



**Transportation Commission Meeting  
Council Chambers  
311 Vernon Street  
February 18, 2014 – 7:00 p.m.  
Agenda**

---

**1. Call to Order**

**2. Welcome – Roll Call**

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

**3. Pledge of Allegiance**

**4. Meeting Minutes**

- a. January 21, 2014 (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. Slate Creek Corporate Centre Transportation Systems Management (TSM) Plan (ACTION REQUIRED)  
b. Roseville Corporate Center Transportation Systems Management (TSM) Plan (ACTION REQUIRED)  
c. Olympus Corporate Center Transportation Systems Management (TSM) Plan (ACTION REQUIRED)

**7. Special Presentations/Reports**

- a. I-80/State Route 65 Interchange Improvements Project Alternatives Presentation  
b. Connect Card Transit Survey 2013  
c. Roseville Transit Annual Report 2013

**8. Pending Agenda**

None

**9. Adjournment**

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



# Transportation Commission Meeting

## January 21, 2014 – 7:00 p.m.

### Draft Minutes

---

#### 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*  
Rita Brohman - *Absent*  
Tracy Mendonsa  
Ryan Schrader  
David Nelson  
Grace Keller  
Andrew O'Hair, *Youth Commissioner*

##### **Staff Present**

Mike Wixon, Alternative Transportation Manager  
Eileen Bruggeman, Alternative Transportation Analyst II  
Sue Schooley, 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.

Commissioner Jawahar recognized high school students in the audience.

#### 7. Special Presentations/Reports

##### a. Appointment of Chair and Vice-Chair

*This item was heard after the Pledge of Allegiance so that the meeting could continue with an appointed Chair and Vice-Chair.*

##### **MOTION:**

Commissioner Keller made the motion, which was seconded by Commissioner Schrader, to appoint Commissioner Horton as Chair and Commissioner Mendonsa as Vice-Chair for the Transportation Commission to serve until December 31, 2014.

Ayes: Jawahar, Horton, Mendonsa, Schrader, Nelson, Keller, O'Hair  
Noes: None  
Abstain: None  
Absent: Brohman

Commissioner Horton read a meeting procedures statement.

#### 4. Meeting Minutes

##### **MOTION:**

Commissioner Nelson made the motion, which was seconded by Commissioner Mendonsa, to approve the meeting minutes of November 19, 2013.

Ayes: Jawahar, Mendonsa, Schrader, Nelson, Keller  
Noes: None  
Abstain: Horton, O'Hair  
Absent: Brohman

## 5. Oral Communications

Commissioner Horton opened the Public Comment period.

Mike Barnbaum, founder of "Here We Ride", addressed the Commission on suggested goal setting measures for Roseville Transit. Mr. Barnbaum will submit a written list of his suggestions to Alternative Transportation staff for their review.

Commissioner Horton closed the Public Comment period.

## 6. Consent Calendar

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

### MOTION:

Commissioner Keller made the motion, which was seconded by Commissioner Schrader, to approve the Consent Calendar with the items (a., b., and c.) as listed above.

Ayes: Jawahar, Horton, Mendonsa, Schrader, Nelson, Keller, O'Hair  
Noes: None  
Abstain: None  
Absent: Brohman

## 7. Special Presentation/Reports

- a. **Appointment of Chair and Vice-Chair**

*This item was heard earlier after the Pledge of Allegiance so that the meeting could continue with an appointed Chair and Vice-Chair.*

- b. **Roseville Transit Advertising Policy Amendment**

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

Commissioner Horton opened the public comment period.

Mike Barnbaum, founder of "Here We Ride", addressed the Commission and asked if higher education school districts would be allowed to advertise on buses. Staff responded that this type of advertising was currently allowed.

Commissioner Horton closed the public comment period.

A question and answer session between Commissioners and staff ensued.

Commissioner Keller commended Iron Horse Media and City staff.

**MOTION:**

Commissioner Keller made the motion, which was seconded by Commissioner Jawahar, to 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 in the staff report to the Transportation Commission.

Ayes: Jawahar, Horton, Mendonsa, Schrader, Nelson, Keller, O'Hair  
Noes: None  
Abstain: None  
Absent: Brohman

**c. Roseville Transit Administrative Policies (continued from November 19, 2013, meeting)**

Commissioner Horton announced that this item was being pulled and tabled to the next meeting on February 18, 2014.

**d. Transportation Systems Management Triennial Survey Report for 2012**

Sue Schooley, Alternative Transportation Analyst II, made the presentation.

Commissioner Horton opened the public comment period.

Mike Barnbaum, founder of "Here We Ride" addressed the Commission on opportunities for improvement to services and ways to increase public knowledge of services. He thanked staff for the presentation.

Commissioner Horton closed the public comment period.

A question and answer session between Commissioners and staff ensued.

All Commissioners commended staff on the clarity and conciseness of the presentation.

Commissioner Horton recommended that Commissioners attend a Transportation Systems Management (TSM) training. Commissioner Horton reported that he had attended a TSM training and found it to be very informative.

**MOTION:**

Commissioner Nelson made the motion, which was seconded by Commissioner Keller, to 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.

Ayes: Jawahar, Horton, Mendonsa, Schrader, Nelson, Keller, O'Hair  
Noes: None  
Abstain: None  
Absent: Brohman

**e. Roseville Transit Triennial Performance Audit – FY 2010 through FY 2012**

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

Commissioner Horton opened the public comment period.

Mike Barnbaum, founder of "Here We Ride", addressed the Commission and thanked staff for the presentation. Mr. Barnbaum also reported on an upcoming Paratransit Board meeting in Sacramento.

Commissioner Horton closed the public comment period.

Commissioner Jawahar left the meeting at 8:15 p.m.

A question and answer session between Commissioners and staff ensued.

Commissioner Keller and Commissioner Horton commended staff on the presentation.

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

## **8. Staff and/or Commission Reports/Comments**

### **a. Alternative Transportation Division Update**

1. South Placer Transit Information Center Wins Regional Project of the Year
2. New "Roseville in :90" videos
3. Online Dial-A-Ride trip request form
4. Transit Ambassador Update
5. Legislative Update

Mike Wixon, Alternative Transportation Manager, made the presentation.

Commissioner Horton opened and closed the public comment period. There were no public comments for this item.

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

Commissioner Horton congratulated staff on the South Placer Transit Information Center 2013 Regional Project of the Year given by the Sacramento Area Council of Governments (SACOG) as part of SACOG Salutes.

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

Commissioner Nelson and Commissioner Horton welcomed Youth Commissioner, Andrew O'Hair.

## **9. Pending Agenda**

None

## **10. Adjournment**

Commissioner Horton recognized high school students in the audience.

**MOTION**

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

Ayes: Mendonsa, Schrader, Nelson, Keller, O'Hair  
Noes: None  
Abstain: None  
Absent: Jawahar, Brohman

The meeting was adjourned at 8:31 p.m.

---

Joseph Horton, Chair

---

Debbie Dion, Recording Secretary



# Transportation Commission Meeting

## February 18, 2014 – 7:00 p.m.

### Consent Calendar

---

**Item 6A:** **Slate Creek Corporate Centre Transportation Systems Management (TSM) Plan**

**Staff** Sue Schooley, Administrative Analyst II/TSM Coordinator

#### **Recommendation**

Staff recommends the Transportation Commission approve the TSM Plan for Slate Creek Corporate Centre.

#### **Background**

On June 16, 2009, the Transportation Commission approved the TSM Plan for Johnson Ranch Corporate Center I & II. The applicant, Andrew Pomerantz, representative for the new owners of Slate Creek Corporate Centre (formerly known as Johnson Ranch Corporate Center I & II) worked in cooperation with the City in preparing a revised TSM Plan with current project information, including the project name change, which is consistent with the TSM Ordinance.

Slate Creek Corporate Centre is a 12.28 acre parcel located on the south side of Douglas Blvd. between East Roseville Parkway and Sierra College in the Southeast Roseville Specific Plan.

#### **Discussion**

Slate Creek Corporate Centre consists of four 2-story office buildings with a total of 187,936 square feet and a floor area ratio of .34. The tenants at Slate Creek Corporate Centre include professional office tenants including real estate, mortgage, title companies, accountants and law firms. The majority of the tenants have typical office hours from 8:00 a.m. to 5:00 p.m. Monday through Friday; however, some employees begin and end their workday outside of the typical office hours.

Approximately 160 employees work at Slate Creek Corporate Centre. The majority of the employees are professional and office support personnel. Many of the employees commute trips originate from Roseville and the surrounding communities of Rocklin, Citrus Heights, Granite Bay, and Lincoln, with others from further communities of Auburn and Sacramento. The majority of employees commute by automobile, with some carpooling, biking, walking and taking transit.

There are eight (8) class II bicycle racks and sixteen (16) carpool spaces in compliance with the TSM Ordinance. The nearest transit stop is located on Douglas Blvd. just east of East Roseville Parkway adjacent to Slate Creek Corporate Centre.

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

#### **Attachment(s)**

1. Slate Creek Corporate Centre TSM Plan

# **TSM PLAN**

## **Slate Creek Corporate Centre**

### **3300 & 3700 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 Slate Creek Corporate Centre will employ approximately 160 employees a TSM Plan is 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, Slate Creek Corporate Centre 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 Slate Creek Corporate Centre for inspection of the property and for audit of survey records to determine compliance with the TSM Plan.

## SLATE CREEK CORPORATE CENTRE OPERATING CHARACTERISTICS

The TSM Plan for Slate Creek Corporate Centre includes the following operating characteristics:

- A. **Project Description.** Slate Creek Corporate Centre is a 12.28 acre parcel located on the south side of Douglas Blvd. between East Roseville Parkway and Sierra College in the Southeast Roseville Specific Plan. Slate Creek Corporate Centre consists of four 2-story office buildings with a total of 187,936 square feet and a floor area ratio of .34.

<u>Building Address</u>	<u>Square Footage</u>
3300 Douglas Blvd.	37,869 sq ft
3400 Douglas Blvd.	71,730 sq ft
3500 Douglas Blvd.	37,676 sq ft
3700 Douglas Blvd.	40,661 sq ft

The tenants at Slate Creek Corporate Centre include professional office tenants including real estate, mortgage, title companies, accountants and law firms. The majority of the tenants have typical office hours from 8:00 a.m. to 5:00 p.m. Monday through Friday; however, some employees begin and end their workday outside of the typical office hours.

