



**Transportation Commission Meeting
Council Chambers
311 Vernon Street
January 21, 2014 – 7:00 p.m.
Agenda**

1. Call to Order

2. Welcome – Roll Call

- Chinnaiyan Jawahar, *Chair*
- Joseph Horton, *Vice-Chair*
- Rita Brohman
- Tracy Mendonsa
- Ryan Schrader
- Grace Keller
- David Nelson
- Andrew O’Hair, *Youth Commissioner*

3. Pledge of Allegiance

4. Meeting Minutes

- a. November 19, 2013 (ACTION REQUIRED)

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

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

6. Consent Calendar

- a. 2200 Douglas Blvd. Buildings Transportation Systems Management (TSM) Plan (ACTION REQUIRED)
- b. Fed Ex Ground Transportation Systems Management (TSM) Plan (ACTION REQUIRED)
- c. Life Time Fitness Transportation Systems Management (TSM) Plan (ACTION REQUIRED)

7. Special Presentations/Reports

- a. Appointment of Chair and Vice-Chair (ACTION REQUIRED)
- b. Roseville Transit Advertising Policy Amendment (ACTION REQUIRED)
- c. Roseville Transit Administrative Policies (ACTION REQUIRED)
- d. Transportation Systems Management Triennial Survey Report for 2012 (ACTION REQUIRED)
- e. Roseville Transit Triennial Performance Audit – FY 2010 through FY 2012

8. Staff and/or Commission Reports/Comments

- a. Alternative Transportation Division Update

9. Pending Agenda

None

10. Adjournment

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

1. Call to Order

The meeting was called to order at 7:00 p.m. by Commissioner Jawahar.

2. Roll Call

Commissioners Present

Chinnaian Jawahar, *Chair*
Joseph Horton, *Vice-Chair - Absent*
Rita Brohman - *Absent*
Tracy Mendonsa
Ryan Schrader – *Arrived at 7:02 p.m.*
David Nelson
Grace Keller
Robert Walker, *Youth Commissioner*

Staff Present

Mike Wixon, Alternative Transportation Manager
Eileen Bruggeman, Alternative Transportation Analyst II
Helen Dyda, Marketing & Communications Analyst II
Michelle Sheidenberger, Sr. Deputy Attorney
Debbie Dion, Recording Secretary

3. Pledge of Allegiance

Commissioner Jawahar led those in attendance in the Pledge of Allegiance.

4. Meeting Minutes

a. August 20, 2013 and October 15, 2013 (ACTION REQUIRED)

MOTION:

Commissioner Keller made the motion, which was seconded by Commissioner Mendonsa, to approve the meeting minutes of August 20, 2013 and October 15, 2013.

Ayes: Jawahar, Mendonsa, Schrader, Nelson, Keller, Walker
Noes: None
Abstain: None
Absent: Horton, Brohman

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

Commissioner Jawahar opened the Public Comment period.

Commission Secretary read meeting procedures statement.

Mike Barnbaum, founder of "Here We Ride", addressed the Commission on Connect Card, 3rd Track Preliminary engineering, and the Louis/Orlando Transfer Point.

Catrayel Wood, 1601 Vineyard Road, addressed the Commission on red light runners at Foothills/Baseline and requested safety cameras be installed at this intersection; he also suggested extra police patrol in this area.

Staff will follow up with Public Works Department/Engineering Division and with the Police Department. Staff will contact Mr. Wood to address his comments.

Commissioner Jawahar closed the Public Comment period.

Commissioner Jawahar commented on smooth traffic flow near the construction site of two roundabouts at I-80 and Rocklin Road. He suggested that staff consider using a similar method of traffic control for the City of Roseville's upcoming construction of a roundabout at Washington Boulevard and Oak Street.

6. Consent Calendar

a. Sutter Shared Services Transportation Systems Management (TSM) Plan (ACTION REQUIRED)

MOTION:

Commissioner Keller made the motion, which was seconded by Commissioner Walker, to approve the Consent Calendar with the item (a.) as listed above.

Ayes: Jawahar, Mendonsa, Schrader, Nelson, Keller, Walker
Noes: None
Abstain: None
Absent: Horton, Brohman

7. Special Presentation/Reports

a. Revisions to the Roseville Transit Administrative Policies (continued from October 15th meeting) (ACTION REQUIRED)

Eileen Bruggeman, Alternative Transportation Analyst II, made the presentation.

A question and answer session between Commissioners and staff ensued.

MOTION:

Commissioner Nelson made the motion to table the item to the next Transportation Commission meeting, December 17, 2013. No second was received; the motion did not pass.

MOTION:

Commissioner Keller made the motion, which was seconded by Commissioner Walker, to have staff give an overview of where the changes were made in the Roseville Transit Administrative Policies document and to table a final decision on the item to the next Transportation Commission meeting, December 17, 2013.

Ayes: Jawahar, Mendonsa, Schrader, Nelson, Keller, Walker
Noes: None
Abstain: None
Absent: Horton, Brohman

Commissioner Keller requested that staff include in the upcoming Dial-A-Ride presentation a comparison chart to other jurisdictions regarding no shows and cancellations. Staff will include this comparison in the presentation.

Commissioner Jawahar opened the public comment period.

Mike Barnbaum, founder of "Here We Ride", addressed the Commission and recommended that the value of existing tickets for Fixed Route and Dial-A-Ride be combined to be transferred to the Connect Card at direct exchange with no cost to the consumer similar to the procedure used by SacRT. Mr. Barnbaum also spoke on potential updates to the Roseville Transit Administrative Policy.

Mike Wixon, Alternative Transportation Manager, responded that each agency determines its own fare media and reported that operating procedure manuals are currently being developed.

MOTION:

Commissioner Keller made the motion, which was seconded by Commissioner Mendonsa, to add Item 7A, Revisions to the Roseville Transit Administrative Policies, to the Consent Calendar of the next Transportation Commission meeting, pending City attorney review.

Ayes: Jawahar, Mendonsa, Schrader, Nelson, Keller, Walker
Noes: None
Abstain: None
Absent: Horton, Brohman

b. Brown Act Presentation

Michelle Sheidenberger, Sr. Deputy City Attorney, made the presentation; Michelle will e-mail Brown Act information pamphlets to the Transportation Commissioners and staff.

Commissioner Jawahar opened and closed the public comment period. There were no public comments on this item.

Commissioner Mendonsa and Commissioner Jawahar thanked staff for the informative presentation.

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

c. Roseville Transit Advertising Program Update and Policy Amendment (ACTION REQUIRED)

Helen Dyda, Marketing and Communications Analyst II, made the presentation.

Commissioner Jawahar opened the public comment period.

Mike Barnbaum, founder of "Here We Ride", addressed the Commission, referenced Fehr and Peers route reports, and recommended advertising for Los Rios Community College District and the Sierra Community College District. Mr. Barnbaum also spoke on future routes to the Downtown Sports Arena.

David Nybo, owner of Iron Horse Media, addressed the Commission and thanked staff for a cooperative working relationship. Mr. Nybo also thanked staff for the opportunity to work on City buses and stated that he looks forward to many years of working together.

A question and answer session between Commissioners and staff ensued.

David Nybo, owner of Iron Horse Media, responded to questions from Commissioners.

Jonathan Brady, 644 Nugget Court, addressed the Commission on concerns of alcohol advertising on City buses.

Commissioner Jawahar closed the public comment period.

MOTION:

Commissioner Keller made the motion, which was seconded by Commissioner Mendonsa, to table Item 7C, Roseville Transit Advertising Program Update and Policy Amendment. Staff will coordinate a workshop that includes Commissioners; Dave Nybo, owner of Iron Horse Media; the City Attorney; and residents.

Ayes: Jawahar, Mendonsa, Schrader, Nelson, Keller, Walker
Noes: None
Abstain: None
Absent: Horton, Brohman

d. Roseville Transit Performance Report for 1st Quarter of Fiscal Year 2014 (ACTION REQUIRED)

Mike Wixon, Alternative Transportation Manager, made the presentation.

A question and answer session between Commissioners and staff ensued.

Commissioner Jawahar opened and closed the public comment period. There were no public comments on this item.

MOTION:

Commissioner Nelson made the motion, which was seconded by Commissioner Walker, to accept the Transit Performance Report for the 1st Quarter for Fiscal Year 2014 (FY14).

Ayes: Jawahar, Mendonsa, Schrader, Nelson, Keller, Walker
Noes: None
Abstain: None
Absent: Horton, Brohman

8. Staff and/or Commission Reports/Comments

a. Alternative Transportation Division Update

1. Bikeway Update – Highland Reserve South Multi-use Trail Bridge Project and Dry Creek Greenway Trail Project
2. Marketing Update – Media Coverage
3. Transportation Commission Appointment – Annual Youth Commissioner Recommendation
4. Legislative Update

Mike Wixon, Alternative Transportation Manager, made the presentation.

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

Commissioner Jawahar opened and closed the public comment period.

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

8. Pending Agenda

None

9. Adjournment (ACTION REQUIRED)

MOTION

Commissioner Keller made the motion, which was seconded by Commissioner Mendonsa, to adjourn the meeting.

Ayes: Jawahar, Mendonsa, Schrader, Nelson, Keller, Walker
Noes: None
Abstain: None
Absent: Horton, Brohman

The meeting was adjourned at 9:27 p.m.

Chinnaian Jawahar, Chair

Debbie Dion, Recording Secretary



Transportation Commission Meeting

January 21, 2014 – 7:00 p.m.

Consent Calendar

Item 6A: **2200 Douglas Blvd. Buildings Transportation Systems Management (TSM) Plan**

Staff Sue Schooley, Administrative Analyst II/TSM Coordinator

Recommendation

Staff recommends the Transportation Commission approve the TSM Plan for the 2200 Douglas Blvd. Buildings.

Background

The applicant, Connie Turner, Property Manager, on behalf of the 2200 Douglas Blvd. Buildings worked in cooperation with the City in preparing a TSM Plan for this project, which is consistent with the TSM Ordinance.

The 2200 Douglas Blvd. Buildings are two commercial office developments located on Douglas Blvd. in the Southeast Roseville Specific Plan. Both of the buildings are two stories and include the following square footage: Building A - 16,977 square feet; Building B – 20, 497 square feet; with a total of 37,468 square feet.

Discussion

The tenants at the 2200 Douglas Blvd. Buildings will be professional offices. The typical hours of operation for the tenants at the 2200 Douglas Blvd. Buildings are Monday thru Friday, 7:00 a.m. – 6:00 p.m.

Approximately one hundred (100) people are employed at the 2200 Douglas Blvd. Buildings. These employees include professional and support personnel working traditional business hours. A majority of the employees commute by automobile from the surrounding residential areas in Roseville and Rocklin, and to a lesser extent, in the communities of Antelope, Auburn, Citrus Heights, Granite Bay, Loomis, Lincoln and Sacramento.

There are six (6) Class II bicycle parking spaces, three at each building, which is greater than five percent (5%) of the total number of employees for employees who bicycle to work. In addition, the parking lot is striped to provide ten (10) carpool spaces in compliance with the TSM Ordinance.

There is an existing transit stop on Douglas Blvd in front of the 2200 Douglas Blvd Building A, immediately adjacent to this project. There is a reciprocal access agreement between this project and the buildings at 2220-2260 Douglas Blvd.

The attached TSM Plan has been prepared in compliance with the TSM Ordinance.

Attachment(s)

1. 2200 Douglas Blvd. Buildings TSM Plan

Attachment 1

TSM PLAN 2200 Douglas Blvd Buildings 2200 Douglas Blvd

TRANSPORTATION SYSTEMS MANAGEMENT (TSM) PURPOSE

On May 7, 1999, the revised Transportation Systems Management (TSM) Ordinance became effective. The City of Roseville adopted the TSM Ordinance and established the TSM Program for the following purposes:

- A. Reduce peak hour traffic circulation in the City of Roseville by reducing both the number of vehicular trips and the vehicular miles traveled that might otherwise be generated by home-to-work commuting by a minimum of twenty percent (20%).
- B. Increase the efficiency of the existing transportation network and contribute to achieving Level of Service (LOS) C at intersections in the City of Roseville.
- C. Reduce total vehicle emissions in the City of Roseville by reducing the number of vehicular trips that might otherwise be generated by home-to-work commuting.
- D. Cooperate and coordinate with other cities, counties, communities and regional agencies in these endeavors.
- E. Develop a program that secures the participation of local developers, businesses, institutions and public and private agencies to fulfill the purposes expressed herein.

TSM PLAN APPLICABILITY

The TSM Program shall be applicable to every Common Work Location and Major Common Work Location. Additionally, a TSM Plan shall be required as a condition of approval for all development projects, design review permits, tentative subdivisions and conditional use permits which are anticipated to employ fifty (50) or more employees at the Major Common Work Location. In addition, a TSM plan shall be required for any existing development project that employs fifty (50) or more employees at the Major Common Work Location. Since the 2200 Douglas Blvd. Buildings will employ approximately 100 employees a TSM Plan is therefore required and is presented below.

TSM PLAN AGREEMENT

Upon approval of the TSM Plan, the project owner shall enter into a written agreement with the City obligating the project owner to comply with the TSM Plan. Such agreement shall be recorded, run with the land and bind all successors in interest, and

shall constitute an equitable servitude on the property. Where appropriate, the City may require the agreement to include a provision for enforcement, in the event of breach by the project owner or a successor in interest.

TSM PLAN IMPLEMENTATION

- A. The Site TSM Coordinator shall implement the TSM Plan.
- B. The City shall have the right to enter, upon giving reasonable advance notice, the 2200 Douglas Blvd. Buildings to provide information to the Major Project Controller or Site TSM Coordinator pertaining to the TSM Program. The City shall also have the right to reasonably enter the 2200 Douglas Blvd. Buildings for inspection of the property and for audit of survey records to determine compliance with a TSM Plan.

THE 2200 DOUGLAS BLVD. BUILDINGS OPERATING CHARACTERISTICS

The TSM Plan for The 2200 Douglas Blvd. Buildings includes the following operating characteristics:

- A. **Project Description.** The 2200 Douglas Blvd. Buildings are two commercial office developments located on Douglas Blvd. in the Southeast Roseville Specific Plan. Both of the buildings are two stories and include the following square footage: Building A - 16,977 square feet; Building B – 20, 497 square feet; with a total of 37,468 square feet.

The tenants at the 2200 Douglas Blvd. Buildings will be professional offices. The typical hours of operation for the tenants at the 2200 Douglas Blvd. Buildings are Monday thru Friday, 7:00 a.m. – 6:00 p.m.

There is an existing transit stop on Douglas Blvd in front of the 2200 Douglas Blvd Building A, immediately adjacent to this project. There is a reciprocal access agreement between this project and the buildings at 2220-2260 Douglas Blvd.

- B. **Employee Description.** Approximately one hundred (100) people will be employed at the 2200 Douglas Blvd. Buildings. These employees include professional and support personnel working traditional business hours. A majority of the employees commute by automobile from the surrounding residential areas in Roseville and Rocklin, and to a lesser extent, in the communities of Antelope, Auburn, Citrus Heights, Granite Bay, Loomis, Lincoln and Sacramento.
- C. **Site Plan.** Please refer to Appendix “A” for a site plan of the 2200 Douglas Blvd. Buildings depicting the location of the required bicycle facilities and carpool spaces.

1. **Bicycle Facilities.** Six (6) Class II bicycle parking facilities which, is greater than five percent (5%) of the total number of employees on site during the maximum shift shall be provided for employees who bicycle to work.
2. **Preferential Carpool Parking.** Ten (10) carpool spaces, which is ten percent (10%) of the total number of employees shall be provided for employees who carpool to work. The spaces shall be located for convenient access by the employee and striped "carpool." The Site TSM Coordinator shall register carpoolers and shall be responsible for monitoring the use of such spaces.

D. **Site TSM Coordinator.** The following named person has been designated as the Site TSM Coordinator:

Connie Turner, Property Manager
2200 Douglas Blvd. Suite 125B
Roseville, CA 95661
(916) 780-7116
(916) 780-7112 Fax
2200Douglas@gmail.com

This information shall be updated and provided in writing to the City Transportation Coordinator during the triennial survey or at any time that there is a change in the Site TSM Coordinator.

SITE TSM COORDINATOR'S RESPONSIBILITIES

The Site TSM Coordinator's responsibilities shall include:

- A. **Posting TSM Information.** Posting by the Site TSM Coordinator in a conspicuous place or places for employees, informational material provided by the City Transportation Coordinator, PCTPA, other regional rideshare agencies or prepared by the Site TSM Coordinator to encourage alternative transportation methods. Such informational material shall be kept current and may include, but is not limited to, the following:
 1. Current schedules, rates, procedures for obtaining transit passes, and routes of public transit service to the Major Common Work Location.
 2. Bicycle route maps.
 3. Posters or flyers encouraging the use of ridesharing and referrals to sources of information concerning ridesharing.
 4. Information regarding available services that will eliminate vehicle trips.
- B. **Marketing the Commuter Rideshare Matchlisting Service.** Annually disseminating to all tenants and employees, or to new tenants and employees when hired, written information provided by the City Transportation Coordinator

and/or other regional rideshare agencies regarding regional commuter rideshare match listing services.

- C. **Promoting the Emergency Ride Home Program.** The Site TSM Coordinator shall promote the Emergency Ride Home Program. The program provides for the transportation of employees who use alternative transportation modes for home to work commuting in case of a personal, family or other major emergency. The program is designed to help employees get home, child's daycare or school. The Emergency Ride Home is a service provided by Placer County Transportation Planning Agency (PCTPA).

- D. **Participating in Training Opportunities.** The Site TSM Coordinator will be invited to training events offered by the City's TSM Coordinator and/or PCTPA. These training events will include information and materials for promoting such programs as Spare the Air, Clean Air Month, May is Bike Month, and information for implementing alternative transportation promotions. The City believes these training programs will be beneficial to the community and will help Site TSM Coordinators implement their TSM plans. Each Site TSM Coordinator or his/her designee is expected to attend a minimum of two (2) training events per year.

- E. **Promoting alternative transportation opportunities.** In addition to the above programs, the Site TSM Coordinator, working in conjunction with the City Transportation Coordinator, shall encourage employers and employees to use alternative transportation. Such alternative transportation promotional opportunities include, but are not limited to, the following:
 - 1. *In House Carpool Matching Service.* Conduct a survey of all employees in order to identify persons interested in being matched into carpools. Potential carpoolers are then matched by work address and shift. Such survey can be done on an annual basis and for all new employees interested in ridesharing.
 - 2. *Telecommuting.* Telecommuting which allows employees to work periodically from their home or an off-site location close to home.
 - 3. *Transit pass subsidy.* Promoting the use of public transportation by providing to employees on a monthly basis a transit pass subsidy to help offset the cost to the employee. The City Transportation Coordinator will work with the Site TSM Coordinator on promoting public transit and procuring passes.
 - 4. *Vanpool program.* Promoting vanpooling to employees as a cost effective way to commute to work. The City Transportation Coordinator will work with the Site TSM Coordinator to help implement the vanpool program. Typically, the employees lease a van and the vanpool participants shall cover the operating costs for the van.
 - 5. *Variable work hours.* Encouraging employers and employees to eliminate commute trips or relocate the commute trip out of the peak period through the use of:

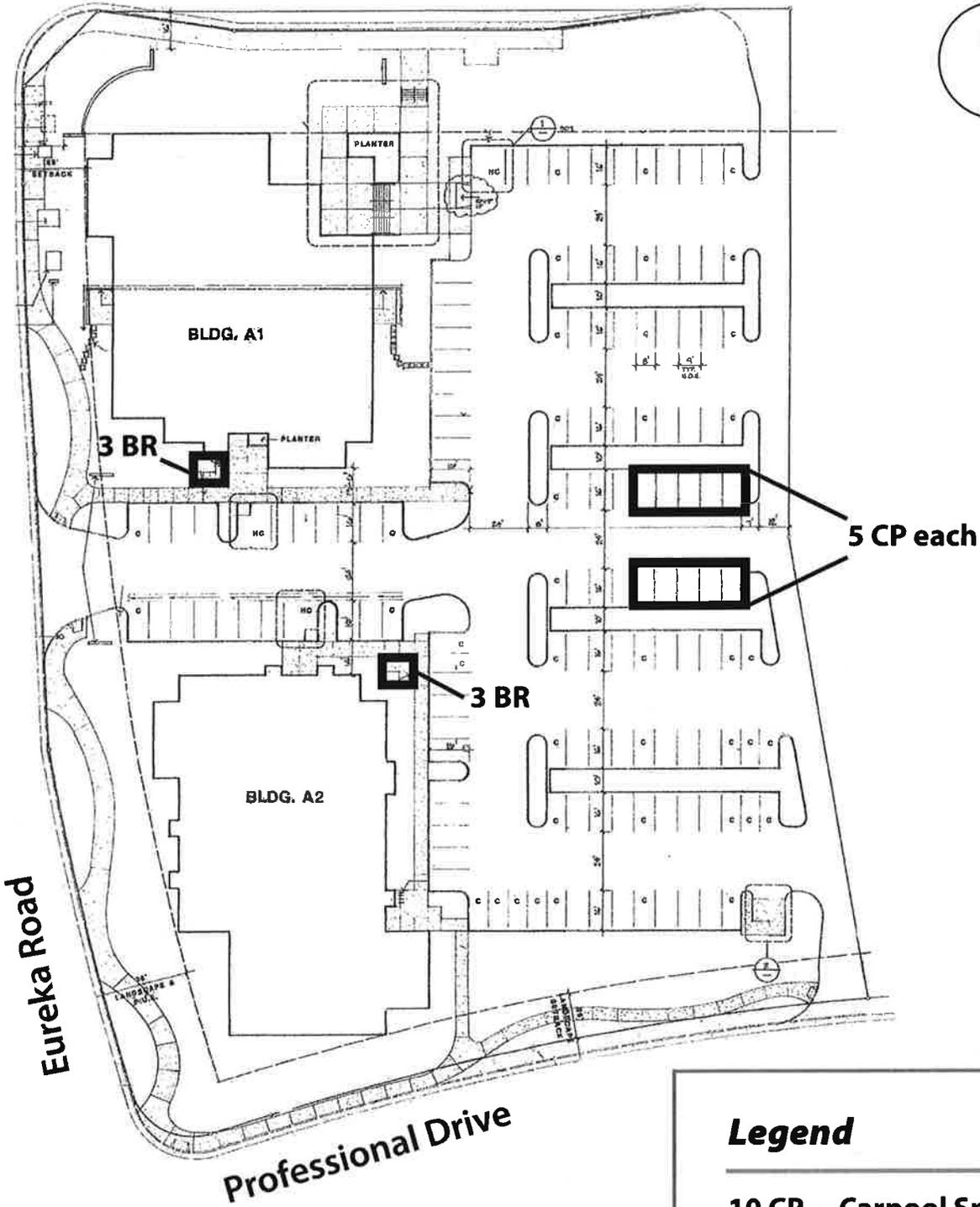
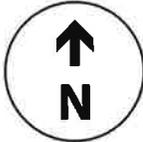
- a) compressed work weeks (A work schedule for an employee which eliminates at least one round trip commute biweekly. For example, forty hours of work in four ten-hour days or a work plan that allows one day off every other week, known as the nine-eighty plan.);
- b) staggered work hours involving a shift in the set work hours of all employees at the workplace; and
- c) flexible work hours involving individually determined work hours within guidelines established by the employer.

TRIENNIAL REPORT REQUIRED

The City Transportation Coordinator shall prepare and distribute a survey report form to the Major Project Controller for the purpose of demonstrating the effectiveness of the 2200 Douglas Blvd. Buildings TSM Plan. The Major Project Controller shall conduct the survey and submit the triennial survey report to the City Transportation Coordinator no later than April 1. The triennial survey shall be conducted every three years, beginning in the year 2015.

Appendix A 2200 Douglas Boulevard Buildings

Douglas Boulevard



Legend

10 CP - Carpool Spaces
6 BP - Bike Parking



Transportation Commission Meeting

January 21, 2014 – 7:00 p.m.

Consent Calendar

Item 6B: **Fed Ex Ground Transportation Systems Management (TSM) Plan**

Staff Sue Schooley, Administrative Analyst II/TSM Coordinator

Recommendation

Staff recommends the Transportation Commission approve the TSM Plan for Fed Ex Ground.

Background

The applicant, John Vyverberg, Development Manager, on behalf of Fed Ex Ground worked in cooperation with the City in preparing a TSM Plan for this project, which is consistent with the TSM Ordinance.

Fed Ex Ground is a warehouse distribution center located at 8501 Foothills Blvd in the North Industrial Specific Plan area. The one story, 199,000 square foot building is located on 31.14 acres and has a floor area ratio of .15.

Discussion

Fed Ex Ground is a ground shipping service facility. The Roseville site will be a local delivery distribution site. Fed Ex Ground is open 24 hours a day, seven days a week.

Fed Ex Ground employs approximately one hundred and seventy (170) people at the greatest shift. During the peak months of November and December, with seasonal employees the employee count can double to almost three hundred and forty (340) employees.

During the remainder of the year, of the one hundred and seventy (170) employees, approximately thirty (30) employees work the morning "sort" from 5:00 a.m. – 8:00 a.m. and approximately thirty (30) employees work the evening "sort" from 7:00 p.m. – 10:00 p.m. Some employees work both the morning and evening sort but do not remain on-site between their two "sort" shifts. An additional sixty (60) employees include office administration personnel who work a traditional 8:00 a.m. – 5:00 p.m. job. Approximately fifty (50) employees commute to the site daily and use company vans for local deliveries. The remaining employees, approximately one hundred fifty are "long haul" semi-truck drivers who only access the loading docks and commute with company trucks from facility to facility.

Therefore, approximately one hundred forty (140) to one hundred and seventy (170) employees will be local employees who will commute to Fed Ex Ground from the surrounding residential areas in Roseville, Rocklin, Lincoln, and Citrus Heights, and to a lesser degree from Sacramento.

For employees who bicycle to work, Fed Ex Ground provides twenty four (24) secured bike parking racks within the building which is greater than five percent (5%) of the total number of employees. In addition, for employees who carpool to work, Fed Ex Ground provides thirty six (36) carpool/clean air vehicles spaces, which is greater than ten percent (10%) of the total number of employees. Both the bicycle parking and carpool parking spaces are in compliance with the TSM Ordinance.

The closest transit stop is located on Foothills Blvd at the main entrance to Hewlett Packard almost directly across the street from Fed Ex Ground parking lot.

The attached TSM Plan has been prepared in compliance with the TSM Ordinance.

Attachment(s)

1. Fed Ex Ground TSM Plan

Attachment 1

TSM PLAN Fed Ex Ground 8501 Foothills Blvd

TRANSPORTATION SYSTEMS MANAGEMENT (TSM) PURPOSE

On May 7, 1999, the revised Transportation Systems Management (TSM) Ordinance became effective. The City of Roseville adopted the TSM Ordinance and established the TSM Program for the following purposes:

- A. Reduce peak hour traffic circulation in the City of Roseville by reducing both the number of vehicular trips and the vehicular miles traveled that might otherwise be generated by home-to-work commuting by a minimum of twenty percent (20%).
- B. Increase the efficiency of the existing transportation network and contribute to achieving Level of Service (LOS) C at intersections in the City of Roseville.
- C. Reduce total vehicle emissions in the City of Roseville by reducing the number of vehicular trips that might otherwise be generated by home-to-work commuting.
- D. Cooperate and coordinate with other cities, counties, communities and regional agencies in these endeavors.
- E. Develop a program that secures the participation of local developers, businesses, institutions and public and private agencies to fulfill the purposes expressed herein.

TSM PLAN APPLICABILITY

The TSM Program shall be applicable to every Common Work Location and Major Common Work Location. Additionally, a TSM Plan shall be required as a condition of approval for all development projects, design review permits, tentative subdivisions and conditional use permits which are anticipated to employ fifty (50) or more employees at the Major Common Work Location. In addition, a TSM plan shall be required for any existing development project that employs fifty (50) or more employees at the Major Common Work Location. Since Fed Ex Ground will employ approximately three hundred and eighty (340) employees a TSM Plan is therefore required and is presented below.

TSM PLAN AGREEMENT

Upon approval of the TSM Plan, the project owner shall enter into a written agreement with the City obligating the project owner to comply with the TSM Plan. Such

agreement shall be recorded, run with the land and bind all successors in interest, and shall constitute an equitable servitude on the property. Where appropriate, the City may require the agreement to include a provision for enforcement, in the event of breach by the project owner or a successor in interest.

TSM PLAN IMPLEMENTATION

- A. The Site TSM Coordinator shall implement the TSM Plan.
- B. The City shall have the right to enter, upon giving reasonable advance notice, Fed Ex Ground to provide information to the Major Project Controller or Site TSM Coordinator pertaining to the TSM Program. The City shall also have the right to reasonably enter Fed Ex Ground for inspection of the property and for audit of survey records to determine compliance with a TSM Plan.

FED EX GROUND OPERATING CHARACTERISTICS

The TSM Plan for Fed Ex Ground includes the following operating characteristics:

- A. **Project Description.** Fed Ex Ground is a warehouse distribution center located at 8501 Foothills Blvd in the North Industrial Specific Plan area. The one story, 199,000 square foot building is located on 31.14 acres and has a floor area ratio of .15.

Fed Ex Ground is a ground shipping service facility. The Roseville site will be a local delivery distribution site. Fed Ex Ground is open 24 hours a day, seven days a week.

The closest transit stop is located on Foothills Blvd at the main entrance to Hewlett Packard almost directly across the street from Fed Ex Ground parking lot.

- B. **Employee Description.** Fed Ex Ground employs approximately one hundred and seventy (170) people at the greatest shift. During the peak months of November and December, with seasonal employees the employee count can double to almost three hundred and forty (340) employees.

During the remainder of the year, of the one hundred and seventy (170) employees, approximately thirty (30) employees work the morning "sort" from 5:00 a.m. – 8:00 a.m. and approximately thirty (30) employees work the evening "sort" from 7:00 p.m. – 10:00 p.m. Some employees work both the morning and evening sort but do not remain on-site between their two "sort" shifts. An additional sixty (60) employees include office administration personnel who work a traditional 8:00 a.m. – 5:00 p.m. job. Approximately fifty (50) employees commute to the site daily and use company vans for local deliveries. The remaining employees, approximately one hundred fifty are "long haul" semi-

truck drivers who only access the loading docks and commute with company trucks from facility to facility.

Therefore, approximately one hundred forty (140) to one hundred and seventy (170) employees will be local employees who will commute to Fed Ex Ground from the surrounding residential areas in Roseville, Rocklin, Lincoln, and Citrus Heights and to a lesser degree from Sacramento.

C. **Site Plan.** Please refer to Appendix A for a site plan of Fed Ex Ground depicting the location of the required bicycle facilities and carpool spaces.

1. **Bicycle Facilities.** Fed Ex Ground provides twenty four (24) secured bike racks within the building which is greater than five percent (5%) of the total number of employees for employees who bicycle to work.
2. **Preferential Carpool Parking.** Fed Ex Ground provides thirty six (36) carpool/clean air vehicles spaces, which is greater than ten percent (10%) of the total number of employees for employees who carpool to work. The spaces shall be located for convenient access by the employee and striped "carpool/clean air vehicle." The Site TSM Coordinator shall register carpoolers and shall be responsible for monitoring the use of such spaces.

D. **Site TSM Coordinator.** The following named person has been designated as the Site TSM Coordinator:

John Vyverberg, Development Manager
800 E. 96th Street, Suite 175
Indianapolis, IN 46240
(317) 843-5951 (work)
(317) 910-0931 (mobile)
(317) 843-5957 FAX
Johnv@scannellproperties.com

This information shall be updated and provided in writing to the City Transportation Coordinator during the triennial survey or at any time that there is a change in the Site TSM Coordinator.

SITE TSM COORDINATOR'S RESPONSIBILITIES

The Site TSM Coordinator's responsibilities shall include:

- A. **Posting TSM Information.** Posting by the Site TSM Coordinator in a conspicuous place or places for employees, informational material provided by the City Transportation Coordinator, PCTPA, other regional rideshare agencies or prepared by the Site TSM Coordinator to encourage alternative transportation methods. Such informational material shall be kept current and may include, but is not limited to, the following:

1. Current schedules, rates, procedures for obtaining transit passes, and routes of public transit service to the Major Common Work Location.
 2. Bicycle route maps.
 3. Posters or flyers encouraging the use of ridesharing and referrals to sources of information concerning ridesharing.
 4. Information regarding available services that will eliminate vehicle trips.
- B. Marketing the Commuter Rideshare Matchlisting Service.** Annually disseminating to all tenants and employees, or to new tenants and employees when hired, written information provided by the City Transportation Coordinator and/or other regional rideshare agencies regarding regional commuter rideshare match listing services.
- C. Promoting the Emergency Ride Home Program.** The Site TSM Coordinator shall promote the Emergency Ride Home Program. The program provides for the transportation of employees who use alternative transportation modes for home to work commuting in case of a personal, family or other major emergency. The program is designed to help employees get home, child's daycare or school. The Emergency Ride Home is a service provided by Placer County Transportation Planning Agency (PCTPA).
- D. Participating in Training Opportunities.** The Site TSM Coordinator will be invited to training events offered by the City's TSM Coordinator and/or PCTPA. These training events will include information and materials for promoting such programs as Spare the Air, Clean Air Month, May is Bike Month, and information for implementing alternative transportation promotions. The City believes these training programs will be beneficial to the community and will help Site TSM Coordinators implement their TSM plans. Each Site TSM Coordinator or his/her designee is expected to attend a minimum of two (2) training events per year.
- E. Promoting alternative transportation opportunities.** In addition to the above programs, the Site TSM Coordinator, working in conjunction with the City Transportation Coordinator, shall encourage employers and employees to use alternative transportation. Such alternative transportation promotional opportunities include, but are not limited to, the following:
1. *In House Carpool Matching Service.* Conduct a survey of all employees in order to identify persons interested in being matched into carpools. Potential carpools are then matched by work address and shift. Such survey can be done on an annual basis and for all new employees interested in ridesharing.
 2. *Telecommuting.* Telecommuting which allows employees to work periodically from their home or an off-site location close to home.
 3. *Transit pass subsidy.* Promoting the use of public transportation by providing to employees on a monthly basis a transit pass subsidy to help

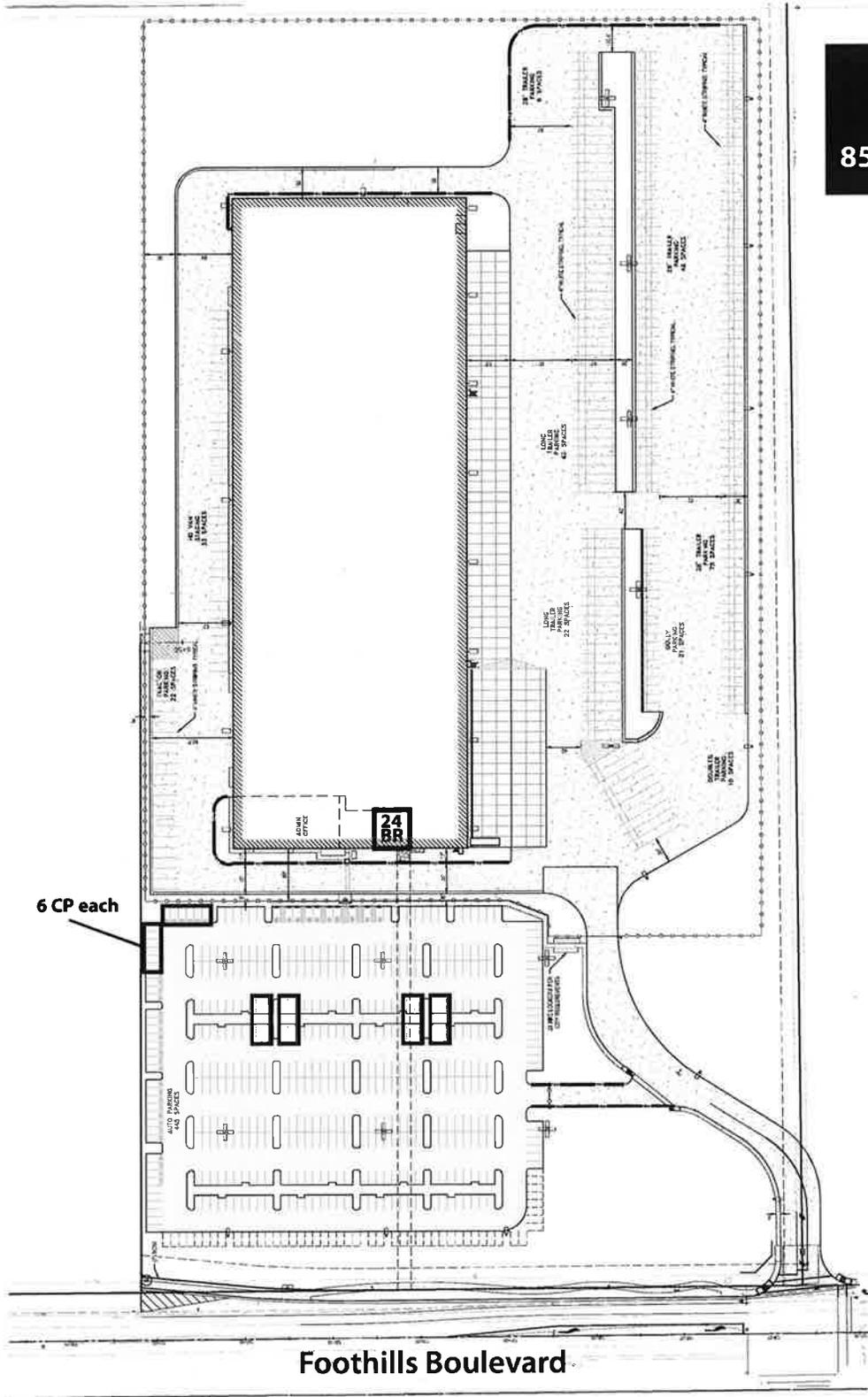
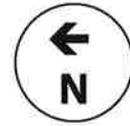
offset the cost to the employee. The City Transportation Coordinator will work with the Site TSM Coordinator on promoting public transit and procuring passes.

4. Vanpool program. Promoting vanpooling to employees as a cost effective way to commute to work. The City Transportation Coordinator will work with the Site TSM Coordinator to help implement the vanpool program. Typically, the employees lease a van and the vanpool participants shall cover the operating costs for the van.
5. Variable work hours. Encouraging employers and employees to eliminate commute trips or relocate the commute trip out of the peak period through the use of:
 - a) compressed work weeks (A work schedule for an employee which eliminates at least one round trip commute biweekly. For example, forty hours of work in four ten-hour days or a work plan that allows one day off every other week, known as the nine-eighty plan.);
 - b) staggered work hours involving a shift in the set work hours of all employees at the workplace; and
 - c) flexible work hours involving individually determined work hours within guidelines established by the employer.

TRIENNIAL REPORT REQUIRED

The City Transportation Coordinator shall prepare and distribute a survey report form to the Major Project Controller for the purpose of demonstrating the effectiveness of the Fed Ex Ground TSM Plan. The Major Project Controller shall conduct the survey and submit the triennial survey report to the City Transportation Coordinator no later than April 1. The triennial survey shall be conducted every three years, beginning in the year 2015.

**Appendix A
FedEx Ground
8501 Foothills Boulevard**



Legend

 36 CP - Carpool Spaces (6 each)
 24 BR - Bike Racks in secured building

Item 6C: Life Time Fitness Transportation Systems Management (TSM) Plan

Staff Sue Schooley, Administrative Analyst II/TSM Coordinator

Recommendation

Staff recommends the Transportation Commission approve the TSM Plan for the Life Time Fitness.

Background

The applicant, Megan Miller, Senior Development Coordinator, on behalf of Life Time Fitness worked in cooperation with the City in preparing a TSM Plan for this project, which is consistent with the TSM Ordinance.

Life Time Fitness is a members-only health and fitness facility located at 1435 E. Roseville Parkway in the Stoneridge Specific Plan on Parcel 14. The two story, 120,000 square foot building is located on 17.5 acres and has a floor area ratio of .16.

