

# eTrans Annual Transit Report for Fiscal Year 2013-2014



**December 2014**

# City of Escalon

## ACKNOWLEDGEMENTS

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*Mayor Pro Tem*

*Council Member*

*Council Member*

*Council Member*

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San Joaquin Regional Transit District

## **City of Escalon**

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The contents of this annual report reflect the views of the City of Escalon, and are not necessarily those of United States Department of Transportation, the Federal Transit Administration (FTA), or San Joaquin Council of Governments (SJCOG). The City of Escalon is solely responsible for the accuracy of information presented in this annual report.

**Civil Rights Compliance:** In compliance with Title VI regulations of the Civil Rights Act of 1964, no person in the United States of America shall, on grounds of race, color, or national origin, be excluded from participating in, or denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance. City of Escalon must ensure that federally supported transit service and related benefits are distributed in an equitable manner. City of Escalon has certified that it is in compliance with Title VI regulations.

## **ABOUT ESCALON**

Located in California's Central Valley, Escalon is an attractive city of 7,323 persons (2014 California Department of Finance population estimates) in a productive area of San Joaquin County, which comprises of 2.3 square miles. The city is surrounded on all sides by scenic agricultural land and open spaces.

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.

Escalon boasts a low crime rate, an award-winning school district, quality residential homes and a quaint, 1920's era downtown.

The City is geographically located on State Route 120 between the San Francisco Bay Area and the historic Mother Lode leading to Yosemite National Park. The City is 25 minutes from Stockton, Modesto and Manteca; Escalon offers a central location with direct access to all modes of transportation.

## **INTRODUCTION TO ETRANS**

eTrans was provided under contract with the San Joaquin Regional Transit District (RTD). This contractual arrangement has been in place since December 1984. As of November 2009, the City has awarded a two and a half year agreement to Storer Transit Systems ending June 30, 2012 to operate eTrans. As of June 1, 2012, the City entered into an interagency agreement with RTD for two years ending June 30, 2014. RTD has subcontracted the service to MV Transportation, Inc of Dallas, TX and operates the service on behalf of RTD. The present services include a local dial-a-ride service within the City limits and a deviated fixed route service, previously known as Route 96, now known as Route 1 between Escalon Park and Ride Lot and Modesto. Previously, a contract between the County of San Joaquin and RTD was in place to provide service outside the City limits in surrounding unincorporated county areas, which was reimbursed to the City until November 2009.

RTD discontinued two regional routes that previously served Escalon between 2008 and 2009 – Route 95 that operated between Escalon and Manteca, Monday-Friday and Route 168 that operated between Escalon and Lawrence Livermore Labs. There is no fixed route RTD transit service to the City of Escalon at this time.

The transit service serves a population area of 7,323 (2014 California Department of Finance population estimates) and serves a service area of 2.3 square miles. This service area includes the City limits.

## **ESCALON DIAL-A-RIDE**

Escalon Dial-A-Ride began service in October of 1977. The service operated under the Community Services Division with two buses and two city hired bus operators. Service operated Monday-Friday from 8:00 am to 5:00 pm and on Saturdays from 10:00 am to 2:00 pm. Service was provided to Modesto, every Monday, Wednesday and Friday and to Stockton on the 2<sup>nd</sup> Tuesday of the month. Trips were also available to the former Riverbank Amtrak Station by request.

In 1984, the City wanted to reduce its involvement with transit. The former Stockton Metropolitan Transit District (SMTD) now San Joaquin Regional Transit District (RTD) proposed to operate the service on behalf of the City. The Escalon City Council approved the proposal and effective January 1, 1985; SMTD took over the operation of Escalon Dial-A-Ride. Service was reduced to Monday-Friday from 10:00 am to 3:00 pm. The Saturday and the Modesto & Stockton service was eliminated.

On April 2, 2002, the boundaries of the dial-a-ride service were expanded to Victory Road to the east, the Stanislaus River to the South and Van Allen Road to the west. This allowed the residents who lived within the newly expanded areas to go into Escalon.

On November 10, 2002, a connection was established between Escalon Dial-A-Ride and Riverbank Oakdale Transit Authority (ROTA) Dial-A-Ride to allow passengers to travel into Riverbank and Oakdale. The bus will drop a passenger off at Jacob Myers Park in Riverbank and ROTA Dial-A-Ride will pick up the passenger and take them wherever they want to go in their service area. The same arrangement happens in the reverse way. Also on this day the fares were increased to match the fares of the rest of the RTD system.

On September 11, 2004, the fares were modified again to reflect the need to improve the fare box recovery ratio for the RTD family of services, which includes RTD Stockton Metro, Intercity, Hopper, Dial-A-Ride, and Escalon transit services.

On October 5, 2008, the fares were modified again to reflect the need to improve the farebox recovery ratio for the RTD family of services, which includes RTD Stockton Metro, Intercity, Hopper, Dial-A-Ride, and eTrans. Starting on this date, the fare in the County areas increased to a uniform \$3.00 for all passengers.

On November 27, 2009, when the City selected a new operator for eTrans, RTD terminated its Agreement with the County of San Joaquin regarding the provision of transit services to the surrounding unincorporated areas using eTrans buses.

On March 5, 2012, the City restructured Escalon Dial-A-Ride to provide transit services between 10:00 a.m. and 11:00 a.m., 12:00 p.m. to 1:00 p.m. and 2:00 p.m. to 3:00 p.m. due to the expansion of service to Modesto. In April, due to low ridership on Route 1, the Escalon Dial-A-Ride service was expanded from 10:00 a.m. to 1:00 p.m.

On June 1, 2012, the City entered into an interagency agreement with RTD to operate eTrans and terminated its relationship with Storer Transit Systems.

On January 2, 2013, ROTA Dial-A-Ride discontinued its services and merged within the Stanislaus Regional Transit (StaRT) and operates as the services individually within the City of Riverbank and City of Oakdale. StaRT Eastside Shuttle and Riverbank Dial-A-Ride continues to meet at Jacob Myers Park.

On July 1, 2014, RTD and the City extended its Agreement which changed the rate from \$50.00 per revenue vehicle service hour to \$55.08. In addition, maintenance was better defined in the Agreement. RTD intends to release a new request for proposals for a transit services operations and maintenance contractor sometime in fiscal year 2014-

2015.

Escalon Dial-A-Ride is used primarily by persons who must rely on public transportation. Many of these "transit dependent" riders have no other means of transportation, due to age, income or disability.

This service consists of a local dial-a-ride service that serves the entire City limits. Service is provided Monday through Friday from 10:00 a.m. to 1:00 p.m. and again from 2:00 p.m. to 3:00 p.m. No Saturday, Sunday or Holiday service is provided. Holidays not served include New Years Day, Dr. Martin Luther King Jr. Day, President's Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day and Christmas Day.

The City pays for radio communication, telephone costs, fuel and the transit operations contractor to directly operate and maintain eTrans.

### **ROUTE 1 – ESCALON/MODESTO**

Service to Modesto was reintroduced in March 1998 as a result of an unmet transit need. Originally, service operated every Friday to Vintage Faire Mall, but ridership never materialized. The purpose of implementing this service was to provide Escalon residents with access to basic services in Stanislaus County that was not available to them since there was limited County Area Transit service provided by San Joaquin RTD coming to/from Escalon and most Escalon residents gear their access to basic services to Modesto. The route operated on a fixed route basis serving Escalon Community Service Center, Heritage House, Escalon Library and Vintage Faire Mall with one trip in the a.m. departing at 10:00 a.m. and one trip in the p.m. departing at 1:00 p.m.

