



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

1. Call to Order

2. Welcome – Roll Call

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

3. Pledge of Allegiance

4. Meeting Minutes

- a. July 15, 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. Blue Oaks Shopping Center - Walgreens Transportation Systems Management (TSM) Plan (ACTION REQUIRED)

7. Special Presentations/Reports

- a. Downtown Bridges & Trail Update
- b. Local Service Changes (ACTION REQUIRED)
- c. Roseville Municipal Code Amendment (ACTION REQUIRED)
- d. Transit Performance Report for 4th Quarter of Fiscal Year 2014 (ACTION REQUIRED)
- e. Alternative Transportation Division Annual Reports

8. Staff and/or Commission Reports/Comments

- a. Alternative Transportation Division Update

9. Pending Agenda

None

10. Adjournment

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



Transportation Commission Meeting

July 15, 2014 – 7:00 p.m.

Draft Minutes

1. Call to Order

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

2. Roll Call

Commissioners Present

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

Staff Present

Mike Wixon, Alternative Transportation Manager
Mike Dour, Alternative Transportation Analyst II
Eileen Bruggeman, Alternative Transportation Analyst II
Debbie Dion, Recording Secretary

3. Pledge of Allegiance

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

Commissioner Horton read a meeting procedures statement.

4. Meeting Minutes

a. March 18, 2014 (ACTION REQUIRED)

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

MOTION:

Commissioner Keller made the motion, which was seconded by Commissioner Mendonsa, to approve the meeting minutes of July 15, 2014.

Ayes: Horton, Mendonsa, Jawahar, Keller, O'Hair

Noes: None

Abstain: Brohman, Schrader, Nelson

Absent: None

5. Oral Communications

Commissioner Horton opened the Public Comment period.

Mike Barnbaum, founder of "Here We Ride", addressed the Commission on two upcoming Capitol Corridor public scoping meetings; approval of the Entertainment Sports Complex by the Sacramento City Council; upcoming RT service changes in a brochure that he distributed to Commissioners; and his group's participation in the SACOG Transit Coordination Council meetings.

Commissioner Horton closed the Public Comment period.

6. Consent Calendar

None

7. Special Presentation/Reports

a. Transit Performance Report for 2nd Quarter of Fiscal Year 2014 (ACTION REQUIRED) (Heard jointly with Item 7b.)

Mike Wixon, Alternative Transportation Manager, introduced Eileen Bruggeman, Alternative Transportation Analyst II, who made the presentation.

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

A question and answer session between Commissioners and staff ensued.

Commissioner Horton and Commissioner Keller commended staff on the report.

MOTION:

Commissioner Nelson made the motion, which was seconded by Commissioner O'Hair, to accept the Transit Report for the 2nd Quarter for Fiscal Year 2014 (FY14) and to accept the Transit Report for the 3rd Quarter for Fiscal Year 2014 (FY14).

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

b. Transit Performance Report for 3rd Quarter of Fiscal Year 2014 (ACTION REQUIRED) (Heard jointly with Item 7a.)

c. Roseville Transit Services Policies (ACTION REQUIRED)

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

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

A question and answer session between Commissioners and staff ensued.

Commissioner Brohman commended staff on the presentation.

MOTION:

Commissioner Brohman made the motion, which was seconded by Commissioner Schrader, to recommend the City Council approve the proposed revisions to the Roseville Transit Service Policies.

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

8. Staff and/or Commission Reports/Comments

a. Alternative Transportation Division Update

1. Disadvantaged Business Enterprises (DBE) Program

2. May is Bike Month: update of May Activities
3. TSM Quarterly Training
4. Spare the Air for Bucks Campaign
5. Transit Ambassador Program of South Placer County
6. South Placer Transit Information Call Center Call Summary Report
7. WRSP W-15 Trail Project
8. Foothills Business Park Trail Project
9. Trail Re-surfacing Project
10. Marketing Update
11. City of Roseville wins statewide award for transit coordination
12. Federal Transit Administration (FTA) Actions
13. Legislative Update

Mike Wixon, Alternative Transportation Manager, and Mike Dour, Alternative Transportation Analyst II, made the presentation.

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

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

Commissioners commended staff on receiving the California Association for Coordinated Transportation (CalAct) 2014 Outstanding Coordination Award.

Commissioner Brohman thanked MV Transportation for their commitment, dedication, and efforts.

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

9. Pending Agenda

None

10. Adjournment

MOTION

Commissioner Brohman made the motion, which was seconded by Commissioner O'Hair, to adjourn the meeting.

Ayes: Horton, Mendonsa, Brohman, Jawahar, Schrader, Keller, Nelson, O'Hair

Noes: None

Abstain: None

Absent: None

The meeting was adjourned at 7:56 p.m.

Joseph Horton, Chair

Debbie Dion, Recording Secretary



Transportation Commission Meeting

October 21, 2014 – 7:00 p.m.

Consent Calendar

Item 6A: **Blue Oaks Shopping Center-Walgreens 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 Blue Oaks Shopping Center - Walgreens.

Background

The applicant, Andi Panagopoulos, Project Manager for Cunningham Engineering, on behalf of Blue Oaks Shopping Center - Walgreens worked in cooperation with the City in preparing a TSM Plan for this project, which is consistent with the TSM Ordinance.

Although Blue Oaks Shopping Center-Walgreens will only employ approximately twenty-five people, it is part of a larger work location, Blue Oaks Shopping Center, a 10 acre site, which was designed with reciprocal access and parking and will employ more than fifty (50) employees . Therefore, Blue Oaks Shopping Center – Walgreens is preparing a TSM plan. When the remainder of Blue Oaks Shopping Center is developed the applicant for the remainder of the site will be required to prepare a TSM plan.

Blue Oaks Shopping Center-Walgreens is located at the Northeast corner of Woodcreek Oaks Blvd. and Blue Oaks Blvd. in the North Industrial Specific Plan.

Discussion

The Blue Oaks Shopping Center-Walgreens is a one story retail commercial building with approximately 14,490 sq. ft., with a floor area ratio of .21.

Approximately twenty-five (25) people will be employed by Blue Oaks Shopping Center-Walgreens. However, there will only be approximately six (6) employees at the greatest shift. These employees include stocking / retail sales, pharmacy professionals and custodial. The majority of the employees commute by automobile from the surrounding neighborhoods within Roseville, Rocklin, Citrus Heights, Granite Bay, Loomis and Lincoln.

For employees who bicycle to work, the Blue Oaks Shopping Center - Walgreens provides seven (7) Class II bicycle racks. In addition, for employees who carpool to work, Blue Oaks Shopping Center - Walgreens provides three (3) carpool/clean air spaces. Although local transit does not currently serve this site, the closest transit shelter will be on Woodcreek Oaks Blvd. just north of Blue Oaks Blvd. adjacent to this project

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

Attachment(s)

1. Blue Oaks Shopping Center-Walgreens TSM Plan

ATTACHMENT 1

TSM PLAN Blue Oaks Shopping Center-Walgreens 1492 Blue Oaks 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. Although Blue Oaks Shopping Center-Walgreens will only employ approximately twenty-five (25) employees, it is part of a larger work location, Blue Oaks Shopping Center, that was designed with reciprocal access and parking and will employ more than fifty (50) 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, Blue Oaks Shopping Center-Walgreens 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 Blue Oaks Shopping Center-Walgreens for inspection of the property and for audit of survey records to determine compliance with a TSM Plan.

BLUE OAKS SHOPPING CENTER-WALGREENS OPERATING CHARACTERISTICS

The TSM Plan for Blue Oaks Shopping Center-Walgreens includes the following operating characteristics:

- A. **Project Description.** Blue Oaks Shopping Center-Walgreens is located at the Northeast corner of Woodcreek Oaks Blvd. and Blue Oaks Blvd. in the North Industrial Specific Plan. The Blue Oaks Shopping Center-Walgreens is a one story retail commercial building with approximately 14,490 sq ft, with a floor area ratio of .21. The Blue Oaks Shopping Center-Walgreens will be part of the 10 acre Blue Oaks Shopping Center.

The closest transit shelter will be on Woodcreek Oaks Blvd. just north of Blue Oaks Blvd. adjacent to this project.

- B. **Employee Description.** Approximately twenty-five (25) people will be employed by Blue Oaks Shopping Center-Walgreens. However, there will only be approximately six employees at the greatest shift. These employees include stocking / retail sales, pharmacy professionals and custodial. The majority of the employees commute by automobile from the surrounding neighborhoods within Roseville, Rocklin, Citrus Heights, Granite Bay, Loomis and Lincoln. Some employees commute by carpooling, bicycling and taking transit.
- C. **Site Plan.** Please refer to appendix (A) for a site plan of Blue Oaks Shopping Center-Walgreens depicting the location of the required bicycle facilities and carpool spaces.
 - 1. **Bicycle Facilities.** A minimum of seven (7) Class II bicycle racks, 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.** Three (3) carpool spaces, which is greater than ten percent (10%) of the total number of employee parking spaces as "Carpool/Clean Air Vehicle" shall be provided for employees who carpool to work. 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:

Eric Frink
Walgreens
2177 Sunset Boulevard
Rocklin, CA 95765
Phone: 916-435-2181
mgr.06915@store.walgreens.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.

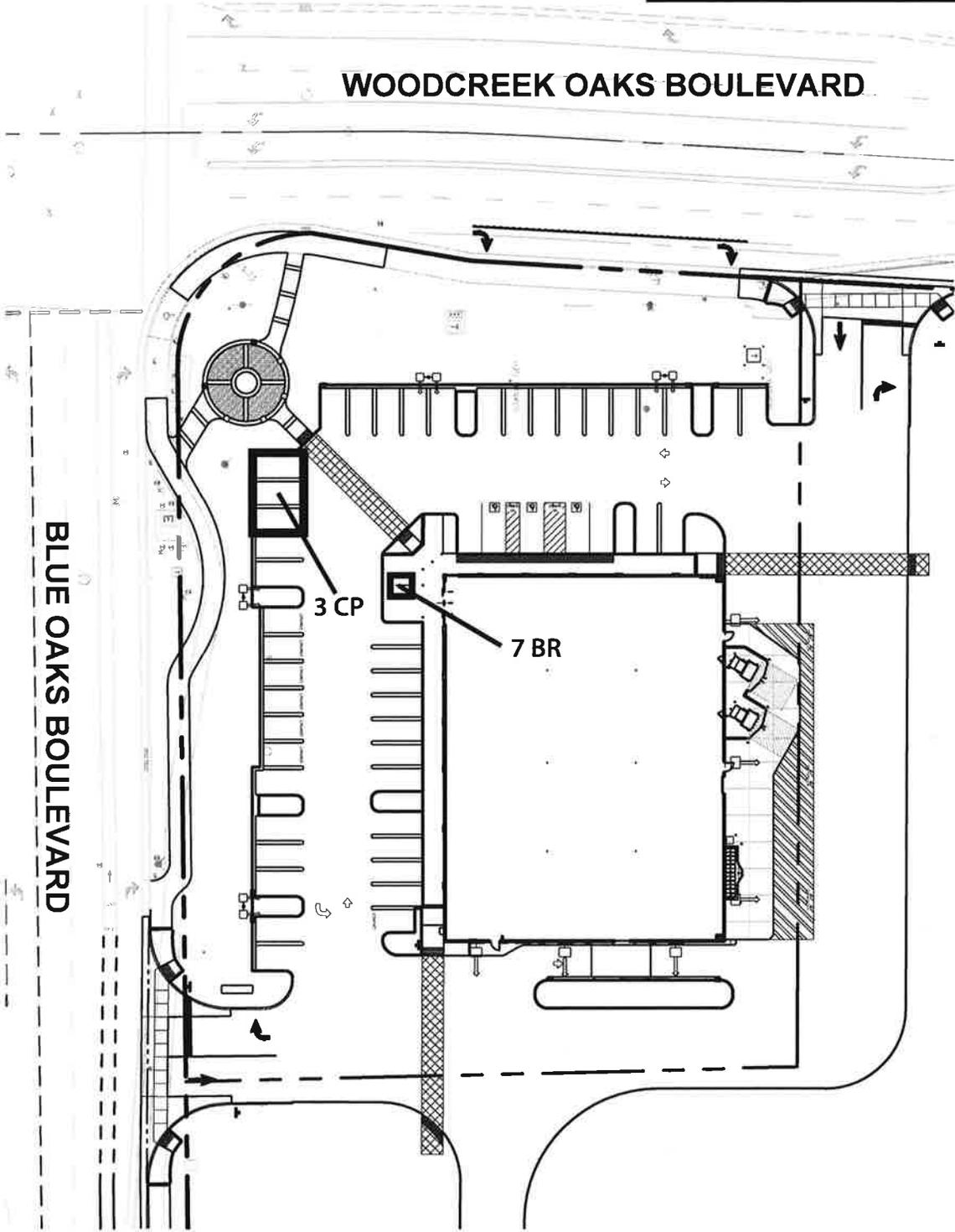
- C. **Promoting the Emergency Ride Home Program.** The Site TSM Coordinator shall promote the Emergency Ride Home Program. The program provides for the transportation of employees who use alternative transportation modes for home to work commuting in case of a personal, family or other major emergency. 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, 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.

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 Blue Oaks Shopping Center-Walgreens 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
Blue Oaks Shopping Center -
Walgreens
1492 Blue Oaks Blvd.



Legend	
7 BR	- Bike Racks
3 CP	- Carpool Spaces

Item 7A: Downtown Bridges, Trail & Fire Station Project Review

Staff: Michael Dour, Alternative Transportation Analyst

Recommendation

Staff recommends that the Transportation Commission:

- Accept public comment on the project design
- Provide feedback to staff on the project design

Discussion

The Downtown Bridges, Trail and Fire Station Site Grading Project includes the following project components:

- 1) Rough Grading for Fire Station No. 1 and associated trail construction;
- 2) Oak Street Class I Bridge/Trail Extension, including rotation of the Rube Nelson "Icehouse" Bridge;
- 3) Replacement Bridge near the Main Library; and
- 4) Downtown Bridge to Royer Park.

In fall 2012, staff conducted a design contest to select a design team for the project and meet City Council goals for early public outreach. The design contest included two public workshops, a public survey, two meetings with Veterans Hall organizations, and meetings of a Consultant Selection Committee. Attachments 1 & 2 include the many public comments received during this initial public outreach process. The comments included:

- Minimize the loss of parking;
- avoid impacts to the floodplain;
- retain the Rube Nelson Bridge's proximity to the Veterans Hall; and
- provide high quality design with Works Progress Administration style of craftsmanship and materials.

The City Council selected the Mark Thomas and Company (MTCO) design team in early 2013. During the past year, MTCO has conducted a parking occupancy study and refined the project design to minimize the loss of parking, avoid impacts to the floodplain and otherwise respond to the public feedback. The MTCO team also forwarded design and permitting for the Fire Station No. 1 rough grading to allow construction of that project in 2015 consistent with City Council goals.

The refined design drawings were released to the public in September 2014. The City and MTCO held an open house on September 9 and invited public feedback on the drawings. A summary of the open house is provided in Attachment 3, the refined design drawings are provided as Attachments 4-7, and the Parking Occupancy Survey results are provided as Attachment 8. Staff also presented the project to the Veterans Hall organizations on September 24 and the Parks and Recreation Commission on October 6. City staff will share the refined design plans with the City Council at an upcoming meeting.

Environmental Review

The project is consistent with the project-level Environmental Impact Report prepared for the Downtown Specific Plan. No further analysis under the California Environmental Quality Act (CEQA) is required.

Since the project will use federal funds, environmental analysis for compliance with the National Environmental Policy Act (NEPA) is currently underway.

Fiscal Impact

The City recently applied for and was awarded a \$1.2 million Active Transportation Program grant that completes funding for the Rube Nelson Bridge and Replacement Bridge project components. The Fire Station Rough Grade/Trail is also completely funded. Staff is currently applying for a CMAQ application for the Downtown Pedestrian Bridge project. The balance of funding for that project is likely through the Public Facilities Fund, but staff may be exploring additional grant funding opportunities for that project. The funding summary is provided in Table 1. The anticipated construction dates are pending receipt of all required environmental clearances.

Table 1

Project Component	Anticipated Construction	Total Cost (Design & Construction)	Source of Funds	Amount
Fire Station Rough Grade/Trail	2015	\$1,610,000	FFF	\$910,000
			TDA	\$700,000
Rube Nelson Bridge rotation, Replacement Bridge at Library & Class 1 Trail	2016	\$3,143,000	ATP Grant	\$1,236,000
			CMAQ Grant	\$752,000
			FTA Grant	\$635,000
			BTA Grant	\$136,000
			TDA	\$384,000
Downtown Pedestrian Bridge	2017	\$3,700,000	CMAQ Grant	\$1,500,000
			PFF	\$2,200,000

ATP - Active Transportation Program Grant
 BTA - Bicycle Transportation Account Grant
 CMAQ - Congestion Mitigation and Air Quality Grant
 TDA - Transportation Development Act

FFF - Fire Facilities Fund
 FTA - Federal Transit Administration Grant
 PFF - Public Facilities Fund

Attachments:

1. Summary of Public Workshop #1 (October 2, 2012)
2. Summary of Public Workshop #2 (November 29, 2012)
3. Summary of Open House (September 9, 2014)
4. Project Overview Exhibit
5. Rube Nelson Bridge Exhibit
6. Main Downtown Pedestrian Bridge Exhibit
7. Replacement Bridge Exhibit
8. Parking Occupancy Summary



Downtown Bridges Public Workshop

Public Input Exercises Summary

October 2, 2012, 5:30 to 7:30 pm

Royer Park, Children's Art Center

INTRODUCTION

The City of Roseville hosted a public workshop to kick off a design competition to select the designer for the Downtown Bridge Project. The Downtown Bridge Project includes the design of two new bridges and re-use of the existing R.F. Rube Nelson "Icehouse" Bridge across Dry Creek. The following is a summary of the public input from each workshop exercise.



EXERCISE #1 – DESIGN INTENTION AND VISION

Objective: Provide Community Values input to the design teams for the Design Intention/Vision.

Meeting attendees were given an opportunity to provide input on bridge goals and objectives.

The Goals/Objectives included:

Oak Street Class I Bridge/Trail Extension

- Provide a Class I bikeway connection between the Royer Park parking lot and the planned terminus of the Miners Ravine Trail at the Lincoln Street Parking Lot.
- To the extent feasible, minimize the effect upon parking in Royer Park and the Oak Street parking lot.
- Plan for and accommodate the proposed roundabout at Washington and Oak Street.
- Avoid conflicts with the existing and planned sewer main/siphon.

Replacement Bridge near Main Library

- Provide a direct pedestrian connection between the library and the Class I trail in Royer Park, including a bridge and any necessary walkway extensions and curb ramps.
- Avoid effects upon the floodwall and accommodate future efforts for bank stabilization and increased flood capacity.
- Evaluate the potential impact resulting from the removal of parking adjacent to the Main Library and, to the extent feasible, minimize the loss of parking, which will be used until the amphitheater is constructed.
- Consider access for public safety personnel, including access from one side of the creek to the other through design of the bridge or design of a driveway from the existing trail to Douglas Boulevard.