The nearest transit stop is located on Douglas Blvd just east of East Roseville Parkway adjacent to Slate Creek Corporate Centre.

- B. **Employee Description.** Approximately 160 employees work at Slate Creek Corporate Centre. The majority of the employees are professional and office support personnel. Many of the employees commute trips originate from Roseville and the surrounding communities of Rocklin, Citrus Heights, Granite Bay, and Lincoln, with others from further communities of Auburn and Sacramento. The majority of employees commute by automobile, with some carpooling, biking, walking and taking transit.
- C. **Site Plan.** Please refer to Appendix A for a site plan of Slate Creek Corporate Centre depicting the location of the required bicycle facilities and carpool spaces.
1. **Bicycle Facilities.** Eight (8) Class II: bike racks (bicycle parking) facilities which is 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.** Sixteen (16) carpool spaces, which is ten percent (10%) of the total number of employee parking spaces, shall be provided for employees who carpool to work. The spaces shall be located for convenient access by the employee and shall be 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:
- Deborah Brooks, Administrative Assistant  
3721 Douglas Blvd. Suite 348  
Roseville, CA 95661  
(916) 773-3518  
fax number (916) 773-5566  
e-mail address: deborah.brooks@hines.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 Slate Creek Corporate Centre.

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 Guaranteed Ride Home Program.** The Site TSM Coordinator shall promote the Guaranteed 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 Guaranteed 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, National 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

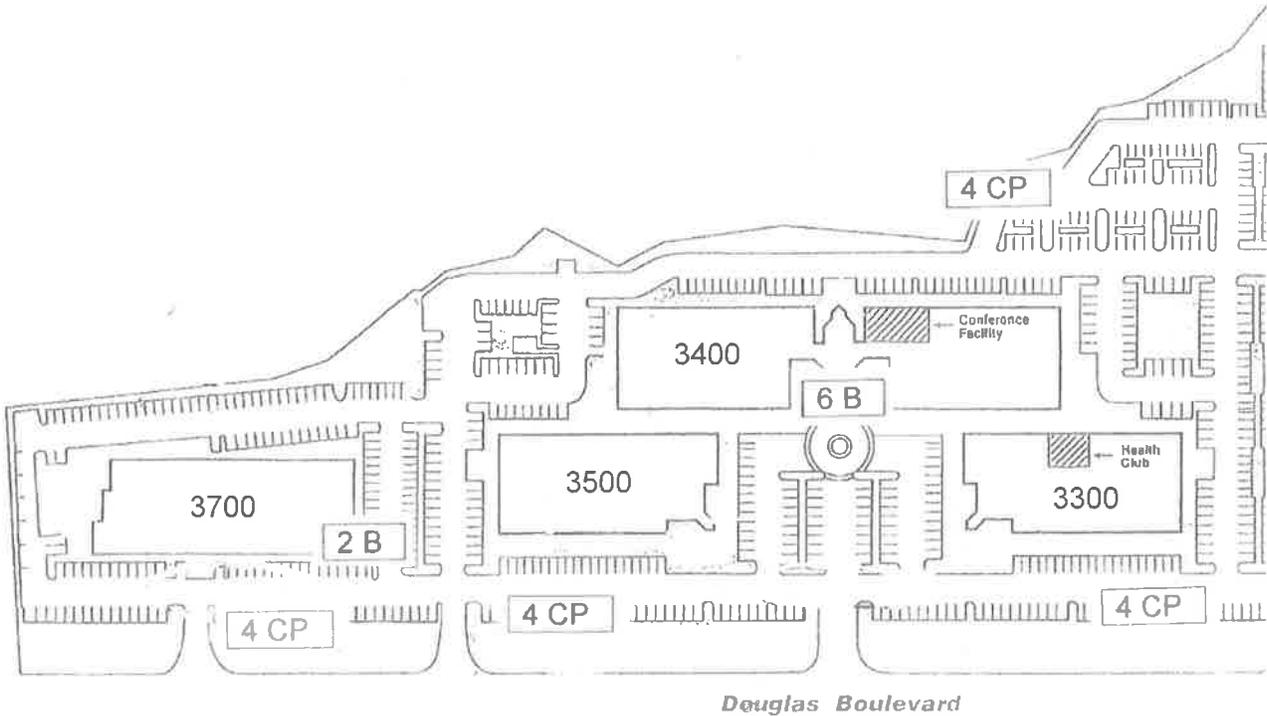
work with the Site TSM Coordinator on promoting public transit and procuring passes.

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, Slate Creek Corporate Centre will have one shower with lockers for both men and women to use at 3300 Douglas Blvd.

## **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 Slate Creek Corporate Centre 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**  
Slate Creek Corporate Centre  
3300-3700 Douglas Blvd.



Legend:  
B - Bike Racks (8 total)  
CP - Carpool Spaces (16 Total)

↓ North



# **TSM PLAN**

## **Roseville Corporate Center**

### **2998 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 Roseville Corporate Center will employ approximately 120 employees a TSM Plan is 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, Roseville Corporate Center 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 Roseville Corporate Center for inspection of the property and for audit of survey records to determine compliance with the TSM Plan.

## ROSEVILLE CORPORATE CENTER OPERATING CHARACTERISTICS

The TSM Plan for Roseville Corporate Center includes the following operating characteristics:

- A. **Project Description.** Roseville Corporate Center is a 10.9 acre parcel located on the southwest corner of Douglas Blvd. and East Roseville Parkway. Roseville Corporate Center consists of one 3-story office building with a total of 109,241 square feet and a floor area ratio of .23.

The tenants at Roseville Corporate Center include professional office tenants including real estate, mortgage, title companies, accountants and law firms. The majority of the tenants have typical office hours from 8:00 a.m. – 5:00 p.m. Monday through Friday; however, some employees begin and end their workday outside of the typical office hours.

The nearest transit stop is located on Douglas Blvd just east of East Roseville Parkway directly across the street from Roseville Corporate Center.

- B. **Employee Description.** Approximately 120 employees work at Roseville Corporate Center. The majority of the employees are professional and office support personnel. Many of the employees commute trips originate from Roseville and the surrounding communities of Rocklin, Citrus Heights, Granite Bay, and Lincoln, with others from further communities of Auburn and Sacramento.

- C. **Site Plan.** Please refer to Appendix A for a site plan of Roseville Corporate Center depicting the location of the required bicycle facilities and carpool spaces.
1. **Bicycle Facilities.** Six (6) Class II: bike racks (bicycle parking) facilities which is 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.** Twelve (12) carpool spaces, which is ten percent (10%) of the total number of employee parking spaces, shall be provided for employees who carpool to work. The spaces shall be located for convenient access by the employee and shall be 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:

Deborah Brooks, Administrative Assistant  
3721 Douglas Blvd. Suite 348  
Roseville, CA 95661  
(916) 773-3518  
fax number (916) 773-5566  
e-mail address: deborah.brooks@hines.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 Roseville Corporate Center.
  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 Guaranteed Ride Home Program.** The Site TSM Coordinator shall promote the Guaranteed 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 Guaranteed 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, National 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.

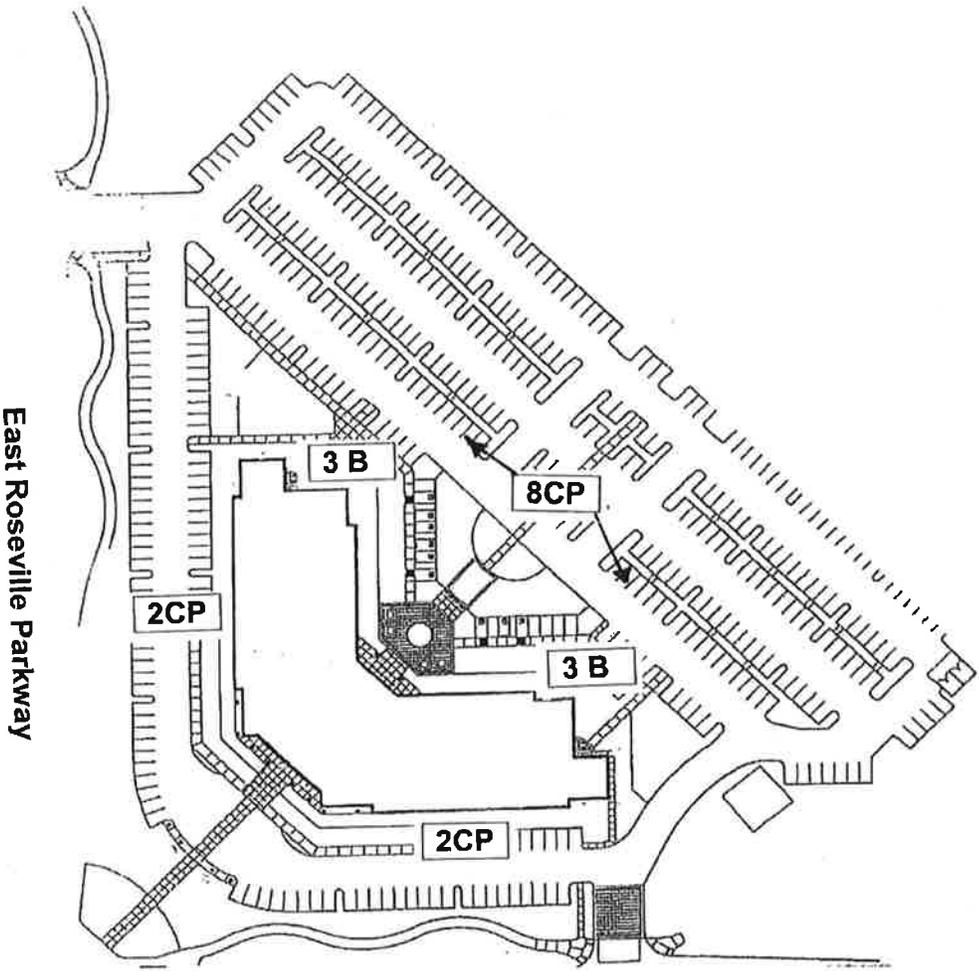
Typically, the employees lease a van and the vanpool participants shall cover the operating costs for the van.

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.
6. Showers and lockers. There is one shower and lockers for men and women at Roseville Corporate Center.

## **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 Roseville Corporate Center 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"**  
Roseville Corporate Center  
2998 Douglas Blvd.



Douglas Blvd.