In January 1999, service was reduced to every 2nd Wednesday of the month due to low ridership.

On April 2nd, 2002, service was expanded to operate between Escalon and Modesto at McHenry & Standiford Avenues where connections to MAX and StaRT could be made. Also, the transfer agreement between MAX and StaRT was activated to facilitate transfers and the fare was increased from \$1.50 to \$1.60 to match the intercity express and General Public Dial-A-Ride fare.

On November 10, 2002 as part of the new Hopper service, that RTD is providing, the route was rescheduled to connect with Route 95 to Manteca, Lathrop and French Camp, and had bus stop signs installed along the route.

On September 11, 2004, the fares were modified again to reflect the need to improve the fare box recovery ratio for the RTD family of services.

On June 5, 2005, as part of RTD restructuring of its intercity and Hopper routes within cities that are outside the official RTD boundaries, several routes were rescheduled and had route segments abandoned, including Route 95, which required a major reschedule of Route 96 to continue the connection with Route 95.

On January 5, 2008, RTD restructured Route 95 to better connect with Route 1 at the

Escalon Park and Ride Lot and eliminated direct service to Lathrop and French Camp as well as Saturday service. All Route 1 trips now connected with Route 95.

On October 5, 2008, the fares were modified again to reflect the need to improve the fare box recovery ratio for the RTD family of services; however Route 1 fares remained the same. At the same time, to reduce confusion with RTD routes, Route 96 was renumbered Route 1. The 90 series route numbering at RTD is part of their Hopper route network.

On July 5, 2010, the southbound bus stops on McHenry Avenue between 1<sup>st</sup> Street and Creative Water Gardens in Escalon were eliminated due to lack of sidewalks and ADA accessibility. A new stop was added at McHenry Avenue @ Union Avenue in Modesto to serve the new Walmart Supercenter. All bus stops were rebranded as eTrans also on this day.

On March 5, 2012, Route 1 was expanded to serve Vintage Faire Mall and Kaiser Permanente Medical Center on Dale Road and service departed Escalon at 7:15 a.m., 8:15 a.m., 9:15 a.m., 11:15 a.m., 1:15 p.m., 3:15 p.m., 4:15 p.m., and 5:15 p.m. Southbound stops on McHenry Avenue between Kiernan Avenue and Standiford Avenue were discontinued. This expansion was funded through the Measure K revenues received for intercity service to Modesto from Escalon. In April, the 11:15 a.m. trip was eliminated due to low ridership and converted to a dial-a-ride service trip.

On August 1, 2012, to reduce operating costs associated with the Measure K funding received, the 5:15 p.m. trip was eliminated due to low ridership. Infoposts were installed at each of the bus stops in Escalon which provides the times when the bus is due to arrive at the bus stops.

### **SOURCE OF TRANSIT FUNDING**

The funding to operate eTrans is a combination of passenger fare revenues, Federal funds and Transportation Development Act (TDA) funds. The TDA, Local Transportation Fund (LTF) funds are a portion of statewide sales tax monies collected from ¼ cent of the 7.25-cent retail sales tax collected statewide. The State Board of Equalization returns the 1/4-cent to San Joaquin County according to the amount of tax collected in that county. The funds are reallocated to cities based on population which funds public transit services first and then streets and roadway projects.

State Transit Assistance (STA) funds are derived from the statewide sales tax on diesel fuel via two formulas – population based, which is distributed by the County Regional Transportation Planning Agency (RTPA) and revenue based, which is distributed based on fare revenue collected by LTF Article 4 recipients only.

FTA Section 5311 funds are Federal funds for rural transit operators under 50,000 in population from the Moving Ahead with Progress for the 21st Century (MAP-21). The City of Escalon directly claims these funds from the California Department of Transportation (Caltrans), which last fiscal year was \$50,289. This is based on a negotiated split between RTD and the City in 2007, updated in 2012 and updated again in 2014, which is based on actual transit service area and population. Currently, passenger fare revenues contribute approximately 5 percent, FTA Section 5311

revenue contributes 40 percent and TDA funds provide the remaining 55 percent of the revenues required to operate eTrans.

The city's grant received for FTA Sections 5316 and 5317 was fully expended by June 30, 2012 and at this time; the City was not successful in receiving additional funding for Route 1 due to continued competitive nature of this funding. In 2012, these programs were merged into the FTA Sections 5307 (for urban areas) and 5311 (for rural areas) thus as a result, Caltrans will no longer do a separate call for projects for this funding. With the increase in FTA Section 5311 funding, the City intends to use TDA-LTF to backfill the balance of this funding.

### **TDA FUNDS AVAILABLE AND PURPOSE**

The TDA revenues available to operate eTrans are LTF Article 8 funds used to provide transit services to the general public. These funds may be used for both vehicle operations and as capital reserves for supporting facilities. The City received \$5,130 in the population based STA funds in FY 2013-2014. SJCOG is responsible for the development of the formula to distribution of STA funds. The formula is based on providing small transit operators a flat \$5,000 which was approved by the SJCOG Board of Directors in FY 2009-2010.

### **PERFORMANCE MEASURES FOR ETRANS**

Total system wide ridership for FY 2013-2014 (July 2013 - June 2014) is 3,325 passengers. Average weekday ridership is 13.19. Last fiscal year total ridership for the same period (July 2012 - June 2013) was 3,142 passengers. Average weekday ridership was 12.46. There was an increase in ridership this past fiscal year system wide due to the improving economic conditions and new transit dependent populations in Escalon riding eTrans.

**Total Escalon Dial-A-Ride** ridership for FY 2013-2014 is 1,711 passengers. Average weekday ridership is 6.79. Last fiscal year total ridership for the same period was 2,269 passengers. Average weekday ridership was 9. There was a decline in ridership this past fiscal year due to the continued decline in the older senior population that no longer use public transit due their ability to continue to drive.

**Total Route 1** ridership for ridership for FY 2013-2014 is 1,614 passengers. Average weekday ridership is 6.40. Last fiscal year total ridership for the same period was 1,358 and the average weekday ridership was 5.38. Ridership continued to increase with the addition the Measure K expanded service to Modesto, but remains low from prior years due to lack of connections with RTD's fixed route transit system in Manteca.

Additional data is shown below in Table 1 – Systemwide Performance FY 2012-2013 & FY 2013-2014. Historical data is available upon request to the City of Escalon Transit Coordinator.

