\$3,000	\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
Vehicle Operations												
Rate												
Bus Preventative Maintenance sans parts		\$7,000	\$4.24	\$4.00	\$4.400	\$5.024	\$9.520	\$11.920	\$10.560	\$12.960	\$14.640	\$15.680
Vehicle Fuel		\$15,000	\$9.09	\$8.00	\$8.800	\$10.048	\$16.660	\$20.860	\$18.480	\$22.680	\$25.620	\$27.440
Subtotal, Maintenance and Fuel		\$22,000		Fuel & Maint	\$13,200	\$15,072	\$26,180	\$32,780	\$29,040	\$35,640	\$40,260	\$43,120
Subtotal, Direct City Expenses					\$32,170	\$34,042	\$55,680	\$62,280	\$58,540	\$65,140	\$69,760	\$72,620
RTD Platform Hours Contract												
Baseline Service (Existing Level)												
Added Service - Modesto					1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100
Added Service - Kaiser Shuttle					0	156	0	0	0	0	0	0
Added Service - Saturdays					0	0	0	0	260	260	0	260
Added Service - 2nd Vehicle DAR					0	0	0	600	0	600	1,280	1,280
TOTAL Revenue Hours - This Scenario	1,650	\$13	11 hrs/day	1,650	1,100	1,256	2,380	2,980	2,640	3,240	3,660	3,920
Deadhead Hours					256	308	256	512	302	564	564	616
Total Platform Hours (Revenue+Deadhead)					1,356	1,564	2,636	3,492	2,942	3,804	4,224	4,536
PLATFORM HOURS Rate Per Contract		\$44.27		\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
INCLUDES 10% Deadhead		\$26.85	\$44,302		\$67,800	\$78,200	\$131,800	\$174,600	\$147,100	\$190,200	\$211,200	\$226,800
Fixed Overhead Cost Per Contract		\$18,500.00	\$18,500		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, SJRTD (Proposed) Contract		\$62,815			\$67,850	\$78,250	\$131,850	\$174,150	\$147,150	\$190,250	\$211,250	\$226,850
GRAND TOTAL		\$122,696			\$100,020	\$112,292	\$187,530	\$236,930	\$205,690	\$255,390	\$281,010	\$299,470
Sans SRTP Update		\$102,898			\$100,020	\$112,292	\$187,530	\$236,930	\$205,690	\$255,390	\$281,010	\$299,470
OPERATING REVENUES												
Estimated Patronage												
FARES		\$5,500			5,000	5,500	11,000	13,000	11,500	13,500	13,000	13,500
Advertising & Other		\$1,000			\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Subtotal, Operating Revenues		\$6,500			\$6,500	\$8,000	\$16,000	\$17,000	\$17,500	\$18,000	\$18,000	\$19,000
NET OPERATING LOSS		(\$96,398)			(\$93,520)	(\$104,292)	(\$171,530)	(\$219,930)	(\$188,190)	(\$237,390)	(\$263,010)	(\$280,470)
SUBSIDY REVENUES												
(Budgeted)												
TDA/LTF		\$38,029			\$41,894	\$52,666	\$77,060	\$125,460	\$83,720	\$132,920	\$158,540	\$176,000
State Transit Assistance (STA)		\$5,000			\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898
Measure K - Local Match PRIOR YR CARRYOVER					\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943
Measure K - Local Match		\$2,842			\$0	\$0	\$24,323	\$24,323	\$34,323	\$34,323	\$34,323	\$34,323
SUBTOTAL, Local/Regional/State Sources		\$45,871			\$49,735	\$60,507	\$109,224	\$157,624	\$125,884	\$175,084	\$200,704	\$218,164
FEDERAL SOURCES												
ACTUAL												
5311 Operations from SJCOG		\$30,000	\$30,000.00		\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
5316 - Service to Modesto		\$24,000	\$13,527.33	Carryover	\$6,015	\$6,015	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877
5317 - Marketing/TC Time		\$16,483	\$0.00	Carryover	\$3,341	\$3,341	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000
ARRA 5311 Funds		\$7,000	\$7,000.00		\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429
Subtotal, Federal Sources		\$77,483	\$50,527.33		\$43,785	\$43,785	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306
GRAND TOTAL		\$123,354			\$93,520	\$104,292	\$171,530	\$219,930	\$188,190	\$237,390	\$263,010	\$280,470
Balance		\$26,956			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Farbox & Local Match Percentage %		6.32%			9.44%	9.75%	23.07%	18.68%	26.63%	21.64%	19.67%	18.79%