CP Carpool Spaces (12 total)  
B Bike Racks (6 total)

↓ North

Not to Scale



# Transportation Commission Meeting

## February 18, 2014 – 7:00 p.m.

### Consent Calendar

---

**Item 6C:** **Olympus Corporate Center Transportation Systems Management (TSM) Plan**

**Staff** Sue Schooley, Administrative Analyst II/TSM Coordinator

#### **Recommendation**

Staff recommends the Transportation Commission approve the TSM Plan for Olympus Corporate Center.

#### **Background**

On February 19, 2013, the Transportation Commission approved the TSM Plan for Olympus Corporate Center. The applicant, Andrew Pomerantz, representative for the new owners of Olympus Corporate Center worked in cooperation with the City in preparing a revised TSM Plan with current project information, which is consistent with the TSM Ordinance.

Olympus Corporate Center is located on the north side of Douglas Blvd. between E. Roseville Parkway and Sierra College Blvd.

#### **Discussion**

Olympus Corporate Center is located on a 19 acre parcel and consists of four buildings, having a total of approximately 195,625 square feet and a floor area ratio of .23. The four buildings are:

<u>Address</u>	<u># of Stories</u>	<u>Square Feet</u>
3001	3	55,301
3005	2	42,514
3009	3	55,279
3013	2	42,531

The tenants at Olympus Corporate Center include professional office tenants, including medical offices, financial, insurance and law firms. The majority of the tenants have typical office hours between 8:00 a.m. – 5:00 p.m., Monday thru Friday; however, some employees begin and end their workday outside of the typical office hours.

Olympus Corporate Center employs approximately 400 people. The majority of the employees are professional and office support personnel. Many of the employees commute trips originate from Roseville and the surrounding communities of Rocklin, Citrus Heights, Granite Bay and Lincoln, with other employees commuting further, from the communities of Auburn, Folsom and Sacramento.

The applicant will install thirty-two (32) Class II bicycle racks and forty (40) carpool spaces in compliance with the TSM Ordinance.

The nearest transit stop is located on East Roseville Parkway just north of Douglas Blvd.; and the nearest transit stop with a shelter is located on Douglas Blvd. just east of East Roseville Parkway across the street from Olympus Corporate Center.

To help encourage bicycling as a viable commute transportation alternative, the owner of the Olympus Corporate Center has installed two showers and with lockers in the building at 3009 Douglas Blvd.

To help reduce vehicle trips during the workday, there is a gym in the building at 3009 Douglas Blvd.

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

**Attachment(s)**

1. Olympus Corporate Center TSM Plan

**TSM Plan  
Olympus Corporate Center  
3001, 3005, 3009 and 3013 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 employees fifty (50) or more employees at the Major Common Work Location. Since Olympus Corporate Center will employ approximately four hundred (400) employees a TSM Plan is 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, Olympus Corporate Center 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 Olympus Corporate Center for inspection of the property and for audit of survey records to determine compliance with a TSM Plan.

## Olympus Corporate Center OPERATING CHARACTERISTICS

The TSM Plan for Olympus Corporate Center includes the following operating characteristics:

- A. **Project Description.** Olympus Corporate Center is a 19 acre parcel located on the north side of Douglas Blvd between E. Roseville Parkway and Sierra College Blvd. Olympus Corporate Center consists of four buildings, with a total of approximately 195,625 square feet and a floor area ratio of .24.

<u>Address</u>	<u># of Stories</u>	<u>Square Feet</u>
3001	3	55,301
3005	2	42,514
3009	3	55,279
3013	2	42,531

The tenants at Olympus Corporate Center include professional office tenants including medical offices, financial, insurance and law firms. The majority of the tenants have typical office hours between 8:00 a.m. – 5:00 p.m. Monday thru Friday; however some employees begin and end their workday outside of the typical office hours.

The nearest transit stop is located on East Roseville Parkway just north of Douglas Blvd; and the nearest transit stop with a shelter is located on Douglas Blvd. just east of East Roseville Parkway across the street from Olympus Corporate Center.

- B. **Employee Description.** Approximately four hundred (400) employees work at Olympus Corporate Center. The majority of the employees are professional and office support personnel. Many of the employees commute trips originate from Roseville and the surrounding communities of Rocklin, Citrus Heights, Granite Bay and Lincoln, with others from further communities of Auburn, Folsom and Sacramento.
- C. **Site Plan.** Please refer to appendix (A) for a site plan of Olympus Corporate

Center depicting the location of the required bicycle facilities and carpool spaces.

1. **Bicycle Facilities.** Thirty-two (32) Class II bike racks (bicycle parking) 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.** Forty (40) carpool spaces, which is greater than ten percent (10%) of the total number of employees or employee parking spaces as "Carpool Parking" shall be provided for employees carpool to work. There are currently eighteen (18) spaces striped and the owner will provide the required number of carpool spaces upon request of the City. The spaces shall be located for convenient access by the employee. 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:

Deborah Brooks, Administrative Assistant  
3721 Douglas Blvd. Suite 348  
Roseville, CA 95661  
(916) 773-3518  
fax number (916) 773-5566  
e-mail address: [deborah.brooks@hines.com](mailto:deborah.brooks@hines.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 Guaranteed Ride Home Program.** The Site TSM Coordinator shall promote the Guaranteed 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 Guaranteed 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, National 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

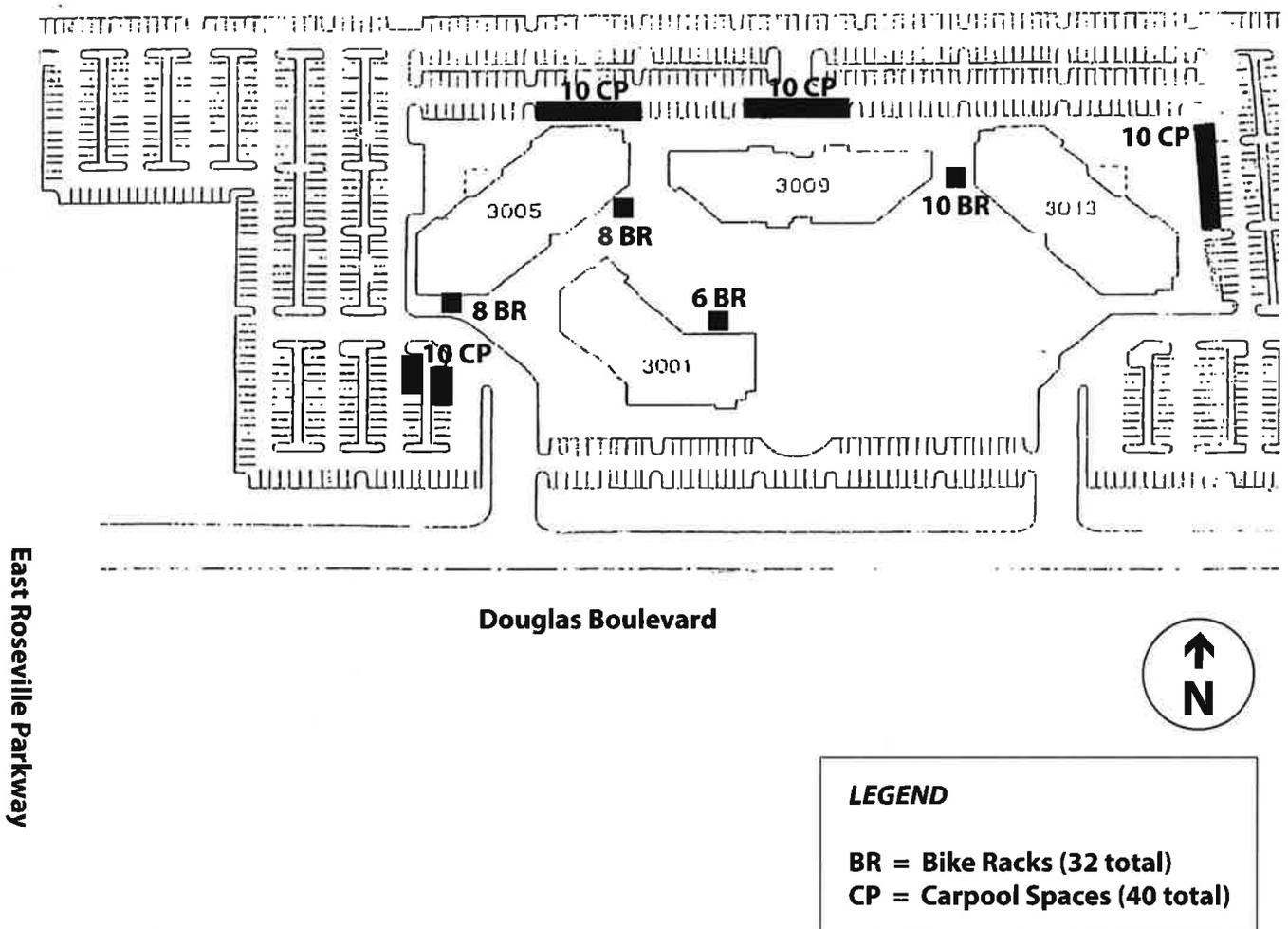
cover the operating costs for the van.

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, Olympus Corporate Center will have one shower with lockers for both men and women to use in the 3009 Douglas Blvd Building.
7. Additional transportation alternatives/ On-site Amenities. In addition to the above-mentioned alternative transportation promotions, there is a gym in the 3009 Douglas Blvd Building. In addition there are restaurants, medical offices and retail users within a short walking distance from Olympus Corporate Center available to employees which helps eliminate vehicle trips during the workday.

## **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 Olympus Corporate Center 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.

# Olympus Corporate Center 3001, 3005, 3009 & 3013 Douglas Boulevard





# Transportation Commission Meeting

## February 18, 2014 – 7:00 p.m.

### Special Presentations/Reports

---

#### **Item 7A. I-80/State Route 65 Interchange Improvements Project Alternatives Presentation**

**Staff** Rhon Herndon, Public Works Director

#### **Recommendation**

This item is intended as informational and for discussion only, no action is required of the Transportation Commission.

#### **Background**

The existing Interstate 80 (I-80)/State Route (SR) 65 interchange was constructed in late 1985. Because of the region's growth over the past two decades, the interchange and the I-80 and SR 65 corridors are experiencing increasing traffic congestion. The high traffic demands during the commute hours and the recreational trips to the Sierras congest the project area on a regular basis. The I-80/SR 65 Interchange Improvements Project is intended to reduce traffic congestion, improve operations, and enhance safety.