Downtown Bridges Public Workshop
Public Workshop #1 Summary

Downtown Bridge to Royer Park

- The Downtown Bridge is wide enough to include pedestrian overlook areas, benches and/or area for vendors.
- Provide a direct pedestrian connection between the Town Square and the future creek-inspired plaza in Royer Park.
- Comply with floodplain ordinance to ensure no impacts related to flooding.

Attendees were given the option to email or fax responses to exercise #1; to date no responses have been received.

EXERCISE #2 – OPPORTUNITIES AND CONSTRAINTS

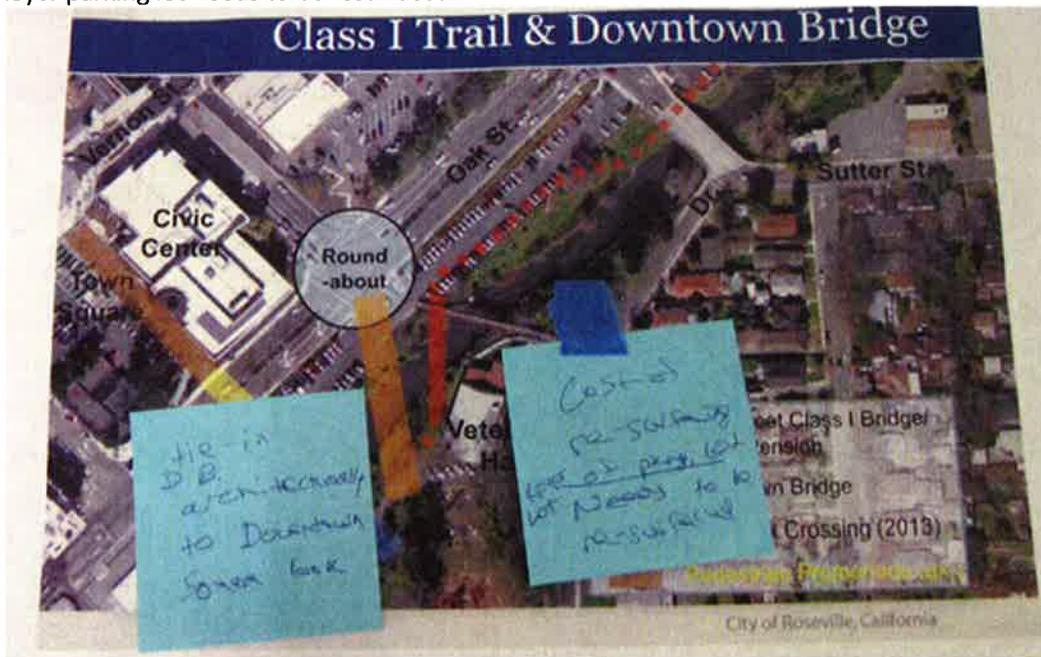


Objective: Obtain feedback on opportunities and constraints.

Meeting attendees were asked to identify additional considerations, write them on a sticky note, and place them on the enlarged site maps. Each map highlighted the City's identified constraints and opportunities. A summary of the public input is below (see photos of each map for placement of each specific comment):

Class I Trail and Downtown Bridge

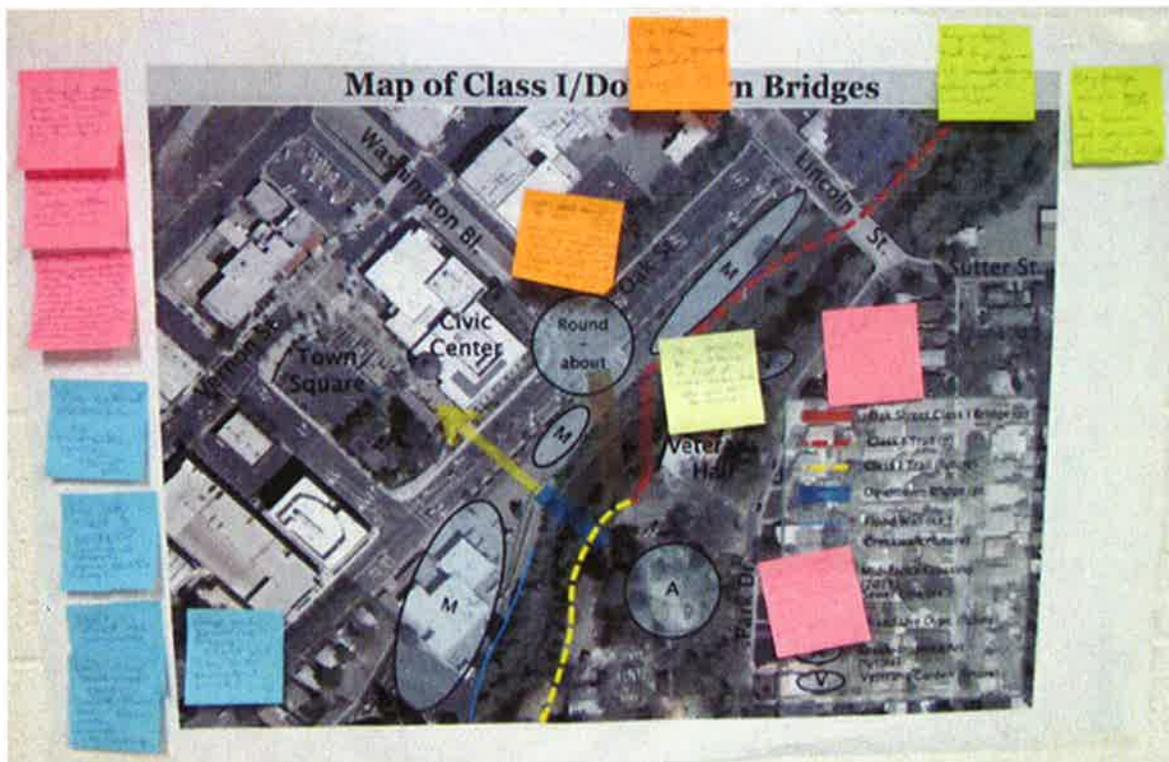
- Tie-in downtown bridge architecturally to downtown over-look.
- Royer parking lot needs to be resurfaced.



Downtown Bridges Public Workshop
Public Workshop #1 Summary

Map of Class I / Downtown Bridges

- The bridge has strong ties to the veteran groups. The American Legion was one of the ones responsible for getting the bridge where it is.
- We need parking close for disabled veterans on both sides of Memorial Hall.
- The Roseville veteran groups would like to have the Rube Nelson Icehouse Bridge left where it is – or swing around to the other side of Veterans Hall (American Legion #169, Veterans of Foreign Wars #1489, Fleet Reserve #230, Vietnam Veterans #500).
- Use natural materials (e.g. permeable pavers, stones, etc.)
- Do we need three bridges? Remove main middle bridge.
- Don't want all concrete.
- Don't clear creekway – Don't create "fountains", man-made environment, like nature.
- Keep all existing trees – Don't push city into peaceful park.
- Put in diagonal parking on Park Drive and/or parking on the other side of the Veteran's Hall.
- Parking? (see map photo for placement of note, near Veteran's Hall)
- There seems to be a difference in height of creek banks here. How will that be handled?
- This area should be well-lit (optional solar/LED's).
- Round-a-bout could have a train theme (similar to round-house/train turning underground, machine "look")
- Good lighting behind.
- The Icehouse Bridge is inappropriate as part of the bikeway.
- Keep in mind that large expanse of concrete facing makes graffiti inevitable.
- Any bridge design must be salmon and riparian life friendly – Do No Harm!



Downtown Bridges Public Workshop
Public Workshop #1 Summary

Specific Plan Map

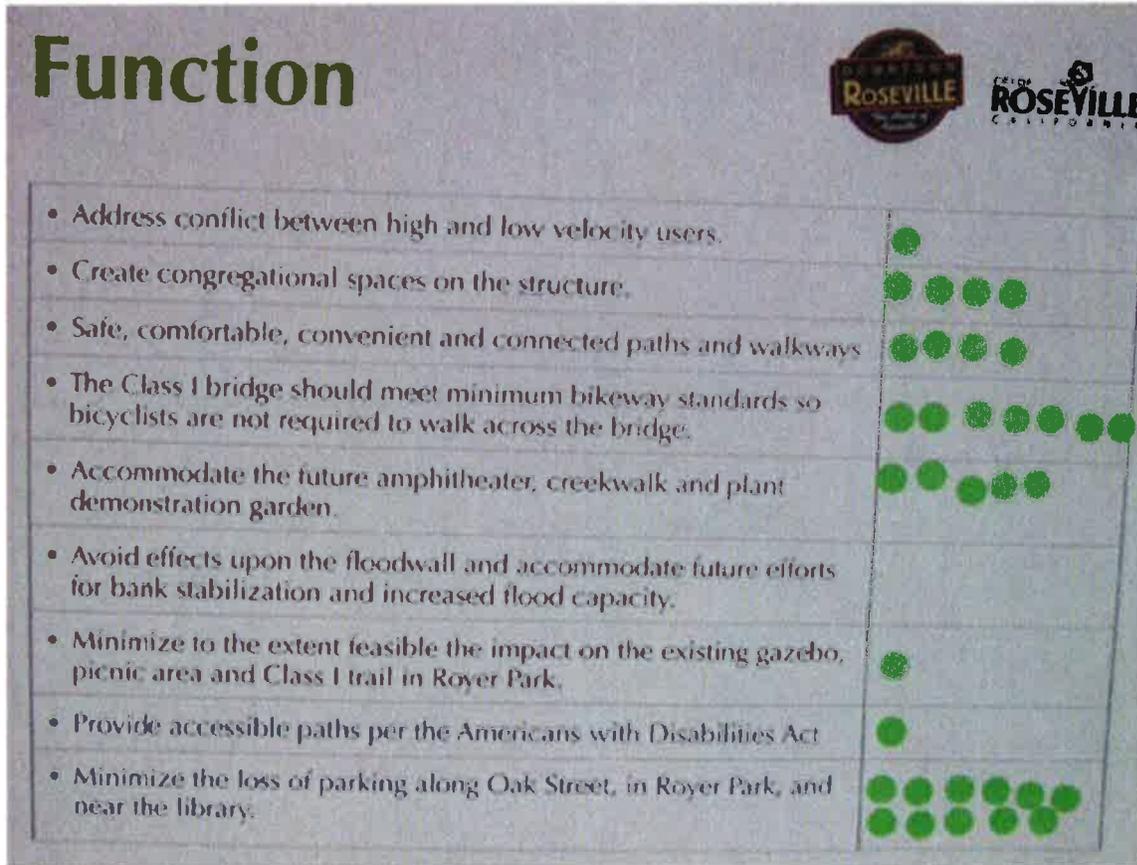
- Consider different lengths.
- Like view / Sitting on downtown bridge.
- Maximize visibility here where bikes and peds will cross.
- Consider shaded structure bridge at downtown bridge.
- Easy walking path from bridge to Park Drive needs to be free of rivets and slippery debris.
- Maximize visibility here too.



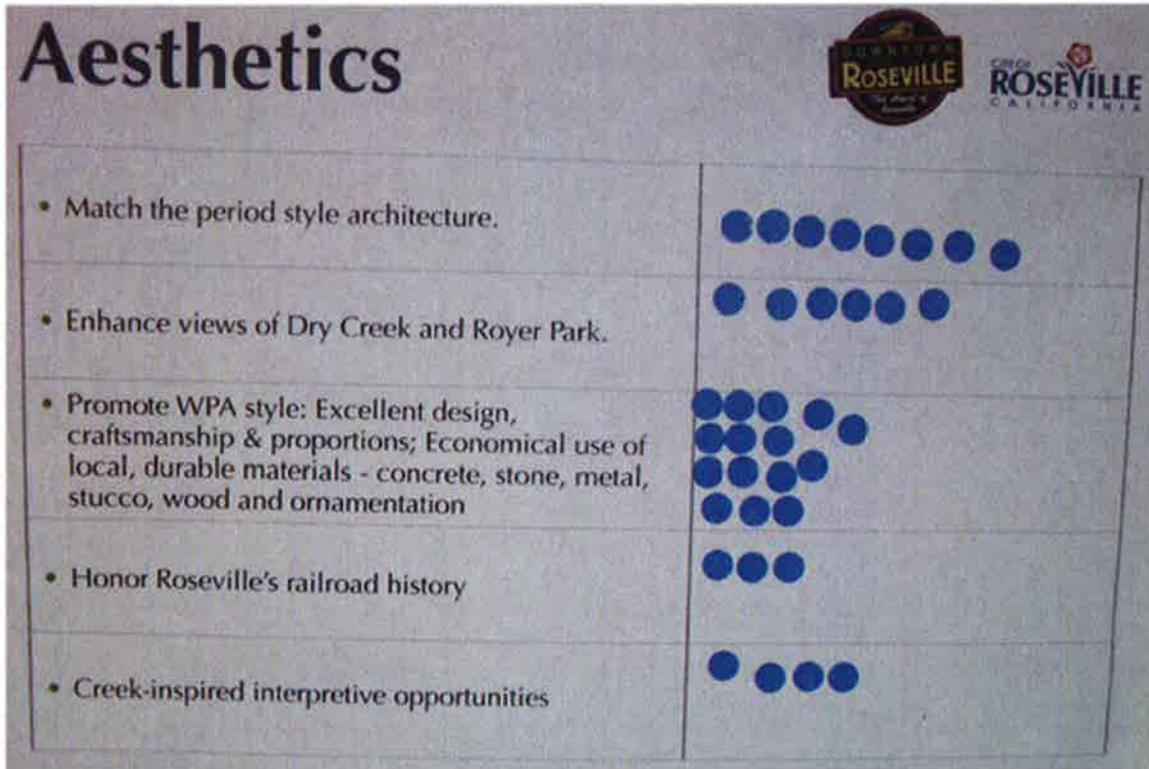
EXERCISE #3 – FUNCTION AND AESTHETIC CONSIDERATIONS DOT EXERCISE

Objective: Obtain feedback on function and aesthetics.

Meeting attendees were provided enlarged posters with lists of function and aesthetic considerations, and asked to place two dots to represent the considerations they felt were most important for the bridge design. A summary of the considerations and quantity of dots placed on each is as follows:



Function Considerations	Dots
Address conflict between high and low velocity users.	1
Create congregational spaces on the structure.	4
Safe, comfortable, convenient and connected paths and walkways.	4
The Class I bridge should meet minimum bikeway standards so bicyclists are not required to walk across the bridge.	7
Accommodate the future amphitheater, creek walk and plant demonstration garden.	5
Avoid effects upon the floodwall and accommodate future efforts for bank stabilization and increased flood capacity.	0
Minimize to the extent feasible the impact on the existing gazebo, picnic area and Class I trail in Royer Park.	1
Provide accessible paths per the Americans with Disabilities Act.	1
Minimize the loss of parking along Oak Street, in Royer Park, and near the library.	11



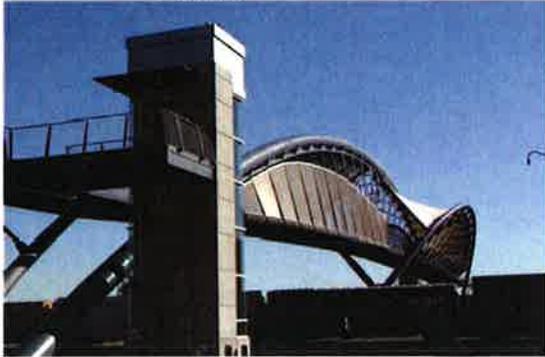
Aesthetic Considerations	
Match the period style architecture.	8
Enhance views of Dry Creek and Royer Park.	6
Promote WPA style: Excellent design, craftsmanship and proportions; Economical use of local, durable materials – concrete, stone, metal, stucco, wood and ornamentation.	15
Honor Roseville's railroad history.	3
Creek-inspired interpretive opportunities.	4

EXERCISE #4 – BRIDGE EXAMPLES FEEDBACK EXERCISE

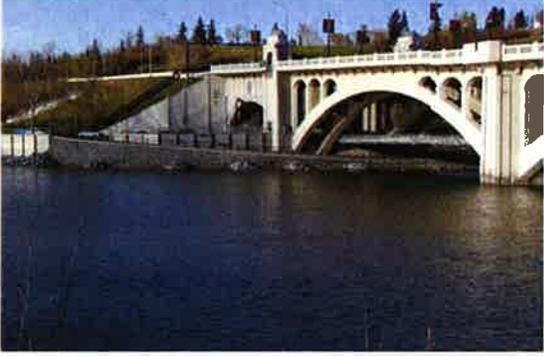


Objective: Obtain feedback on bridge architecture.

Meeting attendees were provided enlarged posters of photographs of a variety of existing bridges, and asked to place a sticky note at photos with a comment of what appeals or does not appeal to them about the specific photo. A summary of the public input related to each bridge photo is below.

Photo	Comments
<p>Photo 1: Bike Trail Bridge, Austin</p> 	<ul style="list-style-type: none"> • Not very attractive. • Harder on bikes and strollers.
<p>Photo 2: Ped Bridge, Seattle</p> 	<ul style="list-style-type: none"> • Too modern for area. • Like the idea of a shaded bridge, but not in the way shown in this images.

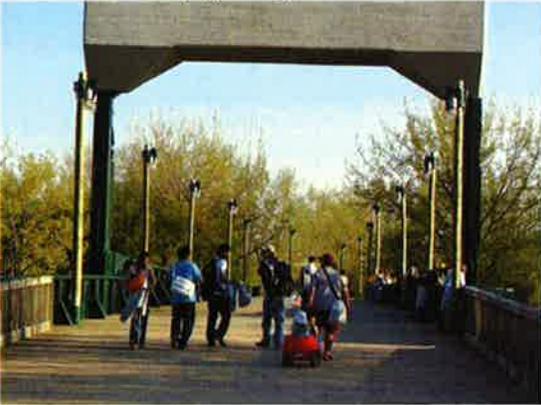
Downtown Bridges Public Workshop
Public Workshop #1 Summary

Photo	Comments
<p data-bbox="203 310 527 342">Photo 3: Ped Bridge, Seattle</p> 	<ul data-bbox="852 310 1377 510" style="list-style-type: none">• Like the progressive modern design.• No cover on bridge.• Employing free-form/expressive language into the bridge.• Like the idea of a shaded bridge, but not in the way shown in this images.
<p data-bbox="203 741 479 772">Photo 4: Calgary Bridge</p> 	<ul data-bbox="852 741 1328 804" style="list-style-type: none">• I like the traditional design of this one.• Seems over-scaled for the site.
<p data-bbox="203 1171 479 1203">Photo 5: Calgary Bridge</p> 	<ul data-bbox="852 1171 1369 1329" style="list-style-type: none">• Too cold looking. Design needs warmth.• Interesting design (in a good way), except bridge railing should be more delicate in proportion.• Definitely not.