Discussion

The indoor portion of Life Time Fitness includes approximately 75,000 square feet on the first floor with the following amenities: member activity room and gym, basketball courts, spa, salon, sauna, locker rooms, indoor pool, reception area with lounge, sales offices, café, pro shop, retail office, child activity area, laundry and mechanical areas. The approximately 43,500 square feet on the second floor has the following amenities: fitness area for cardio, weight, yoga, Pilates, cycling as well as offices and locker rooms.

The outdoor facilities include approximately 110,000 square feet for 14 tennis courts and approximately 58,600 square feet of pools and slides, decking, a bistro and a children's activity area.

Life Time Fitness hours of operation will be 5:00 a.m. to 11:00 p.m. seven days a week for the indoor facility. The outdoor activities will be available seven days a week with various hours based on the use. The lap swimming pool will be open from dawn until dusk with other activities beginning no earlier than 8:00 a.m. and staying open no later than 10:00 p.m.

Life Time Fitness will employ approximately three hundred (300) people, which includes 230 part-time and 75 full-time employees. During peak hours of operation there will be a total of 90-100 employees on-site, and approximately 60 employees during off peak hours. The majority of the full time employees include sales personnel, management and Department heads. The remainder of the staff includes personal trainers, instructors for group fitness, aquatics, salon, café, and member service. The majority of these employees will commute to Life Time Fitness from the surrounding residential area in Roseville, Rocklin, Lincoln, and Citrus Heights and to a lesser degree from Sacramento.

Life Time Fitness provides forty two (42) Class II bike racks and five (5) Class I bike lockers which is greater than five percent (5%) of the total number of employees for employees who bicycle to work. The bike racks are available to the members as well as employees and are located near the entrance of the facility. The bike lockers are located at the back of the building. In addition, Life Time Fitness

provides ten (10) carpool spaces. Both the bicycle parking and the carpool spaces are in compliance with the TSM Ordinance.

The closest transit stop will be located on Secret Ravine Parkway near the entrance to Life Time Fitness.

The attached TSM Plan has been prepared in compliance with the TSM Ordinance.

Attachment(s)

1. Life Time Fitness TSM Plan

Attachment 1

TSM PLAN Life Time Fitness 1435 E. Roseville Parkway

TRANSPORTATION SYSTEMS MANAGEMENT (TSM) PURPOSE

On May 7, 1999, the revised Transportation Systems Management (TSM) Ordinance became effective. The City of Roseville adopted the TSM Ordinance and established the TSM Program for the following purposes:

- A. Reduce peak hour traffic circulation in the City of Roseville by reducing both the number of vehicular trips and the vehicular miles traveled that might otherwise be generated by home-to-work commuting by a minimum of twenty percent (20%).
- B. Increase the efficiency of the existing transportation network and contribute to achieving Level of Service (LOS) C at intersections in the City of Roseville.
- C. Reduce total vehicle emissions in the City of Roseville by reducing the number of vehicular trips that might otherwise be generated by home-to-work commuting.
- D. Cooperate and coordinate with other cities, counties, communities and regional agencies in these endeavors.
- E. Develop a program that secures the participation of local developers, businesses, institutions and public and private agencies to fulfill the purposes expressed herein.

TSM PLAN APPLICABILITY

The TSM Program shall be applicable to every Common Work Location and Major Common Work Location. Additionally, a TSM Plan shall be required as a condition of approval for all development projects, design review permits, tentative subdivisions and conditional use permits which are anticipated to employ fifty (50) or more employees at the Major Common Work Location. In addition, a TSM plan shall be required for any existing development project that employs fifty (50) or more employees at the Major Common Work Location. Since Life Time Fitness will employ approximately three hundred (300) employees a TSM Plan is therefore required and is presented below.

TSM PLAN AGREEMENT

Upon approval of the TSM Plan, the project owner shall enter into a written agreement with the City obligating the project owner to comply with the TSM Plan. Such agreement shall be recorded, run with the land and bind all successors in interest, and shall constitute an equitable servitude on the property. Where appropriate, the City

may require the agreement to include a provision for enforcement, in the event of breach by the project owner or a successor in interest.

TSM PLAN IMPLEMENTATION

- A. The Site TSM Coordinator shall implement the TSM Plan.
- B. The City shall have the right to enter, upon giving reasonable advance notice, Life Time Fitness to provide information to the Major Project Controller or Site TSM Coordinator pertaining to the TSM Program. The City shall also have the right to reasonably enter Life Time Fitness for inspection of the property and for audit of survey records to determine compliance with a TSM Plan.

LIFE TIME FITNESS OPERATING CHARACTERISTICS

The TSM Plan for Life Time Fitness includes the following operating characteristics:

- A. **Project Description.** Life Time Fitness is a members-only health and fitness facility located at 1435 E. Roseville Parkway in the Stoneridge Specific Plan on Parcel 14. The two story, 120,000 square foot building is located on 17.5 acres and has a floor area ratio of .16.

The indoor fitness center includes approximately 75,000 square feet on the first floor with the following amenities: member activity room and gym, basketball courts, spa, salon, sauna, locker rooms, indoor pool, reception area with lounge, sales offices, café, pro shop, retail office, child activity area, laundry and mechanical areas. The approximately 43,500 square feet on the second floor has the following amenities: fitness area for cardio, weight, yoga, Pilates, cycling as well as offices and locker rooms.

The outdoor facilities include approximately 110,000 square feet for 14 tennis courts and approximately 58,600 square feet of pools and slides, decking, a bistro and a children's activity area.

Life Time Fitness hours of operation will be 5:00 a.m. to 11:00 p.m. seven days a week for the indoor facility. The outdoor activities will be available seven days a week with various hours based on the use. The lap swimming pool will be open from dawn until dusk with other activities beginning no earlier than 8:00 a.m. and staying open no later than 10:00 p.m.

- B. **Employee Description.** Life Time Fitness employs approximately three hundred (300) people, which includes 230 part-time and 75 full-time employees. During peak hours of operation there will be a total of 90-100 employees on-site, and approximately 60 employees during off peak hours. The majority of the full time employees include sales personnel, management and Department heads. The remainder of the staff includes personal trainers, instructors for group fitness, aquatics, salon, café, and member service. The majority of these

employees will commute to Life Time Fitness from the surrounding residential area in Roseville, Rocklin, Lincoln, and Citrus Heights and to a lesser degree from Sacramento.

- C. **Site Plan.** Please refer to appendix (A) for a site plan of Life Time Fitness depicting the location of the required bicycle facilities and carpool spaces.
1. **Bicycle Facilities.** Life Time Fitness provides forty two (42) Class II bike racks and five (5) Class I bike lockers which is greater than five percent (5%) of the total number of employees for employees who bicycle to work. The bike racks are available to the members as well as employees and are located near the entrance of the facility. The bike lockers are located at the back of the building.
 2. **Preferential Carpool Parking.** Life Time Fitness provides ten (10) carpool spaces, which is ten percent (10%) of the total number of employees for employees who carpool to work. The spaces shall be located for convenient access by the employee and striped "carpool." The Site TSM Coordinator shall register carpoolers and shall be responsible for monitoring the use of such spaces.
- D. **Site TSM Coordinator.** The following named person has been designated as the Site TSM Coordinator:

Megan Miller, Senior Development Coordinator
2902 Corporate Place
Chanhassen, MN 55317
MMiller2@lifetimefitness.com
(952) 229-7997
FAX (952) 947-0797

This information shall be updated and provided in writing to the City Transportation Coordinator during the triennial survey or at any time that there is a change in the Site TSM Coordinator.

SITE TSM COORDINATOR'S RESPONSIBILITIES

The Site TSM Coordinator's responsibilities shall include:

- A. **Posting TSM Information.** Posting by the Site TSM Coordinator in a conspicuous place or places for employees, informational material provided by the City Transportation Coordinator, PCTPA, other regional rideshare agencies or prepared by the Site TSM Coordinator to encourage alternative transportation methods. Such informational material shall be kept current and may include, but is not limited to, the following:
1. Current schedules, rates, procedures for obtaining transit passes, and routes of public transit service to the Major Common Work Location.

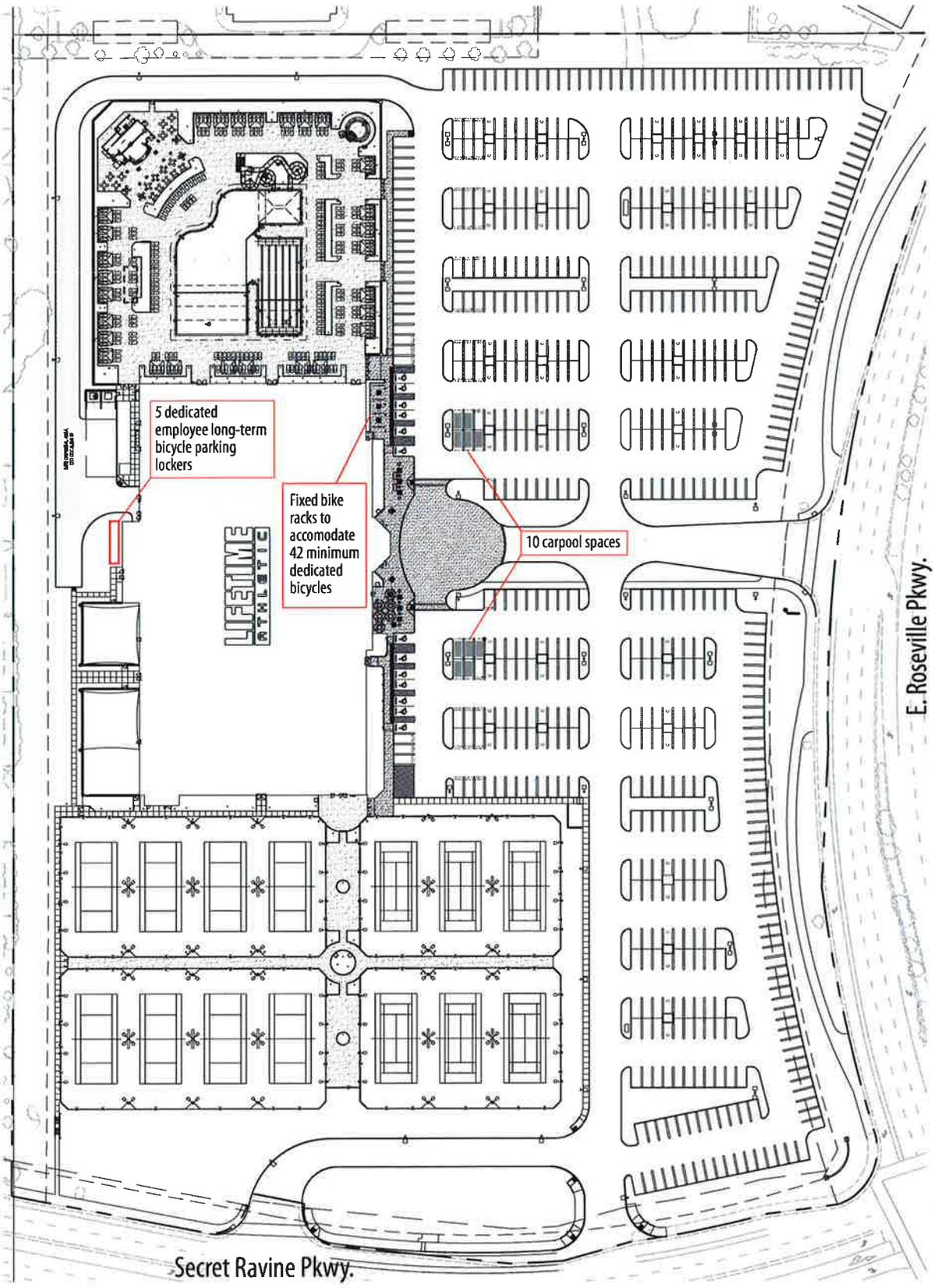
2. Bicycle route maps.
 3. Posters or flyers encouraging the use of ridesharing and referrals to sources of information concerning ridesharing.
 4. Information regarding available services that will eliminate vehicle trips.
- B. Marketing the Commuter Rideshare Matchlisting Service.** Annually disseminating to all tenants and employees, or to new tenants and employees when hired, written information provided by the City Transportation Coordinator and/or other regional rideshare agencies regarding regional commuter rideshare match listing services.
- C. Promoting the Emergency Ride Home Program.** The Site TSM Coordinator shall promote the Emergency Ride Home Program. The program provides for the transportation of employees who use alternative transportation modes for home to work commuting in case of a personal, family or other major emergency. The program is designed to help employees get home, child's daycare or school. The Emergency Ride Home is a service provided by Placer County Transportation Planning Agency (PCTPA).
- D. Participating in Training Opportunities.** The Site TSM Coordinator will be invited to training events offered by the City's TSM Coordinator and/or PCTPA. These training events will include information and materials for promoting such programs as Spare the Air, Clean Air Month, May is Bike Month, and information for implementing alternative transportation promotions. The City believes these training programs will be beneficial to the community and will help Site TSM Coordinators implement their TSM plans. Each Site TSM Coordinator or his/her designee is expected to attend a minimum of two (2) training events per year.
- E. Promoting alternative transportation opportunities.** In addition to the above programs, the Site TSM Coordinator, working in conjunction with the City Transportation Coordinator, shall encourage employers and employees to use alternative transportation. Such alternative transportation promotional opportunities include, but are not limited to, the following:
1. *In House Carpool Matching Service.* Conduct a survey of all employees in order to identify persons interested in being matched into carpools. Potential carpoolers are then matched by work address and shift. Such survey can be done on an annual basis and for all new employees interested in ridesharing.
 2. *Telecommuting.* Telecommuting which allows employees to work periodically from their home or an off-site location close to home.
 3. *Transit pass subsidy.* Promoting the use of public transportation by providing to employees on a monthly basis a transit pass subsidy to help offset the cost to the employee. The City Transportation Coordinator will work with the Site TSM Coordinator on promoting public transit and procuring passes.

4. Vanpool program. Promoting vanpooling to employees as a cost effective way to commute to work. The City Transportation Coordinator will work with the Site TSM Coordinator to help implement the vanpool program. Typically, the employees lease a van and the vanpool participants shall cover the operating costs for the van.
5. Variable work hours. Encouraging employers and employees to eliminate commute trips or relocate the commute trip out of the peak period through the use of:
 - a) compressed work weeks (A work schedule for an employee which eliminates at least one round trip commute biweekly. For example, forty hours of work in four ten-hour days or a work plan that allows one day off every other week, known as the nine-eighty plan.);
 - b) staggered work hours involving a shift in the set work hours of all employees at the workplace; and
 - c) flexible work hours involving individually determined work hours within guidelines established by the employer.
6. Showers and lockers. To help encourage bicycling as a viable commute transportation alternative, Life Time Fitness will have 16 showers with over 360 lockers for men and 16 showers with 420 lockers for women.
7. On-Site Amenities. In an ongoing effort to reduce vehicle trips during the workday, Life Time Fitness employees can use the health club, restaurant, childcare center, spa and salon.

TRIENNIAL REPORT REQUIRED

The City Transportation Coordinator shall prepare and distribute a survey report form to the Major Project Controller for the purpose of demonstrating the effectiveness of the Life Time Fitness TSM Plan. The Major Project Controller shall conduct the survey and submit the triennial survey report to the City Transportation Coordinator no later than April 1. The triennial survey shall be conducted every three years, beginning in the year 2015.

Appendix A
Life Time Fitness
1435 E. Roseville Pkwy.





Transportation Commission Meeting

January 21, 2014 – 7:00 p.m.
Special Presentations/Reports

Item 7A. Appointment of 2014 Chair and Vice-Chair to the Transportation Commission

Staff Michael Wixon, Alternative Transportation Manager

Recommendation

Staff recommends the Transportation Commission take the following action to appoint a Chair and Vice-Chair for the Transportation Commission to serve until December 31, 2014.

Background

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

Item 7B. Roseville Transit Advertising Policy Amendment

Staff Michael Wixon, Alternative Transportation Manager
Helen Dyda, Marketing & Communications Analyst II

Recommendation

Staff recommends the Transportation Commission take the following action:

- Recommend that the City Council Amend Section 3 of the “Policy Pertaining to Advertising on or in Roseville Transit Vehicles, Facilities, Guides, and Maps” to allow for Public Service Announcements and government sponsored advertising as outlined below.

Background

The Transportation Commission received an update in November regarding the first year of Roseville Transit’s advertising program. At that time, the City’s contractor, Iron Horse Media, was interested in a policy amendment to allow indirect references to alcohol. Iron Horse Media has since decided against that change.

However, Iron Horse is currently proposing a policy amendment to allow for public service announcements (PSA) and ads from other government entities (see Attachment 1). Currently the advertising policy allows only commercial advertising, although the City of Roseville can place ads for its programs and services. So making this amendment would permit other government agencies (in addition to the City of Roseville) and non-profits to advertise. All ad content would still be required to comply with Section 4: Viewpoint Neutral Limitations (see Attachment 2). Prospective ads would continue to be reviewed for compliance by the City prior to posting.

Iron Horse Media estimates that adding the PSA category would allow for approximately \$20,000 per year in additional revenue for the program.

Discussion

After reviewing the types of ads which IHM would like to offer, as well as the revenue potential, it seems reasonable that PSAs and other government-sponsored advertising may be permitted. Therefore, staff has developed language to incorporate into the advertising policy.

Section 3: Authorized Advertisements and Announcements

Advertising placed by a third party on any Roseville Transit Property must either be a commercial advertisement or a public service announcement. For the purposes of this policy:

- A. *A commercial advertisement is an advertisement that (i) has as its primary purpose the promotion of a commercial transaction, such as the sale of real or personal property,*

services and/or entertainment, which is offered to the public generally and (ii) is not otherwise prohibited under Section 4.

B. A public service announcement:

Is any announcement for which no consideration of any sort (including, but not limited to, cash, goods or services, in-kind contributions, endorsements, favorable treatment) is made to any organization or entity which promotes programs, activities or services of federal, state, or local governments or the programs, activities or services of nonprofit organizations. A public service announcement must relate to the mission of the organization who is advertising, and is either:

- 1. Placed by a California public entity and is not otherwise prohibited under Section 4. A public service announcement must bear the following legend if the sponsor is not readily or easily identifiable from the content of the proposed announcement: "This message is sponsored by _____ (name of sponsor)": or,*
- 2. Placed by a non-profit corporation that is qualified as a tax exempt organization by the Federal Internal Revenue Code, if the proposed announcement: (i) is sponsored by a California public entity, (ii) prominently includes the following text in the display ad: "This message is sponsored by _____ (name of public entity sponsor)," and (iii) is not otherwise prohibited under Section 4.*

Examples of PSA advertising are included in Attachment 3. The letter received from Iron Horse Media also outlines several likely non-profit agency advertisers. IHM has also indicated that it will continue to identify and solicit those non-profit agencies that not only must comply with existing and proposed advertising guidelines, but also those agencies that best fit their business model.

Overall, staff believes this is a reasonable modification to the advertising policies and will both maintain the City's positive public image and generate additional revenue for Roseville Transit.

Attachments:

1. Letter from Iron Horse Media, LLC.
2. Current "Policy Pertaining to Advertising on or in Roseville Transit Vehicles, Facilities, Guides, and Maps"
3. Examples of Public Service Announcement Advertising

Attachment 1



iron horse media

January 13, 2014

Mr. Michael Wixon
Alternative Transportation
City of Roseville
401 Vernon Street
Roseville, CA 95678

RE: *Request to Amend "Policy Pertaining to Advertising on or in Roseville Transit Vehicles, Facilities, Guides, and Maps"*

Dear Mr. Wixon,

Iron Horse Media, llc. respectfully requests that the City of Roseville Advertising Policy be amended to allow for the inclusion of non-commercial advertising. The Policy currently only allows for commercial and City of Roseville originated advertising.

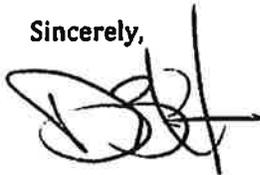
Non-commercial advertising that have previously used transit as a media outlet is composed of two distinct categories. The first category is charitable (503c3) entities that are advertising specific events, causes or fundraising activities. These types of charities may either be a local entity similar to California Museum or a national charity similar to the American Heart Association.

The second category for non-commercial advertising is content generated by the State of California and the Federal Government. This form is usually contracted through either a County agency or directly with the state. The purpose of this type of campaign is usually to change a behavior or to encourage use of a particular service. Previous transit advertising campaigns have attempted to increase diabetes awareness or encourage use of Covered California services.

Our market research indicates that there is the potential to generate additional revenue for the Transit Advertising Program if non-commercial advertising is allowed. Enclosed with this letter is a list of potential advertisers and approximate amounts, adjusted for Roseville, that have recently advertised on the Sacramento Regional Transit buses. We anticipate that the estimated amount of additional revenue that will be generated by this form of advertising is \$20,000 per year.

I believe that though careful coordination with City of Roseville staff the inclusion of non-commercial advertising can be both non-controversial and a new source of revenue for the City of Roseville. Thank you for your consideration of this request.

Sincerely,



David Nybo
Manager

Attachment 1

LIST OF POTENTIAL NON-COMMERCIAL ADVERTISERS

Client	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
American Heart Assoc									\$ 2,000			
Susan G. Komen				\$ 2,000						\$ 2,000		
Alzheimers Society				\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000				
Multiple Sclerosis										\$ 2,000		
Diabetes assoc									\$ 1,500			
Leukemia & Lymphoma				\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000			
Ronald McDonald House of Charities			\$ 2,000	\$ 2,000								
Sierra Forever Families				\$ 1,000	\$ 1,000	\$ 1,000		\$ 1,000	\$ 1,000			
Boys & Girls club of Sac												
California Museum							\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200
Sacramento Zoo						\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	
Covered California										\$ 1,750	1750	1750
Total	\$ 2,000								\$ 2,000			
	\$ 4,000			\$ 2,000						\$ 2,000		
	\$ 5,000			\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000				
	\$ 2,000									\$ 2,000		
	\$ 1,500								\$ 1,500			
	\$ 6,000			\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000			
	\$ 4,000		\$ 2,000	\$ 2,000								
	\$ 3,000							\$ 1,000	\$ 1,000			
	\$ 3,000			\$ 1,000	\$ 1,000	\$ 1,000						
	\$ 7,200						\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200
	\$ 6,000					\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	
	\$ 5,250									\$ 1,750	1750	1750

Attachment 2

Policy Pertaining to Advertising on or in Roseville Transit Vehicles, Facilities, Guides, and Maps

Background

This policy sets forth the guidelines for the placement of advertising on or in Roseville Transit vehicles, facilities, guides, and maps (hereinafter "Transit Property"). Detailed information about the materials used, sizes and specifications for advertisements, advertising timelines, quantity and timing, as well compensation to the City for advertising, will be detailed in individual contracts with Advertisers.

Section 1: Public Purpose

In adopting this policy it is the City of Roseville's declared intent and purpose to maximize revenues through commercial advertising provided that all of the following interests are preserved and furthered:

- A. Providing a safe, convenient and pleasant environment for Roseville Transit patrons, which includes maximizing Roseville Transit fare revenues by attracting and maintaining the patronage of passengers; and
- B. Protecting minors who use Roseville Transit facilities and travel on Roseville Transit's transportation system; and
- C. Avoiding any potential identification of Roseville Transit with the point of view or message of a third party advertisement.

Section 2: Public Forum

In adopting this policy it is the City of Roseville's declared intent and purpose to not permit advertising that individually or in combination would cause any real or personal property owned or controlled by the City of Roseville (hereinafter "City Property") to become a public forum for the dissemination, debate, and/or discussion of public issues.

Section 3: Authorized Advertisements and Announcements

This policy applies to third party advertising placed on or in Transit Property and does not prohibit the City of Roseville from placing advertisements and announcements related to City services, programs, or events as long as the advertisements and announcements are not otherwise prohibited under Section 4.

Only commercial advertisements will be allowed on or in Transit Property. For the purpose of this policy, a commercial advertisement is an advertisement that: (i) has as its primary purpose the promotion of a commercial transaction, such as the sale of real or personal property, services and/or entertainment, which is offered to the public generally; and (ii) is not otherwise prohibited under Section 4.

Section 4: Viewpoint Neutral Limitations

The following viewpoint-neutral content-based limitations are established. No advertisement or announcement (hereinafter referred to as "Ad") is permitted on or may be maintained on or in Transit Property if it, or information contained in it, falls within one or more of the following categories:

Attachment 2

1. **False, Misleading, or Deceptive Commercial Speech.** The Ad proposes a commercial transaction, and the Ad, or any material contained in it, is false, misleading, or deceptive.
2. **Unlawful Goods or Services.** The Ad, or any material contained in it, promotes or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal goods or services.
3. **Unlawful Conduct.** The Ad, or any material contained in it, promotes, depicts or encourages, or appears to promote, depict or encourage, unlawful, anti-social or illegal behavior or activities.
4. **Endorsement.** The Ad, or any material contained in it, implies or declares an endorsement by the City of Roseville of any service, product or point of view, without prior written authorization of the City of Roseville (through its City Manager).
5. **Obscenity or Nudity.** The Ad, or any material contained in it, contains obscene matter, images of nudity or any other matter that is prohibited under the provisions of Chapter 7.5 (beginning with Section 311) of Title 9 of Part 1 the California Penal Code, and as such laws may be amended or supplemented.
6. **Prurient Interests.** The Ad, or any material contained in it, describes, depicts, or represents sexual activities, or aspects of the human anatomy in a way that the average adult, applying contemporary community standards, would find appeals to the prurient interest of minors or adults, or contains any other matter that is prohibited under the provisions of Chapter 7.6 (beginning with Section 313) of Title 9 of Part 1 of the California Penal Code, and as such laws may be amended or supplemented.
7. **Profanity, Vulgarity, Riot.** The Ad, or any material contained in it, is profane or vulgar, or presents a clear and present danger of causing a riot, disorder, or other imminent threat to public safety, peace or order.
8. **Community Standards.** The Ad, or any material contained in it, is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the transportation system.
9. **Libelous Speech, Copyright Infringement.** The Ad, or any material contained in it, is libelous, or is an infringement of a copyright, trademark or registered mark.
10. **Demeaning or Disparaging.** The Ad, or any material contained in it, demeans or disparages an individual or group of individuals.
11. **Injurious to Roseville Transit.** The Ad, or any material contained in it, denigrates Roseville Transit, its officers, agents, or employees or promotes alternatives to Roseville Transit in a manner that directly impairs Roseville Transit's ridership and/or revenue.
12. **Tobacco.** The Ad, or any material contained in it, promotes or depicts the sale or use of tobacco or tobacco-related products, except products that counteract symptoms of tobacco habituation.
13. **Alcoholic Beverages.** The Ad, or any material contained in it, promotes or depicts the sale or consumption of wine, liquor, beer, or distilled spirits.
14. **Firearms.** The Ad, or any material contained in it, directly or indirectly promotes the sale or use of a firearm or contains an image or depiction of a firearm.
15. **Political Campaign Speech.** The Ad, or any material contained in it, contains political campaign speech. For purposes of these guidelines, the term "political campaign speech" is speech that: (1) supports or opposes or appears to support or oppose a ballot measure, initiative, or referendum; or (2) refers to any candidate for public office.
16. **Religion.** The Ad, or any material contained in it, advocates or opposes a religion or religious belief.

Attachment 2

17. **Traffic Interference.** The Ad, or any material contained in it, displays any word, phrase, symbol, or character likely to interfere with, mislead, or distract traffic, or conflict with any traffic control device.
18. **Distraction.** The Ad, or any material contained in it, incorporates any rotating, revolving, or flashing devices, or any other moving parts.
19. **Violence.** The Ad, or any material contained in it, contains an image or description of graphic violence, including, but not limited to: (1) the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement; and (2) the depiction of weapons or other implements or devices associated in the advertisement with an act or acts of violence or harm on a person or animal.
20. **“Adult”-Oriented Goods or Services.** The Ad, or any material contained in it, promotes or encourages, or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with, films rated “X” or “NC-17”, video games rated “A” or “M,” adult book stores, adult video stores, nude and/or topless clubs and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services.
21. **Human Reproduction or Sexuality.** The Ad, or any material contained in it, promotes products or services related to human reproduction or sexuality, including but not limited to contraceptive products or services, other products or services related to sexual hygiene, and counseling services for pregnancies, abortions or other sexual matters.
22. **Graffiti or Vandalism.** The Ad, or any material contained in it, uses images or symbols that depict or represent graffiti or vandalism.
23. **Web Addresses and Telephone Numbers.** The Ad, or any material contained in it, directs viewers to a website or telephone number that contains material that violates this Policy.
24. **Public Forum.** The Ad, or any material contained in it, if posted individually or in combination with other Ads, causes City Property to become a public forum for the dissemination, debate, and/or discussion of public issues.
25. **Disclaimer or Attribution.** The Ad fails to contain any disclaimer or attribution as required under Sections 5 and 6 of this Policy.

Section 5: Disclaimer

The City of Roseville reserves the right, in all circumstances, to require an advertisement or announcement on or in any real or personal property under the City's control to include a disclaimer stating that it is not sponsored by, and does not necessarily reflect the views of the City of Roseville.

Section 6: Attribution

All advertisements or announcements on or in Transit Property must clearly and unambiguously identify the person or entity that has sponsored, paid for, or caused the advertisement or announcement to be placed on or in Transit Property. Website addresses or phone numbers without more information are insufficient to satisfy this section.

Section 7: Unilateral Amendment

The City of Roseville reserves the right to unilaterally amend this policy at any time upon providing written notice to any affiliated Advertiser.

Section 8: Moratorium

At the discretion of the City Manager, the City of Roseville may at any time, subject to any contractual obligations, declare a complete ban or moratorium on all advertising on or in any real or personal property

Attachment 2

under the City's control and direct that no advertisements or announcements of any kind, other than City of Roseville advertisements or announcements, be accepted for display and posting.

Section 9: Disputes

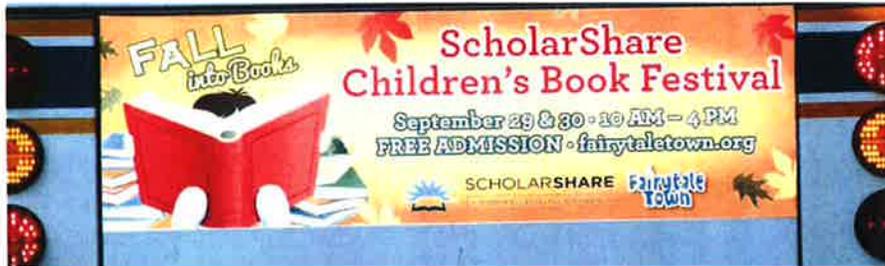
In the event of any dispute or disagreement between the City of Roseville and an Advertiser, the dispute will be handled in the manner outlined in the applicable agreement.

Attachment 3

Examples of Public Service Announcement Advertising



Stroke Awareness Foundation



ScholarShare (State of California organization)

Item 7C. Roseville Transit Administrative Policies

Staff Mike Wixon, Alternative Transportation Manager
Eileen Bruggeman, Alternative Transportation Analyst

Recommendation

Staff proposes the Transportation Commission recommend the City Council approve the proposed revisions to the Roseville Transit Administrative Policies.

Background

On April 7, 2004 the Roseville Transit Administrative Policies were amended to provide consistency with current American with Disabilities ACT (ADA) guidelines, and to incorporate previously approved minor amendments.

During the meeting held November 19, 2013 the Transportation Commission reviewed the revisions approved in 2009 to provide:

- Code of Passenger Conduct,
- Language to discourage passenger distraction of drivers,
- Clarification of policies related to bringing animals on board,
- Stronger language related to the illegality of panhandling,
- Language to reflect a staff implemented identification card for Client Aides,
- Instituting a fee for ID card issuance or renewals,
- Policies intended to discourage excessive cancellations or schedule blocking of Dial-A-Ride (DAR) trips,
- Changing using service suspension as a means to discourage excessive missed DAR trips to using a financial penalty that if not paid within a time period would result in service suspension, and
- Language modifying transfers from being valid for 90 minutes to being valid for 60 minutes.

Discussion

A summary of the proposed revisions was reviewed during the November 19, 2013 Transportation Commission meeting. At that time staff was directed to return with the redline/strike-out version of the Administrative Policies.

To facilitate review and to better highlight the proposed changes, the following versions are provided:

- The existing Roseville Transit Administrative Policies (Attachment 1);
- The redline/strike-out version indicating all revisions proposed at this time (Attachment 2); and
- A version of the proposed Administrative Policies without the proposed additions/revisions formatted to facilitate ease of reading the document (Attachment 3).

This is a preliminary draft presented at this time for input relative to content from the Transportation Commissioners. The document is being reviewed by the City Attorney's office; it is anticipated there will be some content revisions based on input from Commissioners and/or the City Attorney's office, as well as formatting and numbering changes prior to creation of the version to be presented to the City Council.

Areas of revisions or incorporation of new sections are discussed below. The discussion by topic includes the federal requirements or pattern of incidents that prompt the proposed modification to policies, and how the modifications address the issue.

Removal of Wheelchair Limitations: As of October 19, 2011 transit operators are prohibited from setting weight or size limitations on wheelchairs they will transport, pursuant to 49 CFR Part 37. Roseville Transit immediately revised practices to follow the new Federal requirements. Section 6 of the Transit Administrative Policies is revised to reflect the Federal regulations and our current practice of loading mobility devices provided they can be loaded and secured safely.

Public Participation Plans for Major Service Changes: The Title VI Plan recently presented to the Transportation Commission includes a Public Participation Plan (PPP). For each proposed major service change, staff will develop a plan to promote public input in compliance with the PPP. Section 7 of the Transit Administrative Policies is revised to direct staff to follow the procedures of the PPP when major service changes are proposed.

DAR for ADA Passengers: A discussion of services afforded Americans with Disability Act (ADA) certified passengers is provided in Section 9, separate from the discussion of services and procedures related to general public DAR passengers in Section 10. The purpose of providing separate discussions is to clarify ADA services provided. The maximum vehicle ride time is clarified.

Excessive No-Show Policy: In 2009 the Administrative Policies were modified to change from suspending transit services, to implementation of a No-Show fee of \$7.50 per missed trip following the third No-Show within a three (3) rolling period. The intent of the policy is to discourage excessive, repeated missing of reserved DAR trips. Since that time staff has observed a decrease in No-Shows. However, there are certain individuals who will repeatedly pay a fee and continue to miss trips.

Pursuant to 49 CFR 37.125(h) transit providers may not impose a mandatory financial penalty as part of a no-show policy, including charging for the fare of the no-show or missed trip. However, transit operators may offer to accept payment for the missed trips in lieu of suspension.

Sections 9 and 10 are amended to include on the third occurrence of a No-Show within a three (3) month rolling period the passenger will receive a letter notifying them of the option to either have transit services suspended for seven (7) days, or pay the current No-Show fee.

Charter Service: Section 13 of the policies is amended to provide consistency with our actual practice that Roseville Transit has chosen to not provide charter services. Recipients of federal funds are prohibited from using federally funded equipment and facilities to provide charter service if a registered private charter operator expresses interest in providing the service. If an operator does provide charter service it must comply with exemptions and reporting requirements provided in 49 U.S.C. 5323(d).

Advertising Policy: The Transit Advertising Policy included in Section 15 was included in the Transit Administrative Policies to provide an acceptable framework for a future advertising program. The policy currently listed in the Administrative Policies has been superseded through subsequent adoption of the current Transit Advertising Policy that is implemented through the Agreement entered into with Ironhorse Media. The outdated section is being deleted, with a referral to the City's Advertising Policy for current program information.

Title VI: Roseville Transit complies with Title VI of the Civil Rights Act of 1964 and is committed to ensuring no person is discriminated on the basis of race, color or national origin. Section 16 is added to the Administrative Policies to incorporate the procedures for filing and responding to a complaint of

discrimination pursuant to Title VI. This information is consistent with the Roseville Transit Title VI Plan, provided on our website, in Service Guide(s), and in a separate hand-out on board the buses.

Video Surveillance: Fall 2012 Roseville Transit installed on-board video cameras. Section 17 is added to the Administrative Policies to address availability and retention of the video recordings.

Other Revisions and Clarification: Staff proposes language that will incorporate revisions to procedures that have been followed since 2009 (for example, under what conditions are folding bikes allowed on the bus), plus minor typographical, formatting or numbering corrections.

Language is proposed to articulate procedures initiated by City staff in response to situations such as how to handle dishonored checks, particularly now that with the electronic fare cards we have the ability to de-activate passes.

The revisions also address frequently asked questions or situations that require clarification. For example, under the Passenger Code of Conduct section language is proposed to clarify life support equipment is permitted on board, however, other flammable or hazardous materials are not permitted.

A complete list of minor modifications not previously reviewed by the Transportation Commission is provided below.

Section 1: Code of Conduct

- Life support equipment – added to clarify acceptable to bring life support equipment on board.
- Hazardous materials – added to clarify types of hazardous materials not acceptable to bring on board.
- Public Health Standards, Dress and Hygiene – Added encouragement to be aware and respect sensitivity some passengers have to fragrances by avoiding application of scents.

Section 4: Fees – this section is augmented to include polices and fees associated with how we will handle dishonored checks, requests for duplicate receipts, and refer to Chapter 14.30 of the Roseville Municipal Code for the current fees.

Section 5: Discount Identification Cards

- Student ID changed to Youth ID to avoid confusion over who qualifies for this Discount ID.
- Wording regarding the Roseville Resident Commuter ID changed to reflect Parks and Recreation Department wording regarding discounts afforded Roseville residents.

Section 14: Lost and Found: Statement is added to articulate procedure that found wallets, handbags, cell phones or computers (items of value or containing identification information) will be handed over to Roseville Police Department immediately.

Attachments:

1. Existing Roseville Transit Administrative Policies
2. DRAFT Roseville Transit Administrative Policies with all additions/revisions formatted

Roseville Transit Administrative Policies



*Adopted April 7, 2004
Revised December 2, 2009
Effective December 2, 2009*

Table of Contents

Section 1: Code of Conduct	4
1. Animals	
2. Carry-Ons	
3. Distractions	
4. Eating/Drinking	
5. Graffiti	
6. Literature Distribution	
7. Loitering	
8. Panhandling and/or Soliciting	
9. Priority Seating	
10. Public Health Standards, Dress and Hygiene	
11. Seat Belts	
12. Smoking	
13. Social Behavior	
14. Unaccompanied Children	
Section 2: Violation of Code of Conduct	7
1. Suspension Levels	
2. Suspension Enforcement	
Section 3: Appeal of Suspension	8
Section 4: Fares	8
1. Non-refundable	
2. ID Requirement for Discount	
3. Fare Required	
4. Exact Fare	
5. Trip Not Taken	
6. Pre-Payment	
7. Payment on Delivery	
8. Lost or Damaged Fare	
9. Orders Over \$200	
10. Discount Fare	
11. ADA Fare	
12. Transfers between Transit Systems	
13. Fare Increases	
Section 5: Discount Identification Cards	9
1. Discount Categories	
2. Revocation of ID Card Discount Privilege	
3. Discount Photo ID Card Charges	
Section 6: Wheelchairs and Wheelchair Lifts	10
1. Wheelchairs	
2. Wheelchair Lifts	
Section 7: Services	11
1. Minor and Major Service Changes Defined	
2. Major Service Change Approval Process	
Section 8: Local Service	12
1. Transfers	
2. Transfer Etiquette	

3. Transfers Between Transit Systems	
4. Holidays	
Section 9: Dial-A-Ride ADA Eligibility.....	13
1. Certification of ADA Eligibility	
2. ADA Eligibility Criteria	
3. Administrative Appeals Relating to ADA Paratransit Service	
Section 10: Dial-A-Ride Service.....	14
1. General	
2. Service Area	
3. Service Area Exceptions	
4. Service Days and Hours	
5. Holidays	
6. Passenger Eligibility	
7. Certification of ADA Eligibility	
8. ADA Eligibility Criteria	
9. Ride Purpose Restrictions	
10. Scheduling Rides	
11. Subscription Rides	
12. Pick-up Procedures	
13. Misuse of Dial-A-Ride Reservation Services	
14. Suspension of Service	
15. In-Vehicle Ride Time	
Section 11: Commuter Service.....	18
1. General	
2. Residency	
3. Transfers	
4. Days of Service	
5. Holidays	
Section 12: Reverse Commuter Service.....	19
1. General	
2. Transfers	
3. Days of Service	
4. Holidays	
Section 13: Charter Service.....	19
1. General	
2. Vehicle Availability	
3. Cost of Charters	
4. Types of Charters	
5. Charter Billing	
6. Cancellations	
Section 14: Customer Service.....	21
1. Comments/Complaints/Commendations	
2. Lost and Found	
Section 15: Roseville Transit Advertising Policy.....	22

Section 1: Code of Conduct

Roseville Transit is committed to providing a safe, secure and comfortable transit environment. For the safety and comfort of all people using Roseville Transit, customers are asked to follow this basic Code of Conduct to ensure the safety and comfort of other customers and the driver.