**Table 1 - Systemwide Performance FY 2012-2013 and 2013-2014**

Escalon Dial-A-Ride													
FY 12-13	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	56	86	108	136	104	131	156	94	111	142	140	34	1,298
Revenue Hours	59.18	63.70	56.60	57.52	58.42	56.62	61.33	51.92	48.47	58.43	52.23	40.77	665.19
Revenue Miles	265.00	257.00	255.00	290.00	283.00	337.00	345.00	295.00	258.00	243.00	244.00	102.00	3,174.00
Adult Passengers	16	10	8	4	9	76	9	5	9	4	4	0	154
Student Passengers	4	36	75	84	59	9	86	58	69	81	87	0	648
Senior/Disabled Passengers	33	40	25	48	36	28	60	28	27	57	49	34	465
Free	3	0	0	0	0	0	1	0	0	0	0	0	4
Deviations	0	0	0	0	0	0	0	0	0	0	0	0	0
Transfers	0	2	0	0	0	1	0	0	1	0	0	0	4
Jacob Myers Park	0	0	0	0	0	0	0	0	0	0	0	0	0
Fuel	572.44	648.22	432.42	615.49	493.07	432.01	473.23	356.76	459.10	429.10	398.84	417.71	5,728
Farebox Recovery Ratio	2%	4%	10%	8%	1%	1%	1%	1%	1%	1%	1%	67%	8%
Passenger Per Hour	0.95	1.35	1.91	2.36	1.78	2.31	2.54	1.81	2.29	2.43	2.68	0.83	1.94
Total Cost for Service	\$ 2,959.17	\$ 3,185.00	\$ 2,830.00	\$ 2,875.83	\$ 2,920.83	\$ 2,830.83	\$ 3,066.67	\$ 2,595.83	\$ 2,423.33	\$ 2,921.67	\$ 2,611.67	\$ 2,038.33	\$ 33,259.16
Total Fares Collected	\$ 56.75	\$ 129.50	\$ 283.00	\$ 242.75	\$ 41.25	\$ 30.00	\$ 45.75	\$ 14.25	\$ 36.00	\$ 33.00	\$ 24.00	\$ 1,365.99	\$ 2,302.24
Total Cost Per Passenger	\$ 52.84	\$ 37.03	\$ 26.20	\$ 21.15	\$ 28.08	\$ 21.61	\$ 19.66	\$ 27.62	\$ 21.83	\$ 20.58	\$ 18.65	\$ 59.95	\$ 29.60

  

Route 1													
FY 12-13	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	183	174	161	196	141	125	164	131	138	186	127	118	1,844
Revenue Hours	159.53	152.22	120.28	149.38	129.57	129.25	135.20	124.87	130.83	140.23	138.72	130.48	1,640.56
Revenue Miles	3,828.00	3,564.00	2,745.00	3,365.00	3,000.00	2,789.00	3,086.00	2,816.00	2,828.00	3,199.00	3,128.00	2,894.00	37,242.00
Adult Passengers	119	83	86	112	45	47	58	49	58	83	32	50	822
Student Passengers	1	5	0	7	4	3	0	0	3	0	0	0	23
Senior/Disabled Passengers	48	80	72	71	79	60	103	81	33	92	95	66	880
Free	13	6	3	0	0	0	0	0	0	0	0	0	22
Deviations	45	50	54	53	37	0	50	31	42	52	47	42	503
Transfers	0	11	8	8	7	8	17	19	36	42	14	9	179
Modesto General Fare	0	0	0	6	2	13	3	2	7	10	0	1	44
Fuel													0.00
Farebox Recovery Ratio	3%	2%	1%	5%	4%	3%	5%	4%	4%	5%	4%	4%	4%
Passenger Per Hour	1.15	1.14	1.34	1.31	1.09	0.97	1.21	1.05	1.05	1.33	0.92	0.90	1.12
Total Cost for Service	\$ 7,976.67	\$ 7,610.83	\$ 6,014.17	\$ 7,469.17	\$ 6,478.33	\$ 6,462.50	\$ 6,760.00	\$ 6,243.33	\$ 6,541.67	\$ 7,011.67	\$ 6,935.83	\$ 6,524.17	\$ 82,028.34
Total Fares Collected	\$ 278.75	\$ 161.00	\$ 80.00	\$ 341.00	\$ 253.00	\$ 181.75	\$ 347.25	\$ 272.50	\$ 284.25	\$ 376.25	\$ 284.00	\$ 268.25	\$ 3,128.00
Total Cost Per Passenger	\$ 43.59	\$ 43.74	\$ 37.36	\$ 38.11	\$ 45.95	\$ 51.70	\$ 41.22	\$ 47.66	\$ 47.40	\$ 37.70	\$ 54.61	\$ 55.29	\$ 45.36

  

Systemwide Total													
FY 12/13	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	239	260	269	332	245	256	320	225	249	328	267	152	3,142
Revenue Hours	218.71	215.92	176.88	206.90	187.99	185.87	196.53	176.79	179.30	198.66	190.95	171.25	2,305.75
Revenue Miles	4,093.00	3,821.00	3,000.00	3,655.00	3,283.00	3,126.00	3,431.00	3,111.00	3,086.00	3,442.00	3,372.00	2,996.00	40,416.00
Adult Passengers	135	93	94	116	54	123	67	54	67	87	36	50	976
Student Passengers	1	5	0	7	4	3	0	0	3	0	0	0	23
Senior/Disabled Passengers	81	120	97	119	115	88	163	109	60	149	144	100	1,345
Free	16	6	3	0	0	0	1	0	0	0	0	0	26
Deviations	45	50	54	53	37	0	50	31	42	52	47	42	503
Transfers	0	13	8	8	7	9	17	19	37	42	14	9	183
Modesto General Fare	0	0	0	6	2	13	3	2	7	10	0	1	44
Fuel	572.44	648.22	432.42	615.49	493.07	432.01	473.23	356.76	459.10	429.10	398.84	417.71	5,728.39
Farebox Recovery Ratio	3%	3%	4%	6%	3%	2%	4%	3%	4%	4%	3%	19%	5%
Passenger Per Hour	1.09	1.20	1.52	1.60	1.30	1.38	1.63	1.27	1.39	1.65	1.40	0.89	1.36
Total Cost for Service	\$ 10,935.84	\$ 10,795.83	\$ 8,844.17	\$ 10,345.00	\$ 9,399.16	\$ 9,293.33	\$ 9,826.67	\$ 8,839.16	\$ 8,965.00	\$ 9,933.34	\$ 9,547.50	\$ 8,562.50	\$ 115,287.50
Total Fares Collected	\$ 335.50	\$ 290.50	\$ 363.00	\$ 583.75	\$ 294.25	\$ 211.75	\$ 393.00	\$ 286.75	\$ 320.25	\$ 409.25	\$ 308.00	\$ 1,634.24	\$ 5,430.24
Total Cost Per Passenger	\$ 45.76	\$ 41.52	\$ 32.88	\$ 31.16	\$ 38.36	\$ 36.30	\$ 30.71	\$ 39.29	\$ 36.00	\$ 30.28	\$ 35.76	\$ 56.33	\$ 37.86