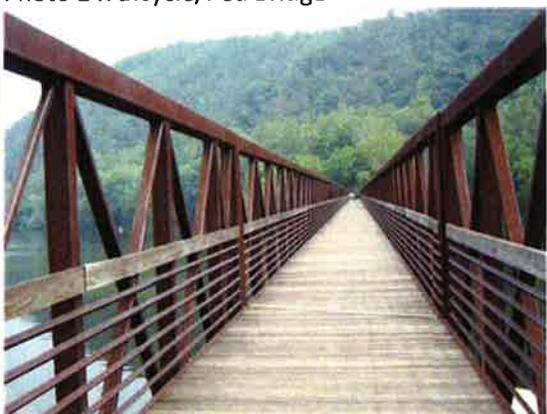
Downtown Bridges Public Workshop
Public Workshop #1 Summary

Photo	Comments
<p data-bbox="203 306 487 338">Photo 6: Olympia Bridge</p> 	<ul style="list-style-type: none"> • Too cold looking. Design needs warmth. • Downtown bridge: 1) Concrete; 2) Match walk surface style with Civic Center mid-block crossing; 3) Have creek view point pop-outs. • Like places to pause and survey from the bridge. • This is obviously larger than we need (wider), but aesthetically it's really pleasing. • Like the brick work tiles, slate, art – no concrete. • Would like to see the ability for vendors to sell/set-up booths with adequate room for bicycles/wheelchairs to go by.
<p data-bbox="203 852 613 884">Photo 7: Park Trail Tunnels, Boulder</p> 	<ul style="list-style-type: none"> • Too cold looking. Design needs warmth. • Not very attractive. • Posts from Photo 11 design and railing from Photo 3 on this bridge – practical and appealing.
<p data-bbox="203 1278 553 1310">Photo 8: Trails/Tunnels, Aspen</p> 	<ul style="list-style-type: none"> • Too cold looking. Design needs warmth. • Stone anchors seem out of scale (too large). • Consider adding a “portal” at the entrance and exit to bridge.

Downtown Bridges Public Workshop
Public Workshop #1 Summary

Photo	Comments
<p data-bbox="203 306 722 338">Photo 9: Winnipeg Bridge Decorative Feature</p> 	<ul data-bbox="852 306 1377 575" style="list-style-type: none">• Consider decorative lighting as an additive alternate given the limited available budget.• Match period lighting (low profile) to minimize light pollution, but maintain safety.• Interesting lighting styles would really improve the look of bridge.
<p data-bbox="203 779 511 810">Photo 10: Winnipeg Bridge</p> 	<ul data-bbox="852 779 1055 810" style="list-style-type: none">• No comments
<p data-bbox="203 1251 511 1283">Photo 11: Winnipeg Bridge</p> 	<ul data-bbox="852 1251 1055 1283" style="list-style-type: none">• No comments

Downtown Bridges Public Workshop
Public Workshop #1 Summary

Photo	Comments
<p data-bbox="203 310 641 340">Photo 12: Bicycle/Ped Bridge, Winters</p> 	<ul style="list-style-type: none"> • Like the warmth of the wood and natural steel. • Will the railing height here meet the bicycle standards? Is this high enough? • Rusty look – old looking – dates place. • Bridge is good but needs a “portal” entrance. Not just a railing to start the bridge.
<p data-bbox="203 779 527 808">Photo 13: Bicycle/Ped Bridge</p> 	<ul style="list-style-type: none"> • Wood surfaces can be slippery when wet and are uncomfortable to ride across (bikes and wheel chairs). • Wood surface may help slow cyclists in this potentially congested area (good). • Bridge – no, walkway and benches – yes. • Like the raised sidewalks (good)!
<p data-bbox="203 1247 527 1276">Photo 14: Bicycle/Ped Bridge</p> 	<ul style="list-style-type: none"> • Love the wood and natural steel. • No. • Wood floor hard to bike on and for strollers. • Definitely not. • Too utilitarian. Looks pre-fab – no craftsman qualities.

Downtown Bridges Public Workshop
 Public Workshop #1 Summary

Photo	Comments
<p data-bbox="203 306 537 338">Photo 15: Bicycle/Ped Bridge</p> 	<ul data-bbox="852 306 1372 506" style="list-style-type: none"> • Looks pre-fab – Not enough craftsman character. • This lacks character, but could be improved possibly with additional lighting treatment. • Yuk.
<p data-bbox="203 737 557 768">Photo 16: Ornamental Feature</p> 	<ul data-bbox="852 737 1347 873" style="list-style-type: none"> • Prefer aesthetic to be formed by bridge structure rather than arbitrary add-ons. • Looks like a prison. • Sac State bridge with fishes.
<p data-bbox="203 1167 557 1199">Photo 17: Ornamental Feature</p> 	<ul data-bbox="852 1167 987 1199" style="list-style-type: none"> • Like art.

Downtown Bridges Public Workshop
Public Workshop #1 Summary

Photo	Comments
<p data-bbox="203 310 462 342">Photo 18: Steel Bridge</p> 	<ul style="list-style-type: none"> ● Timeless bridge ● Too rusty looking. Dates the place. ● Yuk. ● Like this bridge. ● Keep this bridge. ● Love this old bridge – very simple.
<p data-bbox="203 800 462 831">Photo 19: Stone Bridge</p> 	<ul style="list-style-type: none"> ● Very classic – beautiful! ● I like the look of the stone bricks. Looks solid and old fashioned. ● Take a look at bridge on Parkside Drive, near La Provence – Nice looking bridge. I like this one as well! ● Could this style be added on to the side of a prefabricated steel bridge? ● Timeless design. ● Love this – Let’s keep it simple and classy. ● This would be good for the smaller bridge. ● This one, but with plenty of lighting for safety. ● Has a lot of character.
<p data-bbox="203 1283 592 1314">Photo 20: Wood Bridge/Walkway</p> 	<ul style="list-style-type: none"> ● Love trees and natural landscaping. ● Do not disturb wildlife. ● Great use of landscaping. This should be strongly considered in all bridge designs. ● Cement floor with wood railings is nice as well. ● Curves are much more aesthetic than straight – Love walkway – Seating also needed for us seniors. ● Looks like Roseville. ● Nice for library bridge.



Downtown Bridges Public Workshop #2

November 29, 2012, 5:30 to 7:30 pm

Tower Theatre

417 Vernon Street, Roseville

INTRODUCTION

The City of Roseville hosted a second public workshop for the Downtown Bridges, Trail, and Site Grading project. The project includes the design of two new bridges and re-use of the existing R.F. Rube Nelson "Icehouse" Bridge across Dry Creek. The workshop included presentation from two prospective design teams, KPFF Consulting Engineers and Mark Thomas & Company, Inc. Over 55 members of the public attended the workshop; in addition to members of the project Selection Committee which is made up of representatives from: the Transportation Commission, Revitalization Committee, Folsom Road Neighborhood Association, and the Parks and Rec Commission.



KPFF CONSULTING ENGINEERS TEAM PRESENTATION

Following the presentation by the KPFF Consulting Engineers team, the Selection Committee asked the following questions:

- Are the main Downtown Bridge abutments open underneath?
 - Yes, this is to keep them out of the flood plain.
- Is there an ADA accessible ramp at the south end of the Downtown Bridge steps?
 - Yes, all aspects of the design are ADA compliant.
- What is the slope of the Downtown Bridge?
 - 1-2% grade.
- Really like this design, the team thought out of the box.
- Currently, the bike trail ends abruptly at Linda drive; will it be continuous with this design?
 - Yes, the trail will connect to Lincoln Street.
- Does the design incorporate erosion control and creek bank support?
 - Yes, trail designs will incorporate scour analysis and erosion control as needed.
- Most important aspects are connectivity of trails and erosion control for the creek.
- Handrail looks very urban, gets away from the WPA style.
- Would like to see more connections to the historical aspects of Downtown, like the railroad.
- There appears to be a conflict where the bike trail crosses the plaza on the north side of the Downtown Pedestrian Bridge. Also, there may be a conflict with the Icehouse Bridge and the proposed roundabout.
- The creek walk may present a conflict between cyclists and pedestrians.
- Appreciate keeping the Ice House Bridge pedestrian only.
- Concerned about grade change at Ice House, people will want to use/walk on bike trail as well
- Ice House Bridge may have conflicts with the roundabout.
- Is the landing on the Veteran's Hall side ADA accessible?

Downtown Bridges

Public Workshop #2 Summary

- Yes, the ramp will be left as is.
- Have you looked at enhancements to the Ice House Bridge?
 - Yes, there will be a lot of historical preservation work on this bridge.
- Disappointed with the prefab style of the Library Bridge, would like something with an arch that would match the Ice House Bridge style.
 - The design team is open to suggestions.



Questions and comments from the public included:

- The flooring on the Ice House Bridge is difficult for people to use, will this be replaced?
 - Yes, cosmetic improvements are planned for the Ice House Bridge.
- Flood protection is very important.
- Will the trail location take into account future proposed Riverfront development?
 - Yes, the trail is the first step in developing the entire creek walk.
- How will pedestrians cross Oak Street to access the Downtown Bridge?
 - There will be a mid-block signalized crossing.
- Concerned for access to the bridge at Oak Street.
- How will the bike trail get across the floodwall that is currently in place behind the Fire Station?
 - Possibly by reducing the height of the floodwall.
- What is the expected cost of construction?
 - Cannot quote a price at this point, but will have a cost consultant on the team.
- What is the reason for putting the bike trail on the north side of the creek? Will there be conflicts between cyclists and pedestrians?
 - Cyclists will have to slow down in this area.
- Want something that is functional and beautiful, but what about parking at the Veteran's Hall?
 - There will be no impact to existing parking.
- With the amount of use at the Veteran's Hall, parking needs to be expanded not just preserved.
 - The team may look at bringing in a parking consultant.
- Is it possible to run the trail under the bridge as well as on the Downtown Bridge?
 - This is possible but the floodwall will raise some complications.
- Will the bike trail be on the creek side or the Fire Station side?
 - It will be on the Fire Station side.
- Do you have a cost consultant for this project or will it be done in house?
 - Currently we do not have a cost consultant on the team, but one can be added.
- What is the plan for lighting the bridges/trails at night?
 - High Efficiency lights that have the least amount of spillover onto the creek will be used.
- Will there be restrictions on bike usage on the Downtown Bridge?
 - Cyclists will be allowed to use the Downtown Bridge.

Questions and comments related to other Downtown projects included:

- Will there be a barricade along the creek near the Ice House Bridge and the roundabout? Vehicles have driven into the creek in the past.
 - The City will evaluate the need for a barricade as the roundabout and the bridge rotation are designed.

Downtown Bridges

Public Workshop #2 Summary

- Concerned for congestion at the park with the proposed amphitheater, congestion is bad already and will only get worse.
- How will the parking at the Library, near the amphitheater, impact the already limited parking?
 - The lot will be restriped to retain as much parking as possible.

Downtown Bridges

Public Workshop #2 Summary

MARK THOMAS & COMPANY, INC. TEAM PRESENTATION

Following the presentation by the Mark Thomas & Company, Inc. team, the Selection Committee asked the following questions:

- Like the incorporation of the WPA style, the Railroad elements, and the details on the bridge. Like the bike trail separate from the creek walk and the rotation of the Ice House Bridge.
- Like the separation of the creek walk with the option for cyclists to continue or cross
- Currently the bike trail ends at Folsom Road, is the idea to connect behind the existing Fire Station?
 - The bike trail would connect under Lincoln Avenue.
- Will there be any cosmetic upgrades to the Ice House Bridge?
 - Yes there will be some preservation and restoration such as sandblasting the steel structure and replacing the wooden decking with a concrete deck.
- Would like to hear more information about the shade structure on the Downtown Bridge.
 - The purpose is to have a seasonal shade structure that will be easy to install, maintain, and take down; something that is cost effective for the City.
- Will there be lighting treatments on the Library Bridge?
 - Yes, there will be lighting.
- What is the width of the Library Bridge?
 - About 10-12' wide.
- Question the feasibility of rotating the Ice House Bridge.
 - The team has done some preliminary engineering and believes it will be feasible to pick up the bridge and set it down in its new alignment.
- It looks like the proposed plaza area extends into Royer Park, concerned that it will take space from the play area.
- The bulb outs on the bridge and the plaza area; it is a lot going on in one place.
- Can you describe the underpass at Lincoln Avenue in more detail?
 - The underpass will be a full Class I bike trail, it will be well lit and very tall and wide to receive as much natural light as possible.
- Will the small parking lot near the existing Fire Station go away?
 - The lot will be reconfigured.
- Will the bike trail along the creek go up Folsom and connect into Miner's Ravine?
 - Yes.

Questions and comments from the public included:

- The Ice House Bridge seems too narrow for a Class I bike trail, can it be widened?
 - The bridge will not be widened but will meet the minimum 8' requirement for a Class I trail.
- Does the Downtown Bridge landing into Royer Park cut off access to Dietrich Drive and remove some parking spaces? Parking is already constrained in this location.
 - It will remove some spaces but the lot can be restriped to accommodate as many cars as possible.



Downtown Bridges

Public Workshop #2 Summary

- There will be a lot of traffic into Royer Park coming from the Civic Center, but there is also a lot of traffic going the other way.
 - The plaza area at the landing on the park side will accommodate the movement of a lot of people.
- Would like to have the additional parking lot near the Veteran's Hall included with this phase of the project.
 - The design team can work with the City on the budget for the project to see if this is feasible.
- Currently the Ice House Bridge structure keeps water out of the Veteran's Hall, there is also a chain link fence near the Hall, 2' flood wall would be better to protect the Hall.
 - The design allows for flood protection.
- There seems to be a lot of accessibility and parking issues, there is also a monument at the Veteran's Hall near the proposed parking lot.
- How will pedestrians access Oak Street?
 - Walkway connections are proposed from each bridge leading to Oak Street.
- If the Ice House Bridge is rotated, how close will it be to the Veteran's Hall?
 - The exact measurements are not known at this stage in the design process; however there will be enough room for maintenance to occur and the bridge will not but up against the building.
- How tall will the tunnel on the north side of the Downtown Bridge be?
 - It will be tall and wide to let in as much natural light as possible.
- Like that the bike trail is being routed to the south side of the creek, however is it possible to leave the Ice House Bridge where it is and tie in a Class I bike trail on the north side of the Downtown Bridge?
 - This is possible, but was not included as a part of the design due to the conflict with pedestrians. This suggestion can be looked at by the design team.
- Don't recommend the proposed parking on the east side of the Veteran's Hall, currently there is an ADA accessible ramp at that location that is used when the Hall puts on outside activities. Would suggest moving the proposed parking to the left of the existing parking, where the old playground is. It appears the old playground is being replaced.
 - The old playground is being refurbished right now, but is not being replaced and will remain in its current location.
- Currently there are not enough accessible spaces at the Veteran's Hall for the amount of users it accommodates.

Questions and comments related to other Downtown projects included:

- Would extending the Downtown Bridge across Oak Street present a problem with the design?
 - This would need to be looked at by the design team.
- Will there be a cross walk or a signal at Oak Street?
 - Yes, the Oak Street Improvements Project, which is currently under design, will include an enhanced pedestrian crossing to slow vehicles and increase pedestrian visibility.

Next Steps

- Next Selection Committee meeting December 17th



Roseville Downtown Bridges and Trail Project
Community Open House
September 9, 2014, 6:00-8:00PM
Roseville Civic Center Rotunda



Project Introduction

In 2009 the Roseville City Council adopted the Downtown Specific Plan, a shared vision for a revitalized Downtown Roseville created by the City and the community. The Downtown Bridges and Trail Project continues implementation of this vision by providing three important bridge connections across Dry Creek and continuation of the Dry Creek/Miners Ravine trail system. The project implements the Downtown Vision by improving connections between Royer Park and the Vernon

Street/Town Square area, and by closing the gap in the Class I trail system.

Last year the City embarked on a bridge design competition which included extensive community input. The community ideas and thoughts provided during the design contest have been considered and incorporated into refined design drawings for the project.

Publicity & Noticing

Open House flyers were sent via e-mail to local jurisdictions, interested agencies, and community organizations. The notice was posted on the City of Roseville's website, as well as Roseville Coalition of Neighborhood Associations' news feed. Informational flyers were posted at various businesses and bulletin boards in and around downtown Roseville:

- Quality
- Nela's Mexican Restaurant
- Denny's
- Bill Smith Photography
- Twice Nice Consignment
- Grill Deli
- Sparrow 5
- Star Barber Shop
- Family Eye Care Center
- Bus stops on Vernon Street
- Bulletin boards on Sierra College campus
- Bulletin boards on Roseville High School campus



Roseville High School's newspaper published an article covering the event, "Renovations Coming to Downtown", on September 15.



Community Open House Format

The open house was set up with various information stations where community members could learn about the Roseville Downtown Bridges and Trail project. Representatives from the City and the project team were available to answer questions and discuss ideas. Comment cards were available for community members to fill out and provide their comments or questions.

Meeting Room Layout included:

- Welcome Table
- Attendees were asked to sign in and encouraged to share their contact information for the project mailing list.
- Informational brochures and comment cards were also available
- Concept Plans for the Downtown Bridge, Library Bridge, and Icehouse Bridge
 - Presented concept plans with local landmarks noted
 - Illustrated existing conditions
 - Showed lighting, elevation, materials, and inspiration involved
- “Next Steps” Milestones Schedule
 - Laid out major events on the project’s timeline
- Display Board: Parking Study
 - Provided information and visual aid for proposed and potential future parking modifications
 - Showed existing lots by size, parking structures to be built and parking lots to be removed
- Downtown Specific Showcases
 - Three large canvas displays depicting the overall Downtown Roseville improvements



Community Input

Attendees were asked to provide input on what thoughts, questions, or comments they had via comment cards. Feedback received is included below.

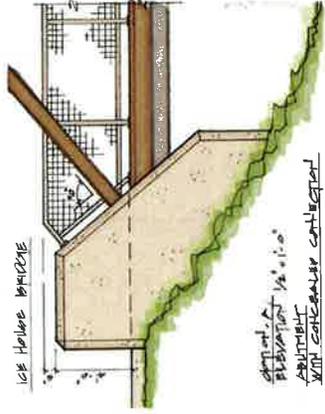
- Better aesthetics on Library Bridge Abutments. Should be sloped like picture shown for Ice House Bridge. Under-crossings on bike trails should also be considered. Douglas Blvd undercrossing is a good example of a bad design.
- Vets Hall Parking - please consider moving two children's play street within 40' to the south where the grass is vacant and expand the vets parking by 40 spaces where the play places were located. There is still insufficient Vets parking.
- The "Icehouse" bridge is proposed to be part of the main bike trail through the project area. It is vital that the deck be appropriate for bicycle use. Wood plank will not be an acceptable surface. Possible alternatives: lightweight composite slab, non-skid coated weather resistant plywood
- Bike Path link to: Galleria/Fountains area? Down Douglas to Harding? High School? Conference Center?
- Keep up the good work!
- (1) Keep at least 1 bridge useable across creek at all times, (2) do not destroy current library building
- Project lighting should be designed to reduce glare, including the casting of light upon waters of Dry Creek to avoid potential impacts to wildlife.