1. Animals

1.1. Service Animals

Guide dogs, signal dogs, and other service animals are permitted to accompany individuals with disabilities who board Roseville Transit. If an operator is unsure that an animal performs a service function, the operator may ask the passenger what task the animal has been trained to perform.

The animal must be on a lead or leash, or in a carrier, must not interfere with other passengers and must be under the constant supervision and control of its owner.

If a service animal misbehaves, the passenger will be asked to remove his or her animal from the vehicle. If there are multiple occurrences of misbehavior, the animal's boarding privileges may be revoked.

For safety reasons, it is recommended that service animals do not ride the passenger lift platform. Their tails, paws, head, or equipment may catch in the lift mechanism.

1.2. Pets

Except for transporting small animals in a completely enclosed and secured cage or carrier, animals that do not meet the definition of service animal are not permitted on Roseville Transit.

The cage or carrier must be small enough to fit on the person's lap. The animal must not misbehave as described in Section 1.1.

If any animal becomes excessively noisy or disruptive, the driver will request that the animal be quieted, or the passenger along with the animal will be asked to deboard at the next stop. Animals determined to be seriously disruptive will be suspended from the system.

2. Carry-Ons

2.1. Limits

Passengers must limit their carry-ons to only those items passengers can safely carry on the bus in one boarding without driver assistance. Passengers must have control over carry-on items at all times. Carry-ons shall not block seats or aisles.

2.2. Strollers and Baby Carriers

Passengers boarding with a child in a stroller must remove the child and collapse the stroller before boarding the bus. Strollers and baby carriers must be stored so as not to block aisles at any time or seats when capacity is an issue. Children and carriers must be under personal control at all times.

2.3. Utility Carts

Utility carts and personal possessions must be under personal control at all times and must be stored so as not to block aisles at any time, or seats when capacity is an issue.

2.4. Folding Bicycles

The preferred location for storing any bicycle is on the bicycle rack provided on the front of the bus. However, in the event the bicycle rack is fully occupied, a folding bicycle may be brought on board provided: it is folded and stored in a carrier bag before being brought aboard, it remains under personal control at all times, and stored so as not to block aisles at any time. When capacity is an issue folding bicycles must be stored under an aisle-facing seat such that they do not block the aisle (maximum 12" height when folded).

3. Distractions

3.1. Driver Distractions

Passengers must avoid or minimize actions that promote distractions to the driver. Usage of a cell phone near the location of the driver and unnecessary conversation with the driver are prohibited. Passengers shall remain behind the standing line.

3.2. Cell Phones

Cell phone ringers and conversations shall be kept at a volume level that does not disturb bus drivers or other passengers.

3.3. Electronic Devices

Headphones must be used by passengers with all sound emitting electronic devices, or the sound feature must be turned off.

4. Eating/Drinking

Eating is prohibited on all City transit vehicles. Drinks are permitted provided they are in a spill-proof container secured with a screw-top lid.

5. Graffiti

It is unlawful for any person to intentionally place graffiti upon any City bus, bus shelter, or bus stop (Roseville Municipal Code § 10.53.030). Violation of this section may be charged as either an infraction or a misdemeanor at the discretion of the City Attorney.

6. Literature Distribution

Distribution or posting of literature is prohibited on buses, at bus shelters or bus stops except as allowed by Roseville Municipal Code § 17.17.070.

7. Loitering

Loitering or congregating at a bus shelter or bus stop in a way that causes an inconvenience to others is prohibited.

8. Panhandling and/or Soliciting

Panhandling, soliciting, begging, or asking other passengers or transit employees for money is prohibited on the bus, at bus stops or within 25 feet of a bus stop (Roseville Municipal Code § 10.37.040). Violation of this section may be charged as either an infraction or a misdemeanor at the discretion of the City Attorney.

9. Priority Seating

Designated priority seating shall be given to seniors and persons with disabilities near the doors of the bus as posted. Passengers in these seats will be asked to volunteer their seat if

the need arises. Drivers are not required to enforce compliance of a request to move passenger(s) from priority seating areas or wheelchair securement locations.

10. Public Health Standards, Dress and Hygiene

All persons using Roseville Transit services must comply with public health standards while on the bus or at bus stops. Persons who are bleeding, losing any body fluids, or who constitute a public health hazard will not be transported or will be requested to vacate the stop.

Footwear and shirts are required and must be worn at all times.

A passenger may not be allowed on a vehicle if his or her body odor or physical hygiene will disturb the reasonable comfort of other passengers. A passenger will be given notice and an opportunity to correct the odor or hygiene problem prior to discontinuing riding privileges, unless in the judgment of Transit staff, that person places existing passengers in extreme discomfort, or is considered a health risk to others.

11. Seat Belts

Seat belts are required to be worn by all passengers seated in buses equipped with such devices.

12. Smoking

Smoking is prohibited on all transit vehicles and within bus shelters.

13. Social Behavior

Passengers are expected to exhibit appropriate social behavior while on board the bus and at bus stop locations.

14. Unaccompanied Children

Riders should have the maturity to be able to react to unexpected situations that may arise in any transportation system, such as delays, cancellations or other service disruptions. For this reason, Roseville Transit recommends that children 11 and under be accompanied by an adult or a responsible youth (at least 12 years old) when riding Roseville Transit.

If it is necessary for children to travel alone, the following is strongly suggested:

- Children should carry identification showing their name, address, home phone number and the name and phone number of the person who will be meeting them.
- Parents and/or guardians should review the details of the trip with their child prior to travel, including the route he/she will be riding and the stop where he/she will deboard. For young children, this information should be given to the child in writing.

Section 2: Violation of Code of Conduct

In the event that an individual is unable to comply with the above Code of Conduct, Roseville Transit will enforce the suspension policy as outlined below:

1. Suspension Enforcement

1.1. Level 1 Suspension

Any person who is observed violating and/or refusing to comply with the Code of Conduct will be immediately ejected from a bus or refused boarding privileges by a bus driver, and their transit privileges suspended for the remainder of the day. This will constitute a warning given by Roseville Transit staff.

1.2. Level 2 Suspension

Any subsequent violations of the Code of Conduct by the same person will result in that person's immediate ejection and exclusion from Roseville Transit services and premises, and the loss of all transit privileges for up to seven (7) days without appeals.

1.3. Level 3 Suspension

For a third violation of the Code of Conduct by the same person, the Alternative Transportation Manager at his/her discretion may issue a suspension of service greater than seven (7) days.

Suspension will increase in severity with repeated violations. Suspensions will range from thirty (30) days, ninety (90) days, one (1) year, to permanent suspension of the privilege to use any Roseville Transit facilities or services.

1.4. Level 4 Suspension

Any person, who engages in violent, seriously disruptive, or illegal conduct, will be immediately suspended for a period of one (1) year.

Acts to one (1) year suspension include, but are not limited to: threats or causing fear of physical or verbal abuse; unlawful harassment, including unwelcome verbal or physical behavior having sexual or racial connotations; damaging City transit property; engaging in any activity which is hazardous to him or herself or to any other person; repeatedly violating bus riding rules.

Suspension Enforcement

If a suspended passenger is asked to leave any Roseville Transit facility or vehicle and refuses, or insists on trying to board a bus after being refused service, he or she may be subject to citation or arrest and possible prosecution for trespass, and all transit privileges will be suspended for seven (7) days effective immediately except for Administrative Appeals.

Section 3: Appeal of Suspension

Suspension of service for any reason for greater than seven (7) days may be appealed, with the exception of DAR No-Show suspensions.

An appeal of a suspension must be submitted in writing to the City's Public Works Director within ten (10) calendar days of the date of suspension written notification. If the tenth day falls upon a weekend or holiday the appeal period shall be extended to the end of the next available business day.

A standard form for the filing of an appeal of the action of the Alternative Transportation Manager is made available by the Alternative Transportation Division. Appeals should present information that would support a reconsideration of the decision leading to the appeal and identify other parties and/or information that would support the individual's case for reconsideration. Based on review of the appeal, and any new information submitted, the Public Works Director may reverse or reduce the original suspension.

If the passenger wants to appeal the Public Works Director's decision, the appeal will be heard by the Transportation Commission. The Transportation Commission will hear appeals within 45 days at a regularly scheduled meeting. The decision of the Commission on an appeal will be provided to the individual in writing with the reasons for the decision within thirty (30) calendar days of such hearing. If the individual is legally blind, notification will be both in writing and by telephone. The decision of Transportation Commission shall be final whether or not the appellant appears.

Section 4: Fares

Fares are published in and governed by the Roseville Municipal Code §14.30.

- All fares are non-refundable.
- A valid identification card must be presented when paying a discounted fare.
- Fare must be paid when boarding. Refusing to pay proper fare is unlawful and can result in arrest, fines, suspension, or ejection from the bus.
- Exact fare is required. Drivers cannot make change. Cash deposited in excess of fare will not be refunded.
- Fare deposited in farebox, regardless of whether a trip was taken, will not be refunded.
- Payment on delivery to destination is prohibited.
- Lost or damaged fare will not be replaced. Roseville Transit is not responsible for passes lost in regular mail.
- Pass orders over \$200 must be shipped via a trackable method.
- People who are validated as senior or disabled are approved to pay a discounted fare.
- The fare charged to an ADA passenger shall not exceed twice the fare charged an individual paying full fare on a similar trip on Roseville Transit Local service. Personal care attendants ride for free if the passenger has been approved to travel with an attendant. If the ADA passenger has not been approved to travel with an attendant, but has reserved the ride for more than one passenger, the second passenger is considered a companion and will pay the same fare as the ADA passenger.
- Any current reciprocal transfer agreement in place between Roseville Transit and other agencies will determine transfer terms between the two systems.

- When a fare increase occurs old tickets are valid for one-year following the effective date of the implementation of new fare. Tickets may be exchanged for credit toward like-value fare or used with additional coin in the farebox during this period, after which time tickets will expire and will not be replaced.

Section 5: Discount Identification Cards

Passengers paying discounted fares are required to possess the appropriate identification card. Roseville Transit photo ID cards are available with completion and approval of the *Roseville Transit Discount Photo ID* application and paid fee.

1. Discount Categories

1.1. Children

Children age 4 and under ride free with a paying guardian. A limit of two (2) children per guardian on Local and Dial-A-Ride (DAR) service only.

Students ages 5 through 12 are eligible to pay discount fare without a photo ID on Local service only.

Students ages 13 through 18 are eligible to pay discount fare by showing a current middle school, junior high school or high school issued photo ID, a Roseville Transit photo ID or other transit agency photo ID.

College ID cards are not acceptable for student discount fare.

1.2. Senior Citizens

Passengers age 60 or older are eligible to pay discount fare with a photo ID card issued by Roseville Transit or another agency. A California Department of Motor Vehicles Senior Citizen ID may also be presented at boarding. Discount fare for seniors is available on Local service and DAR.

1.3. Medicare Card

As required by California Public Utilities Code § 99155, the Federal Medicare identification card will be honored as sufficient proof of eligibility on Local service only. A driver may request a photo ID to validate.

1.4. Disabled Persons

Passengers with disabilities are eligible to pay discount fare on Local service and DAR with a photo ID card issued by Roseville Transit or another transit agency. A disabled person means any individual who by reason of illness, injury, age, congenital or other incapacity is unable, without special facilities or planning or design, to utilize public transportation facilities and services as effectively as a person who is not so affected. A temporary disability is a disability or incapacity which lasts more than 90 days.

1.5. ADA and ADA with Attendant

Passengers with disabilities preventing them from using the Local service may apply for ADA status on DAR. ADA customers are eligible to pay discount fare with their ID card

on DAR and Local service. If approved ADA with attendant, the ID card indicate such and the attendant will ride free of charge.

1.6. Client Aide

The Client Aide ID card is accepted on Local and DAR service. It is available to qualified service provider staff who travel with clients or students who are unable to safely travel alone. The ID allows the cardholder to board for free and is valid only when the aide is accompanying clients or students to travel at the discounted fare without needing their own discount ID cards.

1.7. Roseville Resident

Residents are eligible to ride Commuter service at the resident discount fare. Resident passengers are individuals who reside within the city limits of Roseville. Roseville residency is verified by the passenger submitting a copy of a City of Roseville Utility Bill (electric, water, sewer, or garbage), lease agreement, or other landlord validation of residency, along with photo ID to Alternative Transportation.

1.8. Reverse Commuter

No photo ID card is necessary for the Reverse Commuter discount fare.

2. Revocation of ID Card Discount Privilege

ID cards are non-transferable. Privileges may be revoked if misused. Roseville Transit ID cards must be surrendered upon request to Roseville Transit personnel.

3. Discount Photo ID Card Charges

Roseville Transit shall charge an appropriate fee for new, renewed or replaced photo ID cards, pursuant to Chapter 14.30 of the Roseville Municipal Code (Public Transit) with exception of new and renewal ADA ID cards.

Section 6: Wheelchairs and Wheelchair Lifts

Wheelchair means a mobility aid belonging to any class of three or four-wheeled devices, usable indoors, designed for and used by individuals with mobility impairments, whether operated manually or powered.

A "common wheelchair" is such a device which does not exceed 30 inches in width and 48 inches in length measured two inches above the ground, and does not weigh more than 600 pounds when occupied.

1. Wheelchairs

- Transportation may be refused if a wheelchair exceeds the definition of a common wheelchair.
- Wheelchairs (except folding wheelchairs) are not authorized to ride in places other than the designated securement areas on the bus.
- All wheelchairs must have a four (4) point tie down while being transported. If a passenger requests additional securements, the driver must use all securements available on the vehicle.
- If a vehicle's securement system is not capable of satisfactorily securing or restraining a passenger's wheelchair and the passenger wishes to ride anyway, the driver must use

their best effort to restrain or confine the wheelchair to the securement areas with the means available.

- The driver must permit the passenger to choose whether to enter the lift facing forward or backward.
- Drivers should provide passengers using scooter with information relative to the risk of tipping over during transport and make a recommendation to the passenger to transfer to an open seat on the bus. However, the passenger is not required to transfer. The final decision on whether to transfer is up to the passenger.
- If a passenger claims their wheelchair may be damaged as a result of being secured, the driver is still required to secure the wheelchair if a vehicle's equipment is capable of providing securement. The driver must inform the passenger that they will try to avoid damaging the wheelchair, but that if the passenger wishes to ride, the wheelchair must be secured.
- Lap belts and/or shoulder belts are not to be used to secure wheelchairs.
- Lap belts and/or shoulder belts are offered for the securement of the passenger, and are optional, unless the vehicle is equipped with such devices for all passengers.
- If a passenger refuses to permit securement of their wheelchair, the driver must notify dispatch immediately to report the refusal and seek further direction. A determination may be made to refuse transportation

2. Wheelchair Lifts

Any passenger who experiences difficulty using the steps to board the bus is permitted to request the use of the lift. Standees are permitted on wheelchair lifts.

If a vehicle in Local or Commuter service has a lift that is inoperable and the route headway is greater than 30 minutes, a replacement bus must be promptly provided.

Section 7: Service Changes

1. Minor and Major Service Changes Defined

Minor and major service changes may be periodically implemented by Roseville Transit. Minor changes may be approved by the Alternative Transportation Manager. Major changes shall be submitted for review and approval to the appropriate decision making body as designated in the Roseville Municipal Code. Major changes are changes that meet any of the criteria listed below.

- The elimination or addition of a transit line or service.
- A route change that impacts 25% or more of a route's miles or bus stops.
- A reduction or increase of service or frequency of service that affects 25% or more of the total transit system revenue miles.
- Proposed changes that are reasonably anticipated to be controversial with a particular community or interested parties.

2. Major Service Change Approval Process

The approval process for major transit service changes shall include the following components of evaluation and public outreach.

- Schedule a minimum of one (1) public hearing to discuss the proposed change(s); advertise the meeting(s) in the community newspaper.
- Provide public outreach in both English and Spanish in kiosks onboard the buses, and at public counters and pass sale locations to alert passengers of the proposed changes, to solicit their input, and to keep the public informed of upcoming meetings.
- Distribute input cards and fliers in advance of the first public meeting in kiosks onboard the buses, and at public counters and pass sale locations.
- If a survey is used, make surveys available online to passengers via the Web site and the Transit E-Notifications.
- Send E-mails to passengers on the Roseville Transit E-Notify mailing list asking for their input, announcing meeting(s), and outlining the details of the proposed changes.
- Provide information on the Roseville Transit Web site soliciting feedback, notifying the public of scheduled meeting(s), and detailing information about the proposed changes.
- Brief Transit employees of the proposed changes and upcoming meetings to provide complete and accurate information at the counter and on the phone.
- Collect comments provided via e-mail, the web site, letters and phone calls to be evaluated by staff and forwarded to the decision making body for their consideration prior to making a decision.
- Prepare minutes of the meeting(s); minutes or other summaries of the meeting(s) are available for public review.

Section 8: Local Service

1. Transfers

Transfers can be issued to passengers at boarding and upon paying fare. One transfer per paying passenger will be issued upon request only when boarding the bus.

Transfers will not be issued without a paid fare with exception of special programs as designated by the Alternative Transportation Manager.

Transfers are valid for 90 minutes.

Transfers are not intended for use to complete a round trip.

Transfers may only be used once and must be surrendered to the operator upon boarding the bus or at the end of the route.

2. Transfer Etiquette

As a courtesy, to help passengers coordinate travel at transfer points, drivers may radio ahead to ask another route to hold pending their arrival. This practice is a courtesy only and in no way guarantees the passenger a transfer. The request to hold must not prevent the

holding bus from starting the route within 3 minutes of departure time (including passenger boarding).

3. Transfers Between Transit Systems

Any current reciprocal transfer agreement in place between Roseville Transit and other agencies will determine transfer terms between the two systems.

4. Holidays

Local service does not operate on holidays as listed in the current Roseville Transit Service Guide.

Local service may offer limited service on certain holidays as listed in the current Roseville Transit Service Guide.

Section 9: Dial-A-Ride ADA Eligibility

1. Certification of ADA Eligibility

Under the ADA, a person with a disability is defined as an individual with a physical or mental impairment that substantially limits one or more of the major life activities of such individuals; an individual who has a record of such an impairment; or an individual who is regarded as having such an impairment.

All individuals interested in becoming approved ADA eligible must complete the City of Roseville Application for ADA Paratransit Eligibility. Applicants for ADA eligibility are submitted to Alternative Transportation. All interested applicants are placed on a pending list for up to 60 days during processing. Applicants on the pending list are awarded the same considerations as approved ADA eligible passengers. Beginning with the day on which the city receives a completed application, the certification process will take no more than twenty-one (21) calendar days. Upon approval, applicants are assigned an ADA client identification number and sent an approval letter by regular mail. The applicant will need to bring the approval letter and a photo ID with them to the Alternative Transportation office to have their Roseville Transit ADA eligible photo ID card made.

Unconditional approval of ADA eligibility is valid for three (3) years. Conditional approval may be granted on a temporary basis to be determined by City staff. At the end of the eligibility period City staff will mail an application for recertification to the last known address. The client will be placed on the pending list for sixty-days during processing. ADA Paratransit service will be discontinued if the renewal application is not received within 60 days.

Visitors using the ADA paratransit service for 21 days or less in a 12-month period will be provided temporary ADA eligibility approval. If temporary eligibility is awarded, the client may use their ADA ID card issued by their home transit agency as evidence of ADA status. Visitors using the service more than 21 days will be required to submit a formal application for ADA Paratransit Eligibility.

2. ADA Eligibility Criteria

Applicants for ADA Paratransit Eligibility will need to fall into one of three defined categories that functionally prevent individuals from gaining access to or riding on Local service.

Category 1

Any individual, who cannot, as a result of a mental or physical disability, independently board, ride, or disembark from any vehicle which is readily accessible to and usable by individuals with disabilities.

Category 2

Any individual with a disability who could use accessible local transit, but accessible Local service is not in use at the time.

Category 3

Any individual with a disability who has a specific impairment-related condition which prevents him or her from getting to and from an accessible Local service stop or station.

To further clarify eligibility criteria, the ADA established the following functional criteria as the basis for determining ADA Paratransit Eligibility:

- The inability to walk to or otherwise gain access to bus stops;
- The inability to board, ride, or disembark from Local service transit buses; or,
- The inability to remember destinations or ride on routes that new or unfamiliar to the rider.

3. Administrative Appeals Relating to ADA Paratransit Service

The Transportation Commission will hear appeals from individuals who:

- Have been denied ADA Paratransit eligibility.
- Have unusual ADA related circumstances that require special consideration.
- Have been found to have abused their DAR privileges and may be subject to suspension.

An appeal for any of the above reasons must be submitted to the City's Public Works Director in writing or, if the individual's disability prevents a written appeal, then by telephone to City staff. Items 1 and 2 must be appealed within 60 calendar days. Item 3 must be appealed within 7 calendar days as outlined in Roseville Transit Services Administrative Policy, Section 3.

If an ADA eligible passenger appeals the suspension of ADA Paratransit service, the service will continue to be provided to the individual pending the outcome of the appeal.

Section 10: Dial-A-Ride Service

1. General

Roseville Transit DAR is a curb-to-curb, demand-response, shared ride public transit system. A ride is defined as: a pick-up stop and a destination stop as determined by the passenger when scheduling a ride. If the bus makes the requested stops, the doors of the vehicle are opened and some type of business is conducted (i.e., child picked up, package dropped off), the ride has been provided and additional fare is required to continue transportation of the passenger.

2. Service Days and Hours

DAR service is provided as complementary paratransit service to Local service. DAR service will operate on a schedule that matches or exceeds the Local days and hours of service. The days and hours for both modes of service are published in the Roseville Transit Service Guide.

3. Holidays

DAR service does not operate on holidays as listed in the current Roseville Transit Service Guide.

DAR may offer limited service on certain holidays as listed in the current Roseville Transit Service Guide.

4. Passenger Eligibility

DAR service is open to all individuals within the City's service area. All individuals who are approved ADA eligible under the Americans with Disabilities Act will be given ride priority over non-ADA individuals. It is recommended that children eleven (11) and under ride with an adult or responsible youth at least twelve (12) years old. Students must provide proof of age to ride DAR without an adult.

5. Ride Purpose Restrictions

The City of Roseville is not licensed to transport children under eighteen (18) years of age for the purpose of school transportation or school-sponsored activities on DAR per the General Public Paratransit Vehicle code (VC §336 and 12523.5). Dispatch staff will decline reservations for restricted ride requests.

If a driver suspects a restricted ride was performed, they will advise the passenger of the restrictions and inform them that they will need to speak to dispatch staff before a second ride is allowed. Drivers will report the incident to dispatch. Dispatch staff will attempt to contact the passenger to establish ride purpose and verbally cancel any further restricted rides. If dispatch staff cannot reach the passenger, a notice will be sent by certified mail cancelling any restricted ride requests.

6. Service Area

DAR provides service throughout the City of Roseville, up to the City limits. If Roseville Transit Local service is provided at the City limits, DAR service can extend ¾ mile past the City limits if approved by all jurisdictions. A list of approved stops outside of the service areas will be maintained by Transit Operations.

7. Service Area Exceptions

Agreements in place between Roseville Transit and visiting transit agencies will determine service area or destinations for those agencies where exceptions have been made to provide service within the Roseville City limits.

8. Scheduling Rides

Ride requests are accepted Monday through Sunday from 8:00 a.m. to 5:00 p.m. Ride requests outside of these hours and on holidays will be recorded and confirmed by staff after 8:00 a.m. the following business day. Ride requests made after office hours or on holidays for the next day will be considered a "Without Reservation" ride. Dispatch staff will confirm a 30 minute pick-up window that includes 15-minutes before and 15-minutes after the requested ride time. Ride requests are defined as follows:

- ADA: Requests for service must be made during ride reservation hours at least one day in advance. Requests for service will be taken up to 7 days in advance. If the desired travel time is not available, dispatch staff may negotiate up to one hour on either side of the desired ride time. Dispatch staff will reschedule or cancel prior trip requests for Non-ADA eligible individuals to accommodate the ride request if the ride time cannot be negotiated.
- Non-ADA: Requests for service must be made during ride reservation hours at least one day in advance. Request for service will be taken up to 7 days in advance.
- ADA and non-ADA Same Day Service Request: Requests will be provided on a space available, first called, first served basis. Priority scheduling is not extended to ADA eligible individuals requesting same day service. The ride request may be limited to travel times during non-peak hours. A two-hour advance notice is recommended.

9. Subscription Rides

Reservations for regularly scheduled rides (subscription or periodic rides) can be made. Subscription trips will be restricted to no more than 50 percent of the available DAR trip capacity during any period. Subscription ride requests will be accepted from all eligible riders and will be honored on a first come, first served basis according to available capacity.

Subscription ride service will continue automatically until the passenger calls to change or cancel the trip reservation, or unless the subscription is cancelled temporarily or permanently in accordance with Roseville Transit Administrative Policies, Section 14.2.

10. Pick-up Procedures

DAR provides curb-to-curb service. DAR drivers will attempt to get as close to the designated pick-up/drop-off location as possible. DAR drivers do not assist passengers to or from their door, or with their carry-on items.

ADA passengers are asked to advise dispatch staff of any special ride requirements such as: lift use, extra boarding time and priority pick-up/drop-off locations, etc.

Non-ADA passengers are not eligible for priority pick-up/drop off locations, but they may board/alight at priority location if other passengers, who are ADA, are boarding/alighting.

Passengers are given a 30-minute pick-up window at the time they make their ride request. Passengers are expected to be ready to board at any time during the pick-up window. Drivers will wait at least 2 minutes for their passenger to arrive before notifying dispatch of the No Show. Drivers will continue to wait for passengers until dispatch staff advises them to leave and pick-up their next passenger.

11. In Vehicle Ride Time

All passengers will reach their destinations within 60 minutes.

12. Misuse of Dial-A-Ride Reservation Services

12.1 Cancellations and Schedule Blocking

Passengers need to cancel all unwanted rides at least two (2) hours in advance of the scheduled pick-up window. A subsequent ride tied to a cancelled ride will not be cancelled unless requested by the passenger.

A pattern of untimely or unreported cancellations, for reasons within the passenger's control, will result in suspension of service per Roseville Transit Administration Policies, Section 14.

Schedule blocking is prohibited and is defined as scheduling multiple trips to hold or reserve travel times with the intent to use only the most preferred time(s) and to cancel the remaining trips.

12.2 Excessive Cancellations for ADA and Non-ADA Reserved Rides

To avoid excessive cancellations which prevent fair and equitable use of the system by all customers, a pattern of excessive cancellations may result in suspension of service.

- After more than 25% of trips are cancelled in a 30-day rolling period an attempt at a courtesy phone call will be made to contact the customer by phone.
- After the second 30-day rolling period within 12 consecutive months, if more than 25% of trips are cancelled a courtesy letter will be sent by certified mail.
- After the third 30-day rolling period within 12 consecutive months, if more than 25% of trips are cancelled, a service suspension letter will be sent by regular mail. Seven business days after mailing the letter, DAR service will be suspended for thirty days.

12.3 Excessive Cancellations for Subscription Rides

Subscriptions will be removed from the schedule if a suspension of service results from a pattern of excessive cancellations per Section 13.2. New subscriptions will not be considered for 90-days from the date of suspension and will be subject to availability as per Section 11.

12.4 No Shows

A passenger shall receive a No Show when:

- An unwanted ride is not cancelled at least two (2) hours before the scheduled pick-up window.
- The passenger does not cancel all portions of a round trip or multi-trip ride.
- The passenger is not ready within two minutes of the driver's on-time arrival or is absent from their pick-up location during their scheduled pick up window.
- The ride is cancelled at the door.

13. Suspension of Service

13.1 Excessive No Shows

Three (3) No Shows in a six (6) month rolling period will result in the suspension of DAR service for seven (7) days. Six (6) No Shows in a 12-month rolling period will result in the suspension of DAR service for thirty (30) days. The procedure for advising passengers of No Show activity is as follows:

- At the first No Show, a courtesy phone call will be made.
- After two (2) No Shows within a six month rolling period, a courtesy letter will be sent by certified mail.

- On the third (3rd) No Show within a six-month rolling period, a service suspension letter will be sent by regular mail. Seven business days after postmark, DAR service will be suspended for seven (7) calendar days.
- After the fourth (4th) No Show in a rolling 12-month period, a courtesy letter will be sent by regular mail.
- After the fifth (5th) No Show in a rolling 12-month period, a courtesy letter will be sent by certified mail.
- On the sixth (6th) No Show in a rolling 12-month period, a service suspension letter will be sent by regular mail. Seven business days after postmark, DAR service will be suspended for thirty days.

13.2 Excessive No Shows for Subscription Rides

If a passenger misses two (2) consecutive scheduled days of subscription rides, subscription service will be suspended for the following 5 business days. If a passenger misses five (5) consecutive scheduled days of subscription rides, the passenger will be dropped from subscription service. The procedure for advising passengers of No Show activity is as follows:

- After the first missed day, Transit staff will attempt to contact the passenger to notify them of the No Show policy.
- After the second consecutive missed day, a courtesy letter will be sent by certified mail and subscription rides will be cancelled for five (5) business days. Rides and subscription service will be reinstated if the passenger contacts dispatch staff before the cancellation of subscription service letter is sent. If the passenger does not contact dispatch staff at least one (1) day in advance of their next subscription ride, they will be subject to same-day reservation guidelines.
- After the fifth consecutive day of missed subscription rides, a cancellation letter will be sent by certified mail.

If a passenger is dropped from subscription service for failure to cancel unneeded rides, he or she will be able to reestablish the subscription ride if subscription service is less than 50 percent of the available capacity for that time period. One missed day of subscription service will be counted as one (1) No Show for the purpose of calculating annual No Shows for DAR service suspension. The Alternative Transportation Manager will evaluate service suspension offenses not addressed above on a case-by-case basis.

Section 11: Commuter Service

1. General

Roseville Transit offers express routes into downtown Sacramento and Rancho Cordova and back, Monday-Friday, during peak commute hours.

2. Residency

Passengers who live within the Roseville city limits are eligible to pay the Resident discount fare. (Refer to Roseville Transit Administrative Policies, Section 5.1.7, Fares)

3. Transfers

Any current reciprocal transfer agreement in place between Roseville Transit and other agencies will determine transfer terms between the two systems. Free transfers are offered

for Roseville Transit local fixed-routes. Transfers can be made with Roseville Transit at all Roseville Transit Transfer Points.

3. Days of Service

Commuter service is offered Monday through Friday as listed in the current Roseville Transit Commuter Service Guide.

4. Holidays

Commuter service does not operate on holidays as listed in the current Roseville Transit Service Guide. Commuter service may offer limited service on certain holidays as listed in the current Roseville Transit Service Guide.

Section 12: Reverse Commute Service

1. General

Reverse Commuters are picked up in Sacramento as Commuter passengers are dropped off. In the evening, Reverse Commuters return to Sacramento from designated timed stops in Roseville. Morning and afternoon Reverse Commute schedules are as listed in the current Roseville Transit Service Guide.

2. Transfers

Any current reciprocal transfer agreement in place between Roseville Transit and other agencies will determine transfer terms between the two systems. Free transfers are offered for Roseville Transit local fixed-routes. Transfers can be made with Roseville Transit at all Roseville Transit Transfer Points.

3. Days of Service

The Reverse Commute service is offered Monday through Friday on the same days of service listed in the current Roseville Transit Service Guide.

4. Holidays

Commuter service does not operate on holidays as listed in the current Roseville Transit Service Guide. Commuter service may offer limited service on certain holidays as listed in the current Roseville Transit Service Guide.

Section 13: Charter Service

1. General

The City's charter services are provided by Alternative Transportation using vehicles and support services funded by monies made available through the Transportation Development Act (TDA). The City provides charter service under Public Utilities Code (PUC) §99250, and adheres to Federal Transportation Agency (FTA) Part 49 CFR 604 and Part 73 FR 2326.

In no way will the provision of charter service interfere with the provision of regularly scheduled general public transit service.

The City of Roseville Charter Service Policy in no way intends to compete unfairly with private charter operators, therefore, as a general rule the City will not provide Charter service.

Charters should be scheduled at least two weeks in advance of the service date whenever possible.

No out of area or overnight services shall be provided.

Some types of charters fall under the PUC Section (d) trip limit. These trips shall not exceed \$10,000 or a total of 40 charter bus trips per year, whichever occurs first. See Types of Charters (11.4) for more information.

Charter requests will be cleared with Transit Operations before a charter request is approved.

Some types of charters require the organization requesting the charter to submit a signed waiver agreement. See Types of Charters (11.4) for more information.

2. Vehicle Availability

No vehicle shall be pulled off of regular service to provide Charter service.

Monday through Friday – In most cases a charter shall be provided using 45-passenger buses in order to not interrupt regular service. These buses are generally available between 9:00 a.m. and 2:00 p.m. and after 7:00 p.m.

Saturday and Sunday – The 45-passenger vehicles are available all hours.

3. Cost of Charters

Charter rates are to be reviewed and posted not less than semiannually. A public hearing is not required to adjust Charter service rates.

3.1. Standard Rate

The standard rate is calculated by averaging the three lowest rates charged by private charter operators in the Placer/Sacramento area. Alternative Transportation will charge the Standard Rate for Charter service that is provided by Roseville Transit in the event that private charter operators are unwilling or unable to provide the requested charter service by means of the FTA charter notification process.

3.2 Direct Rate

The direct rate is calculated by dividing the Transit Services Operating Budget by the annual Contract Revenue Hours. Alternative Transportation will charge the direct rate for Charter service that is provided by Roseville Transit if it is determined a qualified human service organization, registered as such 60 days or more before the first date of service with FTA, and has a public need that cannot otherwise be met.

4. Types of Charters

4.1 City Use

These charters include service provided for City Departments for City business. These trips typically travel a short distance, in a short time frame and support the transit

program purpose. (i.e. City Employee Orientation tour). These charters shall be billed the direct rate and do not count against the City's PUC maximum limit.

4.2 City Sponsored Trips for Public Use

These charters include service that a City Department provides to the public for a fee. Alternative Transportation may consider providing the charter service if the City Department has first gone to the private operators and the private operators have indicated that they can not or will not provide the service. These charters shall be billed the Standard rate and count against the City's PUC maximum trip limit.

4.3 Qualified Human Service Organization

Alternative Transportation may consider providing charter service to a qualified human service organization if that organization has first gone to the private operators and the private operators have indicated that they can not or will not provide the service. These charters shall be charged the Direct rate. These types of charters count against the City's PUC maximum trip limit. The organization must submit a signed release form and provide a non-profit tax identification number prior to the charter.

4.4 "For-Profit" Organization

Alternative Transportation may consider providing charter service to a "for-profit" organization if that organization has first gone to the private operators and the private operators have indicated that they can not or will not provide service. These charters shall be charged the Standard rate and do not count against the City's PUC maximum trip limit. The organization must submit a signed release form prior to the charter.

5. Charter Billing

Operations staff will provide Alternative Transportation staff with Charter information at the end of each month.

Other City Departments – At the end of each quarter, Alternative Transportation staff shall submit Charter billing information to General Accounting using the form which has been developed. Accounting will transfer funds from the Department which service was provided to into the Local Transportation Fund.

Outside Organizations – Outside agencies shall be invoiced by the Finance Department. Alternative Transportation staff will write a letter to the agency for which the charter was provided indicating the charge for services rendered and attach it to a Miscellaneous Billing Request form and send it to Finance.

6. Cancellations

If a scheduled charter is not cancelled at least 24 hours prior to the scheduled time and date, a minimum charge of \$35 will be assessed.

Section 14: Customer Service

1. Comments/Complaints/Commendations

Roseville Transit encourages input from the community. Passengers may phone in, e-mail, or write with concerns. Any Transit staff member can assist in taking this information. A tracking system has been developed that assures passenger comments will be handled in the appropriate manner.

2. Lost and Found

Roseville Transit is not responsible for items left on the bus or at bus stops. To check on an item or to make arrangements to pick up a found item, call (916) 774-5757 between the hours of 8:00 a.m. and 5:00 p.m. Items will be held at 2005 Hilltop Circle, Roseville for 30 days, after which time they will either be donated to a charitable organization or discarded.

Section 15: Transit Advertising Policy

1. Public Purpose

In adopting this policy it is the City of Roseville's declared intent and purpose to maximize revenues through commercial advertising provided that all of the following interests are preserved and furthered:

- Providing a safe, convenient and pleasant environment for Roseville Transit patrons, which includes maximizing Roseville Transit fare revenues by attracting and maintaining the patronage of passengers; and
- Protecting minors who use Roseville Transit facilities and travel on Roseville Transit's transportation system; and
- Avoiding any potential identification of Roseville Transit with the point of view or message of the advertisement placed by a third party.

2. Public Forum

In adopting this policy it is the City of Roseville's declared intent and purpose to not permit advertising that individually or in combination would cause any real or personal property owned or controlled by the City of Roseville (hereinafter "City Property") to become a public forum for the dissemination, debate, and/or discussion of public issues.

3. Advertising on Roseville Transit Facilities and Vehicles by Permission

Advertising placed by a third party on City Property is not authorized unless permitted in accordance with the provisions of a license agreement approved by City. Any license agreement approved by City for the placement of advertising on City Property must be consistent with the provisions of this policy. Pre-existing licensing agreements for advertising on City Property shall be amended, if necessary, in order to be consistent with this policy and to make any other changes that may equitably be required thereby.

4. Authorized Advertisements and Announcements

This policy applies to advertising placed by a third party on any City Property and does not prohibit the City of Roseville from placing advertisements and announcements related to City services, programs, or events as long as the advertisements and announcements are not otherwise prohibited under Section 5.

Advertising placed by a third party will be reviewed for consistency with the contract and their adherence to adopted Roseville Transit Administrative Policies.

Only commercial advertisements will be allowed to be placed by a third party on any City Property. For the purpose of this policy, a commercial advertisement is an advertisement that: (i) has as its primary purpose the promotion of a commercial transaction, such as the

sale of real or personal property, services and/or entertainment, which is offered to the public generally and (ii) is not otherwise prohibited under Sub-Section 5.