Escalon Dial-A-Ride													
FY 13-14	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	53	128	184	181	115	157	161	171	163	148	158	92	1,711
Revenue Hours	61.52	62.18	61.17	69.18	53.78	61.92	62.53	63.00	68.45	72.88	70.32	69.25	776.18
Revenue Miles	120.00	184.00	215.00	196.00	164.00	210.00	276.00	278.00	230.00	236.00	252.00	210.00	2,571.00
Adult Passengers	1	11	20	2	3	10	16	15	13	4	4	5	104
Student Passengers	0	66	131	140	70	102	105	98	93	80	100	12	997
Senior/Disabled Passengers	52	50	32	36	42	45	38	58	57	63	54	70	597
Free	0	0	0	0	0	0	0	0	0	1	0	0	1
Deviations	0	0	0	0	0	0	0	0	0	0	0	0	0
Transfers	0	0	0	0	0	0	0	0	0	0	0	0	0
Jacob Myers Park	0	0	0	0	0	0	0	0	0	0	0	0	0
Fuel	449.99	386.02	375.31	464.82	368.59	116.27	137.14	392.33	394.79	525.95	544.11	486.07	4,641
Farebox Recovery Ratio	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Passenger Per Hour	0.86	2.06	3.01	2.62	2.14	2.54	2.57	2.71	2.38	2.03	2.25	1.33	2.21
Total Cost for Service	\$ 3,075.83	\$ 3,109.17	\$ 3,058.33	\$ 3,459.17	\$ 2,689.17	\$ 3,095.83	\$ 3,126.67	\$ 3,150.00	\$ 3,422.50	\$ 3,644.17	\$ 3,515.83	\$ 3,462.50	\$ 38,809.17
Total Fares Collected	\$ 29.25	\$ 41.00	\$ 49.00	\$ 18.50	\$ 35.50	\$ 44.50	\$ 44.50	\$ 50.50	\$ 46.75	\$ 39.25	\$ 24.00	\$ 39.00	\$ 461.75
Total Cost Per Passenger	\$ 58.03	\$ 24.29	\$ 16.62	\$ 19.11	\$ 23.38	\$ 19.72	\$ 19.42	\$ 18.42	\$ 21.00	\$ 24.62	\$ 22.25	\$ 37.64	\$ 25.38
Route 1													
FY 13-14	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	132	148	116	102	113	127	139	127	165	170	134	141	1,614
Revenue Hours	140.30	143.27	125.23	144.90	130.10	133.55	132.92	117.32	129.67	138.18	131.75	130.58	1,597.77
Revenue Miles	3,123.00	3,142.00	2,878.00	3,314.00	2,625.00	2,967.00	2,989.00	2,710.00	3,018.00	3,130.00	3,011.00	3,012.00	35,919.00
Adult Passengers	43	68	45	39	31	56	82	82	90	99	64	53	752
Student Passengers	1	7	0	3	10	9	13	0	14	1	0	1	59
Senior/Disabled Passengers	87	72	71	56	66	62	41	45	61	65	40	47	713
Free	1	0	0	0	0	0	0	0	0	5	2	10	18
Deviations	43	58	43	42	43	39	39	21	44	26	22	16	436
Transfers	20	13	14	21	13	10	39	13	31	19	8	13	214
Modesto General Fare	0	1	0	1	2	0	1	0	0	10	0	30	45
Fuel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Farebox Recovery Ratio	4%	5%	4%	3%	3%	4%	4%	6%	6%	6%	4%	3%	4%
Passenger Per Hour	0.94	1.03	0.93	0.70	0.87	0.95	1.05	1.08	1.27	1.23	1.02	1.08	1.01
Total Cost for Service	\$ 7,015.00	\$ 7,163.33	\$ 6,261.67	\$ 7,245.00	\$ 6,505.00	\$ 6,677.50	\$ 6,645.83	\$ 5,865.83	\$ 6,483.33	\$ 6,909.17	\$ 6,587.50	\$ 6,529.17	\$ 79,888.33
Total Fares Collected	\$ 277.50	\$ 354.00	\$ 261.00	\$ 246.50	\$ 211.00	\$ 269.00	\$ 293.00	\$ 325.50	\$ 403.50	\$ 431.00	\$ 255.00	\$ 214.75	\$ 3,541.75
Total Cost Per Passenger	\$ 53.14	\$ 48.40	\$ 53.98	\$ 71.03	\$ 57.57	\$ 52.58	\$ 47.81	\$ 46.19	\$ 39.29	\$ 40.64	\$ 49.16	\$ 46.31	\$ 50.51
Systemwide Total													
FY 13-14	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
Total Passengers	185	276	300	283	228	284	300	298	328	318	292	233	3,325
Revenue Hours	201.82	205.45	186.40	214.08	183.88	195.47	195.45	180.32	198.12	211.06	202.07	199.83	2,373.95
Revenue Miles	3,243.00	3,326.00	3,093.00	3,510.00	2,789.00	3,177.00	3,265.00	2,988.00	3,248.00	3,366.00	3,263.00	3,222.00	38,490.00
Adult Passengers	44	79	65	41	34	66	98	97	103	103	68	58	856
Student Passengers	1	7	0	3	10	9	13	0	14	1	0	1	59
Senior/Disabled Passengers	139	122	103	92	108	107	79	103	118	128	94	117	1,310
Free	1	0	0	0	0	0	0	0	0	6	2	10	19
Deviations	43	58	43	42	43	39	39	21	44	26	22	16	436
Transfers	20	13	14	21	13	10	39	13	31	19	8	13	214
Modesto General Fare	0	1	0	1	2	0	1	0	0	10	0	30	45
Fuel	449.99	386.02	375.31	464.82	368.59	116.27	137.14	392.33	394.79	525.95	544.11	486.07	4,641.39
Farebox Recovery Ratio	3%	4%	3%	2%	3%	3%	3%	4%	5%	4%	3%	3%	3%
Passenger Per Hour	0.92	1.34	1.61	1.32	1.24	1.45	1.53	1.65	1.66	1.51	1.45	1.17	1.40
Total Cost for Service	\$ 10,090.83	\$ 10,272.50	\$ 9,320.00	\$ 10,704.17	\$ 9,194.17	\$ 9,773.33	\$ 9,772.50	\$ 9,015.83	\$ 9,905.83	\$ 10,553.34	\$ 10,103.33	\$ 9,991.67	\$ 118,697.50
Total Fares Collected	\$ 306.75	\$ 395.00	\$ 310.00	\$ 265.00	\$ 246.50	\$ 313.50	\$ 337.50	\$ 376.00	\$ 450.25	\$ 470.25	\$ 279.00	\$ 253.75	\$ 4,003.50
Total Cost Per Passenger	\$ 54.55	\$ 37.22	\$ 31.07	\$ 37.82	\$ 40.33	\$ 34.41	\$ 32.58	\$ 30.25	\$ 30.20	\$ 33.19	\$ 34.60	\$ 42.88	\$ 36.59

## OPERATIONS AND EQUIPMENT

As of June 2012, RTD operates and maintains the City's transit service through their contract with MV Transportation, Inc (MV). RTD uses three City owned buses for the operation of eTrans. The City has provided RTD with one 2009 and two 2011 Starcraft Allstar, high floor, 24-foot, 16 passenger cutaway vehicle that can hold up to two wheelchair positions. The buses have security cameras, a bicycle rack that can accommodate two bicycles, has a manual destination sign on both sides of the bus and a Diamond fare box. The buses is marked with the eTrans logo, phone number,

website and the City seal. The bus used for this service meets all of the ADA requirements.