● RUBE NELSON "ICEHOUSE" BRIDGE ●



● RUBE NELSON "ICEHOUSE" BRIDGE CONCEPT PLAN ●



● EXISTING CONDITIONS AND MATERIALS ●



● SECTION B-B' ●



● BRIDGE ELEVATION ●

Attachments



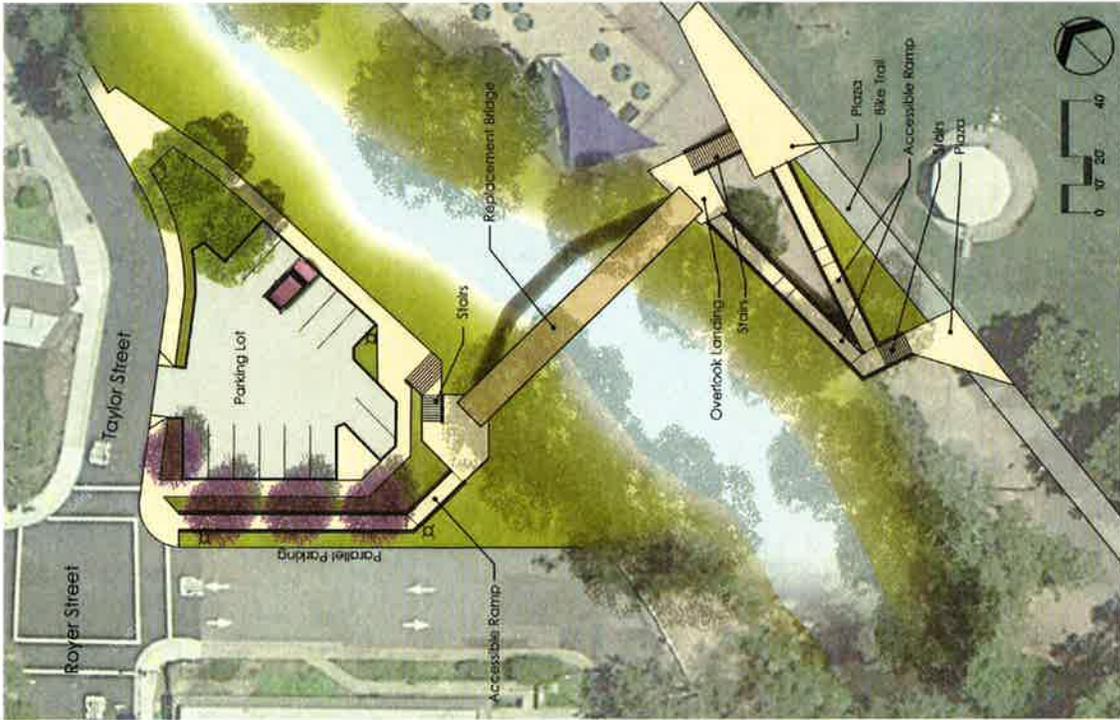
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P I C H E S
A R C H I T E C T S

DOWNTOWN BRIDGES, TRAIL & FIRE STATION SITE IMPROVEMENT PROJECTS

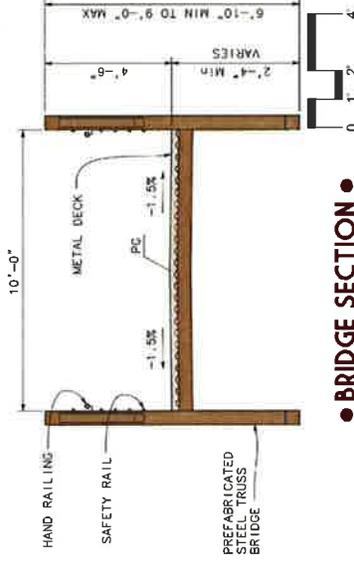
● REPLACEMENT BRIDGE ●



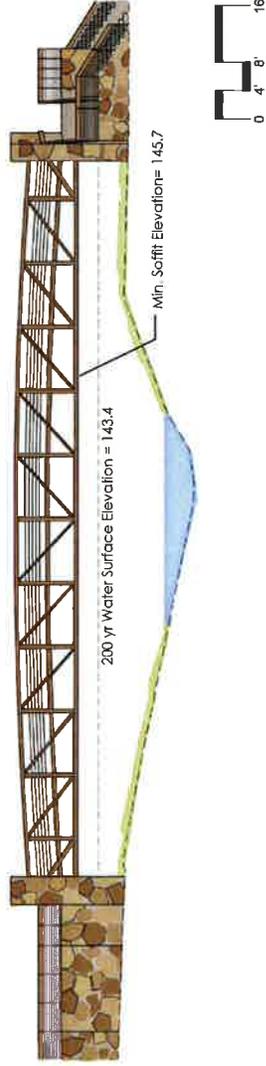
● REPLACEMENT BRIDGE CONCEPT PLAN ●



● MATERIALS AND INSPIRATION ●



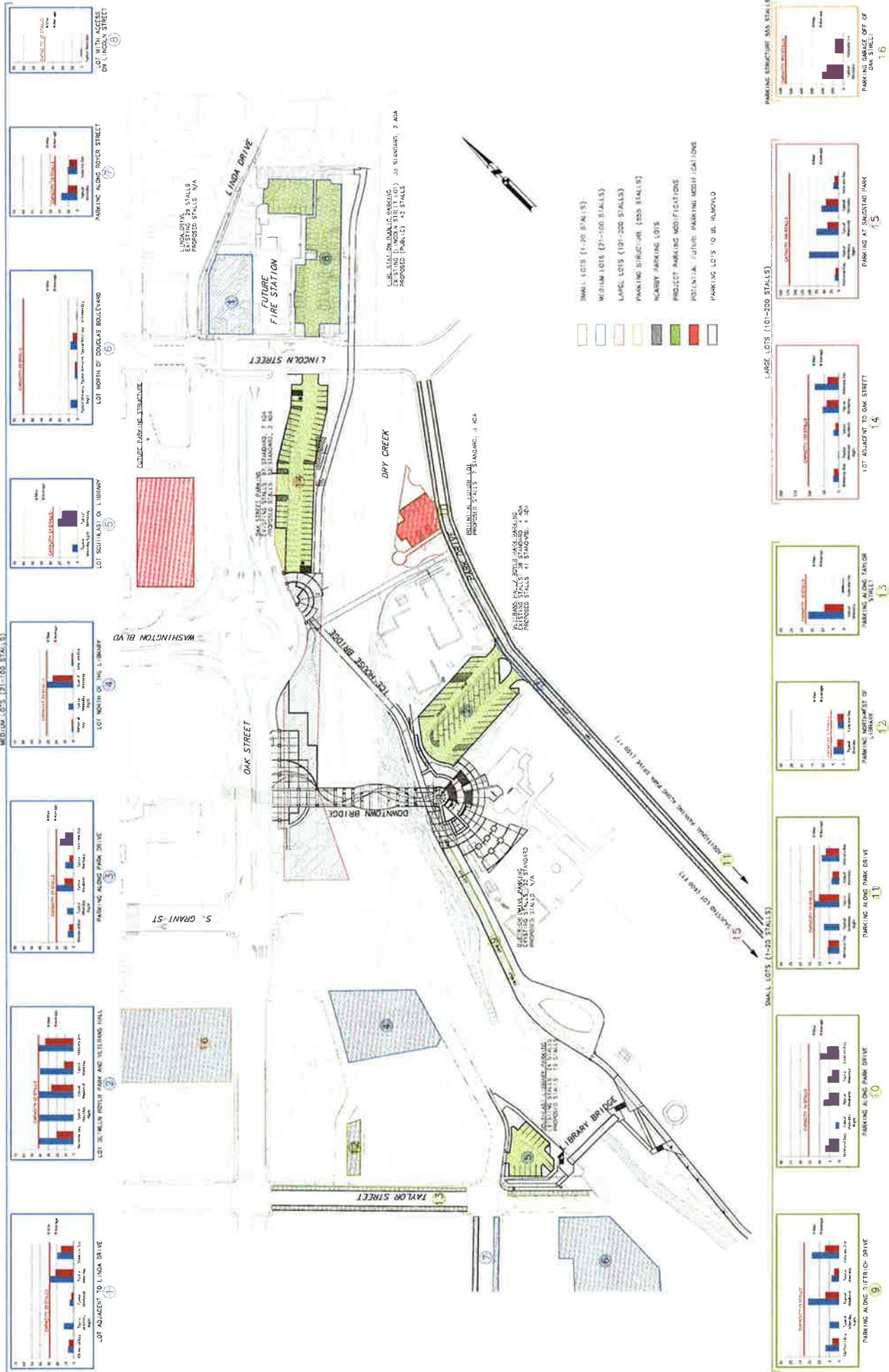
● BRIDGE SECTION ●



● REPLACEMENT BRIDGE ELEVATION ●



• PROPOSED AND POTENTIAL FUTURE PARKING MODIFICATIONS •



Item 7B: Roseville Transit Local Service Changes

Staff: Eileen Bruggeman, Alternative Transportation Analyst

Recommendation

Staff recommends that the Transportation Commission:

- Open the public hearing and accept public comments; and
- Recommend the City Council approve the proposed Local Service changes as outlined in this report.

No changes to fares or other services are proposed.

Discussion

Requests for transit services from the east side of Roseville to the Sierra College Campus in Rocklin have been captured during the Unmet Needs process over the last several years. In fact, this service is identified in the Short Range Transit Plans for both Roseville Transit and Placer County Transit (PCT), who provides transit service by contract for the City Rocklin. Staff from City of Roseville has recently engaged the City of Rocklin, PCT, and the Placer County Transportation Planning Agency (PCTPA) to coordinate extending local services to Sierra College from the east side of Roseville. In an effort to coordinate the service proposed by Roseville Transit to Sierra College an issue paper was prepared (Attachment 1).

Following further discussions with partner agencies there is agreement for Roseville Transit to provide this weekday service. Staff has identified an ability to provide this service through a modification to Route G without loss of service or additional cost. Moreover, staff identified this as an opportune time to remove certain underperforming local routes. The changes recommended by staff would:

- Modify Route G to provide service to Sierra College in Rocklin;
- Operate Routes C and G Monday through Friday only (eliminate Saturday service); and,
- Eliminate the Sierra College Evening Shuttle.

Route G Modification

Goals during planning for the service to Sierra College campus were:

1. Direct Route G to provide service east of I-80 between the Sierra Gardens Transfer Point and the Sierra College campus in Rocklin;
2. Maintain one-hour frequency for the operation of Routes C and G with one (1) bus; and
3. Improve productivity while minimizing impacts to customers by providing service to stops which continue to be used (remove underused route segments).

With these goals staff revised Routes C and G (Attachment 2, Routes C and G, existing and proposed). The majority of stops on the segments proposed for removal from Routes C or G will continue to be served by Route L. Routes C and G are designed as loop routes that travel in clockwise and counterclockwise directions. To clarify the direction of the routes staff has assigned a separate route name to each direction (Route E is the counter direction of Route G, and Route F is the counter direction of Route C; see Attachment 3). It is anticipated the total ridership of Routes E/G will eventually exceed current Route G ridership.

Discontinue Saturday service on Routes C and G

Saturday service on Routes C and G is recommended for elimination because:

- 1) The ridership on Saturdays is well below desired performance standards,
- 2) Portions of the discontinued routes on Saturdays will continue to be provided by Routes A, B and L, and
- 3) It would be an inefficient use of financial resources to run Routes C and G on Saturdays.

Both Routes C and G have an average ridership of less than two (2) passengers per hour on Saturdays. The performance standard is eight (8) passengers per hour. Route L which covers the Douglas corridor and a portion of Route C will continue to provide Saturday service (Attachment 2).

Saturday service on Routes C and G is also recommended for elimination because a key component of the modified routes will be service to Sierra College campus, which does not hold classes on Saturday.

Eliminate the Sierra College Evening shuttle: The Sierra College Evening shuttle is recommended for elimination due to low ridership. Evening service between the Galleria Transfer Point and the Sierra College campus began as a pilot service in September, 2012. In FY14 the service provided 136 trips during 190 days, averaging less than 0.5 passenger trips per hour.

Public Outreach

Public outreach has been conducted consistent with the previously approved Title VI Plan for Roseville Transit and Federal Transit Administration (FTA) public notification requirements. Outreach efforts have included written and email notification of interested parties, inclusive of social service agencies, neighborhood associations, apartment complexes, medical facilities, schools, age- and income-restricted housing, and other transit providers. Brochures written in Spanish and English indicating the proposed Local Service changes, listing the public hearing information and soliciting public input were placed on Roseville Transit buses and at community facilities. The same information was also posted on the City of Roseville website and social media. Also, the public hearing notice was published in English and Spanish. Comments received in response to public outreach efforts and any comments recently received regarding Local Service are provided in Attachment 4.

Fiscal Impact

Currently Routes C and G require a combined total of approximately eight and a half (8.5) vehicle revenue hours each Saturday, resulting in an annual cost of approximately \$42,000 that would be saved with elimination of Route C and G Saturday service. The Sierra College Evening Shuttle runs two and a half (2.5) vehicle revenue hours, at an annual cost of approximately \$27,000. Total savings following implementation of the proposed modifications will be approximately \$69,000 per year.

Environmental Review

The California Environmental Quality Act (CEQA) does not apply to activities that will not result in a direct or reasonably foreseeable indirect physical change in the environment (CEQA Guidelines §15061(b)(3)). The proposed modification of existing transit services does not include the potential for a significant environmental effect, and therefore is not subject to CEQA.

Attachments:

1. Issue Paper
2. Existing and Proposed Routes C and G, with existing Route L
3. Proposed Routes E/G and F/C
4. Local Service Comments

ATTACHMENT 1

ISSUE PAPER FOR REVISED TRANSIT SERVICES BETWEEN ROSEVILLE AND ROCKLIN – AUGUST 2014

What route revisions are proposed by Roseville Transit?

Roseville Transit is proposing to revise two routes which would affect Rocklin—Route G and the Evening Shuttle to Sierra College.

Roseville Transit is proposing to revise Route G to arrive at and depart from the Sierra College Campus in Rocklin on an hourly basis, Monday through Friday. In doing so, the “new” routes will be labeled Route E and Route G. Both routes will travel along the same roads, but in opposite directions-- Route G will travel in a clockwise direction and Route E will travel in a counterclockwise direction (please refer to the attached maps). Route E will travel to Sierra College in the first hour of the day, Route G will travel to Sierra College in the second hour of the day, Route E will travel to Sierra College in the third hour of day, Route G will travel to Sierra College in the fourth hour of the day, and this pattern will repeat itself throughout the day. In making these changes, Roseville Transit will also revise a few other local routes that operate solely within the City of Roseville (Route C and Route L), but having no impact upon Rocklin.

Also impacting Rocklin, Roseville Transit is proposing to eliminate the evening shuttle service, which operates Monday through Friday from 7 p.m. until 10 p.m. The Evening Shuttle was started as a pilot program to bridge the gap of travel by transit between Sierra College and Roseville for evening classes during the week. This idea was an outcome of changes made by Roseville Transit to extend weekday service until 10 p.m. Evening services are performing well in Roseville, but ridership on the Evening Shuttle is performing at a sub-par level and should not be continued due to low ridership.

Why are these transit route revisions needed?

Requests for transit services from the east side of Roseville to the Sierra College Campus have been captured in the past several years during the Unmet Transit Needs testimony by the Placer County Transportation Planning Agency (PCTPA). Roseville Transit has also received requests from Sierra College administration to provide service between the two campuses in Roseville and Rocklin for students. The idea of this route change has been persistent and prevalent enough that it is included in the current Short Range Transit Plans for both Placer County Transit (PCT), which provides services as a contractor to the City of Rocklin, and Roseville Transit. The Transit Ambassador Program Coordinator also hears frequently from students and administrators at the Sierra College Campus in Rocklin of the need for additional transit services to and from Roseville. Moreover, with our recent efforts to bring about a planned Higher Education Center in partnership with Sierra College, it seems appropriate to provide enhanced transit service connection between the two Sierra College Campuses in Rocklin and Roseville in a manner that achieves other goals.

As noted above, the elimination of the Evening Shuttle is due to persistent low ridership since its inception.

Why is Roseville Transit providing the service or can another operator provide the same service?

In discussions with PCT and PCTPA, Rocklin certainly has the ability to either provide the service on its own or to ask its current transit contractor (PCT) to operate this new service. In doing so, the City of Rocklin would very likely be responsible for the majority of such costs. Absent the desire to start its own service or to pay its transit contractor for the operation of this new route, the City of Roseville has discovered a very efficient and economical means of providing this service simply by directing a Roseville

Transit bus from an existing route to the Sierra College Campus in Rocklin on an hourly basis, Monday through Friday. Staff members from Roseville Transit, PCT, Rocklin and PCTPA agree this is the best solution at the time to provide this service.

Who will fund the revised route to Sierra College?

In short, the City of Roseville will fund the services from Roseville to the Sierra College Campus in Rocklin. As noted above, Roseville Transit currently operates a bus within its service boundaries which will be revised to travel to the Sierra College Campus on an hourly basis. The revised local fixed route by Roseville Transit is designed for residents/students residing east of I-80 within the City of Roseville travelling back and forth between the Sierra College Campus. Therefore, the City of Roseville has no intentions of pursuing funding from the City of Rocklin for the operations of this route; Roseville Transit intends to continue to fully fund the operation of this revised route now and into the future. Moreover, funding requests of this nature would typically be part of a much larger planning effort, and would likely be present in a Short Range Transit Plan or other planning document prepared and/or reviewed by PCTPA. We do not have any such direction for funding in our SRTP, nor do we have any intentions of seeking additional funding from the City of Rocklin, PCT or PCTPA for the operation of this route.

The City of Roseville is always intent to work closely with the City of Rocklin, Placer County and our other partnering agencies to provide transit services in a coordinated, efficient and cost effective manner. Again, with the City of Roseville initiating this service primarily for the benefit of its residents, we do not see a scenario in the future that would cause us to pursue funding outside of our normal sources which would in any way impact funds otherwise directed to the City of Rocklin or Placer County.

How will Roseville Transit coordinate the service with Placer County Transit?

Roseville Transit has an excellent working relationship with Placer County Transit and will continue to do so with the proposed route revisions. We have met with staff from the City of Rocklin, PCT, PCTPA and Sierra College to ensure the coordination of service for the revised route to the Sierra College Campus.

We currently accept transfers between both services at key transfer points, and we have always worked closely to keep times in sync for passengers wishing to transfer. In keeping with our current practices, we will accept transfers from Placer County Transit to Roseville Transit at the Sierra College Campus bus stops, and we will time the arrival of the bus to meet up with both the Taylor Road Shuttle and Auburn to Light Rail at 00:17 minute past the hour (the Taylor Road Shuttle arrives at this time every other hour). We will also work with PCT and Sierra College to ensure times, schedules and maps are posted at the stops and on campus.

It is important to understand the majority of transit passengers travelling from Roseville along the revised transit route will likely arrive at the Sierra College Campus as a destination without use of any transfers. It is unlikely that other transit passengers will use this service to travel from Roseville to the Sierra College Campus to transfer to a PCT bus; this can be accomplished much easier by transit passengers at one of the existing transfer stations at the Galleria Transfer Point or the Louis Orlando Transfer Point. Even so, there is a possibility of passengers travelling on the Taylor Road Shuttle and the Auburn to Light Rail bus operated by PCT wanting to reach the east side of Roseville or the west end of Granite Bay. For these passengers, we have timed the arrival of our bus to the PCT buses to provide more opportunities for transfers between services.