#### **Discussion**

The Placer County Transportation Planning Agency (PCTPA), along with Caltrans, Federal Highway Administration (FHWA), the cities of Lincoln, Rocklin, Roseville, and the County of Placer, are project partners for the I-80/SR 65 Interchange Improvements Project. The following link provides more details and additional news and notices about the project: <http://8065interchange.org/>

PCTPA began the environmental and project approval process in 2011. In December 2013, the PCTPA Board concurred with the following five project alternatives to be carried forward in the environmental document:

- Alternative 1 – Taylor Road Full Access Interchange
- Alternative 2 – Collector-Distributor (C-D) System Ramps
- Alternative 3 – Taylor Road Interchange Eliminated
- Alternative 4 – Transportation System Management (TSM)
- Alternative 5 – No-Build (No Project)

The current project schedule anticipates project approval and environmental clearance by 2016, which will allow the project design phase to begin.

PCTPA staff will be present at the Roseville Transportation Commission meeting to provide a presentation of the I-80/SR 65 Interchange Improvements Project, including an overview of the project alternatives, and to answer any ensuing questions.



# Transportation Commission Meeting February 18, 2014 – 7:00 p.m. Special Presentations/Reports

---

## **Item 7B. Connect Card Transit Survey 2013**

Staff Michael Wixon, Alternative Transportation Manager

### **Recommendation**

This item is intended as informational and for discussion only, no action is required of the Transportation Commission.

### **Background**

The Connect Card is a regional fare card for most all of the transit operators in the Sacramento region, including Roseville Transit. The Connect Card Project is managed by the Sacramento Area Council of Governments (SACOG) on behalf of the participating area transit operators. As part of the work performed, SACOG contracted with Selena Barlow of Transit Marketing LLC to prepare, administer and complete a transit survey for the Connect Card to help better understand marketing and use opportunities for the Connect Card. An Executive Summary of the Connect Card Marketing Study is attached.

SACOG staff will be present at the Roseville Transportation Commission meeting to provide a presentation of the Connect Card Transit Survey and to answer any ensuing questions.

### Attachment:

1. Connect Card Transit Surveys 2013

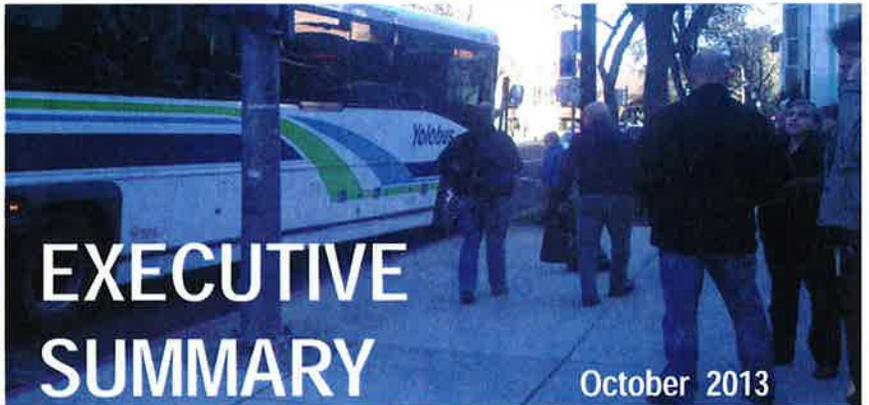
# Attachment 1



## Connect Card Transit Surveys 2013

### SACOG

- Regional Transit
- El Dorado Transit
- e-tran
- Folsom Stage Line
- Roseville Transit
- Yolobus
- Yuba Sutter Transit



### EXECUTIVE SUMMARY

October 2013



# Executive Summary

---

## Study Methodology

Between April 3 and April 21, 2013, an on-board passenger survey was conducted on each of seven transit systems in the Sacramento region. The surveys were designed as a pre-study to support implementation of a regional fare card in 2014. A comparative study will be conducted once the Connect Card is in place.

The seven systems surveyed included: Regional Transit, El Dorado Transit (commuter routes only), e-tran, Folsom Stage Line, Roseville Transit, Yolobus and Yuba Sutter Transit.

The surveys utilized a self-administered questionnaire (available in 5 languages), distributed and collected by trained surveyors. The surveyors were assigned to a representative sample of bus and train trips which included all routes on all systems and all day parts.

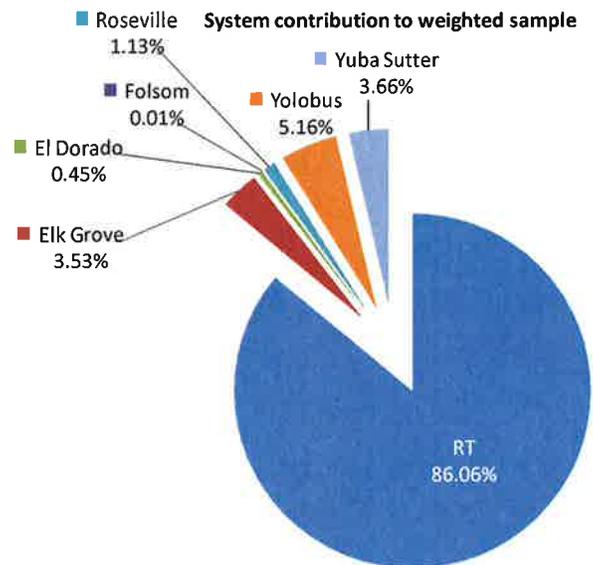
Nearly 17,000 transit riders participated in the survey. The cooperation rate among riders approached for the first time was 67%. The number of questionnaires completed on each system (compared to the target sample) is shown at the right.

Transit System	Target Sample	Actual Sample
El Dorado Transit	132	175
e-tran	1282	1352
Folsom Stage Line	91	112
RT - Light Rail	2038	2607
RT - Bus	8752	9439
Roseville Transit	419	432
Yolobus	1326	1748
Yuba Sutter Transit	802	1025
<b>Total</b>	<b>14842</b>	<b>16890</b>

## Data Analysis

This report includes an initial analysis of the data collected on all seven systems. The report includes the findings for each individual system as well as those for a total weighted sample. The raw data were weighted using route level ridership for April 2013 provided by each of the seven systems. This produced an "All Systems" sample that is representative of the regionwide ridership.

The chart at the right illustrates the portion of regional ridership represented by each of the systems and thus reflects the makeup of the regionwide sample.



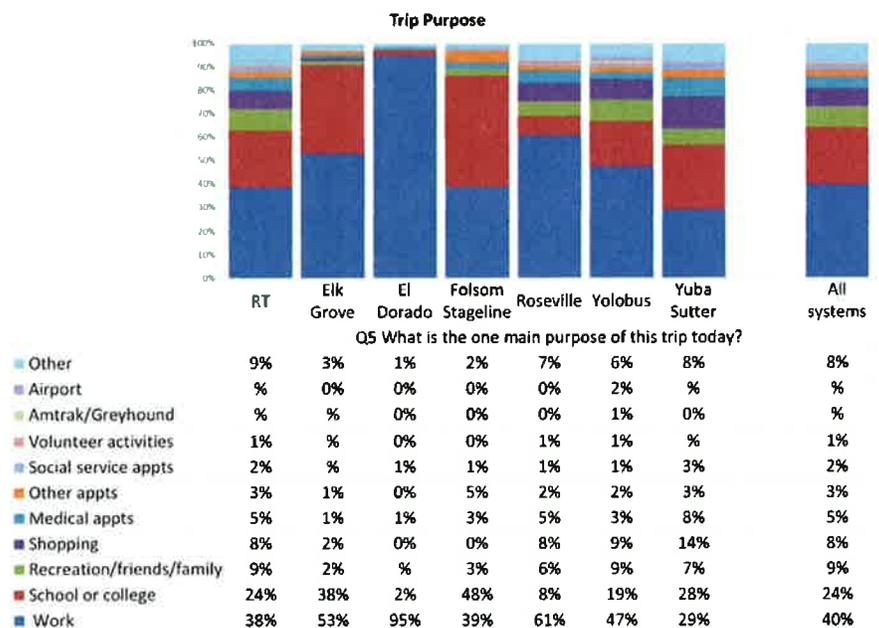
## Travel Profile

### Travel Patterns

- Riders were asked to provide Trip Origin and Destination at the community level.
  - 41.9% of transit riders regionwide, begin and end their trips in the City of Sacramento. 78.3% of all regional trips either begin or end (or both) within the City of Sacramento.
  - Of all regional transit trips, 48.9% are intra-community trips, while 36.9% are inter-community trips. 14.2%, either involved out-of-the Sacramento Region travel or, in a few cases, could not be determined.
- 90% of riders used only a single transit system to complete the one-way trip on which they were surveyed. 10% used multiple systems.
- 67% of riders transfer at least once. Most of these, 58%, transfer only once, but the balance, 9%, use 3 or more vehicles to complete their one-way trip.

### Trip Purpose

- Most riders were using transit for commuting when surveyed: 40% to work and 24% to school. Other significant trip purposes included recreation/visiting (9%), shopping (8%) and medical appointments (5%). As the chart at the right shows, there is a great deal of variation in the distribution of trip purposes among systems.
- When asked to name all of the trip purposes for which they had used transit in the past week, commute trips still dominate - 50% of riders had used transit to travel to work and 38% to school. In addition, 25% had used transit for shopping, 20% for recreation and 17% for medical appointments.

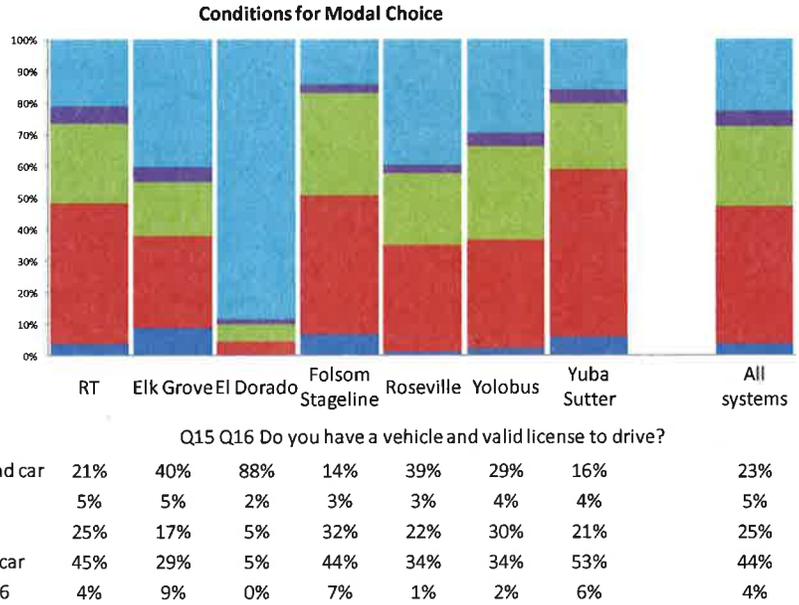


### Frequency and Duration of Ridership

- The majority of riders surveyed (72% regionwide) ride transit regularly – four or more days per week. This is true for every system.
- A quarter of riders regionwide say they began riding transit in 2012 or 2013 (the 16 months prior to the survey). Almost two-thirds of riders, 63%, have begun using these systems over the past five years. However, there is a core of ridership that has used transit in the region for many years (15% since before 2000).
- Those who use transit most frequently, six or seven days a week, tend to have begun using transit considerably earlier than those who use it less often. This reflects a core of long term, transit dependent individuals among the ridership.
- Only 4% of respondents said that they had used paratransit services in the past year.