MV hires the bus operators, dispatchers, mechanics and any other staff needed to operate and maintain eTrans within a variable rate cost model that is paid to RTD. The buses are stored in Escalon at Escalon City Hall and at RTD's County Transportation Facility located in Stockton. All of the vehicle maintenance is performed in Stockton. The variable costs paid to RTD is \$55.08 per revenue vehicle service hour and includes MV's costs for driver wages and benefits, mechanic wages and benefits, preventative maintenance, bus cleaning, insurance, uniforms, MV's profit and overhead and workers compensation. RTD's administrative costs are also included in this cost which calculated to less than \$2.00 per hour. Prior to the transition to RTD, the Agreement with Storer Transit Systems operated under a fixed and variable model with buses parked in Riverbank and maintenance in Modesto. Their rates were \$1,633 per month for the fixed costs and \$46.96 per revenue vehicle service hour as the variable rate. The total not to exceed amount was \$207,915.32 for 4,010 revenue vehicle service hours.

## **SCHEDULES**

Over the past year, with service to Modesto and Riverbank, eTrans has still been able to pick up its passengers within 15 minutes of the call from passengers. Last fiscal year, Escalon Dial-A-Ride was able to pick up 96% of its passengers on time. The remaining 4% was due to the bus arriving back late from Modesto. The City of Escalon monitors on-time percent through reports from the operations contractor. For Route 1, due to the length of the route and traffic in Modesto, the on time performance for FY 2013-2014 was at 53 percent of scheduled time points. Staff is working on addressing this issue through additional time added to time points, which will result in a 1 hour and 15 minute run time. A schedule change will take place in July 2015 to address these running time concerns.

## **FARES**

Fares for eTrans Escalon Dial-A-Ride and Route 1 were determined by RTD after consultation with the City. Pass and fares price increases were implemented on November 10, 2002, September 11, 2004 and October 5, 2008. Due to the City contracting with a separate transit operator to operate eTrans, the City Council formally adopted the eTrans fare structure in September 9, 2010 and added a new Modesto Day Pass and a Modesto 10-Ride Pass. Additionally all passes were renamed EZPass for marketing purposes. The City Council amended the fare structure on October 17, 2011 to add discounted senior/persons with disabilities/Medicare Card fare for traveling to Modesto. The City Council further amend the fare structure in June 2012 to eliminate fare categories that are unused and simply to match the RTD fare structure which was implemented by them in January 2012. The premise of that fare modification included the following:

1. Raise the Route 1 fare for Adults and Students to \$3.00, 10-Ride EZPass to \$30.00 and the EZ DayPass fare to \$6.00.
2. Eliminate the Student one way fare and EZ DayPass locally in Escalon.

3. Eliminate the Special Events fare.
4. Eliminate transfers to RTD, as they have discontinued transfers.

The present fare structure is as follows:

<u>FARE MEDIA</u>	<u>EDAR/1</u>
Adult 31 EZDay Pass	\$ 65.00
Student 31 EZDay Pass	\$ 40.00
Senior/Disabled 31 EZDay Pass	\$ 35.00
Modesto/Route 1 - 31 EZDay Pass	\$ 75.00
Adult 10-Ride EZPass	\$ 14.00
Student 10-Ride EZPass	\$ 12.00
Senior/Disabled 10-Ride EZPass	\$ 7.00
Modesto 10 Ride EZPass	\$ 30.00
Adult EZDay Pass	\$ 4.00
Senior/Disabled EZDay Pass	\$ 2.00
General (age 5-64) Cash Fare	\$ 1.50
Senior/Disabled/Medicare Cash Fare	\$ 0.75
Route 1 Deviation	\$ 1.00
Route 1 to Modesto (Adult/Student)	\$ 3.00
Route 1 to Modesto (Senior/Disabled/Medicare)	\$ 1.00
Transfers to MAX, MADAR, StaRT	\$ 0.25

Pass outlets was established by the City at Vineyard Pharmacy, located at 1900 McHenry Avenue, Suite 202, at Escalon City Hall, 2060 McHenry Avenue and on the buses. Passes can also be purchased via the mail. Vineyard Pharmacy sells 31-EZDay and 10-Ride EZPasses for all fare categories.

#### **REVIEW OF ETRANS FOR FISCAL YEAR 2013-2014**

SJCOG evaluates all transit services in San Joaquin County through a series of performance objectives. The Transit Systems Performance Objectives assess each transit operator's performance over a three-year period based on the following three indicators:

1. **Cost Per Revenue Hour (CPRH)**

$$\frac{\text{Annual Operating Costs}}{\text{Annual Service Hours}} = \text{CPRH}$$

This indicator highlights the effectiveness of providing service and sets a maximum threshold for CPRH. It is measured by dividing Annual Operating Costs by Annual Service (or Revenue) Hours. In general, CPRH is expected to increase each year due to anticipated annual increases in

Operating Costs relative to Revenue Hours. However, transit operators are encouraged to develop methods for decreasing total Operating Costs while maintaining their Service Hours. An Article 8 Claimant must not exceed their established CPRH Performance Objective threshold at the end of the three-year cycle.

2. **Passenger Per Revenue Hour (PPRH)**

$$\text{Annual Ridership} / \text{Annual Service Hours} = \text{PPRH}$$

This indicator demonstrates the utilization of the service and sets a minimum threshold for PPRH. It is measured by dividing Annual Ridership by Annual Service Hours. PPRH is expected to increase each year due to anticipated increases in Annual Ridership relative to Annual Revenue Hours. The incentive is for transit operators to increase the number of riders each year while, at minimum, maintaining their current level of service. An Article 8 Claimant must not fall below their established minimum PPRH threshold at the end of the three-year cycle.

3. **Subsidy Per Passenger (SPP)**

$$(\text{Operating Costs} - \text{Fare Revenues}) / \text{Annual Ridership} = \text{SPP}$$

This indicator pulls together three factors—Operating Costs, Fare Revenues, and Total Ridership—to provide a comprehensive measure of service performance. It is measured by first subtracting Annual Fare Revenues from Operating Costs and then dividing the result by Annual Ridership. SPP is anticipated to decrease each year as Annual Ridership and Fare Revenues increase relative to Operating costs. Article 8 Claimants must not exceed the established SPP threshold at the end of the three-year cycle.

The City must meet two of the three performance objectives or be within a five percent margin at the end of the three year period. Interim targets are established to gauge the performance of the system and promote improvements. Performance within the specified range is considered acceptable and enables the operator to claim their full allocation of TDA funds. Performance outside the range results in a warning and a request for an action plan reach compliance.

The performance objectives are developed by forecasting the operating costs, ridership, and fare revenue. Operating costs are forecast based on the California Department of Finance (DOF) Consumer Price Indices (CPI) forecasts. Ridership and fare revenue is forecast at the historical 10-year population growth rate of the City as provided by the California DOF. Revenue hours are assumed to remain constant. The resulting forecasts are used to measure the transit operator's actual performance during the three-year period.

The methodology accounts for inflation in operating costs based on CPI and other unforeseen costs by allowing a five percent not to exceed buffer at the end of

the three-year period. Significant or unpredictable cost increases (e.g., fuel) may be eligible for exclusion per TDA statutes. Examples of significant cost increase could include the initiation of a new type of bus service, the extension of an existing route by more than 25 percent, or annual fuel and insurance premiums costs greater than CPI. Planned upgrades to the transit system should be implemented with the intent of satisfying the TDA provision for performance measures.

SJCOG evaluates eTrans as one transit system (fixed route and dial-a-ride) in its review. Below in the Transit System Performance Objectives shows the new performance objectives that the City must meet as an alternative towards meeting the farebox recovery ratio requirement. (The City is an LTF Article 8 claimant, which allows for alternative performance measures as established in Section 94005 in the TDA).