5. Viewpoint Neutral Limitations

The following viewpoint-neutral content-based limitations are established. No advertisement or announcement (hereinafter referred to as "Ad") is permitted on or may be maintained on any City Property if it or information contained in it falls within one or more of the following categories:

- False, misleading, or deceptive commercial speech. The Ad proposes a commercial transaction, and the Ad, or any material contained in it, is false, misleading, or deceptive.
- Unlawful goods or services. The Ad, or any material contained in it, promotes or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal goods or services.
- Unlawful conduct. The Ad, or any material contained in it, promotes, depicts or encourages, or appears to promote, depict or encourage, unlawful, anti-social or illegal behavior or activities.
- Endorsement. The Ad, or any material contained in it, implies or declares an endorsement by the City of Roseville of any service, product or point of view, without prior written authorization of the City of Roseville (through its City Manager).
- Obscenity. The Ad, or any material contained in it, contains obscene matter or any other matter that is prohibited under the provisions of Chapter 7.5 (beginning with Section 311) of Title 9 of Part 1 the California Penal Code, and as such laws may be amended or supplemented.
- Prurient Interests. The Ad, or any material contained in it, contains harmful matter or any other matter that is prohibited under the provisions of Chapter 7.6 (beginning with Section 313) of Title 9 of Part 1 of the California Penal Code, and as such laws may be amended or supplemented.
- Profanity, Vulgarity, Riot. The Ad, or any material contained in it, is profane or vulgar, or presents a clear and present danger of causing a riot, disorder, or other imminent threat to public safety, peace or order.
- Community Standards. A material that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the transportation system.
- Libelous speech, Copyright infringement. The Ad, or any material contained in it, holds up an individual or groups of people to public ridicule, derision or embarrassment, or is libelous, or is an infringement of a copyright, trademark or registered mark.
- Tobacco. The Ad, or any material contained in it, promotes or depicts the sale or use of tobacco or tobacco-related products, except products that counteract symptoms of tobacco habituation.

- Alcohol. The Ad, or any material contained in it, promotes or depicts the sale or consumption of wine, liquor, beer, or distilled spirits.
- Firearms. The Ad, or any material contained in it, directly or indirectly promotes the sale or use of a firearm or contains an image or depiction of a firearm.
- Political Campaign Speech. The Ad, or any material contained in it, contains political campaign speech. For purposes of these guidelines, the term "political campaign speech" is speech that (1) supports or opposes or appears to support or oppose a ballot measure, initiative, or referendum, or (2) refers to any candidate for public office.
- Religion. The Ad, or any material contained in it, advocates or opposes a religion or religious belief.
- Traffic Interference. The Ad, or any material contained in it, displays any word, phrase, symbol, or character likely to interfere with, mislead, or distract traffic, or conflict with any traffic control device.
- Distraction. The Ad, or any material contained in it, incorporates any rotating, revolving, or flashing devices, or any other moving parts.
- Violence. The Ad, or any material contained in it, contains an image or description of graphic violence, including, but not limited to (1) the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement, and (2) the depiction of weapons or other implements or devices associated in the advertisement with an act or acts of violence or harm on a person or animal.
- "Adult"-oriented goods or services. The Ad, or any material contained in it, promotes or encourages, or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with, films rated "X" or "NC-17", video games rated "A" or "M," adult book stores, adult video stores, nude and/or topless clubs and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services.
- Special provisions regarding web addresses and telephone numbers. The Ad, or any material contained in it, directs viewers to a website or telephone number that contains material that violates this Policy.
- Public Forum. The Ad, or any material contained in it, if posted individually or in combination with other Ads, causes City Property to become a public forum for the dissemination, debate, and/or discussion of public issues.
- Disclaimer or Attribution. The Ad fails to contain any disclaimer or attribution as required under Section 6 and 7 of this Policy.

6. Disclaimer

The City of Roseville reserves the right, in all circumstances, to require an advertisement or announcement on any real or personal property under the City's control to include a

disclaimer stating that it is not sponsored by, and does not necessarily reflect the views of the City of Roseville.

7. Attribution

All advertisements or announcements on City Property must clearly and unambiguously identify the person or entity that has sponsored, paid for, or caused the advertisement or announcement to be placed on City Property. Website addresses or phone numbers without more information are insufficient to satisfy this section.

8. Unilateral Amendment

The City of Roseville reserves the right to unilaterally amend this policy at any time upon providing written notice to any affiliated advertising contractor.

9. Moratorium

At the discretion of the City Manager, the City of Roseville may at any time, subject to any contractual obligations, declare a complete ban or moratorium on all advertising on any real or personal property under the City's control and direct that no advertisements or announcements of any kind, other than City of Roseville advertisements or announcements, be accepted for display and posting.

10. Disputes

In the event of any dispute or disagreement between the City of Roseville and the contracted Advertising Agency, the dispute will be handled in the manner outlined in the contract.

Roseville Transit Administrative Policies – Amendments

The following changes to the Roseville Transit Administrative Policies were effective on February 17, 2010:

Section 8.1, page 12

Superseded by Fare Ordinance Amendment (Chapter 14.30 of Title 14 of the Roseville Municipal Code)

- Transfers between Roseville Transit fixed routes are eliminated.
- Transfers between Placer County Transit (PCT) and Roseville Transit fixed routes are free with a valid daily or monthly pass at designated transfer points (or PCT issued transfer slip from PCT onto Roseville Transit). Transfer slips are eliminated from Roseville Transit.
- Transfers between Sacramento regional transit and Roseville transit fixed routes are free with a valid daily or monthly pass at designated transfer points. Transfer slips are eliminated by both systems.

Section 12.4, page 17

Superseded by Council Resolution 10-37, Modifications to Transit Service – No-Show Fee Approval

- On February 17, 2010 City council approved a \$7.50 fee for No-Shows.

The following changes to the Roseville Transit Administrative Policies were effective on June 1, 2011:

Section 10: Dial-A-Ride Service

8. Scheduling Rides

" ... Ride requests are defined as follows:

- ADA: Requests for service must be made during ride reservation hours at least one day in advance. Requests for service will be taken up to ~~7~~ 14 days in advance...
- Non-ADA: Requests for service must be made during ride reservation hours at least one day in advance. Requests for service will be taken up to ~~7~~ 14 days in advance..."

The following changes to the Roseville Transit Administrative Policies were effective on June 1, 2011:

2.5 Bicycles

In the event the preferred location for storing any bicycle on the bicycle rack provided on the front of the bus is full, if in the opinion of the bus driver the bus is less than 70% occupied one to two (1-2) bicycles may be brought on board and stowed in the wheelchair securement area. Room will remain available to secure a minimum of one (1) mobility device, if needed.

Roseville Transit Administrative Policies



DRAFT 1/14/14



*Adopted April 7, 2004
Revised December 2, 2009
Effective December 2, 2009*

Table of Contents - HAS NOT BEEN UPDATED

Section 1: Code of Conduct	4
1. Animals	
2. Carry-Ons	
3. Distractions	
4. Eating/Drinking	
5. Graffiti	
6. Literature Distribution	
7. Loitering	
8. Panhandling and/or Soliciting	
9. Priority Seating	
10. Public Health Standards, Dress and Hygiene	
11. Seat Belts	
12. Smoking	
13. Social Behavior	
14. Unaccompanied Children	
Section 2: Violation of Code of Conduct	7
1. Suspension Levels	
2. Suspension Enforcement	
Section 3: Appeal of Suspension	8
Section 4: Fares	8
1. Non-refundable	
2. ID Requirement for Discount	
3. Fare Required	
4. Exact Fare	
5. Trip Not Taken	
6. Pre-Payment	
7. Payment on Delivery	
8. Lost or Damaged Fare	
9. Orders Over \$200	
10. Discount Fare	
11. ADA Fare	
12. Transfers between Transit Systems	
13. Fare Increases	
Section 5: Discount Identification Cards	9
1. Discount Categories	
2. Revocation of ID Card Discount Privilege	
3. Discount Photo ID Card Charges	
Section 6: Wheelchairs and Wheelchair Lifts	10
1. Wheelchairs	
2. Wheelchair Lifts	
Section 7: Services	11
1. Minor and Major Service Changes Defined	
2. Major Service Change Approval Process	
Section 8: Local Service	12
1. Transfers	
2. Transfer Etiquette	

3. Transfers Between Transit Systems	
4. Holidays	
Section 9: Dial-A-Ride ADA Eligibility.....	13
1. Certification of ADA Eligibility	
2. ADA Eligibility Criteria	
3. Administrative Appeals Relating to ADA Paratransit Service	
Section 10: Dial-A-Ride Service.....	14
1. General	
2. Service Area	
3. Service Area Exceptions	
4. Service Days and Hours	
5. Holidays	
6. Passenger Eligibility	
7. Certification of ADA Eligibility	
8. ADA Eligibility Criteria	
9. Ride Purpose Restrictions	
10. Scheduling Rides	
11. Subscription Rides	
12. Pick-up Procedures	
13. Misuse of Dial-A-Ride Reservation Services	
14. Suspension of Service	
15. In-Vehicle Ride Time	
Section 11: Commuter Service.....	18
1. General	
2. Residency	
3. Transfers	
4. Days of Service	
5. Holidays	
Section 12: Reverse Commuter Service.....	19
1. General	
2. Transfers	
3. Days of Service	
4. Holidays	
Section 13: Charter Service.....	19
1. General	
2. Vehicle Availability	
3. Cost of Charters	
4. Types of Charters	
5. Charter Billing	
6. Cancellations	
Section 14: Customer Service.....	21
1. Comments/Complaints/Commendations	
2. Lost and Found	
Section 15: Roseville Transit Advertising Policy.....	22

Section 1: Code of Conduct

Roseville Transit is committed to providing a safe, secure and comfortable transit environment. For the safety and comfort of all people using Roseville Transit, customers are asked to follow this basic Code of Conduct to ensure the safety and comfort of other customers and the driver. If a customer notices offensive or illegal activity by another passenger, it is their responsibility to notify Roseville Transit.

1. Animals

1.1. Service Animals

Guide dogs, signal dogs, and other service animals are permitted to accompany individuals with disabilities who board Roseville Transit. If an operator is unsure that an animal performs a service function, the operator may ask the passenger what task the animal has been trained to perform.

The animal must be on a lead or leash, or in a carrier, must not interfere with other passengers and must be under the constant supervision and control of its owner.

If a service animal misbehaves, the passenger will be asked to remove his or her animal from the vehicle. If there are multiple occurrences of misbehavior, the animal's boarding privileges may be revoked.

For safety reasons, it is recommended that service animals do not ride the passenger lift platform. Their tails, paws, head, or equipment may catch in the lift mechanism.

1.2. Pets

Except for transporting small animals in a completely enclosed and secured cage or carrier, animals that do not meet the definition of service animal are not permitted on Roseville Transit.

The cage or carrier must be small enough to fit on the person's lap. The animal must not misbehave as described in Section 1.1.

If any animal becomes excessively noisy or disruptive, the driver will request that the animal be quieted, or the passenger along with the animal will be asked to deboard at the next stop. Animals determined to be seriously disruptive will be suspended from the system.

2. Carry-Ons

Placing any carry-ons on the seat or floor of a bus which would leave any substance on the seat or floor is prohibited.

2.1. Limits

Passengers must limit their carry-ons to only those items passengers can safely carry on the bus in one boarding without driver assistance. Passengers must have control over carry-on items at all times. Carry-ons shall not block seats or aisles.

2.2. Strollers and Baby Carriers

Passengers boarding with a child in a stroller must remove the child and collapse the stroller before boarding the bus. Strollers and baby carriers must be stored so as not to block aisles at any time or seats when capacity is an issue. Children and carriers must be under personal control at all times.

2.3. Utility Carts

s must be under personal control at all times and

Utility carts and personal possession^{4 of 25} must be stored so as not to block aisles at any time, or seats when capacity is an issue.

2.4. Folding Bicycles

The preferred location for storing any bicycle is on the bicycle rack provided on the front of the bus. However, in the event the bicycle rack is fully occupied, a folding bicycle may be brought on board provided: it is folded and stored in a carrier bag before being brought aboard, it remains under personal control at all times, and stored so as not to block aisles at any time. When capacity is an issue folding bicycles must be stored under an aisle-facing seat such that they do not block the aisle (maximum 12" height when folded).

2.5 Bicycles

In the event the preferred location for storing any bicycle on the bicycle rack provided on the front of the bus is full, if in the opinion of the bus driver the bus is less than 70% occupied one to two (1-2) bicycles may be brought on board and stowed in the wheelchair mobility device securement area. Room will remain available to secure a minimum of one (1) mobility device, if needed.

2.6 Life Support Equipment

Respirators, portable oxygen, or other life support equipment may be brought on board as long as it does not violate laws or rules related to transportation of hazardous materials. Equipment must be managed by the passenger or personal care attendant.

3. Distractions

3.1. Driver Distractions

Passengers must avoid or minimize actions that promote distractions to the driver. Usage of a cell phone near the location of the driver and unnecessary conversation with the driver are prohibited. Passengers shall remain behind the standing line.

3.2. Cell Phones

Cell phone ringers and conversations shall be kept at a volume level that does not disturb bus drivers or other passengers.

3.3. Electronic Devices

Headphones must be used by passengers with all sound emitting electronic devices, or the sound feature must be turned off.

4. Eating/Drinking

Eating is prohibited on all City transit vehicles. Drinks are permitted provided they are in a spill-proof container secured with a screw-top lid.

5. Graffiti

It is unlawful for any person to intentionally place graffiti upon any City bus, bus shelter, or bus stop (Roseville Municipal Code § 10.53.030). Violation of this section may be charged as either an infraction or a misdemeanor at the discretion of the City Attorney.

Hazardous Materials

Carrying an explosive, acid, or flammable liquid on Roseville Transit is prohibited.

6. Literature Distribution

Distribution or posting of literature is prohibited on buses, at bus shelters or bus stops except as allowed by Roseville Municipal Code § 17.17.070.

7. Loitering

Loitering or congregating at a bus shelter or bus stop in a way that causes an inconvenience to others is prohibited.

8. Panhandling ~~and/or~~ Soliciting, Asking or Begging

Panhandling, soliciting, ~~begging, or~~ asking or begging other passengers or transit employees for money or fare ~~is prohibited~~ on the bus, at bus stops or within 25 feet of a bus stop is prohibited (Roseville Municipal Code § 10.37.040). ~~Violation of this section may be charged as either an infraction or a misdemeanor at the discretion of the City Attorney.~~

9. Priority Seating

Designated priority seating shall be given to seniors and persons with disabilities near the doors of the bus as posted. Passengers in these seats will be asked to volunteer their seat if the need arises. Drivers are not required to enforce compliance of a request to move passenger(s) from priority seating areas or ~~wheelchair~~ mobility device securement locations.

10. Public Health Standards, Dress and Hygiene

All persons using Roseville Transit services must comply with public health standards while on the bus or at bus stops. Persons who are bleeding, losing any body fluids, or who constitute a public health hazard will not be transported or will be requested to vacate the stop or vehicle.

Footwear and shirts are required and must be worn at all times.

A passenger may not be allowed on a vehicle if his or her body odor or physical hygiene will disturb the reasonable comfort of other passengers. A passenger will be given notice and an opportunity to correct the odor or hygiene problem prior to discontinuing riding privileges, unless in the judgment of Transit staff, that person places existing passengers in extreme discomfort, or is considered a health risk to others.

As a courtesy, passengers are asked to respect those sensitive to fragrances by avoiding wearing scents.

11. Seat Belts

Seat belts are required to be worn by all passengers seated in buses equipped with such devices.

12. Smoking

Smoking ~~is prohibited~~ on all transit vehicles and within bus shelters is prohibited.

13. Social Behavior

Passengers are expected to exhibit appropriate social behavior while on board the bus, ~~and at bus stop locations, on the phone or in person with Roseville Transit personnel.~~

14. Unaccompanied Children

Riders should have the maturity to be able to react to unexpected situations that may arise in any transportation system, such as delays, cancellations or other service disruptions. For this reason, Roseville Transit recommends that children 11 and under be accompanied by an adult or a responsible youth (at least 12 years old) when riding Roseville Transit.

If it is necessary for children to travel alone, the following is strongly suggested:

- Children should carry identification showing their name, address, home phone number and the name and phone number of the person who will be meeting them.
- Parents and/or guardians should review the details of the trip with their child prior to travel, including the route he/she will be riding and the stop where he/she will disembark. For young children, this information should be given to the child in writing.

Section 2: ~~Violation of Code of Conduct~~ **Suspension of Service**

~~In the event that an individual is unable to comply with the above Code of Conduct, Roseville Transit will enforce the suspension policy as outlined below:~~ Suspension of the privilege to use any Roseville Transit facilities or services will be enforced by the City of Roseville in the event an individual is unwilling or unable to comply with Roseville Transit's Administrative Policies.

Suspension will increase in severity with repeated violations.

If a suspended passenger is asked to leave any Roseville Transit facility or vehicle and refuses, or insists on trying to board a bus after being refused service, he or she may be subject to citation or arrest and possible prosecution.

1. Suspension Enforcement

1.1. Level 1 Suspension

Any person who is observed violating and/or refusing to comply with the ~~Code of Conduct~~ Roseville Transit Administrative Policies will be immediately ejected from a bus or refused boarding privileges by a bus driver, and their transit privileges suspended for the remainder of the day. This will constitute a warning given by Roseville Transit staff.

1.2. Level 2 Suspension

Any subsequent violations or any behavior that causes disruption of transit operations in person or on the phone, of the Code of Conduct by the same person will ~~may~~ result in that person's immediate ejection and exclusion from Roseville Transit services and premises, and ~~the loss of all transit privileges~~ suspension for up to seven (7) days without appeals.

1.3. Level 3 Suspension

For a third violation of the ~~Code of Conduct~~ Roseville Transit Administrative Policies by the same person, the Alternative Transportation Manager at his/her discretion may issue a suspension of service greater than seven (7) days.

~~Suspension will increase in severity with repeated violations. Suspensions will range from thirty (30) days, ninety (90) days, one (1) year, to permanent suspension of the privilege to use any Roseville Transit facilities or services.~~

1.4. Level 4 Suspension

Any person, who engages in ~~violent~~, seriously disruptive, violent, or illegal conduct, or requires a police officer to respond or a police report to be taken will be immediately suspended for a period of one (1) year.

~~Acts to one (1) year suspension include, but are not limited to: threats or causing fear of physical or verbal abuse; unlawful harassment, including unwelcome verbal or physical behavior having sexual or racial connotations; damaging City transit property; engaging in any activity which is hazardous to him or herself or to any other person; repeatedly violating bus riding rules.~~

Acts resulting in a one (1) year suspension may include ~~acts such as:~~

- Threats or causing fear of physical or verbal abuse;
- unlawful harassment, including unwelcome verbal or physical behavior having sexual or racial connotations;
- damaging City transit property;
- engaging in any activity which is hazardous to him or herself or to any other person;
- repeatedly violating bus riding rules;

Suspension Enforcement

~~If a suspended passenger is asked to leave any Roseville Transit facility or vehicle and refuses, or insists on trying to board a bus after being refused service, he or she may be subject to citation or arrest and possible prosecution for trespass, and all transit privileges will be suspended for seven (7) days effective immediately except for Administrative Appeals.~~

Section 3: Appeal of Suspension

Suspension of service for any reason for greater than seven (7) days may be appealed, ~~with the exception of DAR No-Show suspensions.~~ American with Disabilities Act (ADA) Complementary Paratransit service and Dial-A-Ride service suspensions for excessive no shows and excessive cancellations are not eligible for appeal.

An appeal of a suspension must be submitted in writing to the City's Public Works Director (or his/her delegate acting in the Public Works Director's absence) within ten (10) calendar days of the date of suspension written notification. If the tenth day falls upon a weekend or holiday the appeal period shall be extended to the end of the next ~~available~~ business day. The City's Public Works Director will respond within 14 days from the date the appeal was received.

A standard form for the filing of an appeal of the action of the Alternative Transportation Manager is made available by the Alternative Transportation Division. Appeals should present information that would support a reconsideration of the decision leading to the appeal and identify other parties and/or information that would support the individual's case for reconsideration. Based on review of the appeal, and any new information submitted, the Public

Works Director may reverse or reduce the original suspension.

If the passenger ~~wants~~ chooses to appeal the Public Works Director's decision, the appeal must be submitted in writing to the Alternative Transportation office within ten (10) days of the notification of the Public Works Director.

An appeal of the Public Works Director's decision will be heard by the Transportation Commission. ~~The Transportation Commission will hear appeals~~ within 45 days at a regularly scheduled meeting. The ~~decision of the~~ Transportation Commission's decision on an appeal will be provided to the individual in writing with the reasons for the decision within thirty (30) calendar days ~~of such hearing~~. If the individual is legally blind, notification will be both in writing and by telephone. The decision of the Transportation Commission shall be final whether or not the appellant appears.

Section 4: Fees

Dishonored Checks

Dishonored checks shall be subject to a check return fee (Municipal Code §14.04.200). Pass(es) purchased with dishonored funds will to be deactivated until the check return fee and original purchase price are paid in full.

Duplicate Receipts

The Alternative Transportation office may provide duplicate receipts. The request must be made within 30 days of the transaction. Subsequent request within a calendar year will be charged a fee.

Roseville Transit Discount Identification Cards

Roseville Transit Discount Identification cards are available with completion and approval of the Roseville Transit Discount Photo ID application and paid fee.

Roseville Transit shall charge an appropriate fee for new, renewed or replaced photo ID cards, pursuant to Chapter 14.30 of the Roseville Municipal Code (Public Transit) with exception of new and renewal ADA ID cards.

Roseville Transit ID cards are property of the City of Roseville and are used to identify persons who are eligible for discount fares.

Section 4: Fares

Fares are published in and governed by the Roseville Municipal Code §14.30. Refusing to pay a proper fare is unlawful and can result in arrest, fines, suspension, or ejection from the bus.

- All fares are non-refundable.
- A valid identification card must be presented when paying a discounted fare.
- Fare must be paid when boarding. ~~Refusing to pay proper fare is unlawful and can result in arrest, fines, suspension, or ejection from the bus.~~ Payment on delivery to destination is prohibited. This includes but is not limited to cash or fare deposited in excess of fare or regardless of whether a trip was taken after fare is deposited in farebox.
- Exact fare is required. Drivers cannot make change. Cash deposited in excess of fare will not be refunded.
- ~~Fare deposited in farebox, regardless of whether a trip was taken, will not be refunded.~~
- ~~Payment on delivery to destination is prohibited.~~
- Lost or damaged non-electronic fare will not be replaced. Roseville Transit is not

responsible for passes lost in regular mail.

- Bulk pass orders over \$200 must be shipped via a trackable method or received at the Alternative Transportation “will call”.
- ~~People who are validated as senior or disabled are approved to pay a discounted fare.~~
- The fare charged to an ADA passenger shall not exceed twice the fare charged an individual paying full fare on a similar trip on Roseville Transit Local service. Personal care attendants ride for free if the passenger has been approved to travel with an attendant. If the ADA passenger has not been approved to travel with an attendant, but has reserved the ride for more than one passenger, the second passenger is considered a companion and will pay the same fare as the ADA passenger.
- Any current reciprocal transfer agreement in place between Roseville Transit and other agencies will determine transfer terms between the two systems.
- When a fare increase occurs ~~old tickets~~ passes are valid for one-year following the effective date of the implementation of new fare. ~~Tickets~~ Passes may be exchanged for credit toward like-value fare or used with additional coin in the farebox during this period, after which time ~~tickets~~ will expire and will not be replaced.
- If an electronic pass is reported lost or damaged, the remaining balance on that electronic pass may be applied as credit toward like fare.

Section 5: Discount Identification Cards

Passengers paying discounted fares are required to possess the appropriate identification card. ~~Roseville Transit photo ID cards are available with completion and approval of the Roseville Transit Discount Photo ID application and paid fee.~~

1. Discount Categories

1.1. Children

Children age 4 and under ride free with a paying guardian. A limit of two (2) children per guardian on Local Fixed Route Service and Dial-A-Ride (DAR) service only.

~~Students~~ Children ages 5 through 12 are eligible to pay discounted fare without presenting a ~~photo~~ discount ID. This provision applies on Local Fixed Route Service only.

Youth

~~Students~~ Youth ages 13 through 18 are eligible to pay discounted fare by showing a current middle school, junior high school or high school issued photo ID, a Roseville Transit ~~photo~~ Youth ID or other transit agency Youth photo ID. This provision applies on Local Fixed Route Service only.

College ID cards are not acceptable for ~~student~~ youth discounted fare.

1.2. Senior Citizens

Passengers age 60 or older are eligible to pay discounted fare with a California Department of Motor Vehicles Senior Citizen ID, ~~photo ID card issued by Roseville Transit Discount ID~~ or another transit agency Senior photo ID. ~~A California Department of Motor Vehicles Senior Citizen ID may also be presented at boarding.~~ This provision applies to ~~Discount fare for seniors is available on~~ Local Fixed Route Service and DAR.

1.3. Medicare Card

As required by California Public Utilities Code § 99155, the Federal Medicare identification card will be honored as ~~sufficient proof of eligibility on Local service only~~ an acceptable ID for discounted fare. A driver may request a photo ID to validate. This provision applies to Local Fixed Route Service only.

1.4. Disabled Persons with Disabilities

~~A disabled person means any individual who by reason of illness, injury, age, congenital or other incapacity is unable, without special facilities or planning or design, to utilize public transportation facilities and services as effectively as a person who is not so affected. Passengers with disabilities are eligible to pay discounted fare on Local service and DAR with a photo ID card issued by Roseville Transit Discount ID or another transit agency photo ID. A disabled person means any individual who by reason of illness, injury, age, congenital or other incapacity is unable, without special facilities or planning or design, to utilize public transportation facilities and services as effectively as a person who is not so affected. A temporary disability is a disability or incapacity which lasts more than 90 days. This provision applies to Local Fixed Route Service and DAR.~~

1.5. ADA and ADA with Attendant

~~Passengers with disabilities preventing them from using the Local service may apply for ADA status on DAR. Under the American with Disabilities Act (ADA), a person with a disability is defined as an individual with a physical or mental impairment that substantially limits one or more of the major life activities of such individuals; an individual who has a record of such an impairment; or an individual who is regarded as having such an impairment.~~ ADA customers are eligible to pay discounted fare with their ADA ID card on DAR and Local Fixed Route Service. If approved as ADA with attendant, the ID card indicates such and the attendant will ride free of charge.

Passengers with disabilities preventing them from using the Local Fixed Route Service may apply for ADA status on DAR.

1.6. Client Aide

~~The Client Aide ID card is accepted on Local and DAR service. It is available to qualified service provider staff who travel with clients or students who are unable to safely travel alone. The ID allows the cardholder to board for free and is valid only when the aide is accompanying clients or students and allows the clients/students to travel at the discounted fare without needing their own discount ID cards. The Client Aide ID is available to qualified service provider staff who travel with clients or students who are unable to safely travel alone. The Client Aide ID card is accepted on Local Fixed Route Service and DAR.~~

1.7. Roseville Resident

Roseville Residents are eligible to ~~ride Commuter service at the resident~~ pay the discounted commuter fare when showing their valid Commuter Resident Discount ID.

A Resident is defined as an ~~passengers are~~ individuals who resides within the city limits of Roseville or owns property within the city limits.

Roseville residency is verified by the passenger submitting a copy of a City of Roseville Utility Bill (electric, water, sewer, or garbage), lease agreement, or ~~other~~ landlord validation ~~of residency~~, along with photo ID ~~to Alternative Transportation~~.

A passenger owning property may submit a tax receipt or property deed along with a photo ID.

This provision applies to Commuter Service only.

1.8. Reverse Commuter

No photo ID card is necessary for the Reverse Commuter to receive discounted fare. This provision applies to Commuter Service only.

2. Revocation of ID Card Discount Privilege

~~ID cards are non-transferable. Privileges may be revoked if misused. Roseville Transit ID cards must be surrendered upon request to Roseville Transit personnel.~~

Privileges will be revoked under the following conditions:

- (1) Possession or use by other than the person to whom issued;
- (2) Alteration of ID
- (3) Violation of applicable laws and City ordinances, resolutions, rules or regulations;
- (4) Expiration.

~~3. Discount Photo ID Card Charges~~

~~Roseville Transit shall charge an appropriate fee for new, renewed or replaced photo ID cards, pursuant to Chapter 14.30 of the Roseville Municipal Code (Public Transit) with exception of new and renewal ADA ID cards.~~

~~Section 6: Wheelchairs and Wheelchair Lifts~~ Mobility Devices, Vehicle Lifts and Ramps

~~A Wheelchair means a or mobility aid device means~~ a mobility aid belonging to any class of three or ~~four~~ more-wheeled devices, usable indoors, designed for and used by individuals with mobility impairments, whether operated manually or powered.

~~A "common wheelchair" is such a device which does not exceed 30 inches in width and 48 inches in length measured two inches above the ground, and does not weigh more than 600 pounds when occupied.~~

Roseville Transit can transport passengers with mobility devices provided they can be loaded and secured safely.

~~1. Wheelchairs~~ Mobility Devices

- ~~• Transportation may be refused if a wheelchair exceeds the definition of a common wheelchair.~~
- ~~Wheelchairs~~ Mobility devices (except folding wheelchairs) are not authorized to ride in places other than the designated securement areas on the bus.
- All ~~wheelchairs~~ mobility devices must have a four (4) point tie down while being transported. If a passenger requests additional securements, the driver must use all securements available on the vehicle.
- If a vehicle's securement system is not capable of satisfactorily securing or restraining a passenger's ~~wheelchairs~~ mobility devices and the passenger wishes to ride anyway, the driver must use their best effort to restrain or confine the ~~wheelchairs~~ mobility devices to

the securement areas with the means available.

- ~~The driver must permit the passenger to choose whether to enter the lift facing forward or backward.~~
- Drivers should provide passengers using scooter with information relative to the risk of tipping over during transport and make a recommendation to the passenger to transfer to an open seat on the bus. However, the passenger is not required to transfer. The final decision on whether to transfer is up to the passenger.
- If a passenger claims their wheelchairs mobility devices may be damaged as a result of being secured, the driver is still required to secure the wheelchair if a vehicle's equipment is capable of providing securement. The driver must inform the passenger that they will try to avoid damaging the wheelchairs mobility devices, but that if the passenger wishes to ride, the wheelchairs mobility devices must be secured.
- Lap belts and/or shoulder belts are not to be used to secure wheelchairs mobility devices.
- Lap belts and/or shoulder belts are offered for the securement of the passenger, and are optional, unless the vehicle is equipped with such devices for all passengers.
- If a passenger refuses to permit securement of their wheelchairs mobility devices, the driver must notify dispatch immediately to report the refusal and seek further direction. A determination may be made to refuse transportation

2. Wheelchair Vehicle Lifts and Ramps

Any passenger, including standees, who experiences difficulty using the steps to board the bus is permitted to request the use of the lift or ramp. ~~Standees are permitted on wheelchair lifts.~~

The driver must permit the passenger to choose whether to enter the lift facing forward or backward.

If a vehicle in Local, Dial-A-Ride or Commuter service has a lift or ramp that is inoperable and the route headway is greater than 30 minutes, a replacement bus must be promptly provided.

Section 7: Service Changes

1. **Minor and Major Service Changes Defined**

Minor and major service changes may be periodically implemented by Roseville Transit. Minor changes may be approved by the Alternative Transportation Manager. Major changes shall be submitted for review and approval to the appropriate decision making body as designated in the Roseville Municipal Code. Major changes are changes that meet any of the criteria listed below.

- The elimination or addition of a transit line or service.
- A route change that impacts 25% or more of a route's miles or bus stops.
- A reduction or increase of service or frequency of service that affects 25% or more of the total transit system revenue miles.
- Proposed changes that are reasonably anticipated to be controversial ~~with a particular community or interested parties~~ with stakeholders.

2. Major Service Change Approval Process

The approval process for major transit service changes shall include ~~the following components of evaluation and~~ public outreach to solicit input as determined through implementation of Public Input Plan (PIP) established at the onset of planning a major service change. The PIP shall be consistent with the Public Participation Plan (PPP) as provided in the currently adopted Title VI Plan.

A PIP for major service change shall include a minimum one (1) public hearing to present the proposed changes and solicit public input. Public hearing notifications shall be provided in English and any additional language(s) as identified through the Limited English Proficiency component of Title VI Plan.

- ~~• Schedule a minimum of one (1) public hearing to discuss the proposed change(s); advertise the meeting(s) in the community newspaper.~~
- ~~• Provide public outreach in both English and Spanish in kiosks onboard the buses, and at public counters and pass sale locations to alert passengers of the proposed changes, to solicit their input, and to keep the public informed of upcoming meetings.~~
- ~~• Distribute input cards and fliers in advance of the first public meeting in kiosks onboard the buses, and at public counters and pass sale locations.~~
- ~~• If a survey is used, make surveys available online to passengers via the Web site and the Transit E-Notifications.~~
- ~~• Send E-mails to passengers on the Roseville Transit E-Notify mailing list asking for their input, announcing meeting(s), and outlining the details of the proposed changes.~~
- ~~• Provide information on the Roseville Transit Web site soliciting feedback, notifying the public of scheduled meeting(s), and detailing information about the proposed changes.~~
- ~~• Brief Transit employees of the proposed changes and upcoming meetings to provide complete and accurate information at the counter and on the phone.~~
- ~~• Collect comments provided via e-mail, the web site, letters and phone calls to be evaluated by staff and forwarded to the decision making body for their consideration prior to making a decision.~~
- ~~• Prepare minutes of the meeting(s); minutes or other summaries of the meeting(s) are available for public review.~~

Section 8: Local Fixed Route Service

1. Transfers

~~Transfers can be issued to passengers at boarding and upon paying fare. One transfer per paying passenger will be issued upon request only when boarding the bus.~~

~~Transfers will not be issued without a paid fare with exception of special programs as designated by the Alternative Transportation Manager.~~

~~Transfers are valid for 90 minutes.~~

~~Transfers are not intended for use to complete a round trip.~~

~~Transfers may only be used once and must be surrendered to the operator upon boarding the bus or at the end of the route.~~

Any current reciprocal transfer agreement in place between Roseville Transit and other agencies will determine transfer terms between the two systems.

2. **Transfer Etiquette Courtesy**

~~As a courtesy,~~ To help passengers coordinate travel ~~at transfer points,~~ Roseville Transit drivers may radio ahead to ask another route to hold pending their arrival. This practice is a courtesy only and in no way guarantees the passenger a transfer. The request to hold must not prevent the holding bus from starting the route within 3 minutes of departure time (including passenger boarding).

3. **Transfers Between Transit Systems**

~~Any current reciprocal transfer agreement in place between Roseville Transit and other agencies will determine transfer terms between the two systems.~~

4. **Holidays**

Local Fixed Route Service does not operate on holidays as listed in the current Roseville Transit Service Guide.

Local Fixed Route Service may offer limited service on certain holidays as listed in the current Roseville Transit Service Guide.

Section 9: Complementary American with Disabilities Act (ADA) Paratransit Service Dial-A-Ride ADA Eligibility In compliance with Department of Transportation Rule 49 Code of Federal Regulation Part 37

General

Under the American with Disabilities Act (ADA), (49CFR, Part 37) Paratransit Service functions as a "safety net" for people whose disabilities prevent them from using the Local Fixed Route transit system. It is not intended to be a comprehensive system of transportation that meets all of the needs of person with disabilities, and it is distinct from medical or human services transportation.

Complementary ADA Paratransit Service must provide a level of service that is comparable to that provided by the Local Fixed Route system.

Under the ADA, a person with a disability is defined as an individual with a physical or mental impairment that substantially limits one or more of the major life activities of such individuals; an individual who has a record of such an impairment; or an individual who is regarded as having such an impairment.

ADA certified individuals are entitled to:

- Priority trip booking:
- Origin to destination service, upon advance request and if feasible, when assistance beyond the curb is necessary:
- Discounted fare for ADA passenger and one companion; and.
- If certified for such, Personal Care Attendant (PCA) to accompany, free of charge. The driver does not assume the role of PCA.

Complementary Paratransit Service is provided by Roseville Transit Dial-A-Ride (DAR).

ADA Eligibility Criteria

Eligibility is not based on age, economic condition, or inability to drive an automobile. Applicants should note that having a medical condition or disability will not automatically qualify them for ADA Complementary Paratransit eligibility.

Applicants for ADA Paratransit Eligibility will need to fall into one of three defined categories that functionally prevent individuals from gaining access to or riding on Local service.

Category 1

Any individual, who cannot, as a result of a mental or physical disability, independently board, ride, or disembark from any vehicle which is readily accessible to and usable by individuals with disabilities.

Category 2

Any individual with a disability who could use accessible local transit, but accessible Local service is not in use at the time.

Category 3

Any individual with a disability who has a specific impairment-related condition which prevents him or her from getting to and from an accessible Local service stop or station.

To further clarify eligibility criteria, the ADA established the following functional criteria as the basis for determining ADA Paratransit Eligibility:

- The inability to walk to or otherwise gain access to bus stops;
- The inability to board, ride, or disembark from Local service transit buses; or,
- The inability to remember destinations or ride on routes that new or unfamiliar to the rider.

Certification of ADA Eligibility

To apply for Roseville Transit ADA Complementary Paratransit Service, complete and return the eligibility application provided by the City of Roseville Alternative Transportation office.

Applicants have 60-days in which to return a completed, signed, original application. All information is kept confidential and will be used to determine if the applicant can ride the Local Fixed Route System or if you are eligible for ADA Complementary Paratransit Services. During this period, and prior to approval, applicants are placed on the Presumptive Eligibility Pending List and are awarded to same consideration as approved ADA eligible passengers.

Upon receipt of a completed application the certification process will take no more than twenty-one (21) calendar days.

If approved, applicants will be notified by letter of ADA Complementary Paratransit certification status.

If an individual is denied eligibility, a letter indicating the reason(s) for the denial and how to appeal the decision will be mailed. Denial of eligibility applies only to ADA Complementary Paratransit Service.

~~Under the ADA, a person with a disability is defined as an individual with a physical or mental impairment that substantially limits one or more of the major life activities of such individuals; an individual who has a record of such an impairment; or an individual who is regarded as having such an impairment.~~

~~All individuals interested in becoming approved ADA eligible must complete the City of Roseville Application for ADA Paratransit Eligibility. Applicants for ADA eligibility are submitted to Alternative Transportation. All interested applicants are placed on a pending list for up to 60 days during processing. Applicants on the pending list are awarded the same considerations as approved ADA eligible passengers. Beginning with the day on which the city receives a completed application, the certification process will take no more than twenty-one (21) calendar days. Upon approval, applicants are assigned an ADA client identification number and sent an approval letter by regular mail. The applicant will need to bring the approval letter and a photo ID with them to the Alternative Transportation office to have their Roseville Transit ADA eligible photo ID card made.~~

~~Unconditional approval of ADA eligibility is valid for three (3) years. Conditional approval may be granted on a temporary basis to be determined by City staff. At the end of the eligibility period City staff will mail an application for recertification to the last known address. The client will be placed on the pending list for sixty days during processing. ADA Paratransit service will be discontinued if the renewal application is not received within 60 days.~~

~~Visitors using the ADA paratransit service for 21 days or less in a 12-month period will be provided temporary ADA eligibility approval. If temporary eligibility is awarded, the client may use their ADA ID card issued by their home transit agency as evidence of ADA status. Visitors using the service more than 21 days will be required to submit a formal application for ADA Paratransit Eligibility.~~

Types of Conditional Eligibility

Temporary

An individual may be granted temporary eligibility if the disability or incapacity is expected to last more than 90 days and is long-term but not permanent.

Visitor Status

Visitor status provides rides for up to 21 days in a rolling, calendar-year, priority service and upon request, origin to destination service. Visitors using the service more than 21 days will be required to submit a formal application for ADA Complementary Paratransit eligibility with the City of Roseville Alternative Transportation office.

ADA Certified

Roseville Transit will honor ADA certifications from other transit agencies. An individual from out-of-town requesting ADA Complementary Paratransit Service must present verification of their certification prior to their first reservation to the Alternative Transportation office.

Non-ADA Certified

Persons with disabilities visiting the City of Roseville should contact the Alternative Transportation office in advance of arriving to determine eligibility for ADA Complementary Paratransit Service visitor status.

Recertification

City staff will mail a recertification application to the last known address at least thirty days before the end of the eligibility period. To continue eligibility, the recertification application must be returned prior to the eligibility expiration date indicated on the ADA Discount Identification card.

Individuals have the right to request a new determination if they believe that there have been changes in their situation. This includes individuals determined ineligible as well as those whose eligibility has been limited or conditioned.

Administrative Appeals Relating to Complementary ADA Paratransit

~~The Transportation Commission will hear~~ Appeals will be entertained by the City from individuals who:

1. Have been denied ADA Complementary Paratransit eligibility.
2. Have unusual ADA related circumstances that require special consideration.
3. Have been found to have abused their DAR privileges and may be subject to suspension.