## Modal Choice

- Regionally, 23% of riders are of age (16+), have a vehicle, and have a valid driver's license. Thus they are transit riders by choice, not necessity.
- The level of modal choice varies greatly by system with Folsom Stage Line and Yuba Sutter Transit having the fewest riders with modal choice. It should be noted that El Dorado Transit appears to have a much higher level of choice riders because only it's commuter routes were surveyed.

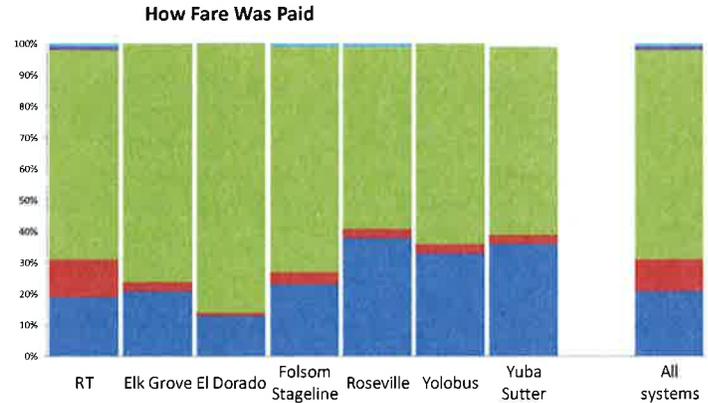


- In a similar survey conducted recently in Westchester County, NY (a region roughly similar in population to the RT service area), 20% of riders were found to have modal choice.

## Fare Payment Method

Riders were asked several questions about fares and fare media.

- Two-thirds of transit riders in the Sacramento region pay their fares with prepaid passes, tickets or a college ID (67%). 10% pay for tickets at an at-stop vending machine. 21% pay with cash on the vehicle. A small number qualify for free fare (1%) or say they did not pay a fare (1%).



	RT	Elk Grove	El Dorado	Folsom Stageline	Roseville	Yoloibus	Yuba Sutter	All systems
Did not pay a fare	1%	0%	0%	1%	1%	0%	0%	1%
Qualify for free fare	1%	0%	1%	0%	0%	0%	0%	1%
Prepaid Pass/Ticket	67%	76%	86%	72%	58%	64%	60%	67%
Pass or ticket at Vending machine	12%	3%	1%	4%	3%	3%	3%	10%
Cash on vehicle	19%	21%	13%	23%	38%	33%	36%	21%

- The level of cash usage varies among systems with larger segments of riders (one-third or more) on Roseville Transit, Yuba Sutter Transit and Yoloibus using cash.
- Large majorities of those using transit to get to work or to school use a prepaid pass or college ID (70% and 82%, respectively) while about half (54%) of those traveling for other purposes use a pass or ID.
- The use of the various fare media varies with the degree of modal choice available to the rider. Of riders who have both a driver's license and a vehicle available, 80% use a prepaid pass, ticket, or college ID and only 11% paid with cash on the vehicle. Similarly, riders with lower household incomes are more likely to use cash.
- As would be expected, there is a direct correlation between frequency of ridership and use of cash or vending machine tickets. Among occasional riders (one or fewer days per week), 36% paid cash, while among daily riders (6-7 days), only 15% paid cash.

## Fare Discounts

- Riders were asked if they qualified for any type of discounted fare. Region-wide:
  - 67% said they do not qualify for a senior, disabled, or student fare.
  - 13% say they qualify for a youth or student fare.
  - 12% said they qualify for a disability fare.
  - 8% say they qualify for a senior/elderly fare.
- Trip purpose varies substantially depending upon whether a rider qualifies for a discounted fare.
  - As would be expected, many more of those who qualify for youth or student fare tend to be making trips to school or college (57%) compared to other groups.
  - Those who qualify for a senior fare are somewhat less likely than non-discounted riders to be making work trips; however, even among seniors 34% said they were traveling to or from work.
  - Those who qualify for a disability fare are less likely than the other groups to be making work trips (17%) and most likely to be traveling for medical appointments (17%).

## Types of Passes and Sources

■ The type of pass used most commonly is the thirty-day or monthly pass. Overall, one-third (33%) of riders use 30-day/monthly passes.

■ 26% of riders use a College ID as their fare medium.

Use of College IDs is highest among Folsom (50%) and Yolo (32%) riders.

■ About 25% of riders nationwide use a day pass.

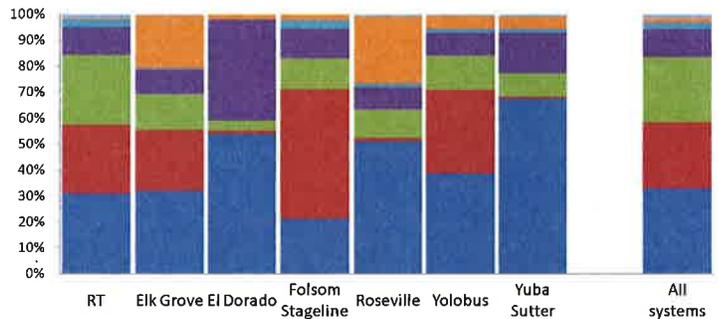
Day pass usage is heaviest on RT.

■ 34% of all riders say that they hold passes valid on more than one system, despite the fact that only 10% were making inter-system trips when surveyed. Among those making trips which involve more than one system, 42% say they hold passes for multiple systems.

■ Among those who used a prepaid pass or ticket, 35% say they got them from their school, 23% from their employer, 8% from a social service agency and 34% purchased the pass or ticket themselves.

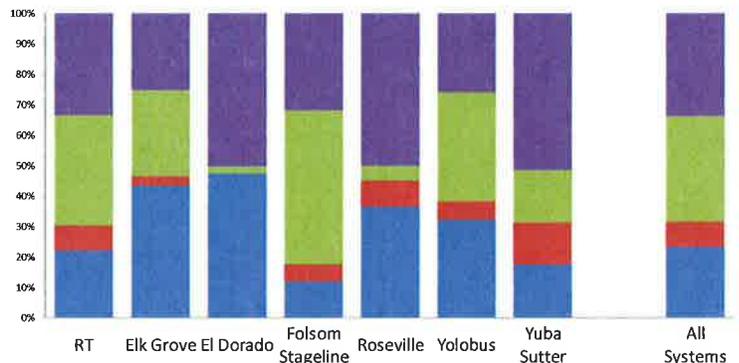
■ Of those who say they purchased the fare media themselves, 31% said they got it from a vending machine, 26% from a transit agency office, 24% from a bus operator, 15% from a retail outlet and 4% online, by phone or by mail.

Type of Passes Used



	Q8 Which type of pass or ticket did you use?							
DHA Pass	1%	0%	0%	0%	1%	1%	1%	1%
Multi-Ride Ticket or Punch Pass	1%	20%	2%	2%	26%	5%	5%	2%
Semi-monthly pass	3%	1%	0%	3%	1%	2%	1%	3%
Single ride ticket	11%	9%	39%	12%	9%	9%	16%	11%
Day pass	27%	14%	4%	12%	11%	13%	9%	25%
College ID	27%	24%	1%	50%	2%	32%	1%	26%
Monthly/30 day pass	31%	32%	54%	21%	51%	39%	68%	33%

Pass Sources (as percent of those using passes)



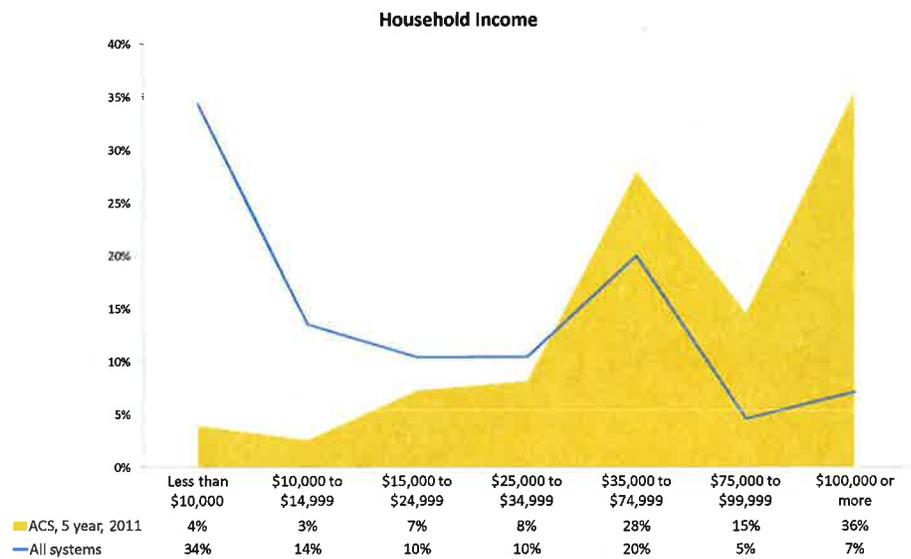
	Q9 consolidated to single response re 'Where did you get your transit pass or ticket?'							
Purchased it myself	34%	25%	50%	32%	50%	26%	51%	34%
From School	36%	28%	2%	51%	5%	36%	17%	35%
From social service agency	8%	3%	0%	6%	8%	6%	14%	8%
From employer	22%	44%	47%	12%	37%	32%	18%	23%

## Demographics

### Income

■ The chart at the right compares the household income of transit riders to that of the general population of the SACOG region (based on the American Community Survey data). Transit riders are much more likely than the overall population to have annual household incomes under \$15,000.