How will the success of this route be measured?

Roseville Transit uses a goal of eight (8) passengers per hour for its local service operations. Some routes perform with slightly higher averages and some routes perform with slightly lower averages. We expect the revised route to be near this goal after two (2) years of operation. If after two (2) years the revised route is not moving towards or exceeding this goal, Roseville Transit will consider the elimination or revision of this segment from Roseville to Sierra College. In doing so, we would consult again with

representatives from the City of Rocklin, PCT, Sierra College, and PCTPA. At the very least, this type of change would result in a public review process and a public hearing for the City of Roseville. This same performance measurement is, in fact, one of the performance measures we are using to recommend ending elimination of the Evening Shuttle service.

When will the revised transit services start and how will the public be notified?

Although our intention is to start the new route revisions shortly, and to end the evening shuttle service based upon low ridership, our own policies require a public hearing and outreach process that will reach beyond the borders of the City of Roseville. In compliance with our Title VI Civil Rights Plan, Roseville Transit will begin a public outreach process to notify the City of Rocklin, PCT, Sierra College and PCTPA about our proposed revisions and provide opportunity for input. Also in keeping with our Title VI Civil Rights Plan, we will provide all information in local newspapers and on-line in both English and Spanish. These fliers and informational pieces will be posted at existing PCT stops as desired and on the campuses of Sierra College as requested by its administration at the Rocklin Campus.

If approved by the Roseville City Council, Roseville Transit will again notify the public in a similar manner of the expected start of service date, assuming of course these changes are supported by all parties. We expect to begin operation of the revised route and the elimination of the Evening Shuttle at the next logical date coinciding with the Sierra College Campus calendar.

How will Rocklin and PCT be kept apprised of the route performance and any future changes?

Roseville Transit typically evaluates services every quarter, which includes any new services along with its entire transit operation. We will send our quarterly transit performance reports to both the City of Rocklin and PCT, which most always includes information on new service changes and route performance. If the route is not performing as expected above, we will begin a process to evaluate the next steps.

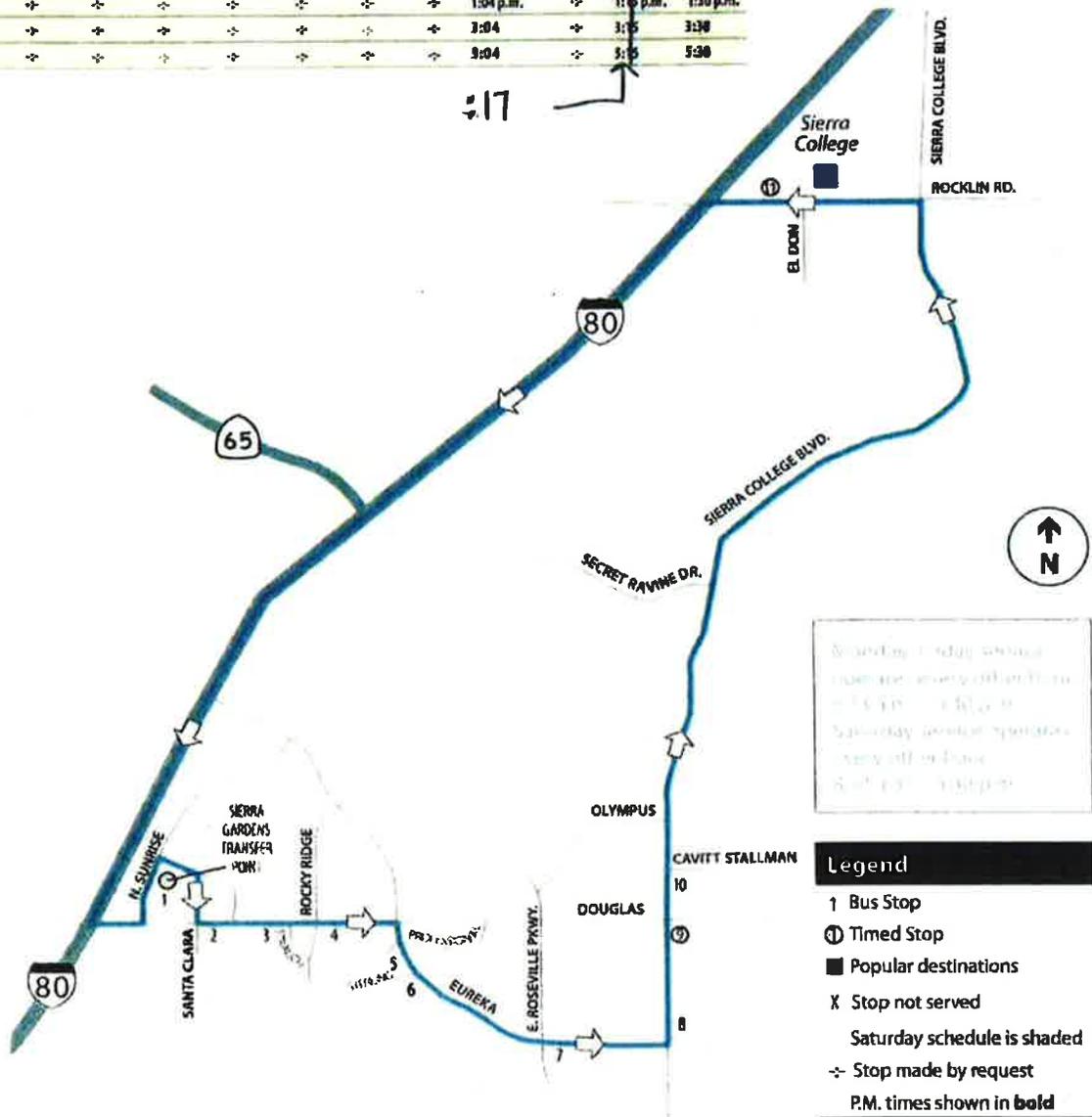
If underperforming after at least 2 years of operation, we anticipate sending a letter or other form of written communication from Roseville Transit to the City of Rocklin, PCT, PCTPA and Sierra College to solicit input and ideas on the logical next steps before any further revisions, and certainly ahead of any public outreach efforts.

Attachments:

Roseville Transit Revised Route Maps

LOCAL ROUTE E • Sierra Gardens, Douglas, Eureka, Sierra College

1	2	3	4	5	6	7	8	9	10	11	12	
DEPART Sierra Gardens Transfer Point	Douglas at Santa Clara	Douglas before Strauch	Douglas at Rocky Ridge	Eureka at Professional	Eureka past Sterling	Eureka at E. Roseville Pkwy.	Sierra College Blvd. at Eureka	Sierra College Blvd. before Douglas	Sierra College Blvd. before Cavitt Stallman	Rocklin Rd. at Sierra College Rocklin campus	ARRIVE Sierra Gardens Transfer Point	
6:53 a.m.	→	→	→	→	→	→	→	→	7:04 a.m.	→	7:11 a.m.	7:30 a.m.
8:53	→	→	→	→	→	→	→	→	9:04	→	9:11	9:30
10:53	→	→	→	→	→	→	→	→	11:04	→	11:11	11:30
12:53 p.m.	→	→	→	→	→	→	→	→	1:04 p.m.	→	1:11 p.m.	1:30 p.m.
2:53	→	→	→	→	→	→	→	→	3:04	→	3:11	3:30
4:53	→	→	→	→	→	→	→	→	5:04	→	5:11	5:30



LOCAL ROUTE G • Sierra Gardens, Sierra College, Eureka, Douglas

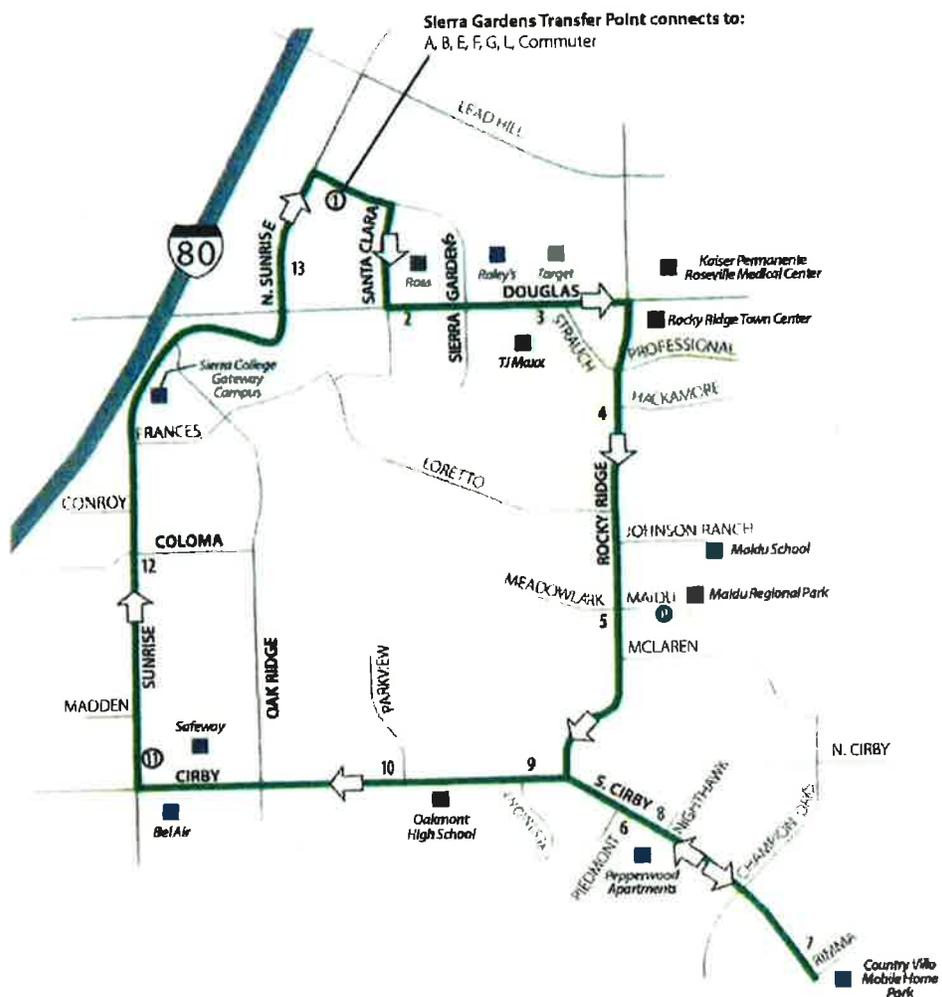
21

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
DEPART Sierra Gardens Transfer Point	Rocklin Rd. at El Don (Sierra College Rocklin campus)	Sierra College Blvd. at Scarborough	Sierra College Blvd. at Secret Ravine Pkwy.	Sierra College Blvd. at Miners Ravine Dr.	Sierra College Blvd. at Douglas	Sierra College Blvd. before Eureka	Eureka at Sierra College Blvd.	Eureka at E. Roseville Pkwy.	Eureka at Deer Valley Apts.	Douglas at Eureka	Douglas at Rocky Ridge	Douglas before Santa Clara	N. Sunrise past Douglas	ARRIVE Sierra Gardens Transfer Point
7:53 a.m.	8:05 a.m.	↔	↔	↔	8:15 a.m.	↔	↔	↔	↔	↔	↔	↔	↔	8:30 a.m.
9:53	10:05	↔	↔	↔	10:15	↔	↔	↔	↔	↔	↔	↔	↔	10:30
11:53	12:05 p.m.	↔	↔	↔	12:15 p.m.	↔	↔	↔	↔	↔	↔	↔	↔	12:30 p.m.
1:53 p.m.	2:05	↔	↔	↔	2:15	↔	↔	↔	↔	↔	↔	↔	↔	2:30
3:53	4:05	↔	↔	↔	4:15	↔	↔	↔	↔	↔	↔	↔	↔	4:30
5:53	6:05	↔	↔	↔	6:15	↔	↔	↔	↔	↔	↔	↔	↔	6:30



LOCAL ROUTE C • Rocky Ridge, Cirby, Sunrise, Sierra Gardens

1	2	3	4	5	6	7	8	9	10	11	12	13	1
DEPART Sierra Gardens Transfer Point	Douglas at Santa Clara	Douglas before Strauch	Rocky Ridge at Hackamore	Rocky Ridge at Meadowlark	S. Cirby past Piedmont	S. Cirby past Rimma	S. Cirby at Nighthawk	Cirby at Rocky Ridge	Cirby at Parkview	DEPART Sunrise at Cirby	Sunrise before Coloma	N. Sunrise past Douglas	ARRIVE Sierra Gardens Transfer Point
6:30 a.m.	✦	✦	✦	✦	✦	✦	✦	✦	✦	6:44 a.m.	✦	✦	6:53 a.m.
8:30	✦	✦	✦	✦	✦	✦	✦	✦	✦	8:44	✦	✦	8:53
10:30	✦	✦	✦	✦	✦	✦	✦	✦	✦	10:44	✦	✦	10:53
12:30 p.m.	✦	✦	✦	✦	✦	✦	✦	✦	✦	12:44 p.m.	✦	✦	12:53 p.m.
2:30	✦	✦	✦	✦	✦	✦	✦	✦	✦	2:44	✦	✦	2:53
4:30	✦	✦	✦	✦	✦	✦	✦	✦	✦	4:44	✦	✦	4:53
6:30	✦	✦	✦	✦	✦	✦	✦	✦	✦	6:44	✦	✦	6:53



Monday - Friday
service operates
every other hour
8:30 a.m. - 4:53 p.m.

Saturday service
operates every other
hour, 8:30 a.m. -
4:53 p.m.



- Legend**
- 1 Bus Stop
 - ① Timed Stop
 - P Park & Ride Lot
 - Bike Lockers
 - Popular destinations
 - Saturday schedule is shaded
 - ✦ Stop made by request
 - P.M. times shown in **bold**

LOCAL ROUTE F • Sierra Gardens, Sunrise, Cirby, Rocky Ridge

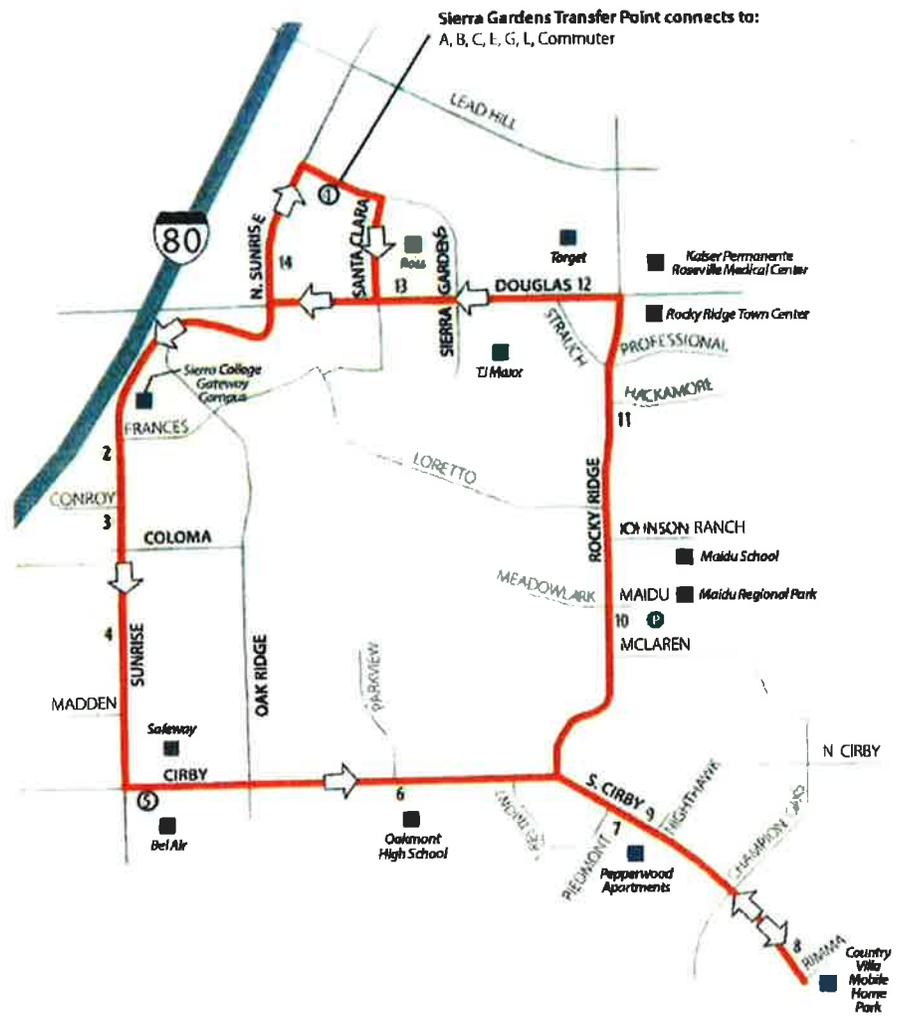
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
DEPART Sierra Gardens Transfer Point	Sunrise at Frances	Sunrise at Conroy	720 Sunrise	DEPART Cirby at Sunrise	Cirby at Parkview	S. Cirby past Piedmont	S. Cirby past Rinoma	S. Cirby at Nighthawk	Rocky Ridge before Maidu Dr.	Rocky Ridge before Huckamore	Douglas at Rocky Ridge	Douglas before Santa Clara	N. Sunrise past Douglas	ARRIVE Sierra Gardens Transfer Point
7:30 a.m.	-	-	-	7:38 a.m.	-	-	-	-	-	-	-	-	-	7:53 a.m.
9:30	-	-	-	9:38	-	-	-	-	-	-	-	-	-	9:53
11:30	-	-	-	11:38	-	-	-	-	-	-	-	-	-	11:53
1:30 p.m.	-	-	-	1:38 p.m.	-	-	-	-	-	-	-	-	-	1:53 p.m.
3:30	-	-	-	3:38	-	-	-	-	-	-	-	-	-	3:53
5:30	-	-	-	5:38	-	-	-	-	-	-	-	-	-	5:53

Monday-Friday service operates every other hour, 7:30 a.m. - 5:53 p.m.

Saturday service operates every other hour, 9:30 a.m. - 3:53 p.m.