HOURS Difference

(\$17,503)

FULL YEAR BASIS

& Option 2 is 2-way service per SRTP, Option 3 (RECOMMENDATION) is 1 way loop also serving existing MAX/SmaRT stop on McHenry Avenue @ Target

CATEGORY	FY 2010-11		FY 2011-12 PTUS		RECOMMENDATION			STORER CONTRACT EXPENSES			
	Service Factors	PTUS Projection	Service Factors	Projection 1 - Existing (Standford/McHenry)	2/3 - Dale/Veneman &	2/3 - Dale/Veneman+ Peak DAR	2/3 - Dale-Veneman + Saturday Service	2/3 - Add Weekday + Peak DAR + Saturday	2/3 - Add Weekday + All Day DAR	2/3 - Add Weekday + All Day DAR + Saturday	
OPERATING EXPENSES											
CITY - Fixed Expenses											
Transit Coordinator Wages		\$6,000		\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	
Transit Coordinator Social Security		\$995		\$500	\$500	\$500	\$500	\$500	\$500	\$500	
Transit Coordinator Unemployment		\$88		\$300	\$300	\$300	\$300	\$300	\$300	\$300	
Miscellaneous Expenses		\$1,000		\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	
Public Notices		\$600		\$300	\$300	\$300	\$300	\$300	\$300	\$300	
White Pages		\$50		\$50	\$50	\$50	\$50	\$50	\$50	\$50	
CalACT Membership		\$350		\$320	\$350	\$350	\$350	\$350	\$350	\$350	
Staff Charges/City Overhead		\$6,000		\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	
Subtotal		\$15,083		\$15,970	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	
Marketing/Website + Startup Assistance		\$3,000		\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	
SRTP Update		\$19,798		\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Subtotal, City Variable		\$22,798		\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	
Vehicle Operations			Rate								
Bus Preventative Maintenance		\$7,000	\$4.24	\$4.00	\$4,200	\$9,800	\$12,400	\$10,840	\$13,440	\$14,920	
Vehicle Fuel		\$15,000	\$9.09	\$8.00	\$8,800	\$17,150	\$21,700	\$18,970	\$23,520	\$26,110	
Subtotal, Maintenance and Fuel		\$22,000		Fuel & Maint	\$13,000	\$26,950	\$34,100	\$29,810	\$36,960	\$41,030	
Subtotal, Direct City Expenses					\$31,970	\$56,450	\$63,600	\$59,310	\$66,460	\$70,530	
Storer Transit Systems Contract			\$13.33								
Baseline Service (Existing Level)				1,100	1,100	1,100	1,100	1,100	1,100	1,100	
Added Service - Modesto				0	1,350	1,350	1,350	1,350	1,350	1,350	
Added Service - Kaiser Shuttle				0	0	0	0	0	0	0	
Added Service - Saturdays				0	0	0	260	260	0	260	
Added Service - 2nd Vehicle DAR				0	0	650	0	650	1,280	1,280	
TOTAL Revenue Hours - This Scenario	1,650	\$13	1,650	1,100	2,450	3,100	2,710	3,360	3,730	3,990	
Deadhead Hours				256	256	512	302	616	564	564	
Total Platform Hours (Revenue+Deadhead)				1,356	2,706	3,612	3,012	3,976	4,294	4,554	
Revenue Hours Rate Per Contract	\$44.27		\$45.59	\$45.59	\$45.59	\$45.59	\$45.59	\$45.59	\$45.59	\$45.59	
Revenue Hours	\$26.85	\$44,302	Up +6%	\$28.50	\$47,025	\$111,696	\$141,329	\$123,549	\$153,182	\$170,051	
Fixed Overhead Cost Per Contract	\$18,500.00	\$18,500	\$19,596.00	\$19,596.00	\$19,596	\$19,596	\$19,596	\$19,596	\$19,596	\$19,596	
Subtotal, Storer Contract		\$62,815		\$66,667	\$131,337	\$160,971	\$143,190	\$172,824	\$189,692	\$201,546	
GRAND TOTAL		\$122,696		\$98,637	\$187,787	\$224,571	\$202,500	\$239,284	\$260,222	\$274,936	
Sans SRTP Update		\$102,898		\$98,637	\$187,787	\$224,571	\$202,500	\$239,284	\$260,222	\$274,936	
OPERATING REVENUES											
Estimated Patronage				5,000	12,000	14,000	13,000	15,000	15,000	16,000	
FARES		\$5,500		\$5,500	\$14,000	\$16,000	\$15,500	\$17,000	\$17,000	\$18,000	
Advertising & Other		\$1,000		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	
Subtotal, Operating Revenues		\$6,500		\$6,500	\$15,000	\$17,000	\$16,500	\$18,000	\$18,000	\$19,000	
NET OPERATING LOSS		(\$96,398)		(\$92,137)	(\$172,787)	(\$207,571)	(\$186,000)	(\$221,284)	(\$242,222)	(\$255,936)	
SUBSIDY REVENUES											
TDA/LTF		(Budgeted)									
State Transit Assistance (STA)		\$38,029		\$40,510	\$78,317	\$113,101	\$91,530	\$126,814	\$147,752	\$161,466	
Measure K - Local Match PRIOR YR CARRYOVER		\$5,000		\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	
Measure K - Local Match		\$2,842		\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	
SubTOTAL, Local/Regional/State Sources		\$45,871		\$0	\$24,323	\$24,323	\$24,323	\$24,323	\$24,323	\$24,323	
FEDERAL SOURCES			ACTUAL								
5311 Operations from SJCOG		\$30,000	\$30,000.00	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	
5316 - Service to Modesto		\$24,000	\$13,527.33	\$6,015	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877	
5317 - Marketing/TC Time		\$16,483	\$0.00	\$3,341	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	
ARRA 5311 Funds		\$7,000	\$7,000.00	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	
Subtotal, Federal Sources		\$77,483	\$50,527.33	\$43,785	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306	
GRAND TOTAL		\$123,354.00		\$92,136	\$172,787	\$207,571	\$186,000	\$221,284	\$242,222	\$255,936	
Balance		\$26,955.67		(\$0)	(\$0)	\$0	(\$0)	\$0	(\$0)	\$0	
Farebox & Local Match Percentage %		6.32%		9.57%	22.51%	19.71%	21.61%	18.92%	17.40%	16.83%	