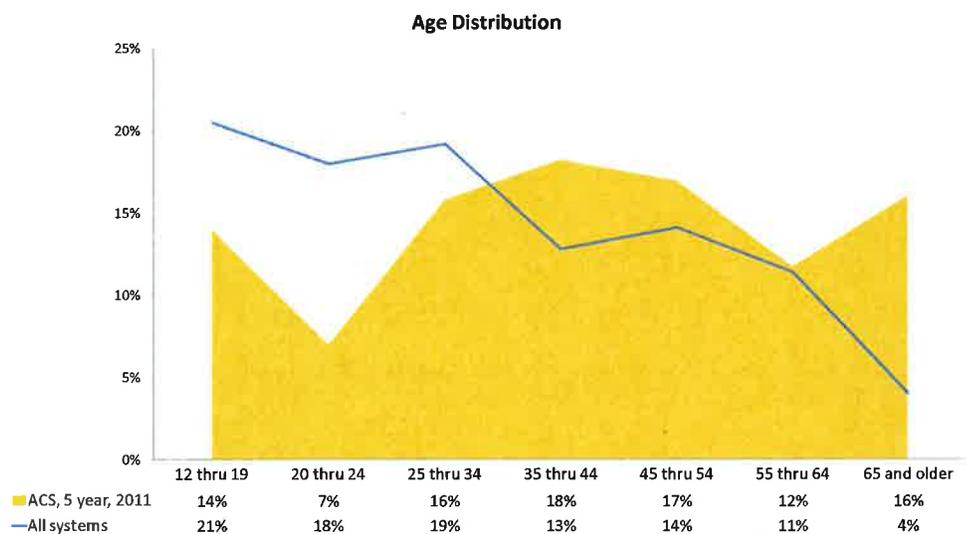
- 34% of riders report household incomes of \$10,000 or less. Only 12% of riders report household incomes of \$75,000 or more.
- The lowest incomes are among riders of Yuba Sutter Transit, with 43% indicating household incomes of less than \$10,000, and RT with 36% in that category.
- Riders were also asked household size so that poverty levels could be estimated. Slightly more than half of all riders regionwide (52.6%) can be estimated to live at or below the poverty level.



### Age

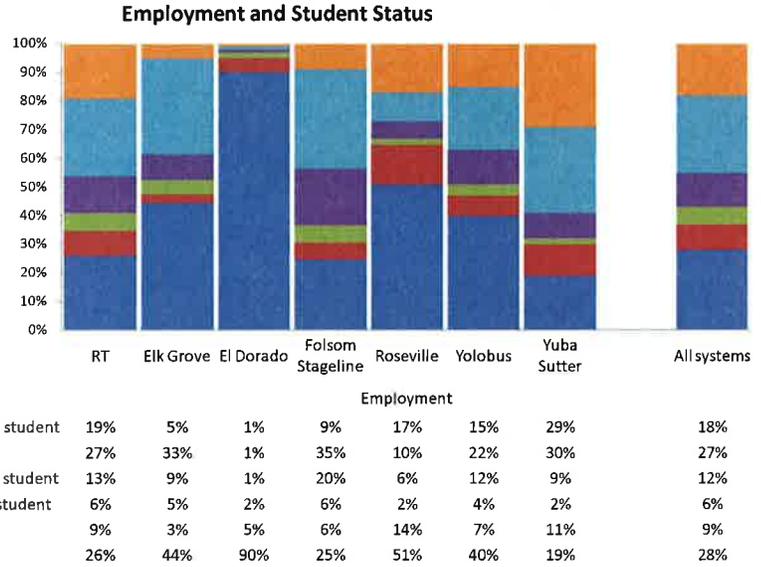
■ The age distribution of the region's riders is similar to that of many transit systems; however, they are a bit younger than those in other similar-sized systems we have recently surveyed. 58% of riders regionwide are 34 or younger.

- The chart at the right compares the age distribution of riders to that of the regional population. Transit riders are much more likely to be in the under 25 age groups (39% of riders compared to 21% of the population) and much less likely to be 65 or older (4% of riders compared to 16% of the population).



### Employment Profile

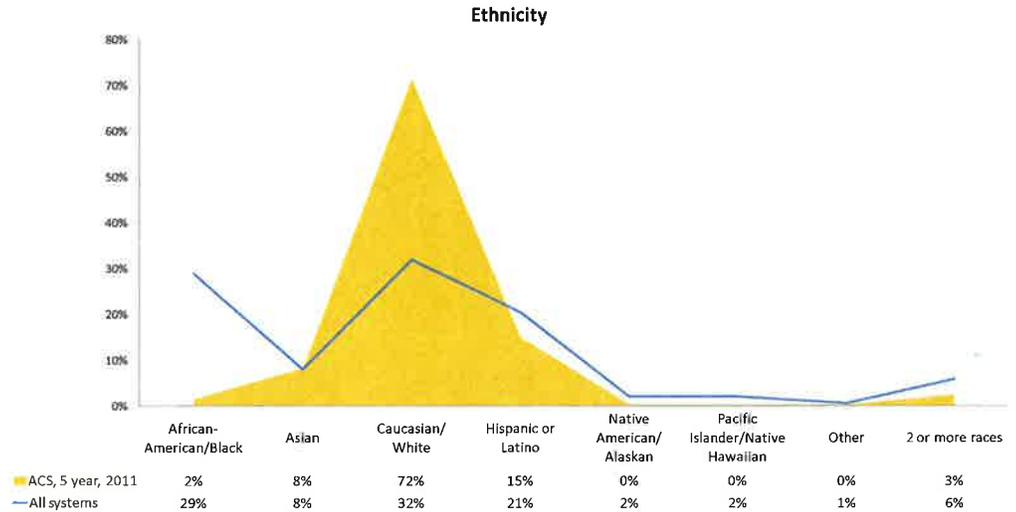
- The vast majority of transit riders regionwide are employed and/or students.
  - 28% are employed full-time, and another 9% are employed part-time (and are not students).
  - 27% of riders are students who are not employed.
  - 18% of riders are both students and employed.



- Of all riders in the region, only 18% are neither employed nor students. That is, they may be homemakers, retired, or simply unemployed.
- Among the 45% of riders that are students, 75% are community college students and another 7% are University students. 13% are secondary students (6<sup>th</sup>-12<sup>th</sup> grade), while 5% are vocational or adult education students.

### Ethnicity & English Proficiency

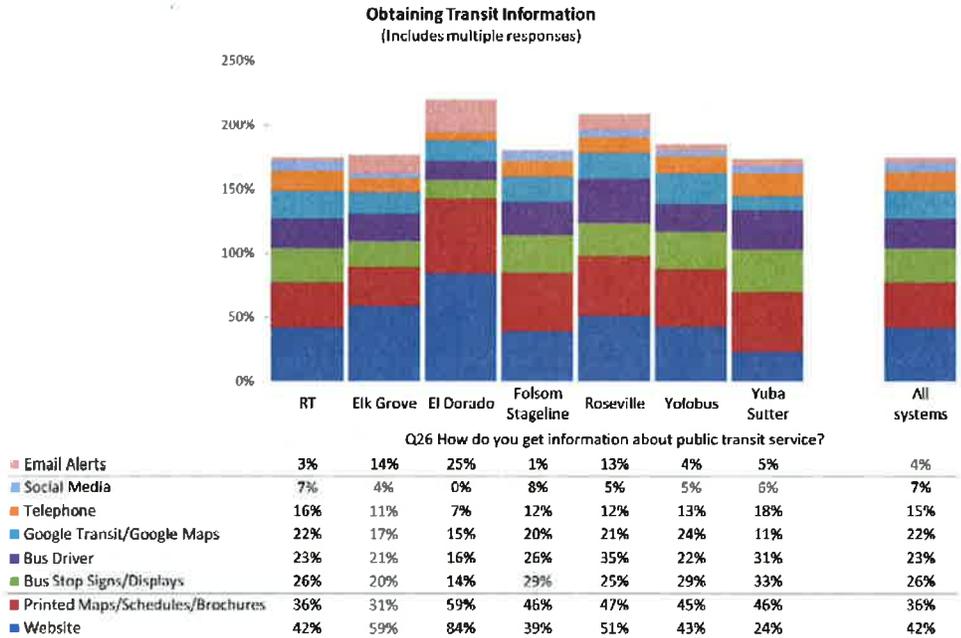
- The chart at the right compares the ethnic distribution of riders (self-identified) to that of the region's population
- The most notable difference is the much higher proportion of African-Americans/Blacks among the transit ridership, and a somewhat higher proportion of Hispanics/Latinos.



- While there are variations in the ethnic makeup of the ridership on individual systems, they all include larger proportions of minorities than found among the general population of the region.
- Among riders of all systems in the Sacramento Region, 88% report that they speak English "very well," while 9% say that they speak it only "well," and 3% "not well."
- 87% of riders speak English at home, 7% Spanish and 6% some other language. However, 98% completed the survey questionnaire in English.

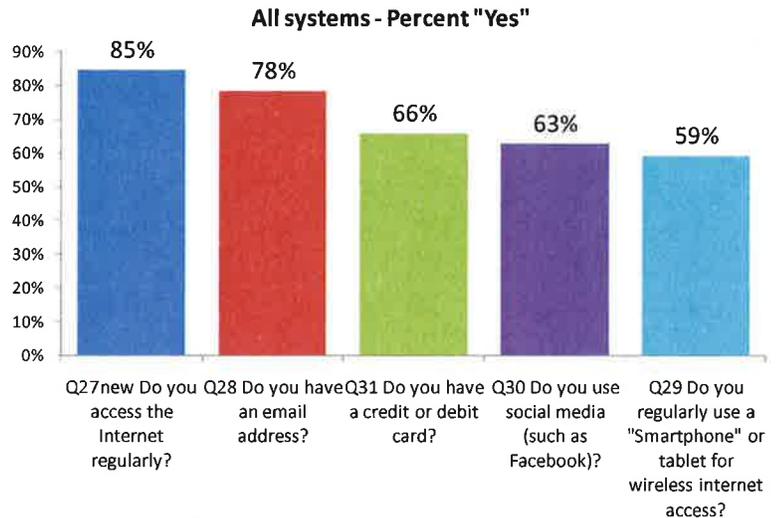
## Communications

■ Asked how they get transit information 42% of riders said via websites while 36% said from printed maps/schedules/brochures. About a quarter of riders noted bus stop signs, bus drivers and Google Transit as sources of information they use. 15% said they call for information, while 7% used social media and 4% email alerts. Sources varied among systems as is shown in the chart at the right.