An appeal for any of the above reasons must be submitted to the City's Public Works Director in writing or, if the individual's disability prevents a written appeal, then by telephone to City staff. Items 1 and 2 must be appealed within 60 calendar days. Item 3 must be appealed within 7 calendar days as outlined in Roseville Transit Services Administrative Policy, Section 3.

If an ADA eligible passenger appeals the suspension of ADA Paratransit service, the service will continue to be provided to the individual pending the outcome of the appeal.

Appeals Process Relating to ADA Paratransit Service

The administrative appeals process is as follows:

Submission of Appeals

An appeal for any of the above reasons must be submitted to the City's Director of Public Works in writing or, if the individual's disability prevents a written appeal, then by telephone. If made by telephone, the City staff will prepare a written summary of the appeal and mail a copy to the individual involved. Appeals should present information which would support a reconsideration of the decision leading to the appeal and identify other parties and/or information which would support the individual's case for reconsideration. Based on review of the appeal and any new information submitted, the Director of Public Works may reverse the original decision and grant eligibility. Unless reserved due to more complete information, the Director of Public Works will schedule an appeal hearing.

Appeal Review

The City's Transportation Commission will function as the Appeal Review Committee. Appeals will be heard in conjunction with normal scheduled meetings of the commission and will afford the individual submitting the appeal the opportunity to be heard and to present information and arguments supporting their appeal. Should an individual's disability preclude their presenting information to the Commission, they may be represented by a parent, guardian or medical/social service professional familiar with their disability and personal conditions.

Appeal Decision

The decision of the Commission on an appeal will be provided to the individual in writing with the reasons for the decision. If the individual is legally blind, notification will be both in writing and by telephone.

Timing

An appeal must be submitted within sixty (60) calendar days of the denial of ADA Complementary Paratransit eligibility. An appeal must be submitted within seven (7) days of a written notice of pending suspension of ADA eligibility.

The Transportation Commission will hear appeals at their regularly scheduled meetings and a decision made within thirty (30) calendar days of such hearings. If a decision is not made within thirty (30) days, the individual submitting the appeal may be given temporary ADA Complementary Paratransit eligibility until such time as a decision is made.

Service

Days and Hours

ADA Complementary Paratransit Service is offered seven (7) days a week. The days and hours are published in the Roseville Transit Services Guide.

Holidays

ADA Complementary Paratransit Service does not operate on holidays as listed in the current Roseville Transit Services Guide.

ADA Complementary Paratransit Service may offer limited service on certain holidays as listed in the current Roseville Transit Services Guide.

Service Area within City Limits

ADA Complementary Paratransit Service provides service within the city limits of Roseville.

Service Area outside of City Limits

ADA Complementary Paratransit Service may extend up to ¾ miles past the nearest Local Fixed Route Service if it meets the following criteria: the stop benefits the public at large, the stop is ADA accessible, and the stop is approved by Roseville Transit and the affected transit agency.

Service Area Exceptions

Agreements in place between Roseville Transit and visiting transit agencies will determine service area or destinations for those agencies where exceptions have been made to provide service within the Roseville City limits.

Ride Purpose Restrictions

Roseville Transit is not licensed to transport children or youth for the purpose of school transportation or school-sponsored activities on DAR per the General Public Paratransit Vehicle

code (VC §336 and 12523.5).

Roseville Transit does not provide emergency service, gurney service.

Dispatch staff will decline reservations for restricted ride requests.

Ride Reservations

Ride request are accepted seven (7) days a week from 8:00 a.m. to 5:00 p.m. Ride requests outside of these hours an on holidays will be recorded and confirmed by staff after 8:00 a.m. the following business day.

Schedule Blocking

Schedule Blocking is defined as scheduling multiple trips to hold or reserve travel times with the intent to use only the most preferred time(s) and to cancel the remaining trips.

Same Day Reservations

Ride requests for the same day of travel, and request made after office hours or on holidays for the next day, will be considered same day reservations. Same day reservations will be made on a space available basis for a premium fare.

Subscription Reservations

Subscription rides are reservations for ongoing or periodic scheduled rides.

Peak Hours

Subscription trips will be restricted to trips for medical and work purposes to no more than 50 percent of the available DAR trip capacity during any period. Subscription ride requests will be accepted from all riders and will be honored on a first come, first served basis according to available capacity.

Non-Peak Hours

For all other times, subscription trips will be restricted to no more than 50 percent of the total available DAR capacity during any period. Subscription ride requests will be accepted from all riders and will be honored on a first come, first served basis according to available capacity.

Subscription ride service will continue automatically until the passenger calls to change or cancel the trip reservation, or unless the subscription is cancelled by Roseville Transit temporarily or permanently in accordance with Roseville Transit Administrative Policies.

Pick-up Procedures

ADA Complementary Paratransit Service provides origin to destination service upon advance request, and if feasible, when assistance beyond the curb is necessary. DAR drivers will attempt to get as close to the designated pick-up/drop-off location as possible. ADA Complementary Paratransit Service drivers do not assist passengers to or from their door, or with their carry-on items.

Passengers are given a reservation time when they make their ride requests and must be prepared for the bus to arrive up to 15-minutes before and after the confirmed time. Passengers are expected to be ready to board at any time during the period. Drivers will wait at least two minutes for the passenger to arrive or until dispatch staff advises them to leave to pick up their next passenger.

No Shows

A No Show is defined as

- A reservation that is not cancelled at least two (2) hours before the scheduled pick-up time.
- The passenger does not cancel all portions of a round trip or multi-trip reservation.
- The passenger is not ready within two minutes of the driver's on-time arrival

- The passenger is absent from their pick-up location during their scheduled pick up time.
- The passenger cancels the reservation at the door.

Canceling Reservations

To cancel a reservation, contact Roseville Transit two or more hours before the beginning of the scheduled pick-up time for any single trip. Failure to cancel a trip in advance will result in a no-show.

A subsequent ride tied to a cancelled ride will not be cancelled unless requested by the passenger.

Excessive No Shows

Three No Shows in a three (3) month rolling period will result in suspension of ADA Complementary Paratransit Service for ten calendar days. In lieu of suspension, a passenger may choose to pay a No Show fee for each occurrence. Fees are published in and governed by the Roseville Municipal Code §14.30.

The procedure for advising passengers of No Show activity is as follows:

1. At the first No Show occurrence, a courtesy phone call will be made to notify the passenger of the No Show policy.
2. At the second No Show occurrence within a three (3) month rolling period, a courtesy letter will be mailed.
3. At the third No Show occurrence within a three (3) month rolling period, a service suspension letter will be mailed. Seven (7) business days after postmark, ADA Complementary Paratransit Service will be suspended for 10 days. If the customer chooses to pay the No Show fee in lieu of suspension, the fee must be received prior to the onset of the suspension. If it is not, the fee will be returned and the suspension will remain in effect.

Subscriptions will be removed from the schedule. New subscriptions will not be considered for 90-days from the date of suspension and will be subject to availability.

Suspension of Service for Excessive Cancellations

Excessive cancellations are defined as a pattern of canceling a disproportionate number of scheduled reservations for reasons within the passenger's control. A pattern of excessive cancellations may result in suspension of service:

1. After more than 25% of trips are cancelled in a 30-day rolling period an attempt at a courtesy phone call will be made to contact the customer by phone.
2. After the second 30-day rolling period within 12 consecutive months, if more than 25% of trips are cancelled a courtesy letter will be mailed.
3. After the third 30-day rolling period within 12 consecutive months, if more than 25% of trips are cancelled, a service suspension letter will be mailed. Seven business days after mailing the letter, ADA Complementary Paratransit Service will be suspended for 30 days.

Subscriptions will be removed from the schedule. New subscriptions will not be considered for 90-days from the date of suspension and will be subject to availability.

Section 10: Dial-A-Ride General Public Service

1. General

Roseville Transit Dial-A-Ride is a curb-to-curb, demand-response, shared ride public transit system. A ride is defined as: a ~~pick-up stop and a destination stop~~ singular trip from one address to another as determined by the passenger when scheduling an advanced ride. ~~If the bus makes the requested stops, the doors of the vehicle are opened and some type of business is conducted (i.e., child picked up, package dropped off), the ride has been provided and additional fare is required to continue transportation of the passenger.~~

2. Service Days and Hours

~~DAR service is provided as complementary paratransit service to Local service. DAR service will operate on a schedule that matches or exceeds the Local days and hours of service. The days and hours for both modes of service are published in the Roseville Transit Service Guide.~~

3. Holidays

~~DAR service does not operate on holidays as listed in the current Roseville Transit Service Guide.~~

~~DAR may offer limited service on certain holidays as listed in the current Roseville Transit Service Guide.~~

4. Passenger Eligibility

DAR service is open to all individuals ~~within the City's service area. All individuals who are approved ADA eligible under the Americans with Disabilities Act will be given ride priority over non-ADA individuals.~~ It is recommended that children eleven (11) and under ride with an adult or responsible youth at least twelve (12) years old. ~~Students~~ Youth must provide proof of age to ride DAR without an adult.

Service

Days and Hours

Roseville Transit DAR is offered seven (7) days a week. The days and hours are published in the Roseville Transit Service Guide.

Holidays

DAR service does not operate on holidays as listed in the current Roseville Transit Service Guide.

DAR may offer limited service on holidays as listed in the current Roseville Transit Service Guide.

Service Area within City limits

DAR provides service within the city limits of Roseville.

Service Area outside of City Limits

Roseville Transit DAR service may extend up to ¾ mile past the nearest Local Fixed Route Service if it meets the following criteria: the stop benefits the public at large, the stop is ADA accessible, and the stop is approved by Roseville Transit and the affected transit agency.

Service Area Exceptions

Agreements in place between Roseville Transit and visiting transit agencies will determine service area or destinations for those agencies where exceptions have been made to provide service within the Roseville City limits.

Ride Purpose Restrictions

Roseville Transit is not licensed to transport children or youth for the purpose of school transportation or school-sponsored activities on DAR per the General Public Paratransit Vehicle code (VC §336 and 12523.5).

Roseville Transit does not provide emergency service, gurney service or door-to-door service.

Dispatch staff will decline reservations for restricted ride requests.

Ride Reservations

Ride requests are accepted seven (7) days a week from 8:00 a.m. to 5:00 p.m. Ride requests outside of these hours and on holidays will be recorded and confirmed by staff after 8:00 a.m. the following business day.

Schedule Blocking

Schedule blocking is defined as scheduling multiple trips to hold or reserve travel times with the intent to use only the most preferred time(s) and to cancel the remaining trips.

Same Day Reservations

Ride requests for the same day of travel, and requests made after office hours or on holidays for the next day, will be considered same day reservations. Same day reservations will be made on a space available basis for a premium fare.

Subscription Reservations

Subscription rides are reservations for ongoing or periodic scheduled rides.

Peak Hours

Subscription trips will be restricted to trips for medical and work purposes to no more than 50 percent of the available DAR trip capacity during any period. Subscription ride requests will be accepted from all riders and will be honored on a first come, first served basis according to available capacity.

Non-Peak Hours

For all other times, subscription trips will be restricted to no more than 50 percent of the total available DAR capacity during any period. Subscription ride requests will be accepted from all riders and will be honored on a first come, first served basis according to available capacity.

Subscription ride service will continue automatically until the passenger calls to change or cancel the trip reservation, or unless the subscription is cancelled by Roseville Transit temporarily or permanently in accordance with Roseville Transit Administrative Policies.

In Vehicle Ride Time

In vehicle total trip time shall be comparable to a Local route travel time to include time necessary to travel to the bus stop, wait for the bus, actual riding time, transfers, and travel from the final stop to the person's ultimate destination.

Pick-up Procedures

DAR provides curb-to-curb service. DAR drivers will attempt to get as close to the designated pick-up/drop-off location as possible. DAR drivers do not assist passengers to or from their door, or with their carry-on items.

Passengers are given a reservation time when they make their ride requests and must be prepared for the bus to arrive up to 15-minutes before and after the confirmed time. Passengers are expected to be ready to board at any time during the period. Drivers will wait at least two minutes for the passenger to arrive or until dispatch staff advises them to leave to pick up their next passenger.

No Shows

A No Show is defined as

- A reservation that is not cancelled at least two (2) hours before the scheduled pick-up time.
- The passenger does not cancel all portions of a round trip or multi-trip reservation.
- The passenger is not ready within two minutes of the driver's on-time arrival.
- The passenger is absent from their pick-up location during their scheduled pick up time.
- The passenger cancels the reservation at the door.

Canceling Reservations

To cancel a reservation, contact Roseville Transit two or more hours before the beginning of the scheduled pick-up time for any single trip. Failure to cancel a trip in advance will result in a no-show.

A subsequent ride tied to a cancelled ride will not be cancelled unless requested by the passenger.

Excessive No Shows

Three No Shows in a three (3) month rolling period will result in suspension of DAR Service for ten calendar days. In lieu of suspension, a passenger may choose to pay a No Show fee for each occurrence. Fees are published in and governed by the Roseville Municipal Code §14.30.

The procedure for advising passengers of No Show activity is as follows:

- At the first No Show occurrence, a courtesy phone call will be made to notify the passenger of the No Show policy.
- At the second No Show occurrence within a three (3) month rolling period, a courtesy letter will be mailed.
- At the third No Show occurrence within a three (3) month rolling period, a service suspension letter will be mailed. Seven (7) business days after postmark, DAR service will be suspended for 10 days. If the customer chooses to pay the No Show fee in lieu of suspension, the fee must be received prior to the onset of the suspension. If it is not, the fee will be returned and the suspension will remain in effect.

Subscriptions will be removed from the schedule. New subscriptions will not be considered for 90-days from the date of suspension and will be subject to availability.

Suspension of Service for Excessive Cancellations

Excessive cancellations are defined as a pattern of canceling a disproportionate number of scheduled reservations for reasons within the passenger's control. A pattern of excessive cancellations may result in suspension of service:

- After more than 25% of trips are cancelled in a 30-day rolling period an attempt at a courtesy phone call will be made to contact the customer by phone.
- After the second 30-day rolling period within 12 consecutive months, if more than 25% of trips are cancelled a courtesy letter will be mailed.
- After the third 30-day rolling period within 12 consecutive months, if more than 25% of trips are cancelled, a service suspension letter will be mailed. Seven business days after mailing the letter, DAR service will be suspended for 30 days.

Subscriptions will be removed from the schedule. New subscriptions will not be considered for 90-days from the date of suspension and will be subject to availability.

5. Ride Purpose Restrictions

~~The City of Roseville is not licensed to transport children under eighteen (18) years of age for the purpose of school transportation or school-sponsored activities on DAR per the General Public Paratransit Vehicle code (VC §336 and 12523.5). Dispatch staff will decline reservations for restricted ride requests.~~

~~If a driver suspects a restricted ride was performed, they will advise the passenger of the restrictions and inform them that they will need to speak to dispatch staff before a second ride is allowed. Drivers will report the incident to dispatch. Dispatch staff will attempt to contact the passenger to establish ride purpose and verbally cancel any further restricted rides. If dispatch staff cannot reach the passenger, a notice will be sent by certified mail cancelling any restricted ride requests.~~

6. Service Area

~~DAR provides service throughout the City of Roseville, up to the City limits. If Roseville Transit Local service is provided at the City limits, DAR service can extend ¾-mile past the City limits if approved by all jurisdictions. A list of approved stops outside of the service areas will be maintained by Transit Operations.~~

7. Service Area Exceptions

~~Agreements in place between Roseville Transit and visiting transit agencies will determine service area or destinations for those agencies where exceptions have been made to provide service within the Roseville City limits.~~

8. Scheduling Rides

~~Ride requests are accepted Monday through Sunday from 8:00 a.m. to 5:00 p.m. Ride requests outside of these hours and on holidays will be recorded and confirmed by staff after 8:00 a.m. the following business day. Ride requests made after office hours or on holidays for the next day will be considered a "Without Reservation" ride. Dispatch staff will confirm a 30-minute pick-up window that includes 15 minutes before and 15 minutes after the requested ride time. Ride requests are defined as follows:~~

- ~~ADA: Requests for service must be made during ride reservation hours at least one day~~

in advance. Requests for service will be taken up to 7 days in advance. If the desired travel time is not available, dispatch staff may negotiate up to one hour on either side of the desired ride time. Dispatch staff will reschedule or cancel prior trip requests for Non-ADA eligible individuals to accommodate the ride request if the ride time cannot be negotiated.

- Non-ADA: Requests for service must be made during ride reservation hours at least one day in advance. Request for service will be taken up to 7 days in advance.
- ADA and non-ADA Same-Day Service Request: Requests will be provided on a space available, first called, first served basis. Priority scheduling is not extended to ADA eligible individuals requesting same-day service. The ride request may be limited to travel times during non-peak hours. A two-hour advance notice is recommended.

9. Subscription Rides

Reservations for regularly scheduled rides (subscription or periodic rides) can be made. Subscription trips will be restricted to no more than 50 percent of the available DAR trip capacity during any period. Subscription ride requests will be accepted from all eligible riders and will be honored on a first come, first served basis according to available capacity.

Subscription ride service will continue automatically until the passenger calls to change or cancel the trip reservation, or unless the subscription is cancelled temporarily or permanently in accordance with Roseville Transit Administrative Policies, Section 14.2.

10. Pick-up Procedures

DAR provides curb-to-curb service. DAR drivers will attempt to get as close to the designated pick-up/drop-off location as possible. DAR drivers do not assist passengers to or from their door, or with their carry-on items.

ADA passengers are asked to advise dispatch staff of any special ride requirements such as: lift use, extra boarding time and priority pick-up/drop-off locations, etc.

Non-ADA passengers are not eligible for priority pick-up/drop-off locations, but they may board/alight at priority location if other passengers, who are ADA, are boarding/alighting.

Passengers are given a 30-minute pick-up window at the time they make their ride request. Passengers are expected to be ready to board at any time during the pick-up window. Drivers will wait at least 2 minutes for their passenger to arrive before notifying dispatch of the No-Show. Drivers will continue to wait for passengers until dispatch staff advises them to leave and pick-up their next passenger.

11. In Vehicle Ride Time

All passengers will reach their destinations within 60 minutes.

12. Misuse of Dial-A-Ride Reservation Services

12.1 Cancellations and Schedule Blocking

Passengers need to cancel all unwanted rides at least two (2) hours in advance of the scheduled pick-up window. A subsequent ride tied to a cancelled ride will not be cancelled unless requested by the passenger.

~~A pattern of untimely or unreported cancellations, for reasons within the passenger's control, will result in suspension of service per Roseville Transit Administration Policies, Section 14.~~

~~Schedule blocking is prohibited and is defined as scheduling multiple trips to hold or reserve travel times with the intent to use only the most preferred time(s) and to cancel the remaining trips.~~

~~12.2 Excessive Cancellations for ADA and Non-ADA Reserved Rides~~

~~To avoid excessive cancellations which prevent fair and equitable use of the system by all customers, a pattern of excessive cancellations may result in suspension of service.~~

- ~~• After more than 25% of trips are cancelled in a 30-day rolling period an attempt at a courtesy phone call will be made to contact the customer by phone.~~
- ~~• After the second 30-day rolling period within 12 consecutive months, if more than 25% of trips are cancelled a courtesy letter will be sent by certified mail.~~
- ~~• After the third 30-day rolling period within 12 consecutive months, if more than 25% of trips are cancelled, a service suspension letter will be sent by regular mail. Seven business days after mailing the letter, DAR service will be suspended for thirty days.~~

~~12.3 Excessive Cancellations for Subscription Rides~~

~~Subscriptions will be removed from the schedule if a suspension of service results from a pattern of excessive cancellations per Section 13.2. New subscriptions will not be considered for 90-days from the date of suspension and will be subject to availability as per Section 11.~~

~~12.4 No Shows~~

~~A passenger shall receive a No Show when:~~

- ~~• An unwanted ride is not cancelled at least two (2) hours before the scheduled pick-up window.~~
- ~~• The passenger does not cancel all portions of a round trip or multi-trip ride.~~
- ~~• The passenger is not ready within two minutes of the driver's on-time arrival or is absent from their pick-up location during their scheduled pick-up window.~~
- ~~• The ride is cancelled at the door.~~

~~13. Suspension of Service~~

~~13.1 Excessive No Shows~~

~~Three (3) No Shows in a six (6) month rolling period will result in the suspension of DAR service for seven (7) days. Six (6) No Shows in a 12-month rolling period will result in the suspension of DAR service for thirty (30) days. The procedure for advising passengers of No Show activity is as follows:~~

- ~~• At the first No Show, a courtesy phone call will be made.~~
- ~~• After two (2) No Shows within a six month rolling period, a courtesy letter will be sent by certified mail.~~

- On the third (3rd) No Show within a six-month rolling period, a service suspension letter will be sent by regular mail. Seven business days after postmark, DAR service will be suspended for seven (7) calendar days.
- After the fourth (4th) No Show in a rolling 12-month period, a courtesy letter will be sent by regular mail.
- After the fifth (5th) No Show in a rolling 12-month period, a courtesy letter will be sent by certified mail.
- On the sixth (6th) No Show in a rolling 12-month period, a service suspension letter will be sent by regular mail. Seven business days after postmark, DAR service will be suspended for thirty days.

13.2 Excessive No Shows for Subscription Rides

If a passenger misses two (2) consecutive scheduled days of subscription rides, subscription service will be suspended for the following 5 business days. If a passenger misses five (5) consecutive scheduled days of subscription rides, the passenger will be dropped from subscription service. The procedure for advising passengers of No Show activity is as follows:

- After the first missed day, Transit staff will attempt to contact the passenger to notify them of the No Show policy.
- After the second consecutive missed day, a courtesy letter will be sent by certified mail and subscription rides will be cancelled for five (5) business days. Rides and subscription service will be reinstated if the passenger contacts dispatch staff before the cancellation of subscription service letter is sent. If the passenger does not contact dispatch staff at least one (1) day in advance of their next subscription ride, they will be subject to same-day reservation guidelines.
- After the fifth consecutive day of missed subscription rides, a cancellation letter will be sent by certified mail.

If a passenger is dropped from subscription service for failure to cancel unneeded rides, he or she will be able to reestablish the subscription ride if subscription service is less than 50 percent of the available capacity for that time period. One missed day of subscription service will be counted as one (1) No Show for the purpose of calculating annual No Shows for DAR service suspension. The Alternative Transportation Manager will evaluate service suspension offenses not addressed above on a case-by-case basis.

Section 11: Commuter Service

1. General

Roseville Transit offers express peak-hour service between Roseville and routes into downtown Sacramento and Rancho Cordova and back, Monday-Friday, during peak commute hours.

2. Residency

Passengers who live within the Roseville city limits are eligible to pay the Resident discount fare. (Refer to Roseville Transit Administrative Policies, Section 5.1.7, Fares)

3. Transfers

Any current reciprocal transfer agreement in place between Roseville Transit and other agencies will determine transfer terms between the two systems. Free transfers are offered

~~for Roseville Transit local fixed routes. Transfers can be made with Roseville Transit at all Roseville Transit Transfer Points.~~

3. Days of Service

Commuter service is offered Monday through Friday as listed in the current Roseville Transit Commuter Service Guide.

4. Holidays

Commuter service does not operate on holidays as listed in the current Roseville Transit Services Guide. Commuter service may offer limited service on certain holidays as listed in the current Roseville Transit Service Guide.

Section 12: Reverse Commute Service

1. General

Reverse Commuters are picked up in Sacramento as Commuter passengers are dropped off. In the evening, Reverse Commuters return to Sacramento from designated timed stops in Roseville. Morning and afternoon Reverse Commute schedules are as listed in the current Roseville Transit Service Guide.

2. Transfers

Any current reciprocal transfer agreement in place between Roseville Transit and other agencies will determine transfer terms between the two systems. ~~Free transfers are offered for Roseville Transit local fixed routes. Transfers can be made with Roseville Transit at all Roseville Transit Transfer Points.~~

3. Days of Service

The Reverse Commute service is offered Monday through Friday on the same days of service listed in the current Roseville Transit Services Guide.

4. Holidays

Commuter service does not operate on holidays as listed in the current Roseville Transit Service Guide. Commuter service may offer limited service on certain holidays as listed in the current Roseville Transit Service Guide.

Section 13: Charter Service

Roseville Transit does not provide Charter Service in compliance with the Federal Transit Administration's Charter Bus Service Rule, 49 U.S.C. 5323(d), protecting private charter operators from unauthorized competition from FTA grant recipients.

1. General

~~The City's charter services are provided by Alternative Transportation using vehicles and support services funded by monies made available through the Transportation Development Act (TDA). The City provides charter service under Public Utilities Code (PUC) §99250, and adheres to Federal Transportation Agency (FTA) Part 49 CFR 604 and Part 73 FR 2326.~~

~~In no way will the provision of charter service interfere with the provision of regularly scheduled general public transit service.~~

~~The City of Roseville Charter Service Policy in no way intends to compete unfairly with private charter operators, therefore, as a general rule the City will not provide Charter service.~~

~~Charters should be scheduled at least two weeks in advance of the service date whenever possible.~~

~~No out-of-area or overnight services shall be provided.~~

~~Some types of charters fall under the PUC Section (d) trip limit. These trips shall not exceed \$10,000 or a total of 40 charter bus trips per year, whichever occurs first. See Types of Charters (11.4) for more information.~~

~~Charter requests will be cleared with Transit Operations before a charter request is approved.~~

~~Some types of charters require the organization requesting the charter to submit a signed waiver agreement. See Types of Charters (11.4) for more information.~~

~~2. Vehicle Availability~~

~~No vehicle shall be pulled off of regular service to provide Charter service.~~

~~Monday through Friday — In most cases a charter shall be provided using 45-passenger buses in order to not interrupt regular service. These buses are generally available between 9:00 a.m. and 2:00 p.m. and after 7:00 p.m.~~

~~Saturday and Sunday — The 45-passenger vehicles are available all hours.~~

~~3. Cost of Charters~~

~~Charter rates are to be reviewed and posted not less than semiannually. A public hearing is not required to adjust Charter service rates.~~

~~3.1. Standard Rate~~

~~The standard rate is calculated by averaging the three lowest rates charged by private charter operators in the Placer/Sacramento area. Alternative Transportation will charge the Standard Rate for Charter service that is provided by Roseville Transit in the event that private charter operators are unwilling or unable to provide the requested charter service by means of the FTA charter notification process.~~

~~3.2. Direct Rate~~

~~The direct rate is calculated by dividing the Transit Services Operating Budget by the annual Contract Revenue Hours. Alternative Transportation will charge the direct rate for Charter service that is provided by Roseville Transit if it is determined a qualified human service organization, registered as such 60 days or more before the first date of service with FTA, and has a public need that cannot otherwise be met.~~

~~4. Types of Charters~~

~~4.1 City Use~~

~~These charters include service provided for City Departments for City business. These trips typically travel a short distance, in a short time frame and support the transit~~

~~program purpose. (i.e. City Employee Orientation tour). These charters shall be billed the direct rate and do not count against the City's PUC maximum limit.~~

4.2 City Sponsored Trips for Public Use

~~These charters include service that a City Department provides to the public for a fee. Alternative Transportation may consider providing the charter service if the City Department has first gone to the private operators and the private operators have indicated that they can not or will not provide the service. These charters shall be billed the Standard rate and count against the City's PUC maximum trip limit.~~

4.3 Qualified Human Service Organization

~~Alternative Transportation may consider providing charter service to a qualified human service organization if that organization has first gone to the private operators and the private operators have indicated that they can not or will not provide the service. These charters shall be charged the Direct rate. These types of charters count against the City's PUC maximum trip limit. The organization must submit a signed release form and provide a non-profit tax identification number prior to the charter.~~

4.4 "For-Profit" Organization

~~Alternative Transportation may consider providing charter service to a "for-profit" organization if that organization has first gone to the private operators and the private operators have indicated that they can not or will not provide service. These charters shall be charged the Standard rate and do not count against the City's PUC maximum trip limit. The organization must submit a signed release form prior to the charter.~~

5. Charter Billing

~~Operations staff will provide Alternative Transportation staff with Charter information at the end of each month.~~

~~Other City Departments— At the end of each quarter, Alternative Transportation staff shall submit Charter billing information to General Accounting using the form which has been developed. Accounting will transfer funds from the Department which service was provided to into the Local Transportation Fund.~~

~~Outside Organizations— Outside agencies shall be invoiced by the Finance Department. Alternative Transportation staff will write a letter to the agency for which the charter was provided indicating the charge for services rendered and attach it to a Miscellaneous Billing Request form and send it to Finance.~~

6. Cancellations

~~If a scheduled charter is not cancelled at least 24 hours prior to the scheduled time and date, a minimum charge of \$35 will be assessed.~~

Section 14: Customer Service

1. Comments/Complaints/Commendations

~~Roseville Transit encourages input from the community. Passengers may phone in, e-mail, or write with concerns. If necessary, Any Transit staff member can assist in taking this information. A tracking system has been developed that assures is in place to ensure passenger comments will be handled are researched and responded to as in the appropriate manner.~~

2. Lost and Found

Roseville Transit is not responsible for items left on the bus or at bus stops.

Wallets, handbags, cell phones or computers found are transferred to the possession of Roseville Police Department immediately. Contact the Roseville Police Department at 916-774-5000 to check on an item.

~~To check on an item or to make arrangements to pick up a found item, call (916) 774-5757 between the hours of 8:00 a.m. and 5:00 p.m. All other personal items will be held at 2005 Hilltop Circle, Roseville for 30 days, after which time they will either be donated to a charitable organization or discarded. To check on an item or to make arrangements to pick up a found item, call (916) 774-5757 between the hours of 8:00 a.m. and 5:00 p.m.~~

Section 15: Transit Advertising Policy

The City of Roseville allows for advertising on Roseville Transit. All advertising must comply with the Advertising Policy. Contact the City of Roseville alternative Transportation office for current program information.

1.—Public Purpose

~~In adopting this policy it is the City of Roseville's declared intent and purpose to maximize revenues through commercial advertising provided that all of the following interests are preserved and furthered:~~

- ~~• Providing a safe, convenient and pleasant environment for Roseville Transit patrons, which includes maximizing Roseville Transit fare revenues by attracting and maintaining the patronage of passengers; and~~
- ~~• Protecting minors who use Roseville Transit facilities and travel on Roseville Transit's transportation system; and~~
- ~~• Avoiding any potential identification of Roseville Transit with the point of view or message of the advertisement placed by a third party.~~

2.—Public Forum

~~In adopting this policy it is the City of Roseville's declared intent and purpose to not permit advertising that individually or in combination would cause any real or personal property owned or controlled by the City of Roseville (hereinafter "City Property") to become a public forum for the dissemination, debate, and/or discussion of public issues.~~

3.—Advertising on Roseville Transit Facilities and Vehicles by Permission

~~Advertising placed by a third party on City Property is not authorized unless permitted in accordance with the provisions of a license agreement approved by City. Any license agreement approved by City for the placement of advertising on City Property must be consistent with the provisions of this policy. Pre-existing licensing agreements for advertising on City Property shall be amended, if necessary, in order to be consistent with this policy and to make any other changes that may equitably be required thereby.~~

4.—Authorized Advertisements and Announcements

~~This policy applies to advertising placed by a third party on any City Property and does not~~

~~prohibit the City of Roseville from placing advertisements and announcements related to City services, programs, or events as long as the advertisements and announcements are not otherwise prohibited under Section 5.~~

~~Advertising placed by a third party will be reviewed for consistency with the contract and their adherence to adopted Roseville Transit Administrative Policies.~~

~~Only commercial advertisements will be allowed to be placed by a third party on any City Property. For the purpose of this policy, a commercial advertisement is an advertisement that: (i) has as its primary purpose the promotion of a commercial transaction, such as the sale of real or personal property, services and/or entertainment, which is offered to the public generally and (ii) is not otherwise prohibited under Sub-Section 5.~~

~~5. Viewpoint Neutral Limitations~~

~~The following viewpoint-neutral content-based limitations are established. No advertisement or announcement (hereinafter referred to as "Ad") is permitted on or may be maintained on any City Property if it or information contained in it falls within one or more of the following categories:~~

- ~~• False, misleading, or deceptive commercial speech. The Ad proposes a commercial transaction, and the Ad, or any material contained in it, is false, misleading, or deceptive.~~
- ~~• Unlawful goods or services. The Ad, or any material contained in it, promotes or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal goods or services.~~
- ~~• Unlawful conduct. The Ad, or any material contained in it, promotes, depicts or encourages, or appears to promote, depict or encourage, unlawful, anti-social or illegal behavior or activities.~~
- ~~• Endorsement. The Ad, or any material contained in it, implies or declares an endorsement by the City of Roseville of any service, product or point of view, without prior written authorization of the City of Roseville (through its City Manager).~~
- ~~• Obscenity. The Ad, or any material contained in it, contains obscene matter or any other matter that is prohibited under the provisions of Chapter 7.5 (beginning with Section 311) of Title 9 of Part 1 the California Penal Code, and as such laws may be amended or supplemented.~~
- ~~• Prurient Interests. The Ad, or any material contained in it, contains harmful matter or any other matter that is prohibited under the provisions of Chapter 7.6 (beginning with Section 313) of Title 9 of Part 1 of the California Penal Code, and as such laws may be amended or supplemented.~~
- ~~• Profanity, Vulgarity, Riot. The Ad, or any material contained in it, is profane or vulgar, or presents a clear and present danger of causing a riot, disorder, or other imminent threat to public safety, peace or order.~~
- ~~• Community Standards. A material that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the transportation system.~~

- ~~Libelous speech, Copyright infringement. The Ad, or any material contained in it, holds up an individual or groups of people to public ridicule, derision or embarrassment, or is libelous, or is an infringement of a copyright, trademark or registered mark.~~
- ~~Tobacco. The Ad, or any material contained in it, promotes or depicts the sale or use of tobacco or tobacco-related products, except products that counteract symptoms of tobacco habituation.~~

DRAFT 1/14/14

- ~~Alcohol. The Ad, or any material contained in it, promotes or depicts the sale or consumption of wine, liquor, beer, or distilled spirits.~~
- ~~Firearms. The Ad, or any material contained in it, directly or indirectly promotes the sale or use of a firearm or contains an image or depiction of a firearm.~~
- ~~Political Campaign Speech. The Ad, or any material contained in it, contains political campaign speech. For purposes of these guidelines, the term "political campaign speech" is speech that (1) supports or opposes or appears to support or oppose a ballot measure, initiative, or referendum, or (2) refers to any candidate for public office.~~
- ~~Religion. The Ad, or any material contained in it, advocates or opposes a religion or religious belief.~~
- ~~Traffic Interference. The Ad, or any material contained in it, displays any word, phrase, symbol, or character likely to interfere with, mislead, or distract traffic, or conflict with any traffic control device.~~
- ~~Distraction. The Ad, or any material contained in it, incorporates any rotating, revolving, or flashing devices, or any other moving parts.~~
- ~~Violence. The Ad, or any material contained in it, contains an image or description of graphic violence, including, but not limited to (1) the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement, and (2) the depiction of weapons or other implements or devices associated in the advertisement with an act or acts of violence or harm on a person or animal.~~
- ~~"Adult" oriented goods or services. The Ad, or any material contained in it, promotes or encourages, or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with, films rated "X" or "NC-17", video games rated "A" or "M," adult book stores, adult video stores, nude and/or topless clubs and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services.~~
- ~~Special provisions regarding web addresses and telephone numbers. The Ad, or any material contained in it, directs viewers to a website or telephone number that contains material that violates this Policy.~~
- ~~Public Forum. The Ad, or any material contained in it, if posted individually or in combination with other Ads, causes City Property to become a public forum for the dissemination, debate, and/or discussion of public issues.~~
- ~~Disclaimer or Attribution. The Ad fails to contain any disclaimer or attribution as required under Section 6 and 7 of this Policy.~~

6. Disclaimer

The City of Roseville reserves the right, in all circumstances, to require an advertisement or announcement on any real or personal property under the City's control to include a

~~disclaimer stating that it is not sponsored by, and does not necessarily reflect the views of the City of Roseville.~~

~~7.—Attribution~~

~~All advertisements or announcements on City Property must clearly and unambiguously identify the person or entity that has sponsored, paid for, or caused the advertisement or announcement to be placed on City Property. Website addresses or phone numbers without more information are insufficient to satisfy this section.~~

~~8.—Unilateral Amendment~~

~~The City of Roseville reserves the right to unilaterally amend this policy at any time upon providing written notice to any affiliated advertising contractor.~~

~~9.—Moratorium~~

~~At the discretion of the City Manager, the City of Roseville may at any time, subject to any contractual obligations, declare a complete ban or moratorium on all advertising on any real or personal property under the City's control and direct that no advertisements or announcements of any kind, other than City of Roseville advertisements or announcements, be accepted for display and posting.~~

~~10. Disputes~~

~~In the event of any dispute or disagreement between the City of Roseville and the contracted Advertising Agency, the dispute will be handled in the manner outlined in the contract.~~

Section 16: Title VI of the Civil Rights Act of 1964

Roseville Transit complies with Title VI of the Civil Rights Act of 1964 which states, "No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S. C. §2000d)

What is a Title VI complaint?

Any person who believes that they have been subjected to discrimination on the basis of race, color, or national origin may file a Title VI complaint. Federal law requires Title VI complaints be filed within 180 calendar days of the last alleged incident.

How to file a complaint?

a. Complete the Roseville Transit Title VI Complaint form located at http://www.roseville.ea.us/transportation/roseville_transiUtitle_vi_of_the_civil_rights_act.asp or contact the Alternative Transportation office for a form.

b. File a complaint with the Federal Transit Administration (FTA). Visit www.fta.dot.gov for more information.

c. Submit a signed written statement to the FTA that contains the following information:

1) Complainant's name, address, and telephone number.

2) If you are filing on behalf of another person, include their name, address, telephone number, your relationship to the person, and if you have their permission to file the complaint.

3) Name of the public transit provider complaint is against.

4) Describe the complaint. Include specific details such as names, dates, times, route numbers/letters, witnesses, and any other information that would assist in the

investigation of your allegation.

What Happens to a complaint submitted to the City of Roseville?

Roseville Transit Civil Rights Officer will review the complaint for completeness and to determine if Roseville Transit has jurisdiction. If the complaint is deemed complete and within their jurisdiction, Roseville Transit has sixty days to investigate.

If further information is required to resolve the case, the Civil Rights Officer will contact the complainant via letter. The complainant has thirty calendar days from the date of the letter to submit requested information. If the requested information is not received within thirty days from the date of the letter, Roseville Transit can administratively close the case.

A case may also be administratively closed if the complainant no longer wishes to pursue their case.

After the Civil Rights Officer reviews the complaint, Roseville Transit will issue either a Closure Letter or a Letter of Finding.

1. A Closure Letter summarizes the allegations and states that there was not a Title VI violation and case will be closed.

2. A Letter of Finding summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member or other action will occur.

If the complainant wishes to appeal Roseville Transit's decision, she/he has ten (10) business days after the date of the letter to file an appeal with City of Roseville Public Works Director.

How do I retract a complaint?

A complaint may be retracted at any time during the process. To retract a complaint submitted to the City of Roseville, submit a written request to the Civil Rights Officer. To retract a complaint issued to the FTA, contact FTA.

Where to submit a complaint? City of Roseville

Alternative Transportation

Civil Rights Officer

401 Vernon St. Roseville, CA 95678

Phone: (916) 774-5293

Fax: (916) 745-1333

TDD: (916) 774-5220

Federal Transit Administration

Office of Civil Rights

Title VI Program Coordinator

East Building, 5th Floor- TCR

1200 New Jersey Ave., SE Washington, D.C. 20590

Phone: 1-866-377-8642

TTY: 1-800-877-8339

VCO: 1-877-877-6280

Federal Transit Administration Region IX

Civil Rights Officer

201 Mission Street, Suite 1650

San Francisco, CA 94105-1839

Phone: (415) 744-3133

Fax: (415) 744-2726

Visit www.fta.dot.gov for additional information regarding Title VI obligations of public transit providers.