Storer Contract Difference (\$18,886) FULL YEAR BASIS

CATEGORY	Service Factors	FY 2010-11 PTUS Projection		Service Factors	FY 2011-12 PTUS Projection		RECOMMENDATION					SJRTD CONTRACT EXPENSES		
					1 - Existing (Standiford/McHenry)		2/3 - Dale/Veneman &	2/3 - Dale/Veneman+ Peak DAR	2/3 - Dale-Veneman + Saturday Service	2/3 - Add Weekday + Peak DAR + Saturday	2/3 - Add Weekday + All Day DAR	2/3 - Add Weekday + All Day DAR + Saturday		
OPERATING EXPENSES														
CITY - Fixed Expenses														
Transit Coordinator Wages		\$6,000			\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Transit Coordinator Social Security		\$995			\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Transit Coordinator Unemployment		\$88			\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Miscellaneous Expenses		\$1,000			\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Public Notices		\$600			\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
White Pages		\$50			\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
CalACT Membership		\$350			\$320	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350
Staff Charges/City Overhead		\$6,000			\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Subtotal		\$15,083			\$15,970	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000
Marketing/Website + Startup Assistance		\$3,000			\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
SRTP Update		\$19,798			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, City Variable		\$22,798			\$3,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
Vehicle Operations														
Rate														
Bus Preventative Maintenance		\$7,000	\$4.24	\$4.00	\$4,400	\$9,800	\$12,400	\$10,840	\$13,440	\$14,920	\$15,960	\$14,920	\$15,960	\$15,960
Vehicle Fuel		\$15,000	\$9.09	\$8.00	\$8,800	\$17,150	\$21,700	\$18,970	\$23,520	\$26,110	\$27,930	\$26,110	\$27,930	\$27,930
Subtotal, Maintenance and Fuel		\$22,000		Fuel & Maint	\$13,200	\$26,950	\$34,100	\$29,810	\$36,960	\$41,030	\$43,890	\$41,030	\$43,890	\$43,890
Subtotal, Direct City Expenses					\$32,170	\$56,450	\$63,600	\$59,310	\$66,460	\$70,530	\$73,390	\$70,530	\$73,390	\$73,390
SJRTD (Proposed) Contract														
Baseline Service (Existing Level)														
Added Service - Modesto					1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100
Added Service - Kaiser Shuttle					0	1,350	1,350	1,350	1,350	1,350	1,350	1,350	1,350	1,350
Added Service - Saturdays					0	0	0	0	0	0	0	0	0	0
Added Service - 2nd Vehicle DAR					0	0	650	260	650	1,280	260	650	1,280	260
TOTAL Revenue Hours - This Scenario	1,650	\$13		1,650	1,100	2,450	3,100	2,710	3,360	3,730	3,990	3,360	3,730	3,990
Deadhead Hours					256	256	512	302	616	564	564	616	564	564
Total Platform Hours (Revenue+Deadhead)					1,356	2,706	3,612	3,012	3,976	4,294	4,554	3,976	4,294	4,554