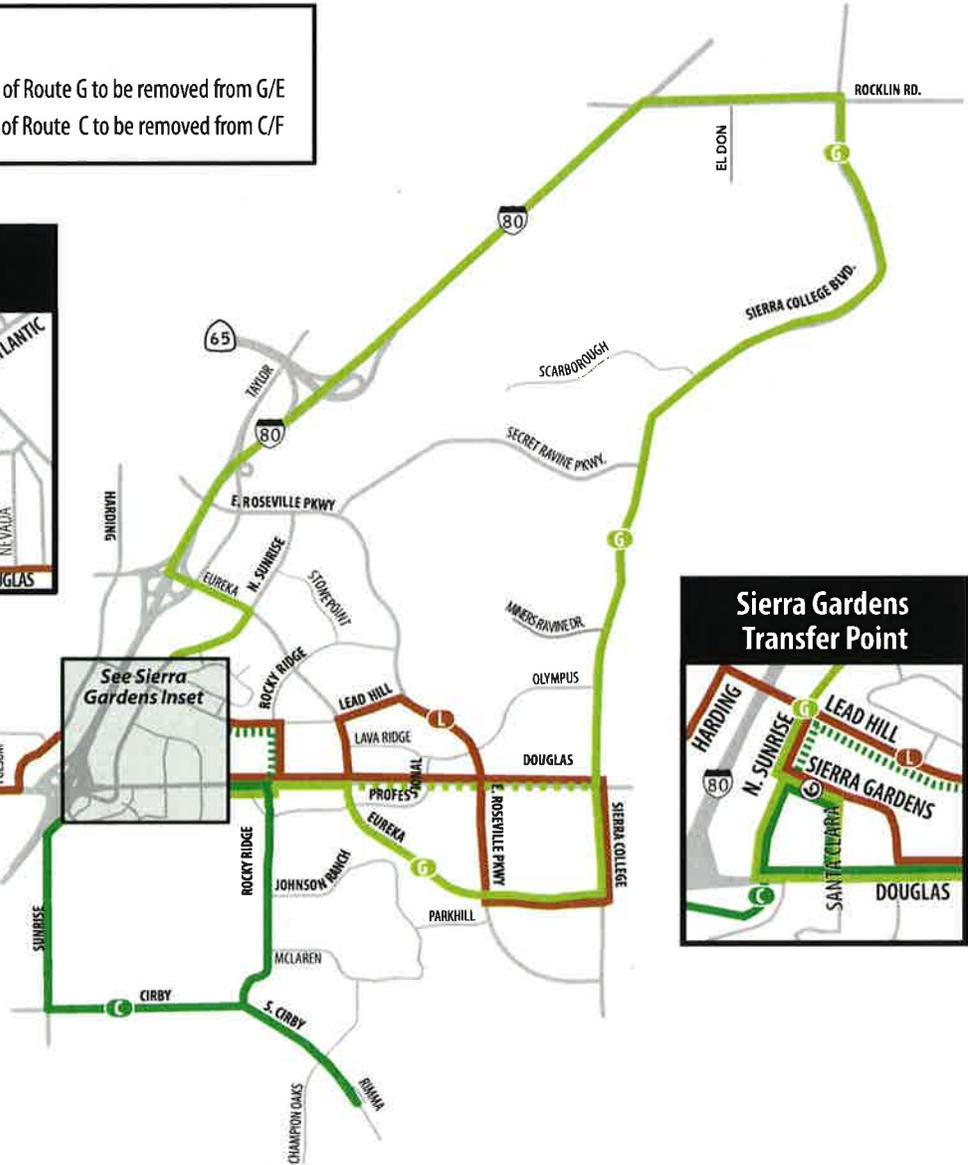
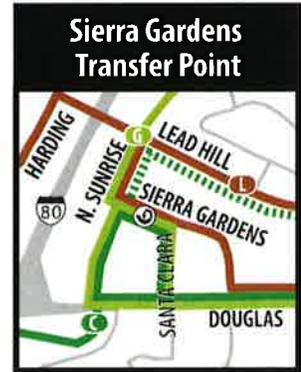
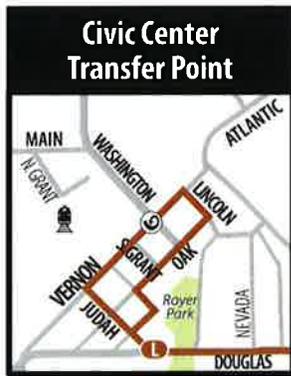


- Legend**
- 1 Bus Stop
 - Ⓢ Timed Stop
 - Ⓟ Park & Ride Lot
 - 🚲 Bike Lockers
 - Popular destinations
 - Saturday schedule is shaded
 - - Stop made by request
 - P.M. times shown in **bold**



Legend

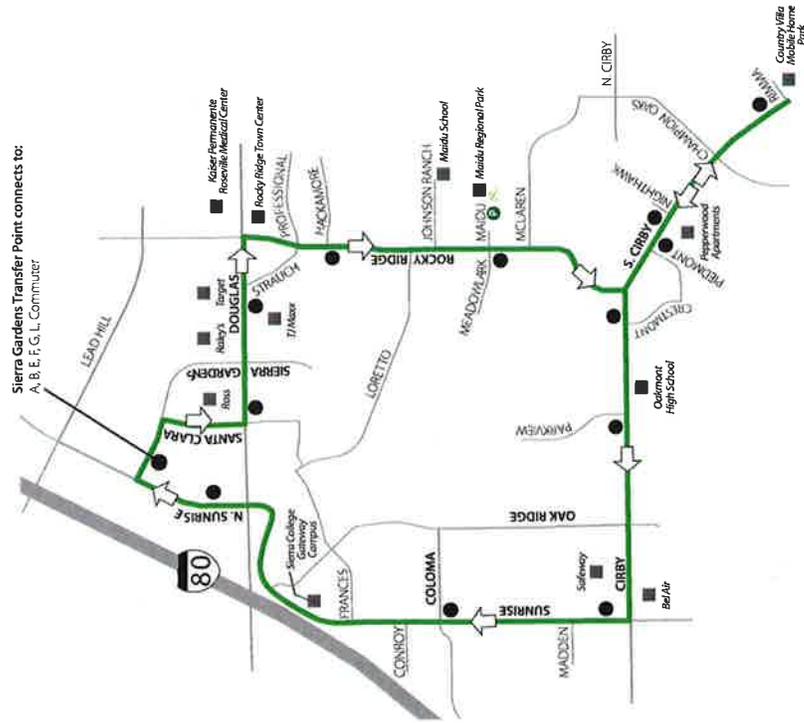
- Segment of of Route G to be removed from G/E
- Segment of of Route C to be removed from C/F



ATTACHMENT 3

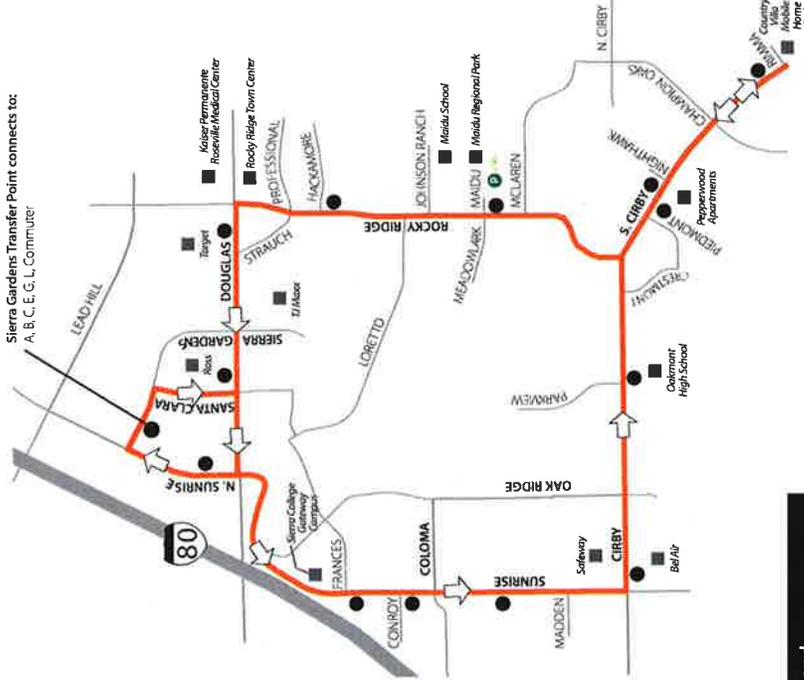
Proposed ROUTE C

Monday-Friday service
proposed every other hour,
6:30 a.m. - 6:53 p.m.



Proposed ROUTE F

Monday-Friday service
proposed every other hour,
7:30 a.m. - 5:53 p.m.



Legend

- Bus Stop
- Park & Ride Lot
- Bike Lockers
- Popular destinations

Proposed Local Route Improvements



Roseville Transit

Roseville Transit is asking for feedback on proposed route changes which aim to enhance service and maximize efficiency. Comments on these changes are being requested through October 21.

A public hearing is scheduled for the October 21 Transportation Commission Meeting, 7 p.m. at 311 Vernon St. in the Council Chambers.

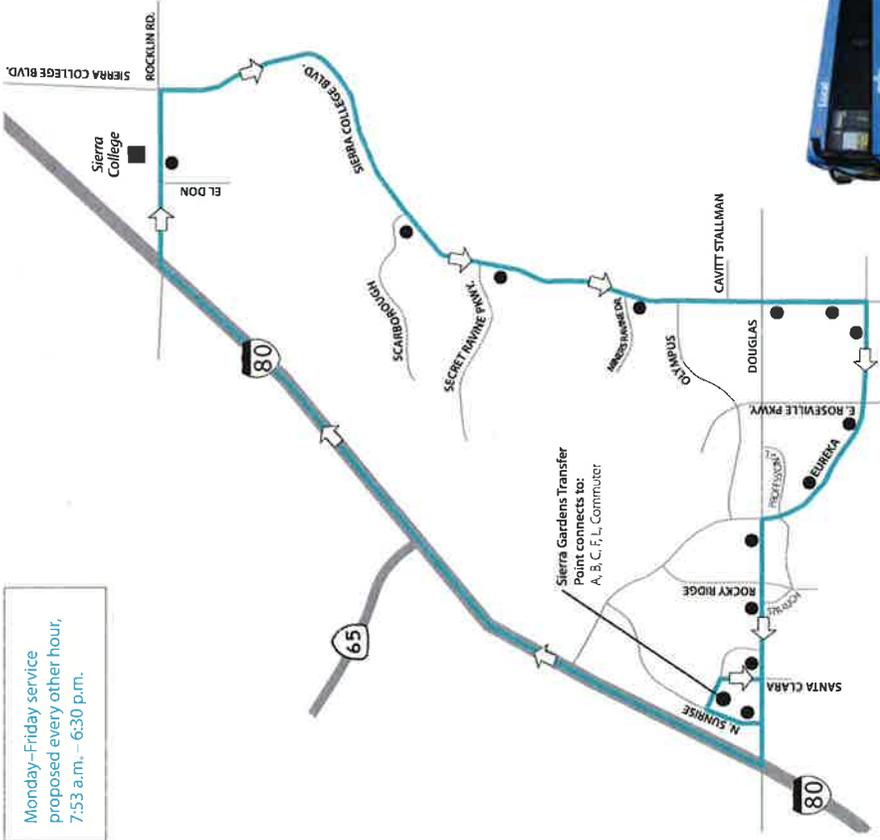
For feedback and questions on the proposed routes, please contact Alternative Transportation.
Phone: (916) 774-5293
TDD: (916) 746-1797

E-mail: transportation@roseville.ca.us
Office: 401 Vernon St. in Roseville



www.roseville.ca.us/transit

Proposed ROUTE E



Proposed elimination of the Sierra College Evening Shuttle

Proposed ROUTE G



- Legend**
- Bus Stop
 - Park & Ride Lot
 - Bike Lockers
 - Popular destinations



LOCAL SERVICE CHANGES 2014

FEEDBACK TO PROPOSED CHANGES

10/7/14 - I love that Route G has been changed into 2 separate routes. That is so much easier to keep track of. Are you making any changes to the M line? Thank you very much.

10/7/14 - Hi: My son attends Sierra College and a direct Roseville Bus to Sierra College during the day would be important. Certainly compared to many of the city's other routes, the one to Sierra College would be used by many kids who do not have the means to drive and to pay for parking. Please give serious consideration to this proposal. It's a really good one.

10/7/14 - Hi Folks, I've been asked if this will drop people at the new Walmart at Sierra College Blvd and I-80.

10/8/14 - Hi Raul: Thanks for allowing me to comment on this great concept. What I would recommend is this: reverse the arrows on Route G because Water World (I forget its actual name) parking lot is a central destination for most of Roseville (with a huge parking facility) and by heading directly down the Freeway, students can get to school much faster. Under your current scheme, they must endure all surface streets and 9 different stops. Very slow indeed. Route E is much better because those other stops are not central destinations, but points on the way to Taylor & I-80 to get to the freeway. Under Route G there would be no way to avoid surface streets and the majority of riders would have to endure more stops. That's just my 2 cents. Hope it helps.

10/15/2014 – We live in Aviana (the residential area at the northwest corner of Sierra College and Olympus Boulevard) and are glad you are looking at running Route G close to us. We see stops proposed near Miner's Ravine and Cavitt Stallman, but it would help if add stops closer to Olympus and Sierra College. It would also help students who we see walking from the apartments off Sierra College and Eureka along Sierra College Boulevard to reach the Olympus Junior High School near Olympus and Sierra College.

COMMENTS NOT RELATED TO PROPOSED CHANGES

10/8/14 - Though not proposed, are there any future considerations to altering the reverse-commute shuttles that run between Roseville and Sacramento? As someone who lives in downtown Sacramento and commutes to Roseville's Lava Ridge Court campus, there are no options for riding your buses. Allowing more buses that are returning to Roseville in the AM and Sacramento in the PM to pick up riders, it would greatly help those that would like to ride the bus to and from work.

10/8/14 - I would like to see a Route be available to commuters from the Blue Oaks/Diamond Creek area in Roseville. It would be so nice to be able to hop on a commuter bus that takes you right into the common busy areas in Sacramento. Places such as Downtown and Sacramento State University. I think if a commuter route was made available it would benefit the community a great deal.

10/14/14 - To Whom It May Concern: In looking at your proposed changes I would like to know why there is still no plan for expanding coverage out to West Roseville? Not only is Sun City out here, but there are many retired people who would probably enjoy taking the bus to the Galleria, Downtown, etc, instead of taking their private vehicles. There are also many High School students who must get rides to either Roseville or Oakmont Senior High Schools. We have approximately 4,000 homes, plus many more being built just in the Westpark Fiddymont Farms are alone. In my opinion, this is the perfect opportunity to build a firm ridership base.



Transportation Commission Meeting

October 21, 2014 – 7:00 p.m.

Special Presentations/Reports

Item 7C: Roseville Municipal Code Amendment

Staff: Eileen Bruggeman, Alternative Transportation Analyst

Recommendation

That the Transportation Commission recommends the City Council adopt the proposed Roseville Municipal Code Amendment as shown in Attachment 1 to:

- Amend §14.30.010 and §14.30.030;
- Remove §14.30.060, and
- Add §14.30.080.

No fares are changed.

Discussion

Amend §14.30.010 and §14.30.030: Amendments include a title change, and removal of a fee from the listing of Dial-A-Ride and Complementary Paratransit ADA Service fares in §14.30.010.

Previously approved Commuter fares were incorrectly incorporated into the Roseville Municipal Code (RMC). The proposed Ordinance Amendment corrects Commuter fares in §14.30.030 to reflect actual fare prices, and clarifies that passengers using certain types of fare from other transit providers are not required to pay additional fare to board Roseville Transit Commuter routes.

Remove §14.30.060: Proposed changes include removal of RMC §14.30.060 Special services (aka charter services) given Roseville Transit chooses to not provide such services and avoid the additional Federal Transit Administration (FTA) reporting requirements associated with provided such services.

Add §14.30.080: The Roseville Transit Service Policies previously reviewed by the Transportation Commission included charging fees for minor administrative services, such as a returned check fee and reprinting of a historical receipt fee. In order for the Alternative Transportation Division to collect fees for minor administrative services they must be included in §14.30 Public Works. The proposed fees are consistent with fees charged by other City departments.

Staff has been charging a fee of \$7.50 per occurrence beyond the passenger's control of Excessive No Show/Late Cancellation, with the caveat that the Alternative Transportation Manager has the option to assess higher fees for repeated occurrences. Pursuant to direction provided by the FTA the Roseville Transit Service Policies include Excessive No Show/Late Cancellation policies specific to passengers who are American with Disabilities Act (ADA) eligible. The policy specific to ADA passengers avoids causing financial hardship by using suspension of transit services as a deterrent to excessive No Shows/Late Cancellations. However, Roseville Transit and other operators are permitted to continue to use a fee as a deterrent of Excessive No Shows/Late Cancellations by general public passengers. The \$7.50 fee has caused some confusion given it is the same amount as the Same Day Fare. To reduce confusion and to clarify the actual escalating fees, §14.30.80 includes the escalating fees for the general public passengers, which will range from \$8.00 for the first occurrence to a maximum of \$20.00 for the 4th and subsequent occurrences.

Attachment:

1. RMC 14.30 Ordinance Amendment

ATTACHMENT 1

14.30.010 Roseville Transit Dial-a-Ride and Complementary Paratransit ADA Service.

Passengers shall tender fare or present pass upon boarding.

A.	General public single fare	\$3.75
B.	General public 10-ride pass	\$37.50
C.	Discount senior/disabled single fare	\$2.50
D.	Discount senior/disabled 10-ride pass	\$25.00
E.	ADA certified single fare	\$2.50
F.	ADA certified 10-ride pass	\$25.00
G.	ADA certified attendants	Free
H.	Up to two children ages four or under when accompanied by a paying adult	Free
I.	Same day service fare (including ADA certified)	\$7.50
J.	Missed trip or late cancellation fee (including ADA certified)	\$7.50

(Ord. 4956 § 1, 2011.)

14.30.030 Roseville ~~Transit~~ Commuter.

Passengers shall tender fare or present pass upon boarding.

A.	Discount Roseville resident single fare	\$3.25
B.	Discount Roseville resident 10-ride pass	\$45.00 <u>\$32.50</u>
C.	Discount Roseville resident 30-day pass	\$110.00
D.	Non-resident single fare	\$4.50
E.	Non-resident 10-ride pass	\$32.50 <u>\$45.00</u>
F.	Non-resident 30-day pass	\$155.00
G.	Reverse commuter single fare	\$3.25
H.	Reverse commuter 10-ride pass	\$32.50
I.	Reverse commuter 30-day pass	\$110.00
J.	Placer Commuter Express Roseville/ Rocklin zones 20-ride and monthly pass additional fare	\$0.50
K.	Placer Commuter Express all other zones 20-ride and monthly pass additional fare	Free <u>No additional fare</u>
L.	Capitol Corridor monthly pass additional fare	Free <u>No additional fare</u>

(Ord. 4956 § 1, 2011.)

~~14.30.060 Special services.~~

~~———— The special services rate shall be set in accordance with California Public Utilities Code Section 99250. Rates will be reviewed, and if necessary, adjusted by ordinance no less than semiannually.~~

~~———— A. ——— The rate as of the effective date of the ordinance codified in this chapter is a minimum of \$500.00, up to five hours, and \$75.00 for each additional, (\$35.00 cancellation fee) to provide special service in the event that there is no private charter operator willing and able to provide the service.~~

~~———— B. ——— The rate as of the effective date of the ordinance codified in this chapter is \$1.00 per mile and \$75.00 per hour (\$225.00 three hour minimum, \$35.00 cancellation fee) to provide special service to a charitable or public service organization for a public need that cannot be met by a private charter operator. (Ord. 4956 § 1, 2011.)~~

14.30.0760 Limited promotions.

The transportation commission is authorized to make periodic fare reductions for promotional purposes. Such promotions shall not exceed more than a total of three months during the calendar year, per service type. (Ord. 4956 § 1, 2011.)