Section 17: Surveillance

The Roseville Transit fleet is outfitted with on-board video surveillance cameras to ensure greater security for its passengers and operators.

Signs and/or decals are posted on the buses to advise passengers of the presence of cameras, as required by privacy laws.

Ownership and Retention of On-Board Video Recordings

Roseville Transit owns the Digital Video Recorders (DVR), the associated equipment installed on the bus fleet and the video recordings provided by the equipment.

The on-board DVRs will retain recordings for a period of up to 30 days depending on equipment capacity. Unless there is a known request to view video, recordings will be recorded over after 30 days.

A record of an incident will only be stored longer than 30 days where it may be required as part of a criminal, safety, or security investigation or for evidentiary purposes.

If following review of a requested recording the selection is determined to potentially be required as part of case management the clip will be logged, labeled and stored for a minimum of two (2) years per the following procedures.

Handling of Video Clips Moved to Case Management

Requests by law enforcement agencies: Video recordings will be provided to law enforcement agencies upon request.

With the exception of requests by law enforcement agencies or the court, all other requests for video records may be requested by submitting a written request to the City Clerk's Office located at 311 Vernon Street, Roseville. Per Public Records Act 6253: Each agency, upon a request for a copy of records, shall, within 10 days from receipt of the request, determine whether the request, in whole or in part, seeks copies of disclosable public records in the possession of the agency and shall promptly notify the person making the request of the determination and the reasons therefore.

Requests for video records must be submitted less than 30 days following the date of the incident to secure the DVR before the occurrence in question is recorded over. To comply with a video record request, we require:

- a description of the requested incident,
- date of and
- estimated time of the occurrence,
- type of transit service (Local, Commuter or Dial-A-Ride), and if known the vehicle ID #or Route.

Storage of Video Records

Immediately upon receipt of any of the following the applicable DVR(s) will be pulled from the bus(es) and placed in a secure, lockable location by either the Roseville Transit General Manager, Safety & Training Manager, or Operations Manager.

- A public records request as submitted to the City Clerk's office;

- Notification of an incident; or
- Submission of a claim to either the City or our Operations Contractor.

DRAFT 1/14/14

Item 7D. Transportation Systems Management Triennial Survey Report for 2012

Staff Sue Schooley, Alternative Transportation Analyst

Recommendation

Staff recommends the Transportation Commission accept the Transportation Systems Management Triennial Survey Report for 2012 (the data was collected in 2013) and request staff to prepare a General Information Memorandum (GIM) to the City Council regarding the survey report results.

Background

TSM Ordinance: In accordance with the City's Transportation Systems Management (TSM) Ordinance, every three years staff conducts a triennial survey of employment sites that have implemented a TSM plan. The last triennial survey was conducted in 2010, which gathered commute data for 2009.

The goals of the TSM Ordinance are to:

- A. Reduce total vehicle emissions in the City of Roseville by reducing the number of vehicular trips generated by home-to-work commuting.
- B. Reduce peak hour traffic circulation in the City of Roseville by reducing both the number of vehicular trips and the vehicular miles traveled generated by home-to-work commuting by a minimum of twenty percent (20%).
- C. Increase the efficiency of the existing transportation network and contribute to achieving Level of Service (LOS) C at intersections in the City of Roseville.
- D. Cooperate and coordinate with other cities, counties, communities and regional agencies in these endeavors.
- E. Develop a program that secures the participation of local developers, businesses, institutions and public and private agencies to fulfill the purposes expressed herein.

The purpose of the triennial survey continues to be a tool to help measure the effectiveness of the employer TSM plans in achieving the 20% trip reduction goal.

TSM Triennial Survey Report for Employment Centers: For purposes of the TSM Ordinance an employment center is a common work location that includes shopping centers as well as office buildings and industrial parks which individually or collectively employ 50 or more employees. Per the TSM Ordinance, as part of the TSM Triennial Survey, each business/employment center coordinator (Employee Transportation Coordinator - ETC) is required to provide the following information in the TSM Triennial Survey Report Form for their employment center (Attachment 1):

- 1. Employee characteristics;
- 2. Site characteristics;
- 3. Descriptions of measures taken to comply with the TSM Ordinance;
- 4. The number of employees arriving/leaving work utilizing single occupant vehicles, carpools, vanpools, mass transit, bicycles, and telecommuters; and
- 5. Number of employees participating in a variable work hour's program.

Employee Transportation Survey Form: In addition to the ETC completing their employment center TSM Triennial Survey Report Form, employees are required to complete an Employee Transportation

Survey Form (Attachment 2). The employee survey collects information about where the employees live and work, commute distances, commute habits and opinions about the use of alternative modes of travel.

Discussion

On January 30, 2013, City staff distributed the 2012 TSM Triennial Survey Report Form and the 2012 Employee Transportation Survey Form to employers and property management companies, representing approximately 166 businesses/employment centers that have approved TSM plans, which translates into approximately 40,000 employees who work for these businesses in Roseville. Consistent with the TSM Ordinance, completed Transportation Survey Report Forms and Employee Transportation Surveys were due to the City's Transportation Division by April 1, 2013.

Overall, results of the 2012 Triennial Survey indicated that each employment centers achieved or surpassed its TSM trip reduction goals. Employers achieve these goals through a variety of trip reduction strategies, with a variable work hour program being the most common strategy implemented. Although there is not a significant number of employees who use an alternative transportation mode to commute to work, many employees are willing to try alternative commute modes, especially carpooling.

As depicted in the chart provided as Attachment 3, the 2012 TSM survey results were consistent with the results from the previous years' surveys since 2000. As in the past few years staff will continue to work with ETC's to help employees form new carpools, encourage the use of transit and bicycling, thereby reducing the number of vehicles on the road and helping improve air quality in our region.

Response Rate: According to the survey consultant, a response rate of 20% or more is considered a successful mail or internet survey. Of the 166 businesses/employment sites that received the survey packet 81 businesses/employment sites (49%) returned surveys. Those 81 employment sites represented approximately 13,500 employees. Over 7,100 individual surveys were returned, yielding about 53% response rate of the employment sites that participated in the survey.

This is the third survey cycle that implemented a hybrid methodology, including a paper survey and an on-line survey option. The number of surveys returned in the 2012 survey (approximately 7,100) is less than the 2009 survey (approximately 8,800) and the 2006 survey (approximately 8,200); all three of these cycles yielded fewer surveys than in the 2003 survey wave (over 11,200 surveys).

Staff believes that the lower response rate may be attributed in part to the economy, the reduction of employees at some of the employment sites, and with the use of on-line surveys (hand delivered paper surveys have proven to yield higher response rates). Therefore, during the next survey cycle, staff will continue to work with ETC's and determine which survey format is appropriate for their tenants and employees.

Overall Trip Reduction Goals: One goal of the TSM Ordinance is to reduce peak hour traffic circulation in the City by reducing home-to-work commute vehicular trips by 20%. If an employee works a typical 5-day work week, then eliminating two one-way trips per week would fulfill the 20% trip reduction goal. Therefore, Single Occupancy Vehicle (SOV) trip reductions during the peak traffic hour can occur through numerous measures including, but not limited to, variable work hour programs (flexible work hours, staggered shifts and/or compressed work weeks). In addition, using an alternative mode such as carpooling, walking, biking and taking transit would completely eliminate a SOV commute trip. The following information was gathered from the 2012 TSM Triennial Survey forms.

- All employment sites that responded to the 2012 triennial survey stated that their businesses/employment centers have variable work hour programs.

- All employment centers that responded to the 2012 triennial survey are exceeding the trip reduction goal of 20%.
- The average TSM trip reduction for all businesses during 2012 was 50%
- Sixty-four percent (64%) of all full-time employees implement some form of trip reduction.

Arrival and Departure Times: Another function of the TSM Ordinance is to reduce the number of home-to-work vehicle trips during weekday peak commute hours. The morning peak commute hour is between 7:30 a.m. and 8:30 a.m. and the evening peak commute hour is from 4:30 p.m. to 5:30 p.m.

- 49% of vehicle trips generated by employees traveling **to or from work** were outside the **morning peak hours**.
- 48% of vehicle trips generated by employees traveling **to or from work** were outside the **evening peak hours**.
- 63% of respondents commute outside of **either the a.m. or p.m. peak hour**.
- 33% of survey respondents commute outside of **both the morning and evening peak hours**.

Work Schedules: Another way to reduce the number of home-to-work vehicle trips is for businesses to promote compressed work weeks. Thirty-four percent (34%) of the employees surveyed in 2012 do not work a traditional 5-day, 8-hour schedule, which is slightly lower than the 2009 (39%) and 2006 (38%) results, and more similar to 2003 results (35%). Compressed work weeks also help to reduce vehicle emissions because commute trips are eliminated rather than shifted from the peak commute hour as described above.

Alternative Transportation Methods: The use of alternative transportation methods for home-to-work trips completely eliminates Single Occupant Vehicle (SOV) trips and reduces total vehicle emissions. Carpooling continues to be the most popular alternative method of commuting. The survey results were averaged for fall/winter and spring/summer; 10% of employees use alternative transportation methods to commute to work at least one day a week, which is slightly lower than previous survey cycles. The percentage of employees who bicycle and walk to their employment site is slightly higher during the spring and summer. Conversely, the percentage of employees carpooling to work is slightly lower during the spring and summer. Although more employees stated that they are willing to try carpooling, employees seem to have difficulty finding a carpool partner who works the same hours/days as they work. Ninety (90%) of all respondents' drive alone at least one day a week and sixty-six (66%) of all respondents' drive alone five days a week, which is not surprising since parking is free and readily available in Roseville.

Parking: Parking availability is a factor in determining commute methods. Preferential carpool parking continues to be an important part of the TSM Ordinance, both as a benefit to employees who participate in carpooling and for the visual impact, which advertises the employer's support of the carpooling program. All businesses/employment centers (with the exception of three) stated that parking at their employment center was adequate, if not a surplus.

Commute Location, Distance and Time: Commute location, distance, and time play significant roles in determining which alternative transportation methods are feasible. For instance, employees who live relatively close to their employment center may be willing to walk or bicycle to work. Results of the 2012 TSM survey were almost identical to previous survey results of the TSM survey for distance and time from home-to-work. Sixty-one percent (61%) of survey respondents' travel 10 miles or less to work, and more than half of those (32%) live within 5 miles of their employment site. In terms of travel time, in 2012 38% had more than a 20-minute commute from home to work. This is nearly identical to the 2009 (39%) and 2006 survey results (41%), but significantly higher than the 2003 results (only 30%).

Therefore, commuters who live closer to work may be willing to bike or take transit because their commute time using an alternative mode of travel would be similar to the amount of time it takes to drive alone. Additionally, 30% of employees who work in Roseville live in Roseville which is a slight increase from previous survey cycles (27% in 2009, 28% in 2006 and 27% in 2003). The number of employees who live in Sacramento and commute to Roseville has remained fairly constant 10% in 2012 (11% in 2009, 10% in 2006 and 12% in 2003).

Willingness to try an alternative transportation opportunity: In the 2012 survey, respondents were asked: "If you drive alone to work, how willing are you to try an alternative transportation opportunity to commute to work?" The proportions of respondents who are willing to try the various forms of alternative mode of transportation were generally consistent with those of the 2006 survey. Although many employees are willing to carpool (35%), they find it difficult to find a carpool partner due to their work schedule. Some employees were also willing to bike (28%) or take public transit to get to work (20%).

Reasons employees do not rideshare: Employees who drive alone to work were asked to rate eleven factors in terms of their importance in their decision to drive alone to work. This information is helpful for Transportation Coordinators when encouraging and promoting alternative transportation methods. Top results from the 2012 survey indicate that respondents: were concerned about getting home in an emergency (49% said it was "very important"); do not like to depend on others (42%); need their car for personal business (38%); work hours that are too irregular (31%) to consider alternative transportation; and, have difficulty finding carpool partners (32%).

Alternative fuels: When asked about the use of alternative fuels, about 3% (or a total of 196 respondents) that drive alone to work, drive a hybrid vehicle.

Outreach efforts: Since the last survey, City staff has been actively promoting alternative transportation options to ETC's in an effort to educate them so they can inform employees about commute options. In the 2012 survey, employees were asked about the outreach efforts of their ETC's. Forty-three percent (53%) of respondents are aware of and/or have participated in the periodic promotions and incentive to encourage employees to use an alternative method other than driving alone to work, including Bucks for Bikes and Spare the Air Bucks, which is significantly higher than the 2009 (43%), 2006 (40%), and 2003 (34%) results. Fifty-six percent (56%) of the 2012 survey respondents were aware of and/or have received bike maps, transit schedules, and other rideshare information to help employees find alternative methods other than driving alone to work, which is up from the 2009 (47%) and 2006 survey results (38%), indicating that our outreach efforts are working.

Staff will continue to conduct trainings for the ETC's and provide incentive programs for employees willing to try non-drive alone commute options.

Conclusion

The 2012 triennial survey results show that employee commute patterns are consistent with those of previous surveys. Each businesses/employment center that returned the triennial survey exceeded its TSM plan trip reduction goals. Varied work hours and compressed work weeks are the primary measures utilized by employees to support the employer's success in achieving and surpassing the TSM plan trip reduction goals. Current survey results shows that, although 56% of commute trips are out of either the a.m. or p.m. peak hour, there has not been a significant shift from single-occupant vehicles (SOV's) to alternative transportation modes.

Thirty-five percent (35%) of SOV drivers reported a willingness to try carpooling to work. Therefore, staff will work with ETC's to emphasize carpooling as an alternative commute option, and provide incentives for employees to try carpooling. If an employee works a traditional 5-day work week, and the

employee is willing to carpool one day a week, he/she will reduce his/her vehicle trips by 20%, thereby meeting the City's trip reduction goal of 20%.

Six in ten (61%) of employees who work within the City of Roseville live within 10 miles of their worksite and a similar proportion (62%) commute to work in 20 minutes or less. These statistics lend themselves towards promoting transit pass subsidies and the Bucks for Bikes incentive programs. Both of these programs will help to encourage employees who live close to work to use transit or ride a bicycle to work. Again, the emphasis is placed on using an alternative commute mode at least one day a week (20% trip reduction) as staff recognizes many employees do not want to give up their automobile all the time.

Over the next three years, staff, in coordination and cooperation with Placer County Transportation Planning Agency (PCTPA) and Sacramento Area Council of Governments (SACOG), will promote alternative transportation options to businesses including, but not limited to, emergency ride home, commuter carpool and vanpool matching and financial incentives, bike subsidies, transit information, trainings and on-site visits with the goal of increasing alternative transportation modes by employees who work in Roseville. Although the TSM ordinance is focused on City of Roseville work trips, in a greater effort to help reduce Roseville's carbon footprint, staff will continue to promote alternative transportation options to all Roseville residents whether they work in Roseville or the surrounding communities which also aligns with the Bicycle Master Plan goal to increase the percent of trips by bicycle.

Attachments:

1. Triennial Survey Result Comparison Chart
2. 2012 Transportation Employee Survey form
3. 2012 TSM Triennial Survey form



Triennial Survey Result Comparison

2012 versus 2009, 2006, 2003 and 2000

Category	2012	2009	2006	2003	2000
Response Rate					
Employment Centers returned survey (percent)	49%	53%	76%	75%	75%
Employment Centers returned survey (number)	81	79	91	67	45
Total number of Employment Centers	166	148	120	89	60
Employee surveys returned (percent)	53%	40%	30%	47%	51%
Employee surveys returned (number)	7,141	8,817	8,211	11,282	9,264
Total number of surveys distributed by ETC's	13,500	22,000	27,000	23,800	18,000
Overall Trip Reduction					
Average TSM Trip Reduction	50%	46%	52%	54%	57%
% of full-time employees who implement some form of reduction	64%	62%	71%	73%	75%
Business/Employment Center w/variable work hour program	83%	86%	86%	99%	90%
Arrival and Departure Times					
Vehicle trips generated by employees outside of morning peak ¹	48%	45%	51%	52%	49%
Vehicle trips generated by employees outside of evening peak ²	47%	43%	51%	51%	51%
% of employees commute outside of both morning/evening peak	33%	28%	36%	34%	32%
Work Schedule					
Typical 5/8 schedule (5 days/week, 8 hours/day)	66%	61%	62%	65%	66%
% of employees who DO NOT work a traditional 5/8 schedule	34%	39%	38%	35%	34%
- 4/10 (4 days per week 10 hours each day)	4%	5%	6%	5%	8%
- 9/80 (80 hours in 9 days over a two week period)	6%	5%	6%	4%	4%
- 3/12 (3 days per week, 12 hours each day)	3%	4%	3%	3%	4%
- 24 hour shift (number of shifts vary each week)	1%	1%	1%	1%	1%
- Work other types of shifts, typically part-time, rotating schedules, or schedules that change from week to week	20%	24%	22%	22%	17%
Alternative Transportation Methods					
Average Percentage of employees using alternative methods to commute (2012 M-F) ³	10%	14%	13%	13%	16%
- Carpool / Vanpool	6%	7%	7%	7%	11%
- Telecommute	1%	3%	3%	3%	2%
- Bicycle	1%	2%	2%	2%	2%
- Walk	1%	1%	1%	1%	1%
- Take public transit	1%	1%	1%	1%	1%
Drive alone at least one day a week	90%	86%	87%	86%	84%
Drive alone 5 days a week	66%	65%	66%	68%	68%
Commute Location					
Live in Roseville	30%	27%	28%	27%	26%

¹ Morning Commute Peak is 7:30 a.m. to 8:30 a.m.

² Evening Commute Peak is 4:30 p.m. to 5:30 p.m.

³ In 2012 the question was modified to eliminate employees who commute to/from work on Saturday and Sunday.

Category	2012	2009	2006	2003	2000
Live in Sacramento	10%	11%	10%	12%	10%
Live in Rocklin	10%	11%	10%	11%	9%
Live in Citrus Heights	7%	8%	8%	9%	8%
Live in Fair Oaks/Carmichael/Orangevale	6%	6%	6%	6%	5%
Live in Granite Bay	4%	4%	3%	4%	4%
Live in Antelope	5%	4%	4%	N/A	N/A
Live in Folsom/El Dorado Hills	4%	4%	4%	3%	3%
Live in Lincoln	5%	3%	6%	4%	3%
Live in Auburn	4%	3%	3%	3%	4%
Commute Distance					
Live 5 miles or less from work	32%	32%	32%	34%	32%
6 to 10 miles	29%	28%	28%	27%	28%
11 to 20 miles	21%	21%	20%	22%	21%
21 to 25 miles	6%	7%	7%	5%	5%
Over 25 miles	11%	12%	13%	13%	14%
Commute Time					
Travel 10 minutes or less to work	25%	24%	23%	33%	32%
11 to 20 minutes	37%	37%	36%	37%	37%
21 to 30 minutes	21%	21%	21%	16%	15%
Over 30 minutes	17%	18%	20%	15%	16%
Reasons Employees DO NOT Rideshare					
Work hours too inflexible	51%	49%	49%	50%	54%
Work hours too irregular	50%	50%	50%	52%	57%
Need car for company business	25%	25%	25%	23%	24%
Need car for personal business	64%	59%	60%	61%	62%
Concerned about getting home in an emergency	73%	72%	71%	72%	71%
Do not like to depend on others	70%	69%	69%	70%	68%
Cannot find someone to share a ride	57%	56%	56%	54%	56%
Day care/school needs	32%	32%	33%	35%	35%
Transit service not adequate for commute needs	45%	41%	44%	40%	44%
Bike routes not adequate for commute needs	32%	28%	30%	27%	29%
Need a specially equipped vehicle	5%	5%	5%	5%	5%
Willingness to Try Alternative Transportation					
Carpool	35%	37%	42%	43%	46%
Vanpool ⁴	17%	18%	25%	26%	30%
Take public transit	20%	20%	21%	18%	28%
Bike	28%	26%	24%	22%	25%
Walk	11%	11%	9%	10%	11%
Take Capitol Corridor Train ⁵	16%	16%	18%	17%	
Telework/telecommute	49%	38%	41%	37%	52%

⁴ A vanpool was defined as being 8 or more passengers starting in 2009.

⁵ This question was not asked in the 2000 survey.



EMPLOYEE TRANSPORTATION SURVEY 2012 COMMUTE INFORMATION

Work location filled in by Alt Trans

Every three years, the City of Roseville requires that employees working at businesses throughout Roseville complete a transportation survey. The gathered information is used to determine how and when employees commute to work and why certain commute options are preferred. It also helps identify ways to encourage employees to use alternative commute modes rather than drive alone to work every day. The survey data is very important and will be used in the City's efforts to improve traffic circulation and improve air quality in our area. Please take the time to fill out this short survey. Your participation is greatly appreciated.

Respondents may remain anonymous; however, all respondents who provide their name and contact information will be entered in a random drawing for gift certificates at local businesses. This information will not be associated with your answers.

(Name)

(Phone#)

(E-mail)

Please fill out the survey, and return the survey to:

(Name of person collecting surveys)

(Phone#)

(Date to return survey)

1. What city do you live in?

₁ Antelope

₂ Auburn

₃ Carmichael

₄ Citrus Heights

₅ Fair Oaks

₆ Folsom

₇ Granite Bay

₈ Lincoln

₉ Loomis

₁₀ Orangevale

₁₁ Rocklin

₁₂ Roseville

₁₃ Sacramento

₁₄ Other _____

(Fill in City Name)

2. What is your home ZIP code?

₁ 95602

₂ 95603

₃ 95610

₄ 95621

₅ 95628

₆ 95630

₇ 95648

₈ 95661

₉ 95662

₁₀ 95677

₁₁ 95678

₁₂ 95746

₁₃ 95747

₁₄ 95765

₁₅ 95843

₁₆ Other _____

(Fill in ZIP code)

3. How far is your average **one-way** commute from home to work? (to the nearest mile)

₁ Less than 1 mile

₂ 1 to 5 miles

₃ 6 to 10 miles

₄ 11 to 20 miles

₅ 21 to 25 miles

₆ 26 miles or more

4. How long is your average **one-way** commute from home to work?

₁ 10 minutes or less

₂ 11 to 20 minutes

₃ 21 to 30 minutes

₄ 31 to 45 minutes

₅ 46 to 60 minutes

₆ Longer than 60 minutes

5. What time does your work shift usually **BEGIN**? _____ (to the closest ½ hour) ₁ AM ₂ PM (check only one)

6. What time does your work shift usually **END**? _____ (to the closest ½ hour) ₁ AM ₂ PM (check only one)

7. During your average work week, are you usually traveling to/from work:

a. in the morning between 7:30 a.m. and 8:30 a.m.? ₁ Yes ₂ No

b. in the afternoon between 4:30 p.m. and 5:30 p.m.? ₁ Yes ₂ No

8. Which days of the week do you **usually** work? (check all that apply)

₁ Monday

₂ Tuesday

₃ Wednesday

₄ Thursday

₅ Friday

₆ Saturday

₇ Sunday

₈ Rotating Shifts

₉ Varies from week to week

9. Which of the following **best** describes your **average** work schedule? (check only one box)

₁ 5 days/8 hours

₂ 4 days/10 hours

₃ 3 days/12 hours

₄ 9 days/80 hours

₅ 24 hour shift

₆ Other: # days/week _____ # hours/day _____

(Continue to next page)

10. Do you work at least 35 hours per week? ₁ Yes ₂ No

11. On work days, do you usually **drive alone** (including motorcycles) to and from work? ₁ Yes ₂ No

(If you usually drive alone every day to work, please skip to question 14.)

12. **If you do NOT drive alone every day**, thinking about the way you usually get to work during the **fall and winter months**, (i.e. October through March), what is your **primary alternative commute mode to work on each work day** of your average work week? (Check one box (only) per day: How you spend the majority of your commute time for that day?)

Commute Method	Drive Alone (or motorcycle)	Carpool/ Vanpool	Bus	Bicycle	Walk	Work From Home	Non-Work Day
a. Monday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
b. Tuesday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
c. Wednesday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
d. Thursday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
e. Friday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
f. Saturday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
g. Sunday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇

13. **If you do NOT drive alone every day**, thinking about the way you usually get to work during the **spring and summer months**, (i.e. April through September), what is your **primary alternative commute mode to work on each work day** of your average work week? (Check the commute method that represents how you spend the majority of your commute time for each work day)

Commute Method	Drive Alone (or motorcycle)	Carpool/ Vanpool	Bus	Bicycle	Walk	Work From Home	Non-Work Day
a. Monday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
b. Tuesday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
c. Wednesday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
d. Thursday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
e. Friday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
f. Saturday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇
g. Sunday	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇

14. **Compared to three years ago:**

- a. Do you **work at the same location** as you did in 2009? ₁ Yes ₂ No
- b. Do you **live in the same location** as you did in 2009? ₁ Yes ₂ No
- c. Do you currently use an alternative commute mode ₁ Less than ₂ about the same as ₃ more than in 2009?
- d. If you use an alternative commute mode less now than three years ago, would you briefly explain why?

15. **If you drive alone to work**, please rate each of the following in terms of importance in your decision to drive alone to work. (If you do not drive alone, please skip to question 17.)

	Not at all important	Somewhat unimportant	Somewhat important	Very important
a. Work hours too inflexible	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
b. Work hours are too irregular	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
c. Need car for company business	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
d. Need car for personal business	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
e. Can't get home in an emergency	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
f. Do not like to depend on others	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
g. Difficult to find others to share ride	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
h. Day care/school needs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
i. Transit service is not adequate in my area	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
j. Bike routes are not adequate in my area	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
k. Need a specially equipped vehicle	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

(Continue to next page)

16. **If you drive alone to work**, how willing are you to try each of the following commute methods (at least 1 day a week) as an alternative to driving alone to and from work? (If you do not drive alone, please skip to question 17.)

	Not at all willing	Somewhat unwilling	Somewhat willing	Very willing
a. Carpooling (2 to 7 passengers)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
b. Vanpooling (8 or more passengers)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
c. Public Transit (bus)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
d. Bicycle	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
e. Walk	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
f. Telework (telecommute)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
g. Capitol Corridor (train)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

17. If you commute to work from Sacramento County, how interested would you be in taking one of Roseville Transit's Commuter buses to Roseville from Downtown Sacramento?

- ₀ I do not live in Sacramento County or near Downtown Sacramento.
₁ Not at all interested ₂ Somewhat interested ₃ Very interested

18. If you drive alone to work, or are the driver of a carpool to work, what kind of fuel does your vehicle use?

- ₁ Do not drive alone/not the driver of carpool ₄ Hybrid (electric & gasoline) ₆ Diesel
₂ Gasoline ₅ Electric ₇ Other _____
₃ CNG

19. Are you aware that your employer offers periodic promotions or incentives to encourage employees to use an alternative method other than driving alone to work (such as, Spare the Air for Bucks, May is Bike Month or Bucks for Bikes)? If so, have you participated?

- ₁ No, I'm not aware of the promotions/incentives
₂ Yes, I'm aware, but have **not** participated in promotions/incentives
₃ Yes, I'm aware **and** have participated in promotions/incentives

20. Are you aware that your employer has bike maps, transit schedules and other rideshare information available to help employees find alternative methods other than driving alone to work? If so, have you obtained any?

- ₁ No, I'm not aware that maps/brochures are available
₂ Yes, I'm aware, but have **not** obtained maps/brochures
₃ Yes, I'm aware **and** have obtained maps/brochures

21. Have you heard of or accessed these rideshare web sites?

a. **www.sacregion511.org**

- ₁ No, I have not heard of it ₃ Yes, I have heard of it, **and** accessed it
₂ Yes, I have heard of it, but have **not** accessed it

b. **www.sacregioncommuterclub.org**

- ₁ No, I have not heard of it ₃ Yes, I have heard of it, **and** accessed it
₂ Yes, I have heard of it, but have **not** accessed it

22. Have you heard of or called **511**, which provides information regarding carpooling, bicycling and using transit?

- ₁ No, I have not heard of 511 ₃ Yes, I've heard of 511 **and** called 511
₂ Yes, I've heard of 511, but have **not** called 511

THANK YOU FOR YOUR PARTICIPATION IN THIS SURVEY!



TSM TRIENNIAL REPORT FORM for 2012

(To be completed by Employee Transportation Coordinator)

Due April 3, 2013

As part of the triennial survey process, Employee Transportation Coordinators are required to survey the employees/tenants at the work location(s), complete this TSM Triennial Report, and return the individual surveys and the report to the City of Roseville. Please attach additional sheets of paper as needed to respond to the following questions. Return to: Sue Schooley, Transportation Systems Management (TSM) Coordinator, City of Roseville, 401 Vernon Street, Roseville, CA 95678.

A. Work location: (Name of work location)

1. Address _____
Roseville, CA Zip _____
2. Property Manager/Owner/Developer *(if applicable)* _____
Company Name _____
Address _____
City _____ State _____ Zip _____

B. Transportation Survey - Summary Data

1. Total number of employees working at the work location at the time of the Transportation Survey _____
2. Number of surveys distributed _____ *(email and hard copies)*
3. Number of surveys returned _____ *(hard copies only)*
4. Number of surveys returned shown as a percentage of surveys distributed _____ % *(leave blank)*
5. Employee Transportation Coordinator (ETC) Information
Name _____
Company Name (if applicable) _____
Address _____
City _____ State _____ Zip _____
Phone Number _____ Fax _____
Email Address _____
6. Person who completed this form, if different from the Employee Transportation Coordinator?
Name _____
Address _____
City _____ State _____ Zip _____
Phone Number _____ Fax _____
Email Address _____

C. Work location Amenities:

1. Total number of off-street parking spaces at work location:	
2. Number of off-street parking spaces provided for employees only (if applicable):	
3. Number of preferential parking spaces (carpool/vanpool) provided for employees only:	
4. Describe the availability of parking by site(s)? <i>parking is adequate (A); parking surplus(PS); or parking shortage(S)</i>	
5. Does public transit currently serve the area near the work location?	
6. Is the public transit service in the area adequate?	
7. Approximately how close is the nearest bus stop/pick up point from the work location?	
8. Number of bike lockers (Class I bike parking):	
9. Number of bike rack spaces (Class II bike spaces):	
10. Does the work location have showers for employee use? If so, how many showers for a. Men b. Women	<i>Men</i>
	<i>Women</i>
11. Does the work location have employee lockers? If so, how many lockers for a. Men b. Women	<i>Men</i>
	<i>Women</i>

12. Does the work location have a variable work hours program (i.e., staggered shifts, flexible work hours, compressed work weeks)? Yes No If yes, describe program, including the range of available work times.

D. TSM Training Information

1. Which of the following TSM training events have you (or another representative from your company) attended in the past three years?

- | | | |
|--|------------------------------|-----------------------------|
| 01/2010 Roseville Transit Commuter Changes; Bucks for Bikes; Triennial Survey Distribution | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 03/2010 Triennial Survey Collection; Bucks for Bikes; May is Bike Month | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 05/2010 May is Bike Month; Spare the Air Updates; | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 09/2010 Spare the Air Wrap-Up; Emergency Ride Home; Low Car Challenge | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 01/2011 Triennial Survey Results; Bucks for Bikes; Placer Green Business Program | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 03/2011 Bucks for Bikes Update; Mays is Bike Month | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 9/2011 Association for Commuter Transportation Event (ACT) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 01/2012 Bucks for Bikes update; Smart Cycling Clinics; New TSM Handbook | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 03/2012 Bucks for Bikes update; May is Bike Month | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 5/2012 May is Bike Month; Spare the Air Wrap Up; Commuter Club | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 10/2012 Spare the Air Wrap Up; Low Car Challenge; Commuter Club | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Did you find the training events helpful? Yes No

If not, explain how we can improve them to meet your needs.

Do you have any TSM topics you would like us to present? If so, please list training topics of interest.

2. Please list any other Transportation related events/trainings (e.g., ACT events, SACOG meetings, Breathe California events) that you or another representative from your company attended.

List month/year and name of event/training:

ist month/

3. Describe the methods you have used during the last three years to distribute and/or display TSM information.
-
-

4. Do you have the 2012 TSM Handbook? Yes No

If so, do you find the handbook useful? Yes No

If not, what information would you like us to make available for you?

5. Do you have a Transportation Kiosk, either City provided or your own, to display transportation materials (e.g., maps, brochures, bus schedules)? Yes No

If so, how many? _____

If you have a City provided kiosk, does it need maintenance? Yes No

What kinds of repairs are needed? _____

If you don't have a transportation kiosk, would you like one? Yes No

6. What information/marketing materials were distributed to employees or displayed in the kiosk (or other transportation display area) during the past 3 years. (Example: bus schedules, bike maps, posters).
-
-

7. Is TSM information included in the orientation program for new employees or tenants? Explain.
-
-

If not, are you interested in receiving help in providing TSM information to your new employees or tenants?

Yes No

8. How are employees or tenants informed of the TSM program and the Employee Transportation Coordinator's availability to assist them in forming carpools, vanpools, etc.?
-
-
-

9. Please attach copies of newsletters or unique promotional materials used as a part of your TSM program.

E. TSM Programs/Incentives Implemented from 2010 through 2012

1. Describe the TSM programs/incentives implemented from 2010 through 2012. Provide results that were achieved (e.g., number of preferential parking permits issued, number of carpools formed, seasonal promotions conducted). Describe any employer subsidies that are part of your TSM program.

2. What were the most effective or successful programs implemented from 2010 through 2012? Use quantitative measures if available.

F. TSM Program Goals for 2013 through 2015

1. Please list your alternative transportation goals for the period of January 2013 through December 2015.

**Item 7E. Roseville Transit Triennial Performance Audit
FY 2010 through FY 2012**

Staff Michael Wixon, Alternative Transportation Manager
Eileen Bruggeman, Alternative Transportation Analyst

Recommendation

The following is informational, and no action is required of the Transportation Commission.

Background

All transit operators that receive funding under Article 4 of the Transportation Development Act (TDA) are subject to a performance audit every three (3) years. The most recent Roseville Transit Triennial Performance Audit ('performance audit') was completed June 13, 2013, covering the period of FY2010 through FY2012, and is attached for review by Transportation Commissioners.

The audit was initiated at the beginning of 2013 under the authority of the Placer County Transportation Planning Agency (PCTPA). The audit process follows guidelines outlined in the *Performance Audit Guidebook for Transit Operations and Regional Transportation Planning Entities* developed by Caltrans (2008).

The audit provides in Chapter 2 operating data and performance indicators for Roseville fixed route services (inclusive of Commuter service), Dial-A-Ride (DAR) services, and all services system wide.

The Guidebook recommends reviewing transit operator compliance with certain performance measures to ensure the efficient and effective services are provided. Table 4 (pg. 20) presents Roseville Transit's compliance with these requirements. Roseville Transit was found to be in compliance, and as the auditors noted they found the system to be a good example of a well-run small urbanized transit program, which is making efficient use of public resources (page 27).

Discussion

Key findings made in the performance audit regarding the Roseville transit system during the review period of FY2010 – FY2012 include (found on pg. 1):

- **Service Level:** Overall service levels were decreased to increase efficiency and meet shrinking revenue sources, as a result, ridership decreased by 7.0 percent system wide during the audit period.
- **Efficiency:** Although cost efficiency (as measured in operating cost per vehicle service hour) declined slightly during the audit period, cost effectiveness (operating cost per passenger trip) improved during the audit period, as this performance indicator decreased by 6.5 percent over the three year period.
- **Productivity:** Productivity on Roseville Transit system wide improved during the audit period as passenger-trips per vehicle hour increased by 8.6 percent.
- **Farebox Ratio:** Roseville Transit services generated a farebox ratio (the ratio of passenger fares to operating costs) of 18.3 percent to 22.9 percent during this audit period, above the 15 percent minimum farebox ratio adopted by PCTPA.

The audit also includes evaluation of standard transit operator functions in terms of efficiency and effectiveness. Findings in this area include (found on page 2):

- Organization and management of the transit operator appears to be appropriate for the size and scope of transit operations.
- Roseville Transit conducts effective service planning and regularly reviews operating statistics and TDA performance measures.
- Transit services comply with pertinent federal Americans with Disabilities Act (ADA) requirements.
- Roseville Transit is proactive about conducting public outreach prior to making significant service changes.
- Roseville Transit has in place safety, operations, and training procedures which comply with applicable regulations.
- The program also has a robust marketing program including informative bus schedules and service area maps.
- There appears to have been no significant issues during the audit period with respect to vehicle maintenance.
- Vehicle replacement plans are in place to maintain a safe and operable fleet.

Dial-A-Ride Performance

The Roseville Transit system provides 1) local fixed route services, 2) commuter transit service to downtown Sacramento, and 3) Dial-A-Ride (DAR) service within the City of Roseville.

Legal Requirements: Title II and III of the Americans with Disabilities Act of 1990 (ADA) provide that no entity shall discriminate against an individual with a disability in connection with the provision of transportation service. Each public entity operating a fixed route system must provide paratransit or other special service to individuals with disabilities that are comparable to the level of service provided to individuals without disabilities who use the fixed route system.

ADA complementary paratransit must run during the same hours and days as the corresponding fixed route service. The ADA service area at a minimum includes all origins and destinations within corridors within $\frac{3}{4}$ mile on each side of each fixed route.

Roseville DAR: Within Roseville DAR meets and exceeds the minimum legal requirements for providing complementary paratransit service.

DAR service description provided on page 5 of the performance audit states:

Roseville DAR is a demand response service which is available to the general public, with priority service available to ADA eligible passengers. Service is available within the city limits of Roseville and to a total of ten designated locations in Citrus Heights, Rocklin, and Granite Bay. Reservations must be made at least 1 day in advance and up to 14 days in advance. Operating hours correspond to local fixed route hours of operation (between 5:45 AM and 10:00 PM Monday through Friday, and 8:00 AM to 5:00 PM on Saturday and Sunday). Fares are \$2.50 for seniors and persons with a disability (including ADA eligible passengers), and \$3.75 for the general public. Same day request trips are \$7.50 per trip.

DAR Efficiency and Performance: Complementary paratransit service is recognized as a service established to provide transportation for those passengers not able to use local fixed route services in compliance with legal requirements. As such, it is not held to the same level of expectations for efficiency.

For example, while the standard of passenger trips per vehicle revenue hour for fixed route is greater than 8.0, for DAR it is greater than 3.0 passenger trips per vehicle revenue hour. The adopted standard for DAR farebox recovery ratio is greater than fifteen percent (15%), however Roseville DAR is typically between 7-9%. This is offset by the higher ratios generated by the fixed route service, specifically by the Commuter service allowing the overall system to achieve a ratio of 22.9% during the audit review period, well exceeding the ratio established by PCTPA of 15%.

Performance measures specific to Dial-A-Ride (DAR) services are included in the audit, providing an assessment of how the service performed over the three (3) year period. Table 2 (pg. 8) provides a list of DAR performance indicators and annual data. Relationships between various performance indicators are exhibited in Figures 2, 5, 8 11, 14 and 17.

Review of the Figures demonstrates the relationships between the various performance measures. For example, the number of passenger trips affects operating costs and vehicle revenue hours. Less obvious are factors such as a larger geographical area may affect the number of passengers per vehicle revenue mile.

It is important to confirm what the performance expectation of the DAR service is before focusing on individual measures. When a goal is set, then a discussion can ensue on how best to modify the performance measures that affect achievement of the goal. For example, if the goal is to increase the number of passenger per vehicle revenue mile, a factor is the on-time performance - decreasing the expectation of on-time performance to a lower level facilitates the scheduling of a higher number of passengers per hour.

Next Steps

Previously the Transportation Commission expressed interest in deeper review and understanding of the DAR service. Related to that topic during the discussion of the modifications to the Roseville Transit Administrative Policies a request was made to provide additional information regarding the no-show policies and how they affect the efficiency of the DAR service.

This current discussion and review of the Triennial Performance Audit provides the foundation of performance measures pertinent to discussion of DAR efficiencies, and provides the historical context of how Roseville DAR has performed in the three (3) fiscal years assessed by the auditors.

At the next Transportation Commission meeting staff will return with review of how Roseville DAR performed more recently in FY13, how the Roseville Transit service compares to several similarly structured and sized transit systems in the region, and provide additional information regarding the impact of no-shows on the effectiveness of the DAR service and the impacts of past and current no-show policies. The intent of the 2-step provision of information is to facilitate a discussion of how the DAR service is performing, and determine what, if any, modifications are warranted.