PLATFORM HOURS Rate Per Proposal		\$44.27		\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
		\$26.85	\$44,302		\$67,800	\$135,300	\$180,600	\$150,600	\$198,800	\$214,700	\$227,700	\$198,800	\$214,700	\$227,700
Fixed Overhead Cost Per Contract		\$18,500.00	\$18,500		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal, SJRTD (Proposed) Contract		\$62,815			\$67,850	\$135,350	\$180,650	\$150,650	\$198,850	\$214,750	\$227,750	\$198,850	\$214,750	\$227,750
GRAND TOTAL		\$122,696			\$100,020	\$191,800	\$244,250	\$209,960	\$265,310	\$285,280	\$301,140	\$265,310	\$285,280	\$301,140
Sans SRTP Update		\$102,898			\$100,020	\$191,800	\$244,250	\$209,960	\$265,310	\$285,280	\$301,140	\$265,310	\$285,280	\$301,140
OPERATING REVENUES														
Estimated Patronage					5,000	12,000	14,000	13,000	15,000	15,000	16,000	15,000	16,000	16,000
FARES		\$5,500			\$5,500	\$14,000	\$16,000	\$15,500	\$17,000	\$17,000	\$18,000	\$17,000	\$18,000	\$18,000
Advertising & Other		\$1,000			\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Subtotal, Operating Revenues		\$6,500			\$6,500	\$15,000	\$17,000	\$16,500	\$18,000	\$18,000	\$19,000	\$18,000	\$19,000	\$19,000
NET OPERATING LOSS		(\$96,398)			(\$93,520)	(\$176,800)	(\$227,250)	(\$193,460)	(\$247,310)	(\$267,280)	(\$282,140)	(\$247,310)	(\$267,280)	(\$282,140)
SUBSIDY REVENUES														
(Budgeted)														
TDA/LTF		\$38,029			\$41,894	\$82,330	\$132,780	\$98,990	\$152,840	\$172,810	\$187,670	\$152,840	\$172,810	\$187,670
State Transit Assistance (STA)		\$5,000			\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898	\$4,898
Measure K - Local Match PRIOR YR CARRYOVER					\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943	\$2,943
Measure K - Local Match		\$2,842			\$0	\$24,323	\$24,323	\$24,323	\$24,323	\$24,323	\$24,323	\$24,323	\$24,323	\$24,323
SUBTOTAL, Local/Regional/State Sources		\$45,871			\$49,735	\$114,494	\$164,944	\$131,154	\$185,004	\$204,974	\$219,834	\$185,004	\$204,974	\$219,834
FEDERAL SOURCES														
ACTUAL														
5311 Operations from SJCOG		\$30,000			\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
5316 - Service to Modesto		\$24,000	\$13,527.33	Carryover	\$6,015	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877	\$13,877
5317 - Marketing/TC Time		\$16,483	\$0.00	Carryover	\$3,341	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000
ARRA 5311 Funds		\$7,000	\$7,000.00		\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429	\$4,429
Subtotal, Federal Sources		\$77,483	\$50,527.33		\$43,785	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306	\$62,306
GRAND TOTAL		\$123,354			\$93,520	\$176,800	\$227,250	\$193,460	\$247,310	\$267,280	\$282,140	\$247,310	\$267,280	\$282,140
Balance		\$26,956			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Farebox & Local Match Percentage %		6.32%			9.44%	22.04%	18.12%	20.84%	17.06%	15.87%	15.36%	17.06%	15.87%	15.36%