■ Riders were asked about the use of various communications technologies which will be relevant in marketing the smart card.

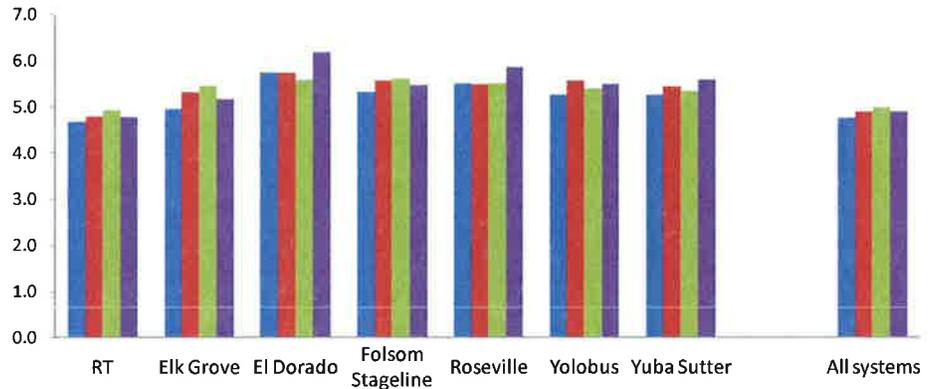
- 85% indicate that they access the Internet regularly.
- 78% indicate they have an email address, thus providing the basis for regular electronic communication and registering a Connect Card.
- 66% indicate that they have a credit or debit card, required for on-line purchases.
- 63% percent of riders say they use social media such as Facebook.
- 59% indicate that they regularly use a smartphone or tablet for Internet access.



■ Not surprisingly, utilization of communications technologies varies with age. Riders under 45 years old are much more likely to use the internet, e-mail, social media and mobile devices. However, they also make up the majority of the region's transit ridership base.

## Satisfaction

**Please Rate the Sacramento Region's Transit Services**  
(Mean score on scale from 1 - 7 where 7=Excellent and 1 = Poor)



- Q32 How would you rate the ease of using public transit to get where you need to go within the Sacramento region?
- Q33 Rate the convenience of paying your transit fare?
- Q34 Rate how convenient it is to purchase transit passes and tickets in advance?
- Q35 Overall, how would you rate the public transit system you are currently riding on?

■ Q32 How would you rate the ease of using public transit to get where you need to go within the Sacramento region?	4.7	5.0	5.7	5.3	5.5	5.3	5.3	4.8
■ Q33 Rate the convenience of paying your transit fare?	4.8	5.3	5.7	5.6	5.5	5.6	5.4	4.9
■ Q34 Rate how convenient it is to purchase transit passes and tickets in advance?	4.9	5.5	5.6	5.6	5.5	5.4	5.3	5.0
■ Q35 Overall, how would you rate the public transit system you are currently riding on?	4.8	5.2	6.2	5.5	5.9	5.5	5.6	4.9

- Riders were asked to rate their satisfaction with both transit service and fare payment options. The chart above shows the mean rating given for each of four items, for each system and the overall sample.

- The mean scores vary between 4.7 and 5.7 indicating that, in general, service is rated as good but not excellent.

- The chart at the right shows the full distribution of responses regionwide. The

convenience of purchasing passes and paying fares received more “excellent” scores than did the “ease of using transit” and the overall system rating.

**Rating Public Transit in the Sacramento Region**



	Q32 How would you rate the ease of using public transit to get where you need to go within the Sacramento region?	Q33 Rate the convenience of paying your transit fare?	Q34 Rate how convenient it is to purchase transit passes and tickets in advance?	Q35 Overall, how would you rate the public transit system you are currently riding on?
■ Excellent	17%	27%	28%	19%
■ 6	17%	17%	18%	21%
■ 5	25%	17%	18%	24%
■ 4	21%	16%	15%	16%
■ 3	11%	10%	9%	9%
■ 2	5%	6%	6%	5%
■ Poor	5%	7%	6%	6%

**Item 7C. Roseville Transit Annual Report FY2013**

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

**Recommendation**

The following is informational, and no action is required of the Transportation Commission.

**Background**

Divisions of Public Works periodically provide the Transportation Commission with Annual Reports to provide an overview of the prior fiscal year performance and activities, and a summary of upcoming capital projects and operational goals for the current fiscal year.

**Discussion**

Attached is the Roseville Transit Annual Report for Fiscal Year 2012/13 (FY13). Per the draft Single Audit that incorporates a broader use factors for calculation of the fare box recovery ratio (staff uses a more conservative calculation) it is projected the system wide fare box recovery ratio for FY13 is 26.93%. This is new high for Roseville Transit, and well exceeds the Transportation Development Act (TDA) requirement of 15%.

The ratio is a reflection of the relationship between operating costs and fare revenue. Overall revenue is doing well as we continue to pursue and administer federal and state grant opportunities, and additional fare revenues continue from the Roseville Transit Advertising Program and existing agreements with Placer County (for the Santucci Justice Center), the WRSP, and Kaiser Hospital.

Ridership continues to grow for Local Service, and remains steady for Commuter. As discussed during prior Transportation Commission meetings ridership on the Dial-A-Ride (DAR) Service, which incorporates the minimum requirements of Americans with Disabilities Act (ADA) Complimentary Paratransit Service, continues to decrease. As mentioned at previous meetings, staff and the Commission will continue to look at factors influencing performance measurements, and to compare services and performance measurements with other agencies to help assess what changes might be considered in the development of a future Short Range Transit Plan.

Although not listed in the Annual Report, another accomplishment in FY14 was receiving the SACOG Salutes Award for the Regional Transportation Project of the Year for work performed in previous few years related to the South Placer Call Center.

Upcoming activities for Roseville Transit include: receiving eight (8) replacement Dial-A-Ride buses and four (4) larger replacement buses for Local Service by April 2014; Right-of-way acquisition the Louis Orlando Transfer Point and Park and Ride project; preparing and awarding the RFP for Engineering and Environmental for the Sierra Gardens Transfer Point; completing the FTA Triennial Review in February 2014 (with follow up to be completed by end of FY14); and continuing work on the Preliminary engineering and design and environmental studies and documentation for the Library Bridge Replacement as part of the Downtown Bridges and Fire Station #1 Replacement Project.

**Attachment:**

1. Roseville Transit Annual Report FY2013

# Attachment 1

Public Works - Alternative Transportation Division

Annual Report for

# Roseville Transit

Fiscal Year 2013



**Mission:** We provide and continually enhance reliable, convenient and safe transportation options.

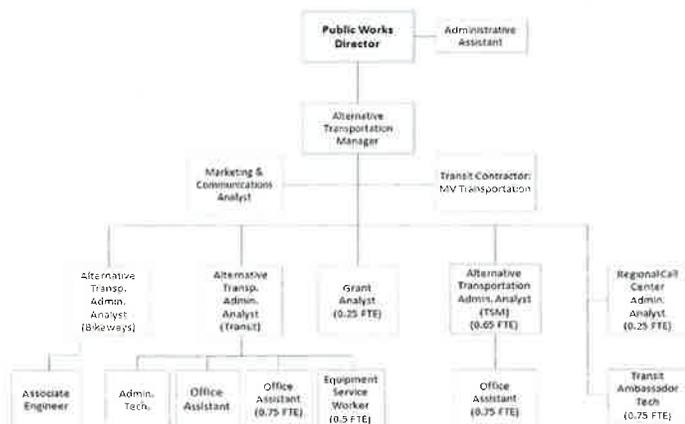
## Program Objectives

- Expand Roseville Transit’s customer base by increasing its share of “choice riders.”
- Achieve sustainable growth in ridership and fare revenue.
- Maximize efficiency of transit service in Roseville.
- Work with other transit operators in the region to leverage buying power for capital acquisitions.

## Current Staffing

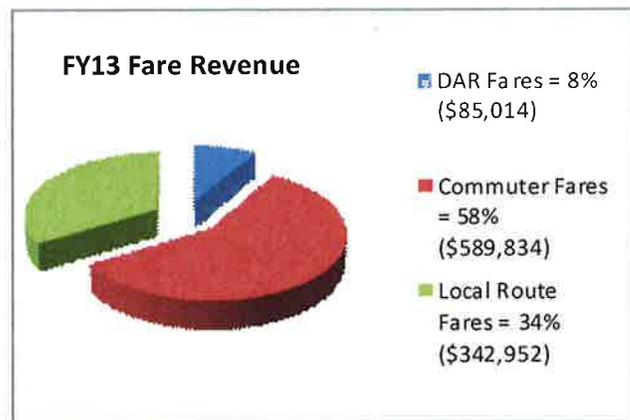
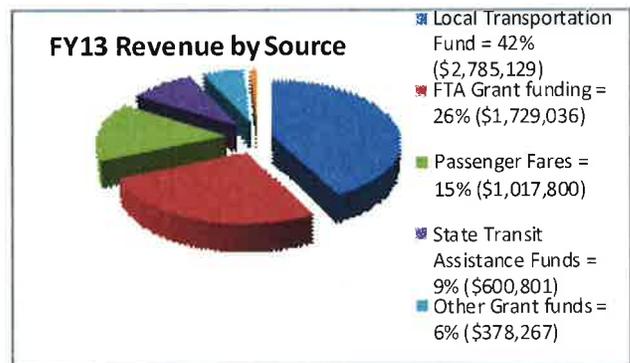
The Alternative Transportation Division of Public Works has 6.0 FTE’s dedicated to the administration of Roseville Transit; daily operations are provided by more than 50 employees under contract with MV Transportation.

Public Works – Alternative Transportation



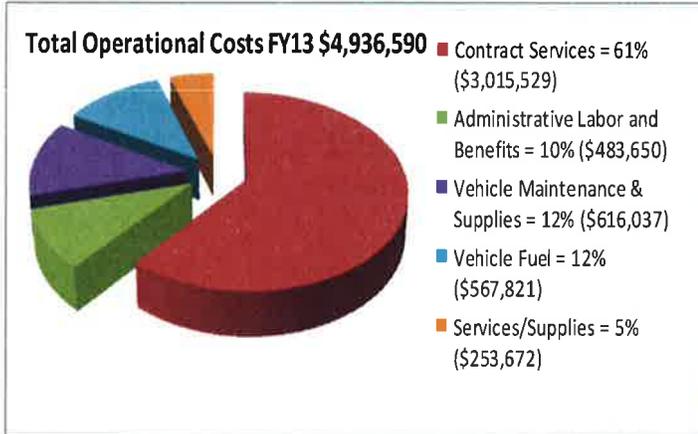
## Revenue Sources

To implement operations and capital improvement projects, a key component is our revenue sources. Public transit is subsidized beyond the revenue received through fares because of the public value provided by the service. Below is a summary of our FY13 revenue sources, and the second chart indicates how our fare revenue is collected from the three (3) service modes provided: Local (fixed-route), Dial-A-Ride (DAR), and Commuter.