14.30.080 Service fees.

<u>A.</u>	<u>Check Return Fee</u>	<u>\$25.00</u>
<u>B.</u>	<u>Copy of Receipt Fee</u>	<u>\$1.00</u>
<u>C.</u>	<u>Excessive No Show or Late Cancellation Fee</u>	
<u>1.</u>	<u>1st occurrence</u>	<u>\$8.00</u>
<u>2.</u>	<u>2nd occurrence</u>	<u>\$12.00</u>
<u>3.</u>	<u>3rd occurrence</u>	<u>\$16.00</u>
<u>4.</u>	<u>4th and subsequent occurrences</u>	<u>\$20.00</u>

Item 7D: Transit Performance Report for 4th Quarter (Year End) Fiscal Year 2014

Staff: Michael Wixon, Alternative Transportation Manager

Recommendation

Staff requests that the Transportation Commission accept the Transit Performance Report for the 4th Quarter (Year End) for Fiscal Year 2014 (FY14).

Background

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

Discussion

Staff has attached transit data as measurements towards achieving the established performance criteria for the overall system and each service. The performance criteria are categorized into areas of service efficiency, service effectiveness, and service quality.

This past fiscal year represents one full year of minor service changes made to Local Service Routes A, B, C, G and L to improve access and usability by passengers, and extending weekday evening hour services from 6 p.m. to 10 p.m. on key routes A, B, and M.

Overall, the figures represent one of the best years ever in the history of Roseville Transit: ridership was above 400,000 passengers (near an all-time high); farebox recovery was above 21%; the subsidy per trip dropped 5.8% and is once again below \$10 per trip; and other safety and quality performance measurements were met or well exceeded. Further, total expenses for Roseville Transit in FY14 were 2.9% (\$145,654) above FY13 (\$4,949,676). This is remarkable given the added evening services and normal cost increases for supplies and services which occurred in FY14.

Goal 1 – Service Efficiency: Service efficiency is typically rated by farebox recovery and cost per passenger (a.k.a. the subsidy per trip) for the overall system and for each service type.

Farebox Recovery Ratio: The farebox recovery ratio provides a means of evaluating the overall costs to the fare revenues for all services provided, as well as for each service individually.

Overall, the systemwide fare recovery for the 4th Quarter was 21.7%, a reduction from the 4th Quarter FY13. However, the year-end fare recovery for FY14 was 21.5%, which reflects a slight increase of 1.1%. All system-wide fare recovery ratios for FY14 continue to exceed the performance goal of 15%.

Individually, the fare recovery ratio for DAR services rose from 6% in FY13 to almost 9% in FY14; fare recovery for commuter services rose from 71.8% in FY13 to over 78% in FY14; and the fare recovery for local services rose from 11% in FY13 to 12.5% in FY14. Of note also, the fare recovery for DAR services in the 4th quarter were above 12%, reflecting increased ridership.

Subsidy per Trip: The total subsidy for all service trips provides yet another means to measure service efficiency and the effectiveness. Subsidy per trip is calculated based on operational expenses, less fare revenue, and divided by ridership. Not only do costs impact the subsidy calculations, overall ridership is a key factor. If ridership is up and costs are fixed when compared to the previous quarter or fiscal year, then the subsidy per trip will be lower.

As noted above, the variable operating costs increased 2.9% compared to the previous fiscal year; total expenses for Roseville Transit in FY14 were just above \$5,095,000 (total operating costs were just above \$4,949,000 in FY13). Cost increases were primarily due to added supplies and services resulting from increased evening hours for local services on weekdays. Also, of note is that no fare revenue increases were adopted in FY14.

Overall, ridership was up for each service type in the 4th Quarter and for the year end. Of note was the local services had more than 9.7% more passengers in FY14 than the previous year, and DAR ridership was up over 10% for FY14.

With ridership up 6.8% in FY14 and costs having increased only 2.9%, trip subsidies decreased for each service type and systemwide. In fact, the systemwide subsidy per trip once again fell below \$10 per trip in FY14.

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

Again, as ridership increased in all service areas, the PTRVH measurement also remained consistent or slightly improved when compared with the previous fiscal year. Overall, Roseville Transit carried more than 8 passengers per revenue hour in FY14.

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

The average number of all accidents (preventable and non-preventable) for the 4th quarter and year-end met and well exceeded the standards established for Roseville Transit. Although Roseville Transit did not meet the service standards for the number of road calls per mile travelled in the 4th Quarter, it did meet the required standards for the year-end.

Average on-time performance for the Commuter system fell slightly from 99.2% in FY13 to 96.6% in FY14, but remains strong. Average on-time performance for local services also fell from 98.4% in FY13 to 92.9% in FY14. While this is a significant drop, it also reflects the changes made to the system to improve overall performance and minimize unnecessary wait times which were occurring at various stops. The on-time arrivals are much higher during off-peak travel periods and drop during the peak travel times, which is common of most transit systems. It seems, between the ridership increases and schedule and service changes in FY14, that Roseville Transit has been able to achieve a higher level of success with its passengers despite the decrease of on-time arrivals for local and commuter services.

The number of passenger complaints also meets the established standards for each service type. Overall, service quality remains good as measured against the established standards.

Attachments:

1. FY14 Performance Report Data for 4th Quarter (Year End)
2. FY13 Performance Report Data for 4th Quarter (Year End)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Farebox Ratio for All Services					
Total Expenses - All Services	\$1,255,159	\$1,276,333	\$1,266,302	\$1,297,536	\$5,095,330
Total Fares - All Services	\$279,975	\$265,462	\$271,518	\$280,994	\$1,097,948
Combined Farebox Ratio for All Services	22.3%	20.8%	21.4%	21.7%	21.5%
Previous FY Combined Farebox Ratio for All Services	19.4%	19.0%	20.1%	23.1%	20.4%
Percent Difference	2.9%	1.8%	1.3%	-1.4%	1.1%

Subsidy per Trip (All Services)					
Total Expenses - All Services	\$1,255,159	\$1,276,333	\$1,266,302	\$1,297,536	\$5,095,330
Less Fares (All Services)	\$279,975	\$265,462	\$271,518	\$280,994	\$1,097,948
Divided by Ridership (All Services)	\$975,184	\$1,010,871	\$994,784	\$1,016,542	\$3,997,381
	100,531	98,031	99,002	104,836	402,400
Total Subsidy for All Service Trips	\$9.70	\$10.31	\$10.05	\$9.70	\$9.93
Previous FY Subsidy for All Service Trips	\$10.71	\$10.95	\$10.38	\$10.07	\$10.53
Subsidy Increase/Decrease from Previous Year	-\$1.01	-\$0.64	-\$0.33	-\$0.37	-\$0.59

Total Ridership for All Services					
Current Quarter	100,531	98,031	99,002	104,836	402,400
Last Year Quarter	89,924	91,504	96,902	98,504	376,834
Total Ridership Increase/Decrease	11.8%	7.1%	2.2%	6.4%	6.8%

Passenger Trips per VRH (All Services) Standard 8/VRH					
Total Ridership	100,531	98,031	99,002	104,836	402,400
Divided by Total Vehicle Revenue Hours (VRH)	12,397	12,305	12,189	12,688	49,579
Total Passenger Trips per Vehicle Revenue Hour	8.1	8.0	8.1	8.3	8.1

Preventable Accident Standard <1/50,000					
Total Service Miles (All Services)	203,518	210,502	209,434	217,446	840,900
Divided by Total Preventable Accidents	3	5	3	1	12
Total Service Miles per Preventable Accident	67,839	42,100	69,811	217,446	70,075

All Accidents Standard < 1/25,000					
Total Service Miles (All Services)	203,518	210,502	209,434	217,446	840,900
Divided by Total Accidents	4	8	5	2	19
Total Service Miles per Accident	50,880	26,313	41,887	108,723	44,258

Maintenance Standard > 1/10,000 miles between Road Calls					
Total Service Miles (All Services)	203,518	210,502	209,434	217,446	840,900
Divided by All Road Calls	25	14	16	24	79
Total Service Miles per Road Calls	8,141	15,036	13,090	9,060	10,644

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
DAR Farebox >15%					
Total Expenses - All Services	\$1,255,159	\$1,276,333	\$1,266,302	\$1,297,536	\$5,095,330
Percentage of DAR Service Hours to Total Contract Service Hours	23.05%	23.05%	23.26%	24.10%	23.37%
Total Expenses - DAR Service	\$282,878	\$290,398	\$291,086	\$301,590	\$1,165,953
DAR Fare Revenue	\$22,270	\$19,735	\$25,324	\$36,548	\$103,877
DAR Farebox Ratio	7.9%	6.8%	8.7%	12.1%	8.9%
Last Year Quarter	8.7%	6.7%	8.7%	7.0%	6.0%

DAR Subsidy					
Total Expenses - DAR Service	\$282,878	\$290,398	\$291,086	\$301,590	\$1,165,953
Less DAR Fare Revenue	\$22,270	\$19,735	\$25,324	\$36,548	\$103,877
Total Subsidy	\$260,609	\$270,663	\$265,762	\$265,042	\$1,062,076
Divided by DAR Ridership	7,125	6,953	7,025	7,551	28,654
Subsidy per DAR Passenger	\$36.58	\$38.93	\$37.83	\$35.10	\$37.07
Last Year Quarter	\$36.27	\$39.10	\$39.92	\$40.44	\$38.92
Subsidy Increase/Decrease from Previous Year	\$0.31	-\$0.17	-\$2.09	-\$5.34	-\$1.85

DAR Ridership					
Current Quarter	7,125	6,953	7,025	7,551	28,654
Last Year Quarter	6,647	6,349	6,402	6,583	25,981
Ridership % Increase/Decrease	7.2%	9.5%	9.7%	14.7%	10.3%

DAR Passenger Trips per VRH Standard >3.0					
DAR Ridership	7,125	7,125	7,025	7,551	28,826
Divided by DAR Vehicle Revenue Hours (VRH)	2,672	2,669	2,690	2,885	10,916
DAR Passenger Trips per Vehicle Revenue Hour	2.7	2.7	2.6	2.6	2.6
Last Year Quarter	2.6	2.6	2.5	2.6	2.6

DAR Ridership per DAR Complaint Standard <1/3000					
DAR Ridership	7,125	6,953	7,025	7,551	28,654
Number of Complaints	1	1	3	3	8
Divided by Substantiated Complaints	1	0	1	1	3
DAR Ridership per Substantiated Complaint	7,125	6,853	7,025	7,551	9,551
Last Year Quarter	3,324	3,436	7,104	3,292	6,495

DAR On Time Performance					
1st Month of Quarter	99.5%	98.9%	98.5%	99.1%	99.0%
2nd Month of Quarter	98.9%	98.4%	98.6%	98.4%	98.6%
3rd Month of Quarter	97.9%	98.0%	99.5%	98.7%	98.5%
Avg On-Time Performance (%)	98.8%	98.4%	98.9%	98.7%	98.7%
Last Year Quarter	97.9%	98.4%	98.0%	98.6%	98.1%

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Commuter Farebox Standard >75%					
Total Expenses - All Services	\$1,255,159	\$1,276,333	\$1,266,302	\$1,297,536	\$5,095,330
Percentage of Commuter Service Hours to Total Contract Service Hours	14.83%	14.23%	14.26%	14.57%	14.47%
Total Expenses - Commuter Service	\$198,303	\$191,880	\$191,196	\$201,871	\$783,250
Commuter Fare Revenue	\$157,864	\$140,442	\$156,930	\$156,962	\$612,198
Commuter Farebox Ratio	79.6%	73.2%	82.1%	77.8%	78.2%
Last Year Quarter	66.3%	69.6%	71.3%	80.0%	71.8%
Commuter Subsidy Standard <\$3.00 per trip					
Total Cost - Commuter Service	\$198,303	\$191,880	\$191,196	\$201,871	\$783,250
Less Commuter Fare Revenue	\$157,864	\$140,442	\$156,930	\$156,962	\$612,198
Total Subsidy	\$40,439	\$51,438	\$34,266	\$44,909	\$171,051
Divided by Commuter Ridership	33,399	31,193	32,233	33,623	130,448
Subsidy per Commuter Trip	\$1.21	\$1.65	\$1.06	\$1.34	\$1.31
Last Year Quarter	\$2.26	\$1.90	\$1.79	\$1.27	\$1.81
Subsidy Increase/Decrease from Previous Year	-\$1.05	-\$0.25	-\$0.73	\$0.07	-\$0.49
Commuter Ridership Standard > 2% Increase					
Current Quarter	33,399	31,193	32,233	33,623	130,448
Last Year Quarter	31,350	31,733	32,586	32,902	128,571
Ridership Increase/Decrease	6.5%	-1.7%	-1.1%	2.2%	1.5%
Commuter Passenger Trips per VRH Standard > 8.0					
Commuter Ridership	33,399	31,193	32,233	33,623	130,448
Divided by Commuter Vehicle Revenue Hours (VRH)	1,462	1,388	1,336	1,468	5,654
Commuter Passenger Trips per Vehicle Revenue Hour	22.8	22.5	24.1	22.9	23.1
Last Year Quarter	21.7	22.7	23.3	22.8	22.6
Comm. Ridership per Comm. Complaint Standard <1/5000					
Commuter Ridership	33,399	31,193	32,233	33,623	130,448
Number of Complaints	7	9	0	8	24
Divided by Substantiated Complaints	3	5	0	3	11
Commuter Ridership per Substantiated Complaint	11,133	6,239	32,233	11,208	11,859
Last Year Quarter	6,270	4,533	32,586	8,226	12,904
Commuter On Time Performance					
1st Month of Quarter	99.4%	95.9%	96.7%	94.3%	96.5%
2nd Month of Quarter	98.4%	94.1%	97.6%	95.9%	96.5%
3rd Month of Quarter	97.4%	96.0%	97.6%	96.3%	96.8%
Avg On-Time Performance (%)	98.4%	95.3%	97.3%	95.5%	96.6%
Last Year Quarter	100.0%	100.0%	98.2%	98.4%	99.2%

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Fixed Route Farebox Standard >15%					
Total Expenses - All Services	\$1,255,159	\$1,276,333	\$1,266,302	\$1,297,536	\$5,095,330
Percentage of FR Service Hours to Total Contract Service Hours	62.11%	62.72%	62.48%	61.33%	62.2%
Total Expenses - Fixed Route Services	\$773,978	\$794,055	\$784,020	\$794,074	\$3,146,127
Fixed Route Fare Revenue	\$99,697	\$105,314	\$89,188	\$98,850	\$393,050
Fixed Route Farebox Ratio	12.9%	13.3%	11.4%	12.4%	12.5%
Last Year Quarter	9.7%	10.2%	10.7%	14.0%	11.2%

Fixed Route Subsidy Standard <\$5.00 per trip					
Total Expenses - Fixed Route Services	\$773,978	\$794,055	\$784,020	\$794,074	\$3,146,127
Less Fixed Route Fare Revenue	\$99,697	\$105,314	\$89,188	\$98,850	\$393,050
Total Subsidy	\$674,281	\$688,740	\$694,832	\$695,224	\$2,753,077
Divided by Fixed Route Ridership	60,007	59,885	59,744	63,662	243,298
Subsidy per Fixed Route Trip	\$11.24	\$11.50	\$11.63	\$10.92	\$11.32
Last Year Quarter	\$12.55	\$12.98	\$11.95	\$11.58	\$12.27
Subsidy Increase/Decrease from Previous Year	-\$1.31	-\$1.48	-\$0.32	-\$0.66	-\$0.95

Fixed Route Ridership Standard > 2% Increase					
Current Quarter	60,007	59,885	59,744	63,662	243,298
Last Year Quarter	51,927	53,422	57,914	59,020	222,283
Ridership Increase/Decrease	15.6%	12.1%	3.2%	7.9%	9.7%

Fixed Route Passenger Trips Per VRH Standard > 8.0					
Fixed Route Ridership	60,007	59,885	59,744	63,662	243,298
Divided by FR Vehicle Revenue Hours (VRH)	8,263	8,248	8,164	8,334	33,009
FR Passenger Trips per Vehicle Revenue Hour	7.3	7.3	7.3	7.6	7.4
Last Year Quarter	7.2	6.6	7.1	7.1	7.0

FR Ridership per FR Complaint Standard <1/5000					
Fixed Route Ridership	60,007	59,885	59,744	63,662	243,298
Number of Complaints	11	4	6	8	29
Divided by Substantiated Complaints	6	0	4	1	11
Fixed Route Ridership per Substantiated Complaint	10,001	59,885	14,936	63,662	22,118
Last Year Quarter	51,927	17,807	28,957	14,755	28,362

Fixed Route On Time Performance					
1st Month of Quarter	98.6%	92.1%	92.4%	92.3%	93.8%
2nd Month of Quarter	94.9%	92.4%	93.2%	90.4%	92.7%
3rd Month of Quarter	95.4%	89.4%	92.2%	91.9%	92.2%
Avg On-Time Performance (%)	96.3%	91.3%	92.6%	91.5%	92.9%
Last Year Quarter	98.4%	98.5%	98.2%	98.3%	98.4%

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Farebox Ratio for All Services					
Total Expenses - All Services	\$1,195,727	\$1,236,662	\$1,258,660	\$1,289,932	\$4,980,981
Total Fares - All Services	\$232,499	\$234,626	\$252,720	\$298,452	\$1,018,298
Combined Farebox Ratio for All Services	19.4%	19.0%	20.1%	23.1%	20.6%
Previous FY Combined Farebox Ratio for All Services	20.8%	20.3%	20.3%	20.6%	20.5%
Percent Difference	-1.4%	-1.3%	-0.2%	2.5%	0.1%
Subsidy per Trip (All Services)					
Total Expenses - All Services	\$1,195,727	\$1,236,662	\$1,258,660	\$1,289,932	\$4,980,981
Less Fares (All Services)	\$232,499	\$234,626	\$252,720	\$298,452	\$1,018,298
Divided by Ridership (All Services)	\$963,227	\$1,002,035	\$1,005,940	\$991,481	\$3,962,683
	89,924	91,504	96,902	98,504	376,834
Total Subsidy for All Service Trips	\$10.71	\$10.95	\$10.38	\$10.07	\$10.52
Previous FY Subsidy for All Service Trips	\$9.36	\$10.25	\$9.95	\$10.07	\$9.90
Subsidy Increase/Decrease from Previous Year	\$1.35	\$0.70	\$0.43	\$0.00	\$0.62
Total Ridership for All Services					
Current Quarter	89,924	91,504	96,902	98,504	376,834
Last Year Quarter	96,066	87,912	91,590	92,430	367,998
Total Ridership Increase/Decrease	-6.4%	4.1%	5.8%	6.6%	2.4%
Passenger Trips per VRH (All Services) Standard 8/VRH					
Total Ridership	89,924	91,504	96,902	98,504	376,834
Divided by Total Vehicle Revenue Hours (VRH)	11,205	12,118	12,080	13,730	49,133
Total Passenger Trips per Vehicle Revenue Hour	8.0	7.6	8.0	7.2	7.7
Preventable Accident Standard <1/50,000					
Total Service Miles (All Services)	189,084	198,078	196,341	201,254	784,757
Divided by Total Preventable Accidents	3	2	3	1	9
Total Service Miles per Preventable Accident	63,028	99,039	65,447	201,254	87,195
All Accidents Standard < 1/25,000					
Total Service Miles (All Services)	189,084	198,078	196,341	201,254	784,757
Divided by Total Accidents	7	8	3	1	19
Total Service Miles per Accident	27,012	24,760	65,447	201,254	41,303
Maintenance Standard > 1/10,000 miles between Road Calls					
Total Service Miles (All Services)	189,084	198,078	196,341	201,254	784,757
Divided by All Road Calls	28	19	21	31	99
Total Service Miles per Road Calls	6,753	10,425	9,350	6,492	7,927