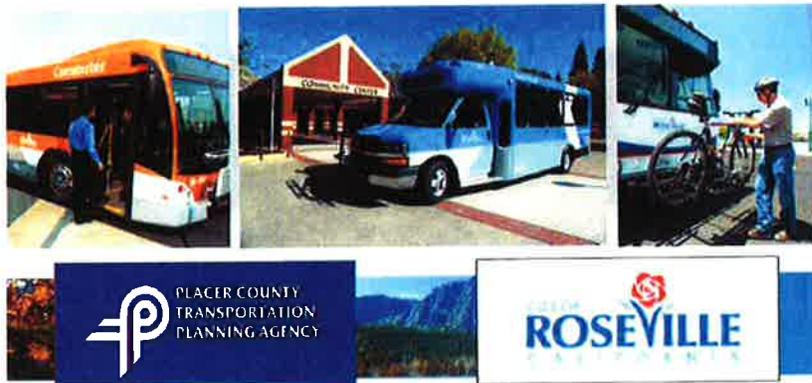
Attachment:

1. Roseville Transit Triennial Performance Audit (for Fiscal Years 2009/10 through 2011/12)

Attachment 1

Roseville Transit Triennial Performance Audit

For Fiscal Years 2009/10 through 2011/12



Final Report Prepared for the
Placer County Transportation Planning Agency

Prepared by



LSC Transportation Consultants, Inc.

ROSEVILLE TRANSIT TRIENNIAL PERFORMANCE AUDIT

For Fiscal Years 2009/10 through 2011/12

Prepared for the

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June 13, 2013

Table of Contents

<i>Chapter</i>		<i>Page</i>
1	EXECUTIVE SUMMARY	1
	Background	1
	Verification and Use of Performance Indicators	1
	Review of Compliance Requirements	1
	Status of Prior Audit Recommendations	2
	Detailed Review of Transit Operator Functions	2
	Findings	2
	Recommendations	2
2	TRIENNIAL PERFORMANCE AUDIT RESULTS	3
	Background	3
	Performance Audit and Report Organization	3
	Transit Program Description	3
	Roseville Transit Operating and Financial Statistics	5
	Calculation and Evaluation of Performance Indicators	10
	Review of Compliance Requirements	17
	Status of Prior Audit Recommendations	18
	Detailed Review of Transit Operator Functions	21
3	CONCLUSIONS AND RECOMMENDATIONS	27
	Findings	27
	Recommendations	27

List of Tables and Figures

<i>Table</i>	<i>Page</i>
1 Roseville Transit Fixed Route Services Performance Measures	7
2 Roseville Transit Dial-A-Ride Services Performance Measures	8
3 Roseville Transit Services Systemwide Operating Data Summary	9
4 Transit Operator Compliance Requirements – Roseville Transit	20

<i>Figure</i>	<i>Page</i>
1 Roseville Transit Fixed Routes Services Operating Cost per Passenger-Trip	10
2 Roseville Transit Demand Response Operating Cost per Passenger-Trip	11
3 Roseville Transit Systemwide Operating Cost per Passenger-Trip	11
4 Roseville Transit Fixed Route Services Operating Cost per Hour	12
5 Roseville Transit Demand Response Operating Cost per Hour	12
6 Roseville Transit Systemwide Operating Cost per Hour	12
7 Roseville Transit Fixed Route Services Passengers per Hour	13
8 Roseville Transit Demand Response Passengers per Hour	13
9 Roseville Transit Systemwide Passengers per Hour	13
10 Roseville Transit Fixed Route Services Passengers per Mile	14
11 Roseville Transit Demand Response Passengers per Mile	14
12 Roseville Transit Systemwide Passengers per Mile	14
13 Roseville Transit Fixed Route Services Hours per FTE	15
14 Roseville Transit Demand Response Hours per FTE	15
15 Roseville Transit Systemwide Hours per Employee	15
16 Roseville Transit Fixed Route Services Farebox Ratio	16
17 Roseville Transit Demand Response Farebox Ratio	16
18 Roseville Transit Systemwide Farebox Ratio	16

Chapter 1

Executive Summary

The California Public Utilities Code requires all transit operators that receive funding under Article 4 of the Transportation Development Act (TDA) be subject to a performance audit every three years. This document presents the findings from the performance audit of transit operations managed by the City of Roseville, known as Roseville Transit. As the Regional Transportation Planning Agency (RTPA) responsible for TDA funding in Western Placer County, these audits were performed under the authority of the Placer County Transportation Planning Agency (PCTPA).

This audit report covers Fiscal Years (FY) 2009-10 through FY 2011-12, and was conducted by LSC Transportation Consultants, Inc. Data collection, initial review, and on-site interviews were conducted at the beginning of 2013. The audit process follows guidelines outlined in the *Performance Audit Guidebook for Transit Operators and Regional Transportation Planning Entities* developed by Caltrans (2008).

BACKGROUND

Roseville Transit is managed by the City of Roseville Alternative Transportation Department and operated by a contractor, MV Transportation. Roseville Transit offers local fixed route services and Dial-A-Ride (DAR) within the City of Roseville, as well as commuter transit service to downtown Sacramento. Roseville Transit is advised by the City of Roseville Transportation Commission.

VERIFICATION AND USE OF PERFORMANCE INDICATORS

Tables and Figures in Chapter 2 present operating data and performance indicators for Roseville fixed route services, DAR services and all services systemwide. During the audit period, overall service levels were decreased to increase efficiency and meet shrinking revenue sources. As a result, ridership decreased by 7.0 percent systemwide during the audit period. Although cost efficiency (as measured in operating cost per vehicle service hour) declined slightly during the audit period, cost effectiveness (operating cost per passenger trip) improved during the audit period, as this performance indicator decreased by 6.5 percent over the three year period. Productivity on Roseville Transit systemwide improved during the audit period as passenger-trips per vehicle hour increased by 8.6 percent. Roseville Transit services generated a farebox ratio (the ratio of passenger fares to operating costs) of 18.3 percent to 22.9 percent during this audit period, above the 15 percent minimum farebox ratio adopted by PCTPA.

Roseville Transit compiled operating statistics in accordance with TDA definitions (as presented in Appendix B of the *Performance Audit Guidebook*). As for the overall data collection and recording process, Roseville Transit employs electronic fareboxes which allow for accurate collection of detailed operating statistics. Roseville Transit produces informative operating data quarterly reports which compare existing data to adopted goals and standards.

REVIEW OF COMPLIANCE REQUIREMENTS

The *Performance Audit Guidebook* recommends reviewing transit operator compliance with certain TDA regulations that relate to a performance audit. Table 4 presents Roseville Transit's compliance with these requirements. Roseville Transit was found to be in compliance on all issues except for the timely submittal of the Fiscal and Compliance Audit in FY 2009-10 and FY 2011-12.

STATUS OF PRIOR AUDIT RECOMMENDATIONS

The previous audit was completed by LSC Transportation Consultants in 2010. All recommendations were completed during this audit period with the exception of timely submittal of Fiscal and Compliance Audits, which is considered "In Progress".

DETAILED REVIEW OF TRANSIT OPERATOR FUNCTIONS

An important step in the performance audit process is to evaluate standard transit operator functions in terms of efficiency and effectiveness. This is done through interviews with transit staff. The review of transit operator functions is divided into the following categories:

- ◆ General Management and Organization
- ◆ Service Planning
- ◆ Administration
- ◆ Scheduling, Dispatch and Operations
- ◆ Marketing and Public Information
- ◆ Maintenance

In summary, organization and management of the transit operator appears to be appropriate for the size and scope of transit operations. Roseville Transit conducts effective service planning and regularly reviews operating statistics and TDA performance measures. Transit services comply with pertinent federal Americans with Disabilities Act (ADA) requirements. Roseville Transit is proactive about conducting public outreach prior to making significant service changes. Roseville Transit has in place safety, operations, and training procedures which comply with applicable regulations. The program also has a robust marketing program including informative bus schedules and service area maps. There appears to have been no significant issues during the audit period with respect to vehicle maintenance. Vehicle replacement plans are in place to maintain a safe and operable fleet.

FINDINGS

The auditor noted no significant negative findings.

RECOMMENDATIONS

Overall, the Auditors find the Roseville system to be a good example of a well-run urban public transit program, which is making efficient use of public resources. Both City of Roseville staff and MV Transportation staff appear to operate efficiently and effectively. The auditor has no recommendations.

Chapter 2

Triennial Performance Audit Results

BACKGROUND

The TDA, also known as the “Mills-Alquist Deddeh Act,” provides two major sources of funding for public transportation providers in California: the Local Transportation Fund (LTF) and the State Transit Assistance (STA). The LTF is derived from 1/4 cent of the 7.25 cent state sales tax collected per dollar of retail sales in Placer County and can be used for a variety of transportation purposes according to a set of priorities detailed in the Act. The State Board of Equalization returns the LTF to each county according to the amount of tax collected in that county. STA funds are derived from statewide sales tax on gasoline and diesel fuel, and are allocated to each county based on the following formula: 50 percent according to population, and 50 percent according to operator revenues from the prior fiscal year. STA funds can only be used to pay for transit planning, capital projects, and operations.

The California PUC requires that a Triennial Performance Audit (TPA) be conducted for all transit operators and RTPAs. A performance audit is a systematic process of evaluating an organization’s effectiveness, efficiency, and economy of operations under management control. The objectives of the audit are to provide a means for evaluating an organization’s performance and to enhance the performance by making recommendations for improvements. In addition, the audit evaluates the adequacy of an organization’s systems and the degree of compliance with established policies and procedures. Transit operators who make claims under Article 4 of the TDA must maintain a minimum farebox recovery ratio of 10 percent in rural areas and a ratio of 20 percent in urbanized areas, unless they achieved a higher ratio in the FY 1978-79 “base year.” In a county with a population of 500,000 or less (such as Placer County), the RTPA may set the farebox ratio at 15 percent. The PCTPA and Roseville Transit have adopted the 15 percent farebox recovery ratio for transit services.

PERFORMANCE AUDIT AND REPORT ORGANIZATION

The performance audit consisted of the following elements:

- ◆ Review of compliance requirements
- ◆ Follow-up review of prior performance audit recommendations
- ◆ Initial review of transit operator functions
- ◆ Verification and use of performance indicators
- ◆ Detailed review of transit operator functions
- ◆ Preparation of the Draft Audit report
- ◆ Preparation and presentation of the Final Audit report

TRANSIT PROGRAM DESCRIPTION

Roseville Transit is operated by the City of Roseville through a contract with MV Transportation. Funds for Roseville Transit are allocated by the PCTPA, which was created as a local area planning agency to undertake regional transportation planning for the portions of Placer County exclusive of the Lake Tahoe Basin. Roseville Transit is advised by a seven member Transportation Commission. The commission provides recommendations to the City Council in four areas of transportation: public transit, traffic circulation, bikeways and pedestrian facilities, and transportation systems management.

Roseville Transit Local Fixed-Route Service

Roseville Transit currently operates ten local fixed-routes and one evening shuttle to Sierra College, generally operating between 6:00 AM and 9:00 PM Monday through Friday, and from 8:00 AM to 6:00 PM on Saturday. The one-way general public fare is \$1.50 and discounted fares are \$0.75 for students, elderly, and Americans with Disabilities Act (ADA) eligible persons. Day passes, 10-ride and 30-day passes are also available.

The Roseville Transit routes operated in the audit period are described below:

- ♦ **Route A Central Roseville/Galleria:** This route originates at the Louis/Orlando Transfer Point and serves the Civic Center, Galleria, Sutter Medical Center (by request), and Sierra Gardens in a clockwise direction. Service is provided on half-hourly headways.
- ♦ **Route B Central Roseville/Galleria:** This route follows the same path as Route A, but in a counterclockwise direction.
- ♦ **Route C Rocky Ridge/Cirby:** Route C begins at the Sierra Gardens Transfer Point and operates on Rocky Ridge Drive, Cirby Way, Sunrise Ave, Coloma Way, and Oak Ridge Drive every hour and 15 minutes.
- ♦ **Route D Main/McAnnally/Junction:** This route begins and ends at the Civic Center Transfer Point, providing hourly service to the northwestern portion of the city. Stops are located along Main Street, Foothills Boulevard, McNally Drive, Woodcreek Oaks Boulevard, Junction Boulevard and Washington Boulevard.
- ♦ **Route G Douglas/Eureka/Sierra College:** This route connects the Sierra Gardens Transfer Point, Rocky Ridge Town Center and Sierra College on one hour and 15 minute headways.
- ♦ **Route I Junction/McAnnally/Main:** This route is similar to Route D except that the bus makes the loop around Junction, Washington, Main, and Foothills in the opposite direction.
- ♦ **Route L Douglas/Harding/Lead Hill:** Route L offers hourly service from the Civic Center Transfer Point travelling along Douglas Boulevard, Harding Boulevard, Lead Hill Way, Douglas Boulevard, and Sierra Gardens Drive.
- ♦ **Route M Galleria, Fairway, Pleasant Grove, and West Park:** This route begins at the Galleria Transfer Point and provides hourly service to the Junction Transfer Point, with stops along Pleasant Grove Boulevard every other hour.
- ♦ **Route R Foothills Boulevard:** Route R provides service four times daily between the Louis/Orlando Transfer Point and PRIDE Industries.
- ♦ **Route S Santucci Justice Center:** On weekdays, this route provides service between the Galleria Transfer Point and the Santucci Justice Center.
- ♦ **Sierra College Evening Service:** This route offers four round trips between Sierra College and the Galleria Transfer Point.

Connections between Roseville Transit routes can be made at any of the five local transfer points – Civic Center, Galleria, Junction, Louis/Orlando, and Sierra Gardens. Transfers to other operators can also be made at these points. More specifically, passengers can connect to Placer County Transit at the Louis/Orlando and Galleria transfer points, and connections to Sacramento Regional Transit can be made at the Louis/Orlando Transfer Point.

Roseville Commuter Service

Roseville Transit operates a commuter service Monday through Friday during peak commute hours – 5:00 AM to 9:00 AM and 3:30 PM to 6:30 PM – between Roseville and downtown Sacramento. One-way fares are \$3.25 for residents or reverse commuters and \$4.50 for non-residents. Monthly passes and 10-ride passes are available.

Roseville Dial-A-Ride Service

A demand response service is also operated by Roseville Transit, which is available to the general public with priority service available to ADA eligible passengers. Service is available within the city limits of Roseville and to a total of ten designated locations in Citrus Heights, Rocklin, and Granite Bay. Reservations must be made at least 1 day in advance and up to 14 days in advance. Operating hours are between 5:45 AM and 10:00 PM Monday through Friday and 8:00 AM to 5:00 PM on Saturday and Sunday. Fares are \$2.50 for seniors and persons with a disability (including ADA eligible passengers), and \$3.75 for the general public. Same day request trips are \$7.50.

ROSEVILLE TRANSIT OPERATING AND FINANCIAL STATISTICS

The operating statistics presented in Tables 1 through 3 are based on data provided by Roseville Transit and obtained from annual Fiscal and Compliance Audits. Tables 1 and 2 display operating data by type of service, while Table 3 presents Roseville Transit data systemwide.

Data Collection Methods

As part of the TPA process, the auditor must collect and verify the following transit operator statistics:

- Operating Cost
- Passenger Count
- Vehicle Service Hours
- Vehicle Service Miles
- Employee Hours in Full-Time Equivalents
- Fare Revenue

The **Operating Cost** data (Table 1, 2 and 3) for Roseville transit services by type was obtained from internal operating spreadsheets. Systemwide financial data was obtained from the annual Fiscal and Compliance Audits and include total operating expenses for each object class as presented in the Chart of Accounts for the Uniform System of Accounts and Records minus depreciation costs. The fiscal auditor's tests of the Roseville Transit disclosed no instance of noncompliance that would be required to be reported under Government Auditing Standard.

According to Section 99247(a), operating costs include all costs except depreciation, direct costs for charter services and vehicle lease costs. Extension of service can be excluded per Section 6633.8.

Operating cost data in internal spreadsheets differs slightly from annual Fiscal and Compliance Audits. This is typical as financial data in internal reports is unaudited. Roseville Transit did provide transportation for city employees in order to demonstrate lighting requirements to address roadway safety concerns during the audit period. This type of service is considered an exception to the charter rule.

The **Passenger Count** data is presented in Tables 1 through 3 and represents unlinked trips. This data was obtained from internal operating reports and compared to data reported to the State Controller. There were no discrepancies found in the data, when compared between internal data and the State Controller Reports. Systemwide, Roseville Transit ridership decreased by 8.2 percent over the audit period. When reviewed by service type, ridership on the commuter routes increased by 17.5 percent, while ridership on the local fixed routes decreased by 17.1 percent and DAR ridership decreased by 11.9 percent. Some of the drop in passenger-trips can be attributed to a decrease in vehicle hours systemwide.

The **Vehicle Service Hour** data is reported in Tables 1 through 3. These data were obtained from internal operating reports. The definition of a Vehicle Revenue Hour as currently used by MV Transportation is consistent with the definition presented in Appendix B of the *Performance Audit Guidebook*. There were no discrepancies between the vehicle service hour data maintained in internal Roseville Transit reports and the data that was reported in the annual State Controller submittals during the audit period. As with most transit operators in California, Roseville Transit reduced services in FY 2009-10 to meet lower revenue projections.

The **Vehicle Service Mile** data is also presented in Tables 1 - 3. As noted above, data was obtained from internal operating reports and matched data reported to the State Controller with the exception of FY 2011-12, where an error was discovered and corrected. The definition of a vehicle service mile as currently used by MV Transportation is consistent with the definition presented in Appendix B of the *Performance Audit Guidebook*. Similar to vehicle service hours, vehicle service miles decreased for each service type with a total decrease of 17.2 percent systemwide during the audit period.

The **Employee Hours** data as **Full-Time Equivalents (FTE)** presented in Tables 1 through 3 was obtained from the State Controller's Reports. The Full-Time Equivalent (FTE) definition currently used by MV Transportation is consistent with the definition presented in Appendix B of the *Performance Audit Guidebook*. The number of FTE's remained relatively stable during this audit period. With Roseville Transit service cuts, FTEs decreased from the prior audit period.

The **Fare Revenue** data presented in Table 1 and 2 was obtained from internal reports, while systemwide data presented in Table 3 was obtained from annual Fiscal and Compliance audit reports. It should be noted that PUC Section 99205.7 states that fare revenues are defined in revenue object classes 401, 402, and 403, as specified in Section 630.12 of Title 49 of the Code of Federal Regulations:

- ◆ Object class 401 revenues include full adult, senior, student, child, handicapped, park & ride lot revenues (must be operated by transit operator), special and reduced fares collected from passengers.
- ◆ Object class 402 revenues include guaranteed revenues collected from an organization rather than a rider for rides given along special routes.
- ◆ Object class 403 revenues include revenues collected from schools for providing service to children to and from school.

TABLE 1: Roseville Transit Fixed Route Services Performance Measures

Performance Measures	Fixed Routes			Commuter Route		
	2009-10	2010-11	2011-12	2009-10	2010-11	2011-12
One-Way Passenger-Trips	253,747	207,085	210,340	109,584	126,214	128,824
% Change from Previous Year	--	-18.4%	1.6%	--	15.2%	2.1%
Vehicle Service Hours	35,470	30,086	29,557	7,045	6,974	6,287
% Change from Previous Year	--	-15.2%	-1.8%	--	-1.0%	-9.8%
Vehicle Service Miles	448,854	338,957	351,123	172,424	168,587	152,336
% Change from Previous Year	--	-24.5%	3.6%	--	-2.2%	-9.6%
Operating Costs	\$3,068,467	\$2,691,423	\$2,837,196	\$672,240	\$712,571	\$715,327
% Change from Previous Year	--	-12.3%	5.4%	--	6.0%	0.4%
# Employees in Full-Time Equivalents (FTE) ⁽¹⁾	31.89	30.32	31.70	6.34	7.03	6.74
% Change from Previous Year	--	-4.9%	4.5%	--	11.0%	-4.1%
Farebox Revenues	\$286,751	\$287,593	\$311,211	\$448,511	\$509,245	\$537,635
% Change from Previous Year	--	0.3%	8.2%	--	13.5%	5.6%
Operating Cost per One-Way Passenger-Trip	\$12.09	\$13.00	\$13.49	\$6.13	\$5.65	\$5.55
% Change from Previous Year	--	7.5%	3.8%	--	-8.0%	-1.6%
Operating Cost per Vehicle Service Hour	\$86.51	\$89.46	\$95.99	\$95.42	\$102.17	\$113.77
% Change from Previous Year	--	3.4%	7.3%	--	7.1%	11.3%
Passengers per Vehicle Service Hour	7.15	6.88	7.12	15.55	18.10	20.49
% Change from Previous Year	--	-3.8%	3.4%	--	16.4%	13.2%
Passengers per Vehicle Service Mile	0.57	0.61	0.60	0.64	0.75	0.85
% Change from Previous Year	--	8.1%	-1.9%	--	17.8%	13.0%
Vehicle Service Hours per Employee (FTE)	1,112	992	932	1,112	992	932
% Change from Previous Year	--	-10.8%	-6.0%	--	-10.8%	-6.0%
Farebox Recovery Ratio	9.35%	10.69%	10.97%	66.72%	71.47%	75.16%
% Change from Previous Year	--	14.3%	2.7%	--	7.1%	5.2%

Note 1: Employees estimated based on % of total VSH.

TABLE 2: Roseville Transit Dial-A-Ride Services Performance Measures

Performance Measures	Current Audit Period		
	2009-10	2010-11	2011-12
One-Way Passenger-Trips	32,762	30,811	28,834
% Change from Previous Year	--	-6.0%	-6.4%
Vehicle Service Hours	12,279	11,558	10,772
% Change from Previous Year	--	-5.9%	-6.8%
Vehicle Service Miles	136,245	129,540	123,953
% Change from Previous Year	--	-4.9%	-4.3%
Operating Costs	\$1,127,108	\$1,060,296	\$1,029,790
% Change from Previous Year	--	-5.9%	-2.9%
# Employees in Full-Time Equivalents (FTE) ⁽¹⁾	11.04	11.65	11.55
% Change from Previous Year	--	5.5%	-0.8%
Farebox Revenues	\$89,473	\$94,616	\$90,698
% Change from Previous Year	--	5.7%	-4.1%
Operating Cost per One-Way Passenger-Trip	\$34.40	\$34.41	\$35.71
% Change from Previous Year	--	0.0%	3.8%
Operating Cost per Vehicle Service Hour	\$91.79	\$91.74	\$95.60
% Change from Previous Year	--	-0.1%	4.2%
Passengers per Vehicle Service Hour	2.67	2.67	2.68
% Change from Previous Year	--	-0.1%	0.4%
Passengers per Vehicle Service Mile	0.24	0.24	0.23
% Change from Previous Year	--	-1.1%	-2.2%
Vehicle Service Hours per Employee (FTE)	1112.1	992.2	932.3
% Change from Previous Year	--	-10.8%	-6.0%
Farebox Recovery Ratio	7.94%	8.92%	8.81%
% Change from Previous Year	--	12.4%	-1.3%

Note 1: Employees estimated based on % of total VSH.

TABLE 3: Roseville Transit Services Systemwide Operating Data Summary

Performance Measures	Previous Audit Period			Current Audit Period		
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
One-Way Passenger-Trips	414,716	405,856	433,954	398,093	364,110	367,988
% Change from Previous Year	--	-2.1%	6.9%	-8.7%	-8.1%	1.1%
Vehicle Service Hours	57,473	54,182	55,507	54,495	46,618	46,617
% Change from Previous Year	--	-5.8%	2.5%	-1.8%	-10.8%	-4.1%
Vehicle Service Miles	808,880	759,293	813,257	757,523	637,084	627,412
% Change from Previous Year	--	-6.1%	7.1%	-8.0%	-15.9%	-1.5%
Operating Costs	\$4,037,950	\$4,305,956	\$4,618,986	\$4,682,372	\$4,425,971	\$4,067,685
% Change from Previous Year	--	6.6%	7.3%	1.4%	-5.5%	-8.1%
# Employees in Full-Time Equivalents (FTE)	55.00	55.00	65.00	49.00	49.00	50.00
% Change from Previous Year	--	0.0%	18.2%	-24.6%	0.0%	2.0%
Farebox Revenues	\$631,633	\$730,421	\$816,144	\$824,736	\$882,853	\$931,607
% Change from Previous Year	--	15.6%	11.7%	1.1%	7.0%	5.5%
Operating Cost per One-Way Passenger-Trip	\$9.74	\$10.61	\$10.64	\$11.82	\$12.16	\$11.05
% Change from Previous Year	--	9.0%	0.3%	11.1%	2.8%	-9.1%
Operating Cost per Vehicle Service Hour	\$70.26	\$79.50	\$83.21	\$85.92	\$91.03	\$87.26
% Change from Previous Year	--	13.2%	4.7%	3.3%	5.9%	-4.1%
Passengers per Vehicle Service Hour	7.22	7.49	7.82	7.27	7.49	7.89
% Change from Previous Year	--	3.8%	4.3%	-7.0%	3.0%	5.4%
Passengers per Vehicle Service Mile	0.51	0.53	0.53	0.52	0.57	0.59
% Change from Previous Year	--	4.3%	-0.2%	-2.0%	9.3%	2.6%
Vehicle Service Hours per Employee (FTE)	1,045.0	984.8	854.0	1,112.1	992.2	932.3
% Change from Previous Year	--	-5.8%	-13.3%	30.2%	-10.8%	-6.0%
Farebox Recovery Ratio	15.64%	16.96%	17.67%	18.32%	19.95%	22.90%
% Change from Previous Year	--	8.4%	4.2%	3.7%	8.9%	14.8%

Note: Previous audit period data obtained from prior performance audit.

Fare revenue also includes the amount of revenue received by an entity under contract for transit services not yet transferred to the claimant. Additionally, the definition of fare revenues includes fares collected (1) for a specified group of employees, members, or clients, or (2) to guarantee a minimum revenue on a line operated especially for the benefit of the paying entity (e.g. an employer, shopping center, university, etc.), or (3) cash donations made by individual passengers in lieu of a prescribed fare. Fare revenue does not include other donations or general operating assistance, whether from public or private sources. However, neither charter nor advertising revenues can be included in the fare revenue category. During the audit period, fare revenue increased 12.9 percent. Unaudited fare revenue data in internal reports varies from the Fiscal and Compliance Audits, as is typical.

As for the overall data collection and recording process, Roseville Transit employs GFI electronic fareboxes. There are several benefits to the fareboxes in terms of accurate and thorough data collection. The fareboxes have the ability to classify a variety of fare/boarding types (senior day pass, regular 20-day pass, etc.). Passenger boarding data is automatically downloaded at the end of each day and can be compiled into various reports. These reports are double checked by MV Transportation staff to ensure that the proper fare set or classification was assigned by the driver (in the case of a cash fare). Roseville Transit and its contractor MV Transportation produce a variety of monthly and quarterly reports including data by fare type and performance indicators.

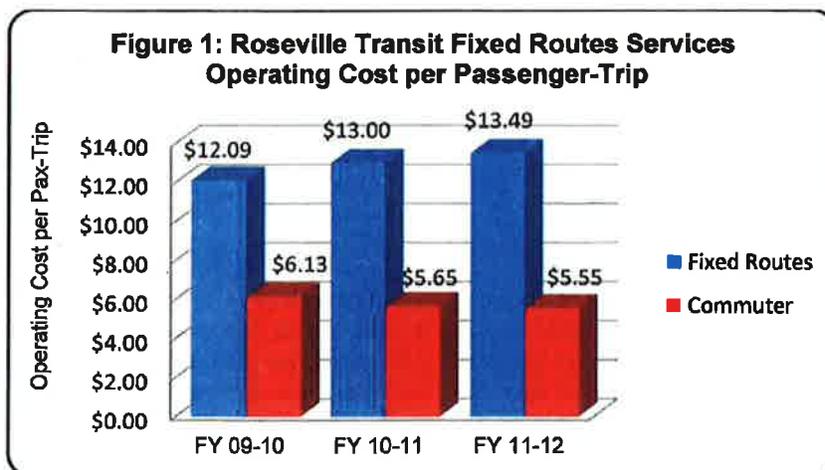
CALCULATION AND EVALUATION OF PERFORMANCE INDICATORS

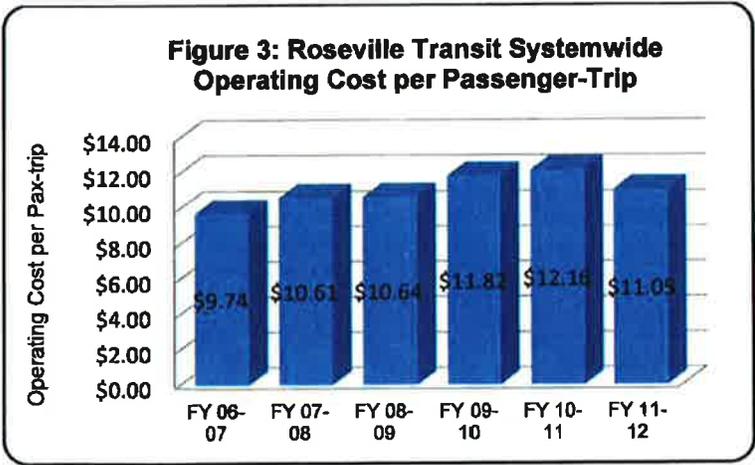
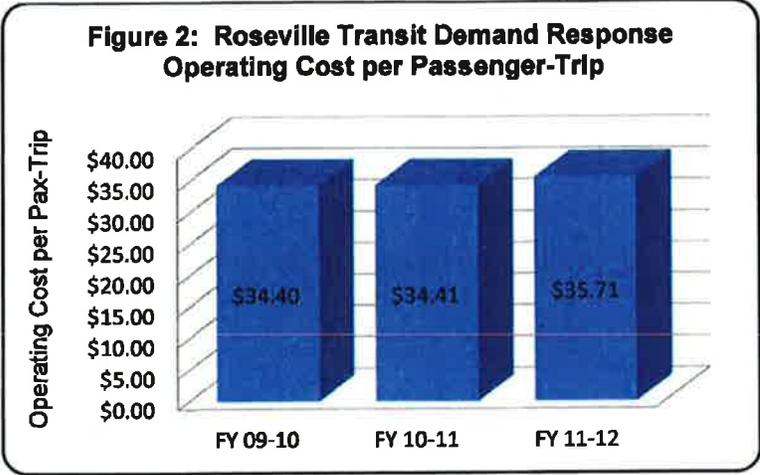
Using the data described above, the following performance indicators were calculated as required in Section 99246(d) of the PUC:

- Operating Cost per Passenger
- Operating Cost per Vehicle Revenue Hour
- Passengers per Vehicle Revenue Hour
- Passengers per Vehicle Revenue Mile
- Vehicle
- Revenue Hours per Employee

In addition, the Farebox Recovery Ratio is calculated and evaluated herein, as required in Section 99268 et seq. of the PUC.

Operating Cost per (One-way) Passenger-Trip data is presented in Tables 1 - 3 and Figures 1 - 3. This performance measure is a key indicator of a transit system's cost effectiveness. According to the available data, the operating cost per one-way passenger-trip increased slightly in FY 2010-11 but returned to below FY 2009-10 levels by the end of the audit period. Operating cost per trip increased this audit period over the previous audit period, as a result of a decrease in passenger-trips rather than large increases in operating costs.



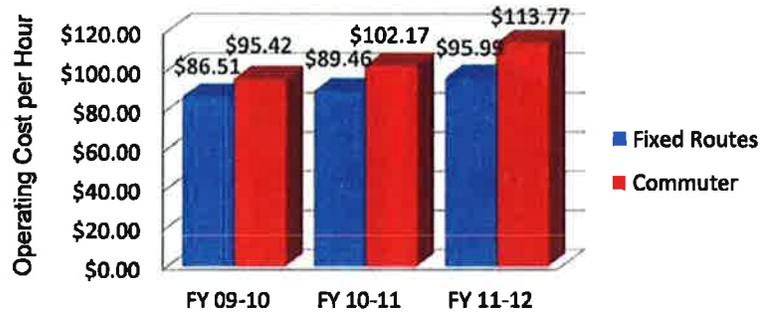


Operating Cost per Vehicle Revenue Hour data is presented in Tables 1 - 3 and Figures 4 - 6. This performance measure is a key indicator of a transit system's cost efficiency. The operating cost per vehicle revenue hour increased 1.5 percent over the audit period. Per the data, both vehicle hours and operating costs decreased.

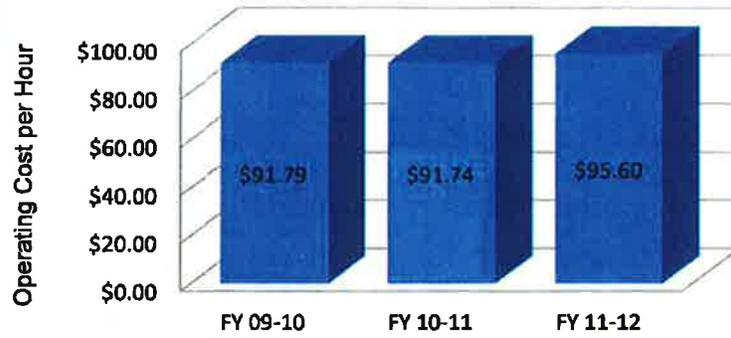
The **Passengers per Vehicle Revenue Hour** (commonly referred to as "productivity") is presented in Tables 1 - 3 and Figure 7 - 9. As presented, productivity increased during the past audit period by 8.6 percent. This is primarily due to a significant increase in passenger-trips per hour on the Sacramento Commuter route (33 percent).

The **Passengers per Vehicle Revenue Mile** data is presented in Tables 1 - 3 and Figures 10 - 12. As presented, passengers per vehicle revenue mile increased 12.2 percent during the audit period. This performance indicator increased as a result of an overall decrease in vehicle miles rather than an increase in passenger-trips.