## Operational Costs

Roseville Transit operational costs involve contracted services, vehicle maintenance and fuel, administrative expenses, and service and supplies for three (3) modes of service: Local (11 buses), Commuter (14 buses), and Dial-A-Ride (11 buses). Contracted services provided by MV Transportation includes drivers, dispatch operators, road supervisors and other management support.



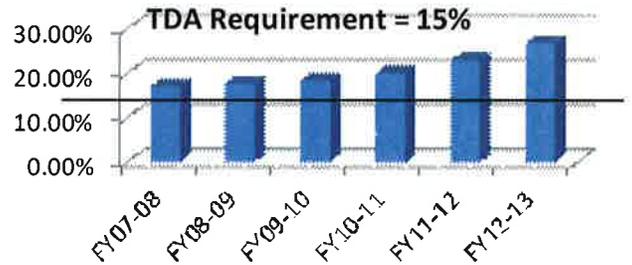
## Performance Standards

Performance Reports are presented on a quarterly basis to the Roseville Transportation Commission to review key performance measurements, which are used to evaluate services for Roseville Transit and recommend adjustments.

The quarterly reports includes key measurements by each mode of service, such as ridership, operational costs, fare box revenue, number of passengers per vehicle revenue hour, amount of subsidy per trip, average number of miles between road calls, and number of preventable and non-preventable vehicle accidents per mile.

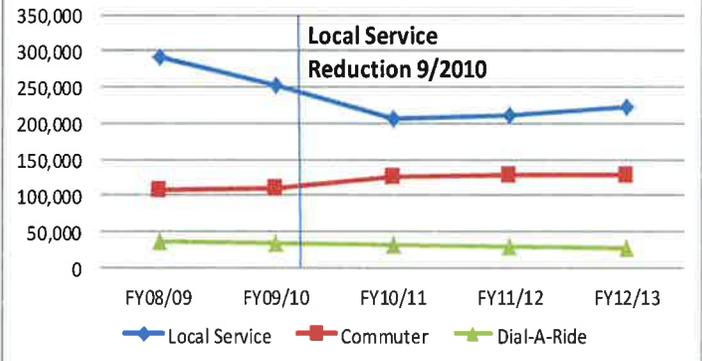
**Fare Box Recovery Ratio** is one key performance standard. The ratio indicates the how much of the costs to provide the service is recovered through fare box revenue. The Fare Box Recovery Ratio is set for each transit operator by their regional transportation planning agency; a Fare Box Recovery Ratio of 15% is set for Roseville Transit by the Placer County Transportation Planning Agency (PCTPA). According to an independent auditor's most recent draft report, Roseville Transit set an all-time high Fare Box Recovery Ratio above 26% in FY13.

## Farebox Ratio

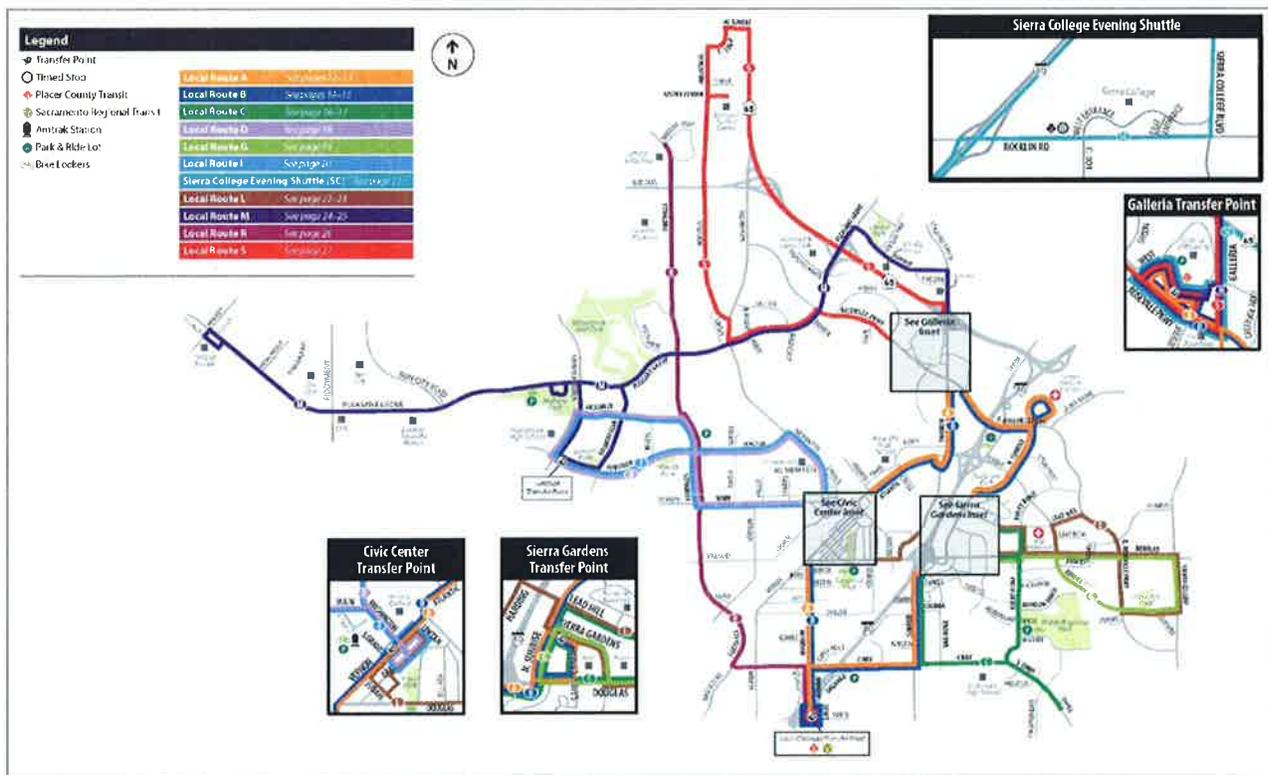


**Ridership** is another key performance measurement used to evaluate the effectiveness of transit services month to month and year to year. Many factors can influence ridership, such as service hours and levels, service quality and performance, and economic conditions.

## Ridership Trends by Mode



**Local Service** In the Fall of 2010, services were decreased 15% in response to reduced funding levels. As expected with cuts in service, ridership levels decreased (see above chart). Thus, ridership figures for FY12 represent the first full year of reduced service levels and a new baseline. System-wide ridership slowly grew at a rate just above 2% in FY13, while each service mode had varying levels of growth. The standout of ridership increases was seen in Local services, which grew 5.7% in FY13. The ridership growth for Local Service in FY13 was likely a response to changes made to extend Local Service evening hours during the week, and due to an improving economy.



Local Service Map

## Performance Standards (continued)

**Commuter Service** at the end of FY13 ridership held steady in comparison to FY12; it continues to provide over 125,000 trips annually between Roseville and Downtown Sacramento with nine (9) routes on weekday mornings and afternoons. As a premium service, Commuter Service accounts for 58% of the fare recovery by mode with the fewest amount of service hours.

**Dial-A-Ride (DAR) Service** is the by-reservation service that provides the Americans with Disabilities Act (ADA) Complimentary Paratransit Service, plus is open to the general public throughout the City of Roseville. Ridership continues to decline, both for Roseville and throughout the region. However, changes to Local Services in FY10 appear to have made a difference to passenger's ability to use Local Services, which may account for some of the ridership decreases to DAR. This is viewed as a positive change in light of the fact that DAR is not only the most expensive form of travel for passengers, it also is the most costly type of service provided by Roseville Transit. For FY14, the Commission and staff are beginning to examine these changes to DAR services.

## Accomplishments in FY 2013

FY13 Operational Changes	Status/Results
Started New Advertising Program.	Received \$95,928.66 by end of FY13. Projected to receive another \$100,000 by end of FY14.
FY13 Capital Projects	Status
Purchased 8 ARBOCs, 3 vans, and 4 large buses; Completed installation of on-board video cameras	Completed. Receive buses and vans and put into service in Spring 2014.
Installation of surveillance cameras and enhanced protective fencing at vehicle storage and maintenance yard.	Started in FY13; 70% complete at end of FY13. Complete project by end of FY14.
Completed refurbishment of (8) large buses, extending their useful life.	Completed.
Engineering and design of Louis Orlando Transfer Point improvements.	Drawings at 90% completion, environmental completed, and proceeding with friendly acquisition of right-of-way.

## Looking forward in FY14

FY14 Operational Changes	Status
Implement route changes to G and C	Effective September 2013— monitoring ridership to assess success of changes
Participate in regional installation of implementation of regional fare card— Connect Card.	Roll out to begin in Sacramento in Spring 2014, extend to Roseville Transit in early FY15.
FY14 Capital Projects	Status
The Louis Orlando Transfer Point regional improvement project with Sacramento Regional Transit (SacRT) and Placer County Transit (PCT).	Friendly ROW Acquisition anticipated to begin in FY14, and construction funding identified for planned construction to start in FY15 or FY16.
Purchased (4) replacement buses for local Fixed Route service.	Delivery expected in April 2014. New buses will retire CNG fuel Orion Buses.
Begin Engineering work on Sierra Gardens Transfer Point Improvement Project.	SacRT not able to participate in construction project. Staff is moving forward with RFP for engineering design and environmental for construction in 2015.
Purchased (8) replacement buses for DAR service.	Delivery expected in February and March 2014.
FTA Triennial Review	Completed review in February 2014. Complete follow up by
Library Bridge Replacement Project	Preparing preliminary engineering design and

## SACOG Regional Project of the Year Award

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 and website portal.



## How-To Videos

Online videos are now available for the public about how to use Local and Dial-A-Ride buses on Roseville Transit and throughout the south Placer region. There are also captioned and Spanish versions available.



## Transportation Commissioners 2013

Chinnaian Jawahar, Chair  
 Joseph Horton, Vice-Chair  
 Rita Brohman  
 Grace Keller  
 Ryan Schrader  
 Tracy Mendonsa  
 David Nelson