These objectives were revised in January 2013 to reflect the true operational conditions of several of the transit operators in San Joaquin County, including the City of Escalon. The objectives for eTrans were revised to factor the true cost of operating public transit services by the City and not the actual operations cost of the transit system.

**Table 2 - New Objectives for FY 2013-2014**



**eTrans Performance is as Follows:**

Objective	FY 2014	2013- Meet?	FY 2013	2012- Meet?
Operating Cost Per Revenue Hour	\$68.60	Yes	\$31.61	Yes
Passenger Per Hour	1.40	No	1.36	No

Subsidy Passenger	Per	\$18.75	Yes	\$21.47	Yes
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Over the past four years, the City's transit system has undergone significant changes which have impacted operating costs and ridership and prevented the City from meeting the operating cost per passenger objective. These changes were factors that were beyond the City's control as explained below:

**In FY 2009** – RTD increased its costs by 57% due to concerns over the 1985 contract pricing for a one year period. The previous performance measures were always based on solely the RTD contract cost and not the true City cost to operate the transit program.

**In FY 2010** – The City awarded the transit Agreement to Storer Transit Systems and costs increased 25% over the past fiscal years to align the City's cost to provide transit with today's operating dollars and not 1985 dollars. At this same time, the service area shrank from 25 square miles to 2.2 square miles as RTD chose to not continue to use eTrans to provide this rural service. The RTD service was a part of the City's operating performance measures even though it was a service not controlled by the City.

**In FY 2011** – This is the first full fiscal year where the TDA claim reflected the City's true operating cost and the first full year of Storer Transit Systems, operating in the 2.2 square mile service area with the passengers that are truly attributed to the City's service. As a result of the reduction in service area from FY 2010, which translated into a reduction in hours and passengers, and then spreading the fully allocated City overhead over a reduction of hours translates to a cost per hour that will well exceed the performance measures.

**In FY 2012** – In an effort to improve the passenger cost objectives, the City terminated Storer's contract effective May 31, 2012 and entered into a new interagency Agreement with RTD. Furthermore, the City also implemented expanded service to Modesto using Measure K funds, which would allow that service to be exempted for two full fiscal years starting with FY 2011-2012, which can help the City in meeting its performance objectives. Such exemption will be filled in the FY 2012-2013 TDA claim.

**In FY 2013** - Service reductions were made to an unproductive Route 1 at 5:15 p.m. to reduce operating costs. In addition, several costs in the overall transit budget was reduced to further improve the passenger objectives established by SJCOG. The second year exemption was filed regarding Route 1 to help ensure that the City meets the performance objectives.

**In FY 2014** - Service reductions were made to an unproductive Route 1 at 11:15 a.m. to reduce operating costs. In addition, several costs in the overall transit budget was reduced to further improve the passenger objectives established by SJCOG. The third year exemption was filed regarding Route 1 to help ensure that the City meets the performance objectives.

The City will continue to evaluate the best delivery methods of its transit program. This

includes a complete review regarding the service delivery within the City limits and to Escalon that would occur in FY 2014-2015. Some options that would be evaluated include reducing the days of week of transit service provided, reducing the service hours operated each day of the week, eliminating the bus route to Modesto and converting to a dial-a-ride, point deviation service so that the bus will leave specific spots in Modesto at specific times and then drop passengers off anywhere in Escalon without a specific route, except Escalon Park and Ride Lot. Such reductions will reduce revenue vehicle service hours and revenue vehicle service miles. Marketing initiatives includes presentations to the senior community at the Escalon Senior Lunch Program, the Escalon Unified School District schools, City events such as Escalon Park Fete, more advertising in the local Escalon Times newspaper, flyer and brochure distribution at local businesses in Escalon, placement of articles in the City's newsletter and door to door mailers as part of the City's Utility Bill continue to occur.

As a rural transit provider in an extreme rural environment, it will be fairly difficult to achieve high productivity due to a lower demand for public transit service in the City limits based on today's demographics.

#### **eTrans Recommendations for Fiscal Year-2015:**

1. Continue to monitor existing service and the operations and maintenance contract with RTD.
2. Continue to increase the farebox recovery ratio and reduce operational costs to reduce TDA spending.
3. Increase ridership among students, seniors and working families that are transit dependent through aggressive marketing.
4. Evaluate the present transit service levels within Escalon and to Modesto and make modifications in Spring 2015, by eliminating two trips on Route 1 and adding a lunch hour to the service so that the City is only paying for no more than a total 8 hour operations time.
5. Add General Public Paratransit Vehicle (GPPV) certification for eTrans vehicles in the next RTD procurement for an operations and maintenance contractor.
6. Participate in RTD procurement of a new operations and maintenance contractor and negotiate an Agreement extension for Fiscal Year 2015-2016.
7. Purchase smaller vehicles such as minivans and transition away from the larger cutaway buses.

#### **ACCOMPLISHMENTS**

The following events occurred in Fiscal Year 2013-2014:

1. Continued to coordinate with StaRT in regard to the transition of ROTA services

- to ensure connectivity for eTrans riders into Riverbank and Oakdale.
2. Continued enhanced marketing efforts with schools, community groups and governmental social service agencies.
  3. Updated the City's transit webpage within the City's website - <http://cityofescalon.org/departments/transit-services/>
  4. 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 Social Services Transportation Advisory Committee.
  5. Submitted the TDA Claim for FY 13/14 and received payment by SJCOG.
  6. Submitted the Transit Operators Financial Report and National Transit Database Report for FY 13/14.
  7. Continued grant compliance, reimbursements and quarterly reports for FTA Section 5311 programs grants received by the City.
  8. Implemented the NextBus system, transit security cameras and SPX Genfare Odyssey fareboxes from Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) and Transit System Safety, Security & Disaster Response Account (TSSSDRA) grants received by the City.
  10. Conducted an Unmet Transit Needs hearing in Escalon in November 2014.
  11. Coordinated the 5th annual Stuff the Bus event with Lodi GrapeLine, Manteca Transit and San Joaquin RTD and generated 1,500 lbs. of food from this effort. This partnership with Big Boy Market has generated interest from the community and helps increase awareness of eTrans services. KWIN 98.3 held a remote at Big Boy Market with their street team.
  12. Even it was phased out, updated the Greyhawk AVL system since it is funded with ARRA funds from Caltrans. It is used as a backup system to NextBus.
  13. Installed bus stop numbers at all eTrans bus stops.
  14. Executed cooperative agreements with SJCOG for PTMISEA funds to purchase more passenger amenities and NextBus equipment.
  15. Completed FY 2010-2012 TDA Performance Audit in conjunction with SJCOG.
  16. Completed FY 2013-2014 TDA Fiscal Audit in conjunction with SJCOG.
  17. Selected a new advertising contractor to sell ads on eTrans buses.

#### **ADDITIONAL TRANSIT SERVICES THAT CONNECTS WITH ETRANS**

The City of Escalon receives the following transit services from RTD at no cost to the City.