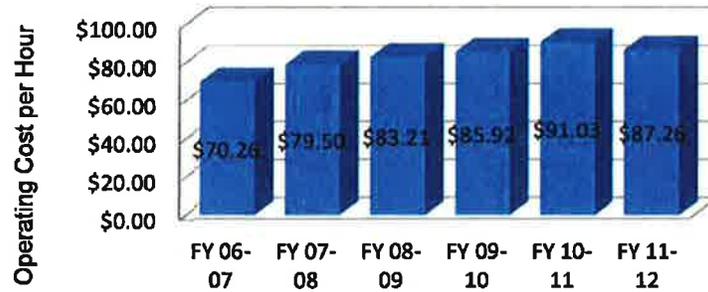
**Figure 4 : Roseville Transit Fixed Route Services
Operating Cost per Hour**



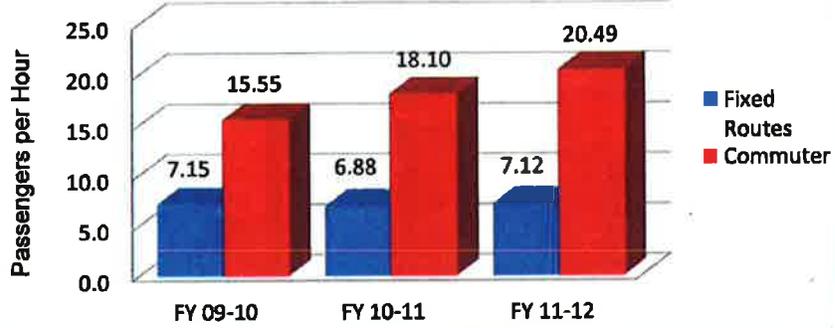
**Figure 5: Roseville Transit Demand Response
Operating Cost per Hour**



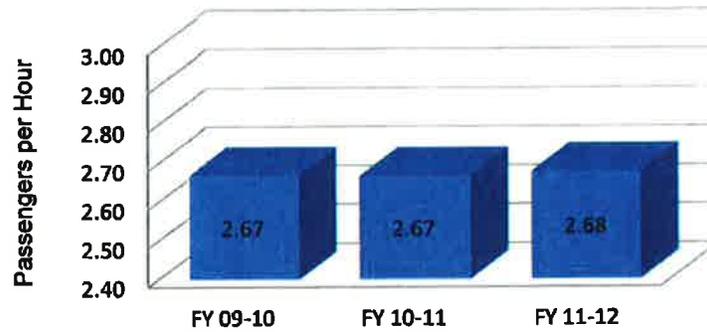
**Figure 6: Roseville Transit Systemwide
Operating Cost per Hour**



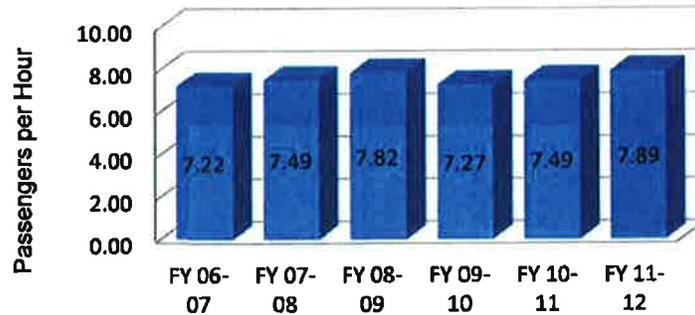
**Figure 7: Roseville Transit Fixed Route Services
Passengers per Hour**



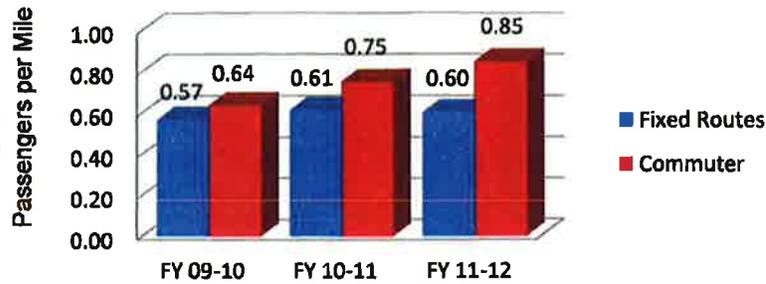
**Figure 8: Roseville Transit Demand Response
Passengers per Hour**



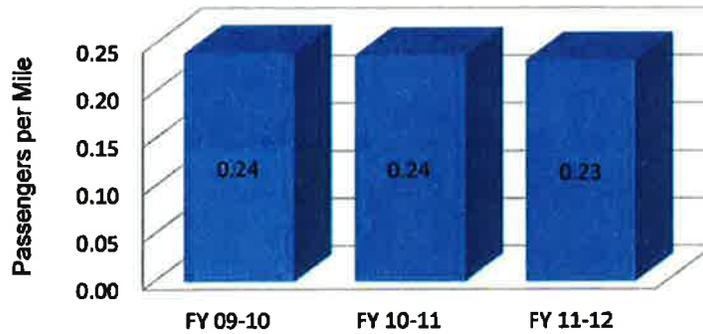
**Figure 9: Roseville Transit Systemwide
Passengers per Hour**



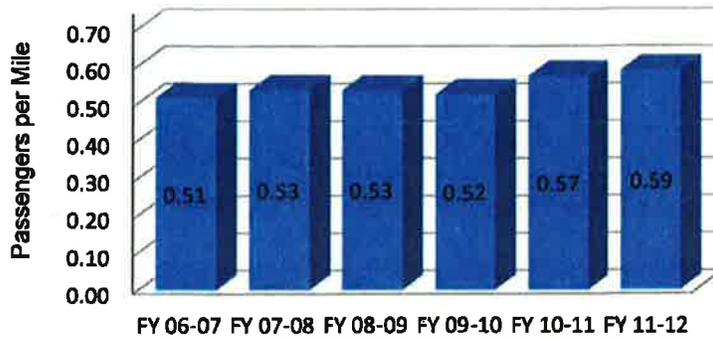
**Figure 10: Roseville Transit Fixed Route Services
Passengers per Mile**



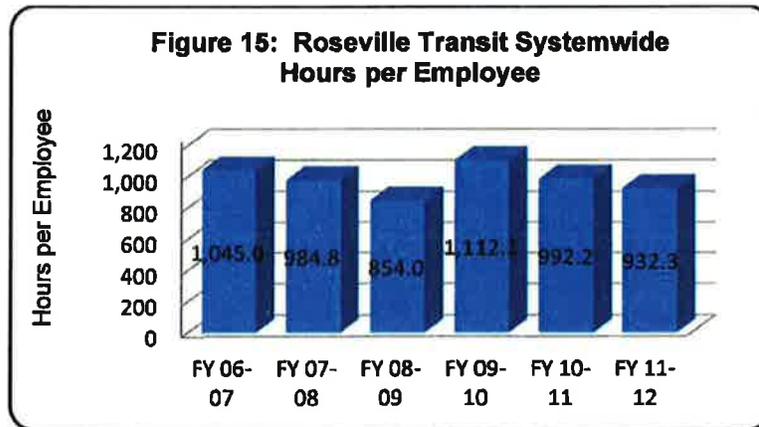
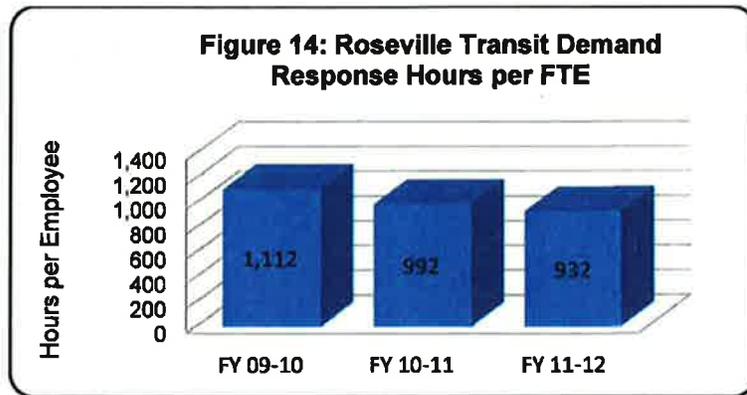
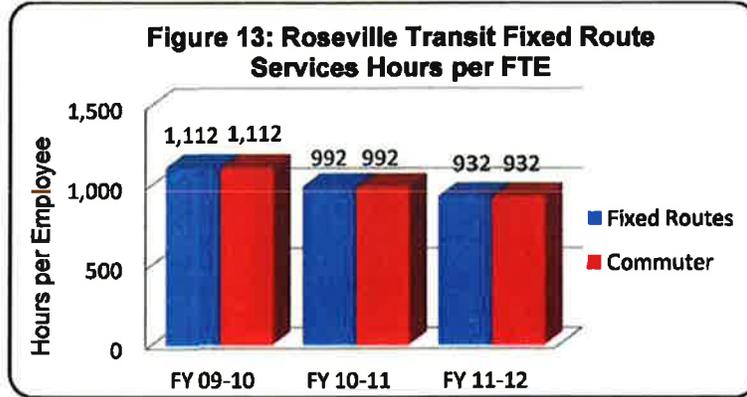
**Figure 11: Roseville Transit Demand Response
Passengers per Mile**



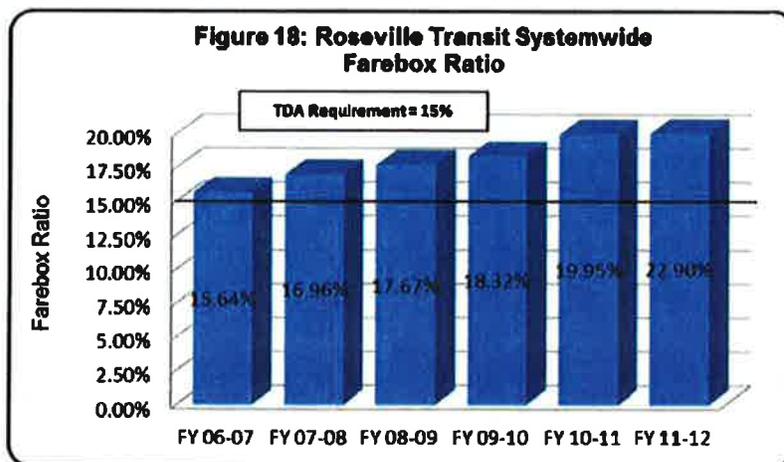
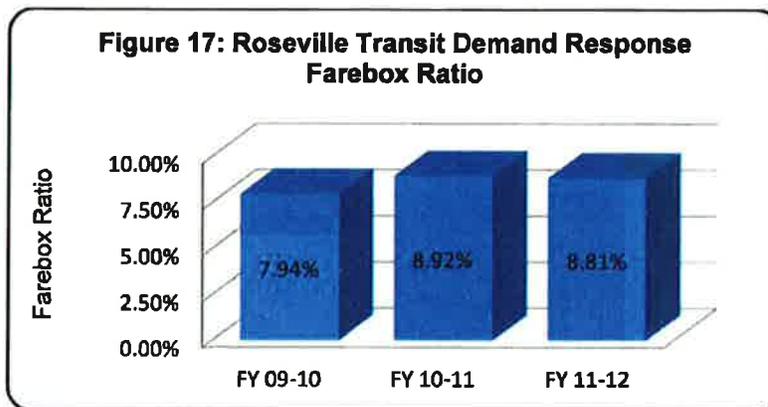
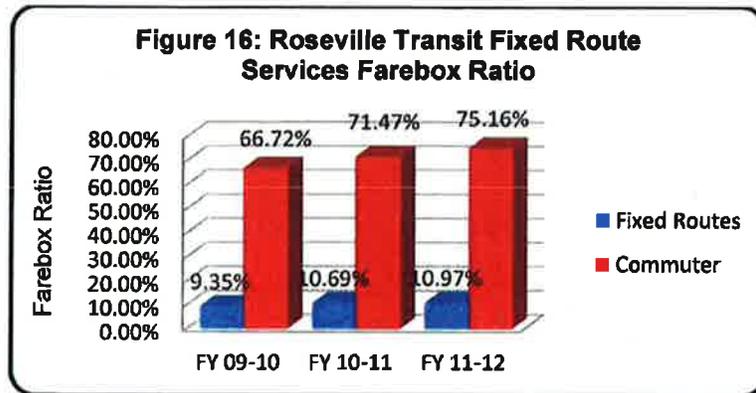
**Figure 12: Roseville Transit Systemwide
Passengers per Mile**



The **Vehicle Service Hours per Employee (FTE)** data is presented in Tables 1 - 3 and Figure 13 - 15. As presented, the number of vehicle revenue hours per FTE decreased during the audit period by 16.1 percent. Both vehicle service hours and FTEs have decreased from the prior audit period.



The **Farebox Recovery Ratio** data is presented in Tables 1 - 3 and Figure 16 - 18. The farebox recovery ratio increased steadily during the audit period from 18.3 percent to 22.9 percent, well above the PCTPA adopted farebox ratio of 15 percent for Roseville Transit services systemwide.



Roseville Transit staff suggested that PCTPA provide clear guidance on how to calculate farebox ratio to all Western Placer County transit operators in an effort to provide consistency among the transit operators. For the most part, farebox ratio calculation is straightforward: fare revenue divided by operating costs. However, there are several exclusions to the calculation allowed in TDA law. Different exclusions apply to different situations; therefore it is difficult to outline farebox calculation exceptions that are applicable to all operators. Nevertheless, the auditor developed a simple farebox ratio calculator spreadsheet with references to the P.U.C. code which could be used as a guideline for transit operators. This spreadsheet has been provided to PCTPA and Roseville Transit.

Assessment of Internal Controls

To ensure that the information gathered as part of this audit is reliable and valid, a review of internal controls is necessary. A transit operator's internal controls are intended to do the following:

- ◆ Provide reasonable assurance that program goals and objectives are met
- ◆ Ensure that resources are adequately safeguarded and efficiently used
- ◆ Ensure that reliable data are obtained, maintained, and fairly disclosed in reports
- ◆ Ensure that the transit operator complies with laws and regulations

The City of Roseville and its contractor appear to have a reasonably well-developed system of internal controls appropriate to the size of the transit system. This statement is echoed in each of the three annual Fiscal and Compliance Audits.

REVIEW OF COMPLIANCE REQUIREMENTS

As an entity receiving TDA funds for transit purposes, Roseville Transit is required to comply with laws and statutes set forth in the Act. Below is a discussion of Roseville Transit's compliance with sections of the Public Utilities Code which relate to transit performance, as recommended in the *Performance Audit Guidebook*. Table 4 displays the results of the compliance analysis:

1. In accordance with PUC Section 99243, Roseville Transit submits annual reports to the PCTPA based upon the Uniform System of Accounts and Records established by the State Controller. These reports must be filed with PCTPA and the State Controller within 90 days from the end of the fiscal year (September 28th) for paper filing and 110 days from the end of the fiscal year (October 18th) for electronic filing. All reports were filed within the deadline during this audit period.
2. In violation of PUC Section 99245, Roseville Transit did not submit annual Fiscal and Compliance audits to the PCTPA and to the State Controller within 180 days following the end of the fiscal year for each year of this audit period. The FY 2009-10 report was submitted within one month of the deadline. A 90 day extension was filed in FY 2010-11 and FY 2011-12, as there were delays on the side of the Fiscal and Compliance auditor. The FY 2011-12 report was completed after the 90 day extension.
3. In accordance with PUC Section 99251, Roseville Transit has submitted evidence that the California Highway Patrol has certified compliance with Vehicle Code Section 1808.1 within the 13 months prior to each TDA claim submitted.
4. In accordance with PUC Section 99261, Roseville Transit's claims for TDA funds are submitted in compliance with rules and regulations adopted by the PCTPA for such claims.

5. As Roseville Transit's service area is completely within the Sacramento Urbanized Area, PUC Section 99270.1 does not apply.
6. PUC Section 99266 requires that Roseville Transit's operating budgets not increase by more than 15 percent over the preceding year, and no substantial increase or decrease in the scope of operations or capital budget provisions for major new fixed facilities be realized unless the operator has reasonably supported and substantiated the change(s). As shown in Table 3, systemwide operating costs continually decreased during the audit period.
7. Roseville Transit's definitions of performance measures are consistent with PUC, Section 99247.
8. Roseville Transit serves an urbanized area and is required to maintain a ratio of fare revenue to operating cost at least equal to one-fifth (20 percent), unless it is in a county with a population of less than 500,000, in which case it must maintain a ratio of fare revenues to operating cost of at least 15 percent, if so determined by the RTPA. In accordance with PUC, Sections 99268.3 and 99268.1, Roseville Transit's farebox recovery ratio requirement is 15 percent, as defined by PCTPA for a county with a population of 500,000 or less, with both urban and rural areas. Roseville Transit attained this standard throughout the audit period.
9. Roseville Transit is subject to farebox ratio requirements for an urbanized area with a population of 500,000 or less.
10. The operations contractor, MV Transportation, offers a 401K program for benefit eligible employees. City of Roseville staff receives retirement benefits through CalPERS. Roseville Transit is in compliance with this requirement.
11. In accordance with California Code of Regulations Section 6754(a)(3), Roseville Transit makes full use of funds if available to it under the Urban Mass Transportation Act of 1964 (in particular, FTA Section 5307 Urbanized Area Formula Program funds administered by Caltrans) before TDA claims are granted.

STATUS OF PRIOR AUDIT RECOMMENDATIONS

The previous audit was completed by LSC Transportation Consultants Inc. in June 2010, and the recommendations from that effort are enumerated below.

Recommendation 1: *Although timely submittal of State Controller reports and Fiscal and Compliance Audits is partially dependent on the work of other departments or the fiscal auditor, Roseville Transit should make an effort to work closely with all parties involved in order to ensure timely submittal of the State Controller Reports and Fiscal and Compliance Audits.*

Implementation In-Progress: State Controller Reports were submit on time during the audit period. A City of Roseville Finance Department employee was designated as the primary contact with Fiscal Auditors. Data and background materials were provided to the auditor further in advance. Despite efforts, the FY 2011-12 Fiscal Audit was submitted shortly after the deadline. This is a common problem among transit operators in Northern California, as there are few qualified Fiscal and Compliance Auditors available to conduct audits of all transit operators during the same time period. Nevertheless, City of Roseville staff should continue to make an effort to provide the Fiscal and Compliance Auditor with financial data in a timely manner.

Recommendation 2: *In the future, the Alternative Transportation Department should annually perform a review of the State Controller Report data, as well as the annual Fiscal and Compliance Audit data, to determine deficiencies (if any) and chronicle any large discrepancies in a file so that future Triennial Performance Auditors can use the information to enumerate any discrepancies.*

Implementation Complete: During the audit period, the City of Roseville Alternative Transportation Department and Finance Department worked together to identify and reconcile discrepancies between the various reports. During the audit period, only minor differences in operating data were discovered between the State Controller reports and internal reports with the exception of vehicle miles in FY 11-12, which have since been corrected. Some discrepancies were discovered between financial data in the State Controller Reports, internal spreadsheets and Fiscal Audits. This is mainly due to the fact that State Controller Reports and internal spreadsheet figures are due before the Fiscal Audit process.

Recommendation 3: *As Roseville Transit is managed by the City of Roseville, the transit agency is subject to interdepartmental charges for services rendered by other city departments such as vehicle maintenance or accounting. Transit agencies in this position often have little control over these costs. As shown in a peer comparison table, vehicle maintenance charges for Roseville Transit are high in comparison to other northern California peers. In light of the fact that total transit operating costs increased by 22.5 percent in FY 2006-07, the Alternative Transportation Department should continue to monitor vehicle maintenance and other internal account charges regularly and discuss large increases with the appropriate staff.*

Implementation Complete: In Fiscal Year 2010-11, the Alternative Transportation Department worked collaboratively with the Fleet Services Division to develop a Force Account Plan to apply for federal vehicle maintenance funding. The Fleet Services Division also researched the possibility of reducing prior charges to the Alternative Transportation Department. The City also updated a study of secondary labor charges. The Alternative Transportation Department realized a reduction in internal charges for FY 2011-12. In an effort to monitor vehicle maintenance costs, the Alternative Transportation Department tracks and reports to the City Council "maintenance cost per mile" measurement. As stated below, the Fleet Services Division has a good turnaround time for maintenance and has developed a good relationship with the Roseville Transit contractor, MV Transportation.

Recommendation 4: *During the audit period, Roseville Transit provided transportation to emergency services personnel and city officials that can be considered exemptions from and exceptions to the Final Charter Rule. Going forward, Roseville Transit should consult Federal Register 49 CFR Part 604 to determine if Roseville Transit is following the correct procedures for providing charter service. If a specific service cannot be considered an exception from or exemption to the charter rule, the request for charter service must be noticed on the FTA Charter Registration Tool website. If the service is considered an exception, proper reporting procedures must be followed. If it is determined that the service is not charter service, the revenue or operating expenses associated with the service should not be identified as such in the State Controller reports.*

Implementation Complete: Due to the time required to properly request charter service through the FTA website, Roseville Transit follows a policy of not providing charter transit services. During the audit period, Roseville Transit vehicles were used to provide a tour for government officials to identify lighting needs to improve roadway safety. However, this is considered an exception to the FTA charter rule.

TABLE 4: Transit Operator Compliance Requirements - Roseville Transit

Requirement	PUC Reference	In Compliance?	
		Y/N	Comments
(1) The transit operator submitted annual reports to the RTPE based upon the Uniform System of Accounts and Records established by the State Controller within the specified time period.	99243	Y	FY 09-10 sent 10-14 FY 10-11 sent 10-18 FY 11-12 sent 10-16
(2) The operator has submitted annual fiscal and compliance audits to its RTPE and to the State Controller within 180 days following the end of the fiscal year, or has received the 90-day extension allowed by law.	99245	N	FY 09-10 received 01-11 FY 10-11 received 02-10 (extension filed) FY 11-12 received 04-15 (extension filed)
(3) The CHP has, within the 13 months prior to each TDA claim submitted by an operator certified the operator's compliance with Vehicle Code Section 1808.1 following CHP inspection of the operator's terminal.	99251 b	Y	Compliant for each year of the audit period.
(4) The operator's claim for TDA funds is submitted in compliance with rules and regulations adopted by the RTPA for such claims.	99261	Y	
(5) If an operator serves urbanized and non-urbanized areas, it has maintained a ratio of fare revenues to operating costs at least equal to the ratio determined by the rules and regulations adopted by the RTPA.	99270.1	NA	
(6) The operator's operating budget has not increased by more than 15 percent over the preceding year, nor is there a substantial increase or decrease in the scope of operations or capital budget provisions for major new fixed facilities.	99266	Y	Operating cost increases did not exceed 5% per year during the audit period.
(7) The operator's definitions of performance measures are consistent with Public Utilities Code Section 99247.	99247	Y	
(8) If the operator serves an urbanized area, it has maintained a ratio of fare revenue to operating cost at least equal to one-fifth (20 percent), unless it is in a county with a population of less than 500,000, in which case it must maintain a ratio of at least three-tenths (15 percent).	99268.2, 99268.3, and 99268.1	Y	Farebox ratio ranged from 18 to 20%
(9) If the operator serves a rural area, it has maintained a ratio of fare revenues to operating costs at least equal to one-tenth (10 percent).	99268.2, 99268.4, 99268.5	NA	
(10) The current cost of operator's retirement system is fully funded with respect to the officers and employees of its public transportation system, or the operator is implementing a plan approved by the RTPE, which will fully fund the retirement system for 40 years.	99271	Y	
(11) If the operator receives state transit assistance funds, the operator makes full use of funds if available to it under the Urban Mass Transportation Act of 1964 before TDA claims are granted.	California Code of Regulations, Section 6754 (a) (3)	Y	

DETAILED REVIEW OF TRANSIT OPERATOR FUNCTIONS

This section presents a review of the various functions of Roseville Transit. Since functions of each transit operator in California will vary depending on the scope and breadth of its operations, not all parts of this section will apply to Roseville Transit. In general, transit operator functions can be divided into the following areas:

- ◆ General Management and Organization
- ◆ Service Planning
- ◆ Scheduling, Dispatch, and Operations
- ◆ Personnel Management and Training
- ◆ Administration
- ◆ Marketing and Public Information
- ◆ Maintenance

General Management and Organization

MV Transportation is the current transit operations contractor for Roseville Transit. MV Transportation reports to the city's Alternative Transportation Manager (within the Public Works Department), who is charged with direct oversight of the Roseville Transit program. In addition to transit, the alternative transportation department plans for bicycle and pedestrian facilities. The department includes a staff of 14 personnel, including the manager. The two Alternative Transportation Administrative Analysts, Administrative Clerk and Marketing Specialist work closely with the Alternative Transportation Manager on transit matters. The Alternative Transportation Manager is the liaison with the Transportation Commission which provides recommendations to the City Council regarding public transit issues. The Transportation Commission meets on the third Tuesday of every month. Alternative Transportation staff provides updates and quarterly performance reports to the Transportation Commission.

MV Transportation's operations facility is located at the city corporation yard in Roseville on Hilltop Circle, adjacent to where the transit vehicles are maintained. MV Transportation's current local staff consists of a General Manager, an Accounting Manager, Operations Manager, Safety and Training Manager, 4 Dispatchers, 6 Reservationists, 1 Bus Washer, 3 Road Supervisors, 22 full-time drivers and 8 part-time drivers. Transit vehicles are maintained by the City of Roseville Fleet Services staff.

Roseville Transit has an appropriately well-defined program of administrative oversight. It regularly receives, reviews, and acts on performance and financial information compiled internally and by the contractor's staff. The contractor submits monthly management reports to the Alternative Transportation Manager. These reports provide detailed information on ridership, productivity, and on-time performance by type of service.

During the audit period, the Alternative Transportation Manager met with the operations contractor twice per month and the Maintenance Supervisor once per month. The operations contractor regularly compiles, reviews, and acts on performance data. The MV General Manager meets with managers and road supervisors weekly and dispatch and reservationists every other week. Safety meetings are held bi-monthly. Contractor staff meets with city fleet services staff once a month.

Given the size of the Roseville Transit program, its internal organization structure is appropriate. The managerial authority is well defined within both Roseville Transit and the contractor's organization. Lines of reporting are clearly defined and appropriate. MV Transportation's internal structure is appropriate, effective, and efficient.

Recent Program Changes and Innovations

During the audit period, Roseville Transit made several service changes in an effort to increase efficiency and meet reduced LTF revenues. Some routes were interlined while other services were reduced. Service was added to the successful commuter routes while an inefficient route was eliminated. Roseville Transit monitors service changes.

Communications with Other Government Agencies

The Alternative Transportation Manager attends regional Transit Operator Working Group (TOWG) meetings and is the primary liaison with the RTPA and other governmental agencies. During the audit period, Roseville Transit was involved with the development of the Western Placer Consolidated Transportation Services Agency (WPCCTSA) and is one of the contractors for certain on-going functions such as the South Placer Transit Information Center. Roseville Transit has also been part of a Dial-A-Ride coordination effort to align transit policies between Western Placer County transit systems.

Service Planning

The effectiveness of a transit system is highly dependent on the continued development of short- and long-range transit plans. MV Transportation works with Roseville Transit staff as needed to assist in service planning and evaluation.

Strategic Planning

In terms of strategic planning, the Roseville Transit Sort Range Transit Plan provides clear, reasonable goals and objectives. Roseville staff regularly reviews certain performance indicators, such as cost per passenger and subsidy per passenger, to determine if service changes should be made. Quarterly performance reports are prepared which compare actual statistics to established goals standards and which are presented to the Transportation Commission.

Short Range Planning

PCTPA commissioned an update of the Roseville Transit Short Range Transit Plan (SRTP) in 2011. At present, the plan has been accepted by the City of Roseville. The plan developed low-cost and higher-cost alternatives. Some of the recommended plan elements included:

- ♦ Modify existing schedules
- ♦ Establish a “new route” policy
- ♦ Enhance connections with other regional transit services
- ♦ Conduct community surveys
- ♦ Expand service to new and existing developments
- ♦ Enhance bus stop amenities and transfer points

Roseville Transit staff is proactive about reviewing new developments and determining how the development could potentially be served by public transit.

Evaluation of Fixed Routes

All fixed route service changes are based on evaluation of route performance. As part of the SRTP process, an on-board survey of Roseville Transit’s riders was conducted to evaluate rider travel patterns and customer service issues.

Planning for Special Needs Transportation

Roseville Transit's services meet the federal and state requirements, such as ADA policies, to serve persons with disabilities. Roseville Transit's entire fleet of transit vehicles is wheelchair accessible. Roseville Transit is the contractor for the South Placer Transportation Call Center. The Call Center is the result of coordination efforts of PCTPA and Western Placer County transit operators and allows DAR passengers for all public transit services in the South Placer County area to call one phone number to make reservations for demand response transit service. Call Center reservationists then assign and schedule the trip to the appropriate DAR service. Roseville Transit is also working with WPCTSA and other Western Placer County transit operators to expand the Health Express non-emergency medical transportation service to public operators.

Public Participation/Community Surveys

All Transportation Commission and City Council meetings are open to the public, and are conducted in an accessible facility per the requirements of the Americans with Disabilities Act (ADA). Public hearings are conducted before adopting route changes, service hour changes, fare increases or other important changes of public concern. Additionally, transit issues in Roseville are included as part of the unmet needs process conducted by PCTPA. The public is also notified of potential service changes through flyers on transit vehicles, in public locations, on the website and through the "E-Notify" service. Additionally, transit service revision notices are posted on Roseville Transit vehicles and in passenger facilities and on the website. The PCTPA Social Services Transportation Advisory Council also acts as an important conduit for soliciting public input.

As part of the most recent SRTP effort, a community survey was made available online across a four-week period in 2010. The community survey was designed with the following objectives: to promote community awareness of public transit, identify potential transit service improvements and identify the most effective marketing media.

Scheduling, Dispatch, and Operations

This functional area concerns the short-term scheduling of routes, drivers, and vehicles, the daily coordination and assurance that each customer is served, and the specific function of providing transportation service. Scheduling and dispatching for Roseville Transit is provided by MV Transportation staff as identified in the operating contract. MV Transportation employs Trapeze software for all dispatch and scheduling needs.

MV Transportation drivers are appropriately certified for the types of vehicles operated for Roseville Transit. Driver bids are based on seniority and are conducted twice a year unless there are major service changes. Vehicles are assigned to specific routes according to anticipated passenger loads. Roseville Transit has an adopted "no-show" and late cancellation policy with progressive levels of discipline for abuse of the DAR reservation system.

Vacations, Absences and Sick Leave

Drivers are represented by the Amalgamated Transit Union (ATU). Full-time employees are eligible for vacation, sick leave and other employer-paid benefits. Policies and benefits are clearly outlined in the MV Employee Handbook. As mentioned above, MV Transportation employs part-time drivers which facilitate covering unscheduled absences. At the bi-monthly safety meetings, MV management provides "Kudo Awards" to employees who display behavior above and beyond the call of duty.

Personnel Management and Training

New employee recruiting is headed up through the corporate MV office. Job notices are posted on the MV website, Career Builders website, and with the local Employment Development Department office. Panel interviews with management are conducted prior to hiring a new employee. As per union agreement, individual performance evaluations are not conducted for drivers; however managers perform “spot checks” and “ride checks” every six months, as well as reviewing feedback from DriveCam clips. Turnover at MV Transportation is primarily due to termination or transfers to another MV location.

Regardless of prior experience, new MV Transportation employees are required to complete an extensive MV training program called Avitar. At a minimum, training includes 50 hours of classroom, 25 hours of behind the wheel and 25 hours of cadetting (route mapping and daily functions). MV Transportation’s Employee Handbook details its formalized employee discipline program and details drug and alcohol policies. MV Transportation has an affirmative action program.

Administration

Budgeting and Information

Roseville Transit has a well-developed budget and reporting system that is appropriate for the size and scope of the transit program. During the audit period, the Alternative Transportation Manager and the Alternative Transportation Administrative Analyst worked in conjunction with the City of Roseville Finance Department to develop the budget. The City Council must approve any excess in the budget and/or spending, while the PCTPA must approve TDA revenue allocations.

Grants Management

During the audit period, the Alternative Transportation Manager had primary oversight of grants management duties during the audit period with assistance from the Alternative Transportation Administrative Analyst. Roseville Transit has been successful in securing a variety of discretionary and recurring grants for operating and capital purposes. During the audit period, Roseville Transit did not lose a grant due to negligence or improper procedure.

Risk Management and Insurance

An appropriate amount of liability and injury insurance is provided through the operations contract. MV Transportation’s Safety and Training Manager is primarily responsible for conducting specific safety training. This may include: emergency evacuation, unusual incident, safe driving methods, and blood borne pathogen training. Established procedures for processing and investigating accident/injury claims are currently in place. MV Transportation has established Accident Frequency Report (AFR) goals. The Roseville Transit fleet can be utilized in the event of a disaster or emergency situation and has participated in emergency evacuation exercises with the City in years past.

Contract Management

The Alternative Transportation Manager is responsible for contract management, most notably oversight of the operating contract with the transit operations contractor. The Alternative Transportation Administrative Analyst also serves as an important liaison with the transit contractor. The City Council executes all contracts after considering the recommendation of staff. The transit operations contract for Roseville Transit was last competitively bid in 2008. The contract sets forth specific prices for each five years of the contract period with the potential for three one year extensions.

Facility Management

The Roseville Transit operations facility is located at the city corporation yard within walking distance of the fleet services facility. The facility provides adequate office space for administrative and dispatching functions. Transit vehicles are parked outside in a fenced lot. Drive-through bus washers are located at the yard.

Revenue Collection and Cash Management

Roseville Transit uses GFI electronic fareboxes for fare revenue and passenger data collection on all but four DAR vehicles. At the end of each driver shift, cash boxes are deposited into a main vault at the Roseville Transit facility. Three days a week, staff collect, count, and reconcile fare revenue. Counted fare revenue is then stored in a smaller vault before it is picked up by an armored vehicle. MV Transportation has a secure fare counting process in place. Two staff members are always present and security cameras have been installed in the counting room. Actual fare revenue is compared to projected fare revenue based on passenger-trips recorded prior to deposit. The key to the main vault is hidden at an undisclosed location, while only two management team members know the combination to the smaller vault.

MV Transportation has a \$500 petty cash allotment. Cash is kept securely in a locked box in the General Manager's offices. Receipts are required for every purchase and it is typically reconciled every other month.

Procurement

Roseville Transit competitively procures vehicles, fuel, and other large capital purchases. Purchases above \$20,000 require prior approval by the City Council.

Marketing and Public Information

Roseville Transit rider's guides and transit maps are informative and effective. Information is presented clearly and in both English and Spanish. The Roseville Transit website also has a wealth of information for existing and potential passengers, including a link to Google Trip Planner and a more recent addition of Bus Tracker, a real time bus arrival tool available on-line and for computers and mobile phones. Roseville Transit creates a passenger newsletter which is available on-line. The Alternative Transportation Department staff includes a marketing specialist who is responsible for press releases and revisions to service guides among other things. The marketing specialist also assists other transit agencies in Placer County by providing marketing materials and services as needed, e.g., Spare the Air and Summer Youth Pass promotional materials are prepared, ordered and delivered to other operators through their coordination efforts. Probably the most significant marketing effort which Roseville Transit staff conducts is the Transit Ambassador Program. The program includes conducting a variety of outreach efforts, such as face-to-face assistance to passengers, transit training for potential transit users and attending outreach events. While the City of Roseville manages the program, the program extends beyond the city's boundaries to other portions of western Placer County. Any complaints received from passengers are reviewed by both City of Roseville staff and MV staff so that the complaint can be properly researched and a response provided to the passenger.

Maintenance

All maintenance is performed by City of Roseville Fleet Services staff. A preventive maintenance schedule is in place that meets the requirements of the bus manufacturers. Fleet Services staff provides

MV with a list of vehicles requiring maintenance each week. The City employs Squarerigger maintenance software to assist with fleet management. The program is capable of generating email communication to MV staff with respect to routine service checks.

Roseville Transit employs Zonar Electronic Vehicle Inspection Report Technology to complete pre- and post-trip checks. This technology improves operational efficiency by allowing managers to be informed of potential maintenance issues in a timely manner. The Zonar system also ensures that pre-trip vehicle inspections are properly performed and the appropriate staff members are notified of any needed repairs.

Any driver has the ability to pull a vehicle out of service if mechanical defects are found; however the driver must first notify Dispatch or a Road Supervisor. A vehicle may only be returned to service after release by a certified/authorized mechanic. Roseville Transit has a good procedure in place for prioritizing repairs. There is good communication between mechanics and dispatchers with respect to maintenance. An adequate supply of parts is available to minimize vehicle downtime. No runs have been missed due to maintenance issues.

The City performs the majority of repairs with the exception of body work, paint, and some lift repairs. The city's fleet maintenance facility appears to be sufficient for the varied types of vehicles operated. Roseville Transit has a good vehicle replacement plan in place for aging vehicles.

Conclusions and Recommendations

The Auditor's analysis of Roseville Transit and its contractor indicates that, in terms of operations, the system was efficiently run and well managed during the audit period. The following notes the auditor's findings and recommendations.

FINDINGS

- ◆ Although Roseville Transit service levels were reduced during the audit period due to reductions in funding availability (which had a negative impact on ridership), systemwide productivity (passenger-trips per hour) increased.
- ◆ Roseville Transit's farebox ratio has continually increased over the past six years and remains comfortably above the 15 percent TDA minimum.
- ◆ Transit services provided by Roseville Transit meet most TDA-requirements with the exception of timely submittal of Fiscal and Compliance Audits in FY 2009-10 and FY 2011-12. There are few qualified fiscal auditor firms available to conduct fiscal audits for all transit operators in Northern California. As a result, it is difficult for the auditor to complete all audits by the deadline. Therefore, much of the delay in the completion of the Fiscal and Compliance Audits is out of the control of Roseville Transit staff.
- ◆ Roseville Transit has partially or completely implemented all of the prior audit recommendations.
- ◆ The detailed functional review portion of the audit did not reveal any significant inefficiency with respect to transit operations and management, nor did it indicate any misuse of TDA funds.

RECOMMENDATIONS

Overall, the Auditors find the Roseville Transit system to be a good example of a well-run small urbanized transit program, which is making efficient use of public resources. The auditor has no recommendations.

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Item 8A. Alternative Transportation Division Update

Staff Michael Wixon, Alternative Transportation Manager

Recommendation

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

South Placer Transit Information Center Wins Regional Project of the Year



The Sacramento Area Council of Governments (SACOG) awarded the South Placer Transit Information Center with 2013 Regional Project of the Year as part of SACOG Salutes.

South Placer Transit Information Center serves more than 345,000 residents by providing transit information, customer service, and trip planning for Local fixed-route, Commuter, and Dial-A-Ride services for five transit agencies through one phone number, **(916) or (530) 745-7560**. Transit information for Roseville Transit, Placer County Transit, Auburn Transit, Lincoln Transit, and Health Express can also be accessed through a website portal, www.sptransitinfo.org. The single point of contact makes it easier for customers seeking public transportation information.

"We are excited this unique and innovative project continues to meet an important regional transit need and provides a high-quality customer service experience in a cost-effective way," said City of Roseville Vice Mayor Carol Garcia at the December 12 awards ceremony.

Transit information and assistance is available 7 days a week from 8 a.m. to 5 p.m., and translation is available in more than 100 languages. Prior to the May 2011 establishment of South Placer Transit Information, passengers contacted transit providers individually when inquiring about traveling through more than one bus service area. The City of Roseville played a key role in the development of the South Placer Transit Information Center and operates it in cooperation with MV Transportation, the Placer County Transportation Planning Agency, and area transit providers.

SACOG provides transportation planning and funding for the six-county Sacramento region. SACOG Salutes began in 1999 in an effort to recognize outstanding and innovative land use, transportation and air quality planning, programs and activism throughout the region.

New "Roseville in :90" videos

"Roseville in :90" is a video series of fast-paced, graphically stylized, 90 second videos explaining areas of the City's operations most asked about by our residents. Our latest video explains what we mean when we say Roseville is a full service city and why being a full service city is so important to

Roseville's success. The previous video provided an overview of the City's budget.

View the videos at www.roseville.ca.us or Roseville's YouTube channel www.youtube.com/CityofRosevilleCa.

Online Dial-A-Ride trip request form

Currently staff is working on creating an online form for customers to submit requests for Dial-A-Ride trips on Roseville Transit and the other south Placer transit agencies. This tool allows more flexibility for passengers since they can conveniently submit requests 24-hours a day. Once a customer submits a request, they will be contacted directly by a reservationist to confirm their travel details. This online function is nearly complete and will be ready for customers to use in the next couple of weeks.

Transit Ambassador Update

Staff recently met with representatives from Placer County Transit (PCT), Placer County Transportation Planning Agency (PCTPA) and Sierra College to review ways of better reaching students and faculty for the use of transit, as well as continuing talks about improved services to Sierra College from Roseville.

Staff will attend a student ambassador training session at The Hub the week of January 20th as a way to reach and train students who are already in the student services training program—these students act as on-campus ambassadors to other students for various needs. The student ambassadors in this program will hand out new student packages at the start of the new semester and act as a great resource for basic transit information.

Further, Transit Ambassadors will be on campus to provide transit information to students and faculty on several occasions in the next few months: Monday and Tuesday, January 27th and 28th, to start the new semester; again on Wednesday and Thursday, February 5th and 6th; and again on Tuesday and Wednesday, February 11th and 12th.

It will be the goal of the Transit Ambassador program to routinely be part of the start-up festivities of each new semester at the Sierra College Campus, and at other events that can promote the benefits of transit for students, e.g., Earth Day or Wolverine Week.

Legislative Update

FTA Programs:

After months of discussion, transit operators in the Sacramento Region recently agreed upon a formula allocation of FTA 5307 and 5339 program funds. Overall, the formula method will improve Roseville's allocation over the next several years. Further, the new agreement provides each operator and public agency additional opportunity to fund regional transit projects through a competitive process which will be administered by SACOG.

In addition, new federal regulations for the FTA 5310 program creates a formula approach to allocating these funds to each metropolitan area and further splits the funds between urban, small urban and rural areas. As such, the new 5310 program offers new opportunities for transit operators in Placer County to request that these funds also be allocated to each CTSA (such as WPCTSA) or Regional Transportation Planning Agency (such as PCTPA) for projects that benefit seniors, persons with disabilities, ADA, and other mobility management programs (e.g., intercity dial a ride).

Staff is preparing for the FTA Triennial Review (a.k.a. audit). The reviewer will be on site with staff to review files and accounts the end of January.

Governor's Budget

A link to the Governor's Proposed 2014-2015 Transportation Budget is provided below. Staff will review and assess the budget as it might impact the City of Roseville and regional transportation funding as it continues to prepare the budget for next fiscal year.

<http://www.ebudget.ca.gov/2014-15/pdf/BudgetSummary/Transportation.pdf>

Attachments:

- 1. Sacramento UA FTA 5307 and 5339 Compromise**

Attachment 1



Item #7

TCC Federal/FTA Programming Criteria Minutes November 20, 2013

SACRAMENTO URBANIZED AREA 5307/5339 COMPROMISE APPROVED (11/20/2013)

Scenario 12 (Earned Share allocation), subject to the following:

1. The Sacramento Urbanized Area operators are locked into those relative shares (4-yr phase in methodology approved previously, Years 1 and 2), assuming they come from the 88% 5307/5339 Sacramento urbanized area split, for Federal Fiscal years 2014 and 2015.
2. An acceptable competitive evaluation process is developed for the remaining 12%. This 12% selection process would also be biennial, unless there is a significant change in the funding program.
3. YCTD will not be eligible for any of the 12% discretionary funding amount for Federal FY 2014 AND 2015, unless that total increases by 10% or more above the current SACOG estimate.
4. Every operator may choose to update its UZA service distributions every two years (the next update year would be the FY 13/14 reporting year), consistent with FTA suggested NTD methodologies.
5. Around March, 2015, the TCC Sacramento Urbanized Area Working Group will meet again to assess the revised NTD data and its impact on FTA Sacramento Urbanized Area Section 5307 funds coming to the region. Both the 88% and 12% distribution methodologies will be reassessed at that time.
6. Once number 5 is completed, SACOG will start using an agreed upon set of percentages for every two years' worth of Sacramento urbanized area programming. If NTD numbers are used, FY 2013/14 validated numbers would be used for FFY 2016 and 2017, FY 2015/16 validated numbers would be used for FFY 2018 and 2019, and so on and so on.
7. YCTD and SACOG agree to meet in good faith to seek and obtain transit operating subsidies from Sacramento International Airport towards Yolobus route 42.

Scenario 12					
Available funding is distributed based on % of 2010 population (13%), % of FY 11/12 vehicle revenue hours (29%), % of FY 11/12 vehicle revenue miles (29%), and % of FY 11/12 unlinked passenger trips (29%).					
Agency	% of Total	Year 1 Earned Share	Year 2 Earned Share	Year 3 Earned Share	Year 4 Earned Share
El Dorado Transit	1.7%	\$ 244,855	\$ 293,747	\$ 343,593	\$ 394,406
Elk Grove	5.7%	\$ 836,187	\$ 988,182	\$ 1,143,133	\$ 1,301,084
Folsom	1.3%	\$ 389,764	\$ 356,297	\$ 322,121	\$ 287,227
Lincoln	0.8%	\$ 152,909	\$ 163,820	\$ 174,934	\$ 186,253
PCT	3.6%	\$ 587,840	\$ 664,019	\$ 741,662	\$ 820,792
Roseville	3.6%	\$ 724,176	\$ 760,838	\$ 798,162	\$ 836,155
SRTD & PI	80.2%	\$ 18,194,146	\$ 18,273,178	\$ 18,351,971	\$ 18,430,513
YCTD	3.1%	\$ 1,165,115	\$ 1,017,862	\$ 867,547	\$ 714,124
Total	100%	\$ 22,294,993	\$ 22,517,943	\$ 22,743,122	\$ 22,970,553