**RTD General Public Dial-A-Ride** that operates seven days a week from 5:00 a.m. to 5:30 p.m., Monday-Friday and 7:15 a.m. to 5:00 p.m., Saturday & Sunday. This service takes general public passengers from rural areas to connect with RTD Stockton Metro, Metro Hopper, County Hopper and Intercity routes. Service operates for the general public on a limited basis to areas where there is no transit service available. This service also acts as the complementary ADA paratransit service for intercity routes in San Joaquin County. General Public Dial-A-Ride provides intercity trips between Escalon and other areas of the County and will also do *intracity* trips within Escalon before eTrans has started and after eTrans has stopped operating for the day on



weekdays. Reservations need to be made at least one to seven days in advance. ***This is the only transit service between Escalon and Manteca.*** Through an agreement with American Logistics Company (ALC), ALC uses independent contractors to provide this service. This means that smaller vehicles are used as compared to full size cutaway buses. Approximately 20 hours a day of service is provided countywide.

**StaRT - Stanislaus Regional Transit** operates intercity bus service throughout Western Stanislaus County, Monday through Saturday. This service includes Shuttles, Runabouts, Dial-A-Rides and Medivan. eTrans connects to Route 60 in Modesto and Riverbank Dial-A-Ride and Eastside Shuttle at Jacob Myers Park in Riverbank, Monday through Friday.

**MAX - Modesto Area Express** operates local bus service within the City of Modesto and the surrounding unincorporated areas of Empire and Salida, seven days a week. eTrans connects to MAX Routes 22, 27 and 37 in Modesto at Standiford Avenue and McHenry Avenue and MAX Routes 22, 25, 28, 30, 31, 36, 37 and 41 at Vintage Faire Mall on Dale Road and Veneman Avenue. Modesto Area Dial-A-Ride also meets eTrans in Modesto and is available seniors and persons with disabilities during the day (4:45 am to 5:59 pm, weekdays, 8:00 am to 6:00 pm, Saturday) and for all passengers after 6 p.m. on weekdays and all day on Sundays.

**Ripon Blossom Express** operates local bus service between Ripon and Modesto terminating at Vintage Faire Mall every Tuesday and Thursday. eTrans connects to Blossom Express at Kaiser Permanente on Dale Road and Vintage Faire Mall on Dale Road and Veneman Avenue during the 10:25 a.m. and 1:55 p.m. hour.

#### **OTHER SERVICE ISSUES**

RTD eliminated Route 95 in October 2009 due to low ridership. RTD stated that only three riders on the average used the route. Now the only transit service available to Escalon from Manteca is RTD General Public Dial-A-Ride.

RTD eliminated Route 168 in June of 2008 due to low ridership. The only option to Livermore, requires an Escalon resident to drive to Lathrop/Manteca ACE Station to ride ACE to Vasco Road Station, drive to Walmart in Manteca to board RTD San Joaquin Commuter buses to Lawrence Livermore Labs or drive. As a result of the elimination of this route, the Main Street Park and Ride Lot and Crossroads Plaza Park and Ride Lot are not used by commuters and both park and ride lots have very low utilization rates in general. The four bicycle lockers available have not generated any interest in the last 7 years.

RTD received a FTA Section 5317 grant in FY 2010-2011 to implement specialized transit services to rural areas of San Joaquin County, including Escalon and the implementation of a travel training program in the rural areas to train rural residents how to use fixed route public transit. RTD did demonstrate a pilot service using these FTA Section 5317 funds called Rural Connection. The service started on July 6, 2012 and was terminated in August 2012 due to no ridership. This service operated every Wednesday between Escalon and Manteca with one trip in the a.m. departing

Escalon at 10:15 a.m. and one trip in the p.m. departing Manteca at 2:15 p.m. This service was poorly marketed and passengers were unaware of its existence. The service was tried again in December 2012 and was discontinued a week later due to no ridership.

The City has started to use Measure K funding to support transit services to Modesto and the expanded service took effect on March 5, 2012. All available Measure K funds has been used and a new Measure K Cooperation Agreement will be executed In FY 2015/2016.

## **TRANSIT STANDARDS**

The following transit standards are used as measures of progress:

### **A. Accessibility**

1. Within the City limits, at least 70% of the population should be within ¼ mile or a five-minute walking distance from a fixed transit route, or 100% of the populations should be served by a general public dial-a-ride service.

**MET – See Service Area Map**

2. Transit services should be provided between major activity centers.

**MET – Service to major destinations in Modesto and Escalon including shopping, medical, recreation and social service.**

3. In Census tracts, where there is a concentration of transit dependent persons, 90% of dwelling units should be with ¼ mile of fixed transit routes or be fully served by door-to-door demand responsive transit for the seniors and persons with disabilities.

**MET – See Service Area Map**

4. Vehicles equipped with wheelchair lifts or ramps shall be available to persons with disabilities wherever transit service is provided.

**MET – All three City owned buses have wheelchair lifts and can accommodate up to two wheelchairs**

5. The City, which uses State or Federal funds, shall operate in conformity to all appropriate laws requiring transit services to the person with disabilities (required documents showing such conformity shall be available to SJCOG and Caltrans).

**MET – through grant monitoring reports, inspections by Caltrans and TDA Performance Audit every three years**

6. Door-to-door demand responsive transit is provided in the City limits for all seniors and persons with disabilities.

**MET – See Service Area Map**

### **B. Convenience**

*(Urbanized area is defined as where most population is, such as downtown, Modesto and non-urbanized areas are defined as sparse population areas between Escalon and rural areas of the City limits)*

1. Maintain average operating speeds for fixed route services as follows:

Urbanized area: 13 miles per hour

Non-urbanized areas: 18 miles per hour

**MET – 22.70 miles per hour in the urban area, NOT MET in the non-**

**urbanized area.**

2. In urbanized areas, design routes and schedules to efficiently serve a maximum number of persons.

**MET – See Service Area Map**

3. No more than 30% of passengers should be required to transfer in fixed-route systems. Where transfer rates between lines within the same transit system exceed 30%, potential for providing direct routing should be investigated.

**MET – service is direct to Kaiser Permanente, Sutter Gould, Walmart, Target, Raley’s, Smart and Final, Vintage Faire Mall and Regal Cinemas**

4. Provide timed transfers at all transfer points on fixed-route service in urbanized areas.

**MET – transfer points at McHenry Avenue and Standiford Avenue and Dale Road and Veneman Avenue with MAX, Blossom Express and/or StaRT**

5. Maximum headway for fixed-route service in urbanized areas should be as follows:

Peak periods: 60 minutes.

In other cases: 120-240 minutes.

**MET – peak period service operates every 60 minutes. One midday trip is spaced 120-180 minutes between the last a.m. trip and the first p.m. trip.**

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 time – 10 minutes.

(b) Advance reservation system:

i. Average deviation between estimated and actual pick-up time – 15 minutes.

ii. Advance reservation requirements for local general public systems – 15 minutes ahead of trip time.

iii. Advance reservation requirements for deviated fixed route service – 7 days ahead of trip time.

**MET – per policies adopted by City and incorporated in the Rider’s Guide.**

7. Designate bus stops at all major activity centers in urbanized areas and/or where boarding passengers exceed 5 per day.

**MET – bus stops are at locations next to major activities centers and at locations that exceed 5 boardings per day.**

8. Other fixed route service should maximize the efficiency of one-directional service.

**MET – large one way loop in Modesto allows for maximum coverage within a reasonable travel time.**

### C. Reliability

1. Schedule adherence: Buses should not depart earlier than time indicated on fixed schedule. Arrivals more than five minutes late should be minimized.

**MET in regard to no early arrivals.**

**NOT MET in regard to five minutes late minimized. Most Route 1 trips operated 15 minutes late or greater due to the route times being longer than anticipated with increased traffic conditions.**

2. Programmed trips and/or vehicles:

a) 100% of scheduled trips should be provided on fixed-route service. Where temporary vehicle shortages exist, preference should be given to routes serving transit-dependent areas.

b) 100% of programmed vehicles should be provided on an average daily basis in demand-responsive systems.

**MET – No missed trips provided.**

### D. Comfort

1. A seat should be available for every passenger except during peak hours.

**MET – No overcrowding exists at this time**

2. Provide passenger shelters at designated bus stops in urbanized areas where boarding passengers total more than 25 per day or where exposure to weather conditions is particularly severe.

**MET – 1 bus shelter in Escalon and 7 bus shelters in Modesto meet the requirement**

3. Equip all vehicles with air-conditioning to provide an acceptable level of comfort during summer months, and heating during winter months.

**MET – All buses met this requirement**

### E. Performance

1. Attempt to meet the productivity recommendations included in the TDA Triennial Performance Audit.

**#1 Closely Monitor Performance Measures** - Based on this assessment, the City should remain diligent in exploring opportunities to meet these objectives through a combination of strategies including revenue enhancement, cost savings, and service/schedule adjustments that increase ridership. **IMPLEMENTING.**

2. Achieve and maintain appropriate farebox ratios.

**NOT MET – while TDA requires a 10% farebox recovery ratio, SJCOG has adopted alternative performance measure for Article 8 operators. eTrans presently has a 3% farebox recovery ratio. RTD's increased cost through billing hours is triggering a lower farebox return as fare revenue is not matching with operating expenses.**

3. Expansions of existing transit services should meet one-half the above performance standards during the first year of operation.

**MET. The new expanded Route 1 started on March 5, 2012. While ridership has increased, so has revenue hours and the needed subsidy. The City requested an exemption from TDA requirements to give this route an opportunity to develop in FY 2011-2012 and 2012-2013 and again in FY 2013-2014. Modifications will be made to the route to improve its overall productivity which includes reducing revenue hours.**

## **F. Marketing**

1. The following information should be made available to transit users of Escalon:

- Rider's Guide with route or service area, fare information, timetable information and details explaining the system or service and how to use it.
- Telephone information service – (209) 541-6645.

**MET – Rider's Guide published and telephone number available through forward to RTD.**

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.

**MET – promotions with Senior Center and Recreation**

3. The City should make efforts to make information regarding its service available to users of private intercity transit services (e.g., Greyhound).

**MET – brochures at Modesto Transportation Center**

4. The City should establish an Internet site describing their services - <http://cityofescalon.org/departments/transit-services/>

**MET**

## **G. Management**

1. The following basic information is essential for transit system management and should be collected on a monthly basis:

- Total passengers carried, by route.
- Revenue passengers carried, by route.
- Vehicle hours of service provided, by route.
- Vehicle miles of service operated, by route.
- In-service vehicle breakdowns.
- Passenger complaints.

**MET – Monthly Report submitted monthly with invoice.**

2. The following information should be assembled at least annually and in response to passenger complaints and/or driver reports of operational problems:

- Schedule adherence, by route (fixed routes).
- Response times (dial-a-ride).
- Pick-up time deviation (dial-a-ride).

- Service Refusals (dial-a-ride).

**MET – Prepared annually as part of Transit Annual Report to City Council**

3. Buses should be considered for replacement according to schedule included in the Federal Transit Administration Circular 9040.1E.

- The number of spare buses (i.e., those not normally used during peak hour operation) should not exceed 20% of the total fleet size.

**NOT MET – City has a 33% spare ratio due to only using 1 bus in service. In the future, when services expand, the City will meet this requirement.**

4. Information on user characteristics and attitudes should be updated every 3-5 years by the use of on-board surveys.

**MET – Last survey conducted in 2010. Next survey will be in September 2014.**

5. Maintenance, which is an important element of management, should be documented in a maintenance plan.

**MET – A preventative maintenance plan has been completed.**

The City will continue to monitor its performance against each standard and make modifications should the transit service not meet the presented standards listed above.

## **CONCLUSION & EMERGING ISSUES**

eTrans will continue to monitor its transit services in FY 2014-2015 based on the expansion of transit service to Modesto. To improve this productivity, staff will recommend the reduction of Route 1 service by another two trips, possibly the 8:00 a.m. and 3:00 p.m. trip due to low ridership and high subsidy costs, which leave trips funded by Measure K at 7:00 a.m., 9:00 a.m., 1:00 p.m. and 4:00 p.m. These service changes would take affect sometime in 2015. The bus will also go out of service between 11:30 a.m. and 12:30 p.m. to further reduce operating hours. This would confine eTrans to more than an 8 hour service day. In addition, the routing in Modesto and Escalon will be modified to reduce route miles, add the new Rite Aid store as a stop and improve the overall running time of the route to ensure that travel to/from Modesto can be completed in one hour. City staff will continue to work on the procurement of one minivan to replace two cutaway buses and retain one cutaway bus. This way, there will be two buses in the fleet, one small and one large to address the ridership demand of the transit system. PTMISEA funding will be available for the transit system to purchase this smaller vehicle.

Marketing initiatives includes presentations to the senior community at the Escalon Senior Lunch Program, the Escalon Unified School District schools, City events such as Escalon Park Fete, more advertising in the local Escalon Times newspaper, flyer and brochure distribution at local businesses in Escalon, placement of articles in the City's newsletter and door to door mailers as part of the City's Utility Bill.

As a rural transit provider in an extreme rural environment, it will be fairly difficult to achieve high productivity due to a lower demand for public transit service in the City limits based on today's demographics.

With the termination of ROTA effective December 31, 2012, the City will strive to coordinate with StaRT to ensure that the transfer point between StaRT and eTrans is sustained. Clarification is currently being addressed with StaRT on this matter.

Through outreach to residents and visitors, the City has been able to ensure that all transit needs are met for City residents and visitors. This allows TDA-LTF Article 8 funds to be used for street and roadway projects.

Should the City be required to additional costs to operate the transit system, the amount of TDA-LTF going towards streets and roads will be reduced. However, the City will continue to match its TDA-LTF funds with other FTA funds and farebox revenue, which will contain or reduce the transit service dependency on TDA-LTF funds.

MAP-21 law which Congress approved continues FTA programs through fiscal year 2014. This generated \$16,872 additional to the City of Escalon as it relates to Federal funding. Since MAP-21 is due to end on September 30, 2014, the process has begun regarding reauthorization a new transportation bill that would either extend MAP-21 or create a new transportation law, which is currently being promoted as GROW AMERICA. The City must pay close attention to this as any funding program changes can impact the City's transit budget. At the present time, the President and Congress approved an omnibus bill to extend MAP-21 for six months.

The City will implement recommendations from the short range transit plan to improve awareness and increase ridership over the life of the plan as funding and ridership demands allows.

The City will continue to pursue grant funding on an annual basis to cover costs associated with the provision of transit services in Escalon and to Modesto.

Staff will pursue a Short Range Transit Plan update in FY 2016-2017 through Caltrans Transportation Planning grants. An application will be submitted in January 2016.