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
DAR Farebox >15%					
Total Expenses - All Services	\$1,195,727	\$1,236,662	\$1,258,660	\$1,289,932	\$4,974,047
Percentage of DAR Service Hours to Total Contract Service Hours	21.73%	21.91%	22.61%	22.34%	22.15%
Total Expenses - DAR Service	\$264,045	\$265,961	\$279,867	\$286,297	\$1,096,169
DAR Fare Revenue	\$22,941	\$17,721	\$24,302	\$20,049	\$85,014
DAR Farebox Ratio	8.7%	6.7%	8.7%	7.0%	7.8%
Last Year Quarter	9.0%	7.4%	9.3%	9.6%	8.8%

DAR Subsidy					
Total Expenses - DAR Service	\$264,045	\$265,961	\$279,867	\$286,297	\$1,096,169
Less DAR Fare Revenue	\$22,941	\$17,721	\$24,302	\$20,049	\$85,014
Total Subsidy	\$241,103	\$248,241	\$255,564	\$266,247	\$1,011,156
Divided by DAR Ridership	6,647	6,349	6,402	6,583	25,981
Subsidy per DAR Passenger	\$36.27	\$39.10	\$39.92	\$40.44	\$38.92
Last Year Quarter	\$30.74	\$34.50	\$32.62	\$32.61	\$32.57

DAR Ridership					
Current Quarter	6,647	6,349	6,402	6,583	25,981
Last Year Quarter	7,595	6,871	7,104	7,264	28,834
Ridership % Increase/Decrease	-12.5%	-7.6%	-9.9%	-9.4%	-9.9%

DAR Passenger Trips per VRH Standard >3.0					
DAR Ridership	6,647	6,647	6,402	6,583	26,279
Divided by DAR Vehicle Revenue Hours (VRH)	2,525	2,576	2,565	2,571	10,237
DAR Passenger Trips per Vehicle Revenue Hour	2.6	2.6	2.5	2.6	2.6
Last Year Quarter	2.8	2.5	2.7	2.7	2.7

DAR Ridership per DAR Complaint Standard <1/3000					
DAR Ridership	6,647	6,349	6,402	6,583	25,981
Number of Complaints	6	3	1	2	12
Divided by Substantiated Complaints	2	0	0	2	4
DAR Ridership per Substantiated Complaint	3,324	3,436	7,104	3,292	6,495
Last Year Quarter	3,798	3,436	7,104	1,211	2,621

DAR On Time Performance					
1st Month of Quarter	98.3%	98.5%	98.8%	98.4%	98.5%
2nd Month of Quarter	98.5%	98.5%	98.6%	98.7%	98.6%
3rd Month of Quarter	96.9%	98.2%	98.9%	98.6%	98.1%
Avg On-Time Performance (%)	97.9%	98.4%	98.8%	98.6%	98.4%
Last Year Quarter	97.9%	97.3%	98.0%	98.7%	98.0%

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Commuter Farebox Standard >75%					
Total Expenses - All Services	\$1,195,727	\$1,236,662	\$1,258,660	\$1,289,932	\$4,976,269
Percentage of Commuter Service Hours to Total Contract Service Hours	16.28%	14.55%	14.58%	14.81%	15.05%
Total Expenses - Commuter Service	\$210,127	\$198,609	\$203,673	\$208,764	\$821,173
Commuter Fare Revenue	\$139,414	\$138,183	\$145,221	\$167,016	\$589,834
Commuter Farebox Ratio	66.3%	69.6%	71.3%	80.0%	71.8%
Last Year Quarter	72.8%	76.7%	77.1%	74.3%	75.2%

Commuter Subsidy Standard <\$3.00 per trip					
Total Cost - Commuter Service	\$210,127	\$198,609	\$203,673	\$208,764	\$821,173
Less Commuter Fare Revenue	\$139,414	\$138,183	\$145,221	\$167,016	\$589,834
Total Subsidy	\$70,713	\$60,426	\$58,452	\$41,748	\$231,340
Divided by Commuter Ridership	31,350	31,733	32,586	32,902	128,571
Subsidy per Commuter Trip	\$2.26	\$1.90	\$1.79	\$1.27	\$1.80
Last Year Quarter	\$1.54	\$1.34	\$1.19	\$1.45	\$1.38

Commuter Ridership Standard > 2% Increase					
Current Quarter	31,350	31,733	32,586	32,902	128,571
Last Year Quarter	33,403	30,245	33,054	32,122	128,824
Ridership Increase/Decrease	-6.1%	4.9%	-1.4%	2.4%	-0.2%

Commuter Passenger Trips per VRH Standard > 8.0					
Commuter Ridership	31,350	31,733	32,586	32,902	128,571
Divided by Commuter Vehicle Revenue Hours (VRH)	1,446	1,397	1,399	1,444	5,686
Commuter Passenger Trips per Vehicle Revenue Hour	21.7	22.7	23.3	22.8	22.6
Last Year Quarter	18.8	19.4	22.6	21.5	20.5

Comm. Ridership per Comm. Complaint Standard <1/5000					
Commuter Ridership	31,350	31,733	32,586	32,902	128,571
Number of Complaints	7	11	8	7	33
Divided by Substantiated Complaints	5	7	1	4	17
Commuter Ridership per Substantiated Complaint	6,270	4,533	32,586	8,226	7,563
Last Year Quarter	8,351	15,123	11,018	32,122	12,882

Commuter On Time Performance					
1st Month of Quarter	100.0%	100.0%	98.5%	98.8%	99.3%
2nd Month of Quarter	100.0%	100.0%	98.5%	98.4%	99.2%
3rd Month of Quarter	100.0%	100.0%	97.7%	98.1%	98.9%
Avg On-Time Performance (%)	100.0%	100.0%	98.2%	98.4%	99.2%
Last Year Quarter	100.0%	100.0%	100.0%	100.0%	100.0%

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year To Date
Fixed Route Farebox Standard >15%					
Total Expenses - All Services	\$1,195,727	\$1,236,662	\$1,258,660	\$1,289,932	\$4,961,322
Percentage of FR Service Hours to Total Contract Service Hours	61.99%	63.54%	62.81%	62.84%	62.8%
Total Expenses - Fixed Route Services	\$721,556	\$772,091	\$775,120	\$794,872	\$3,063,638
Fixed Route Fare Revenue	\$69,936	\$78,607	\$83,053	\$111,357	\$342,952
Fixed Route Farebox Ratio	9.7%	10.2%	10.7%	14.0%	11.2%
Last Year Quarter	11.0%	10.9%	10.7%	11.3%	11.0%

Fixed Route Subsidy Standard <\$5.00 per trip					
Total Expenses - Fixed Route Services	\$721,556	\$772,091	\$775,120	\$794,872	\$3,063,638
Less Fixed Route Fare Revenue	\$69,936	\$78,607	\$83,053	\$111,357	\$342,952
Total Subsidy	\$651,620	\$693,485	\$692,067	\$683,515	\$2,720,686
Divided by Fixed Route Ridership	51,927	53,422	57,914	59,020	222,283
Subsidy per Fixed Route Trip	\$12.55	\$12.98	\$11.95	\$11.58	\$12.24
Last Year Quarter	\$11.15	\$12.28	\$12.45	\$12.21	\$12.01

Fixed Route Ridership Standard > 2% Increase					
Current Quarter	51,927	53,422	57,914	59,020	222,283
Last Year Quarter	55,068	50,796	51,432	53,044	210,340
Ridership Increase/Decrease	-5.7%	5.2%	12.6%	11.3%	5.7%

Fixed Route Passenger Trips Per VRH Standard > 8.0					
Fixed Route Ridership	51,927	53,422	57,914	59,020	222,283
Divided by FR Vehicle Revenue Hours (VRH)	7,234	8,145	8,116	8,270	31,766
FR Passenger Trips per Vehicle Revenue Hour	7.2	6.6	7.1	7.1	7.0
Last Year Quarter	7.3	6.8	7.0	7.3	7.1

FR Ridership per FR Complaint Standard <1/5000					
Fixed Route Ridership	51,927	53,422	57,914	59,020	222,283
Number of Complaints	12	7	7	7	33
Divided by Substantiated Complaints	1	3	2	4	10
Fixed Route Ridership per Substantiated Complaint	51,927	17,807	28,957	14,755	22,228
Last Year Quarter	55,068	12,699	17,144	26,522	21,034

Fixed Route On Time Performance					
1st Month of Quarter	98.1%	98.5%	98.3%	98.3%	98.3%
2nd Month of Quarter	98.4%	98.5%	98.3%	98.4%	98.4%
3rd Month of Quarter	98.8%	98.6%	98.0%	98.1%	98.4%
Avg On-Time Performance (%)	98.4%	98.5%	98.2%	98.3%	98.4%
Last Year Quarter	99.0%	98.4%	98.9%	99.3%	98.9%



Transportation Commission Meeting

October 21, 2014 – 7:00 p.m.

Special Presentations/Reports

Item 7E. Alternative Transportation Division Annual Reports FY2014

Staff: Mike Wixon, Alternative Transportation Manager

Recommendation

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

Background

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

Discussion

Attached are the Roseville Alternative Transportation Annual Reports for Fiscal Year 2013/14 (FY14). Each report highlights activities and accomplishments during FY14, and list any goals, known upcoming projects or programs for FY2014/15 (FY15).

Staff members involved in preparation and presentation of the Annual Reports is listed below by area of expertise. Staff is available for any additional questions or requests for information following the presentation.

Bikeways - Mike Dour
Transportation System Management (TSM) - Sue Schooley
Transit Ambassador Program – Jeannie Gandler
South Placer County Transit Information Center - Jeannie Gandler
Roseville Transit - Eileen Bruggeman

Attachments:

1. Roseville Bikeways/TSM Annual Report FY2014
2. Roseville Transit Annual Report FY2014
3. Roseville Transit Ambassador Annual Report FY2014
4. Roseville South Placer Co. Transit Information Center Report FY2014

Public Works - Alternative Transportation Division

Annual Report for

Bikeways/TSM

Fiscal Year 2014



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

Program Objectives

- ◆ Increase the percentage of trips made by bicyclists in Roseville
- ◆ Establish and maintain a safe, comprehensive and integrated bikeway and trail system
- ◆ Provide education, encouragement and enforcement programs that increase bicyclist and motorist awareness of the rights and responsibilities of bicyclists
- ◆ Obtain the Bicycle Friendly Community designation from the League of American Bicyclists
- ◆ The Transportation Systems Management (TSM) program reduces single occupant commuting by 20% and improves air quality by promoting biking, walking, carpooling vanpooling, and transit (bus and train)

Public Works—Alternative Transportation coordinates bikeway planning, development and maintenance efforts among a host of City departments and divisions. Alternative Transportation also oversees bicycle and TSM education and outreach efforts.

Bikeway Program Updates

Bicycle Friendly Community

In 2013, the League of American Bicyclists renewed the City of Roseville’s Bicycle Friendly Community designation at the Bronze Level. This program recognizes communities that actively support bicycling for fun, fitness and transportation. The City was

first recognized by the League in 2008, and Roseville remains the only community in Placer County to be so honored. Other nearby City’s that share this designation include Davis, Folsom and Sacramento.



Bicycle Friendly Business

In 2012, Hewlett-Packard became the first business in Roseville to be recognized by the League of American Bicyclists for their efforts to create a more bicycle friendly atmosphere for employees and customers. HP was recognized at the silver level. The City continues to encourage other local businesses to apply for the Bicycle Friendly Business designation.

Bikeway Projects

Projects Constructed—Fiscal Year 2014

Project	Amount	Status
Highland Reserve Bikeway Bridge	\$306,000 NCRSP Community Facilities District	Completed October 2013
2014 Trail Slurry Seal	\$200,000 TDA	Completed October 2014
West Roseville Parcel W-15 Trail	\$325,000 WRSP Bike Trail Fund	Completed October 2014
Foothills Business Park Class I Trail	\$135,000 State Grant \$85,000 Developer Fees \$300,000 TDA	Substantially Completed October 2014

Upcoming Construction—Fiscal Year 2015

Project	Amount	Status
WRSP Westpark Parcel W 17-e Trail	Amount TBD— Funding source is WRSP Bike Trail Fund	Design Complete— Construction Anticipated October 2014
Oak St. Extension of Miners Ravine Trail—Lincoln St. Undercross	\$700,000 TDA	Design Complete/ Permitting Underway/ Construction anticipated summer 2015
WRSP Fiddymont Ranch Phase 2 Trail	\$440,000 WRSP Bike Trail Fund	Preliminary Design Underway/ Construction anticipated 2015

Planning & Design—Fiscal Year 2015

Project	Amount	Status
Dry Creek Greenway Trail	\$546,000 CMAQ Grant \$350,000 TDA	Preliminary Design/Env. Review
Downtown Bridges and Trail	Various—total cost \$6,800,000	Design, NEPA clearance and permitting underway
Harding to Royer Trail—Segment 3	\$306,000 CMAQ \$541,000 TDA	Design & ROW Acquisition
Bike/Ped Bridge Assessments	\$100,000 TDA	Consultant Selection
Bicycle Master Plan Update	\$90,000 TDA	Preliminary Scoping

Grant Applications

The City of Roseville Alternative Transportation Division applied for and received a Active Transportation Program (ATP) Grant in the amount of \$1,236,000 for the Oak Street Class I Trail/Replacement Bridge Project . This project is part of the Downtown Bridges & Trails project. The project includes re-

placement of the pedestrian bridge near the Main Library and trail construction along Dry Creek parallel to Oak Street parking lot, including rotation of the Rube Nelson “Icehouse” Bridge.

Upcoming grant applications will include:

- ◆ ATP Grant for the Downtown Pedestrian Bridge
- ◆ Sustainable Communities Planning Grant for Dry Creek Greenway Trail west of Riverside Avenue to the City limits at PFE Road

Bikeway/TSM Education & Outreach

The City and our regional partners conduct a variety of bicycle education programs throughout the year. The bicycle education efforts include:

Bucks for Bikes—In 2014, staff worked in partnership with PCTPA to promote Bucks for Bikes an incentive program which subsidizes new bicycles for commuters at 50% up to \$200. The program is intended to promote bicycling as a viable alternative to driving alone and thereby helping to reduce traffic congestion and improve air quality in our region. We received 56 applications and were able to fund 28 applicants representing 22 employment sites and schools within Placer County. Sixteen of the 28 successful applicants work in Roseville.

Bike/Walk Ambassadors—During 2014 staff started the Bike/Walk Ambassador Program. The purpose of this volunteer program is to promote bicycle and pedestrian safety on trails and around schools in Roseville. Our first volunteers began their outreach efforts in spring 2014.

May is Bike Month 2014 was very successful as bicyclists took advantage of the good weather. In the Sacramento region we had 8,460 bicyclists log 1,859,708 miles. In Roseville, 534 employees who work at local businesses logged 112,737 miles.,

Smart Cycling Clinics—n 2014 the City, with support from local bicycle advocacy group Biking Roseville, held four one-hour Smart Cycling and Bicycle Maintenance clinics. The City will be organizing a similar lineup of bicycle courses to be offered in April and May 2015.

Share the Trail



Be a responsible trail user.

- Don't block the trail
- Keep dogs under control – 6' leash maximum
- Travel at a safe speed
- Pass with care
- Bicyclists keep right except to pass
- Pedestrians keep left to face oncoming cyclists

www.roseville.ca.us/ShareTheTrail

Roseville Bikefest—On September 20, Roseville PedalSafe and the City hosted the 21st annual Roseville Bikefest, the annual family friendly bicycle safety event. Roseville Bikefest 2014 attracted over 400 people to Cirby Elementary School and 145 new helmets were distributed to kids needing a helmet. City staff also organized several other helmet fitting and bike safety events throughout the year as requested by schools or other organizations.



Transportation Systems Management

The TSM program reduces single occupant commuting and improves air quality by promoting biking, walking, carpooling vanpooling, and transit (bus and train). The program goal is to reduce vehicle miles traveled by 20%.

Quarterly Training—During FY 2013-2014 ,TSM staff held 4 quarterly training meetings and 27 on-site visits with employers. TSM staff also processed 4 new TSM plans, attended 15 regional coordination meetings, and several local transportation fairs.

Spare the Air—This summer the annual Spare the Air Campaign ran during the months of July and August. Participation was slightly lower than in 2013. However, this summer the program only ran for two months instead of three months like years past. Approximately 125 employees representing 37 businesses in Roseville participated in the promotion. The campaign recognized approximately 121,422 clean air commute miles (miles commuting by carpooling, vanpooling, biking, walking, riding the bus or eliminated through telecommuting).



Carpool Week—Staff will be promoting Carpool Week, October 19-25, 2014. Employees who carpool or vanpool and log their miles on the sacregioncom-muterclub.org website have a chance to win prizes.



Public Works - Alternative Transportation Division

Annual Report for

Roseville Transit

Fiscal Year 2014



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 10.65 FTE’s dedicated to the administration of Roseville Transit. Program areas include marketing and communications, bikeway planning and programs, Transportation Management Systems (TSM) promoting the use of alternative transportation modes such as public transit, carpooling, and biking, and community outreach and education (such as the Transit Ambassador program and the South Placer County Transit information center). Daily transit operations are provided by more than 50 full and part-time employees under contract with MV Transportation.

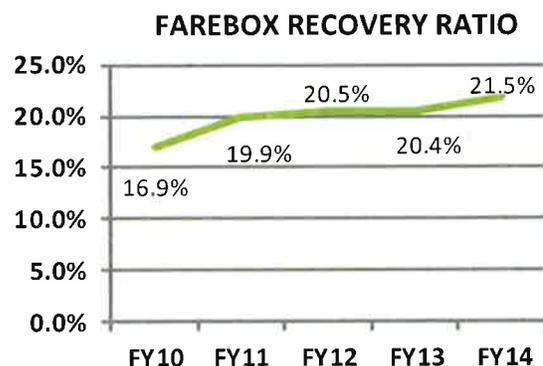
Overall Results in Fiscal Year 2014 (FY14)

Ridership in FY14 was above 400,000 passenger trips (near an all-time high); farebox recovery was just under 22%; the per trip subsidy dropped 5.8% and is once again below \$10 per trip; and other safety and quality performance measurements were met or well exceeded.

Total expenses for Roseville Transit in FY14 were 2.9% above FY13, a relatively minor increase given an almost a 4% increase in vehicle revenue hours and normal cost increases for supplies and services. Also, fare revenue increased over 9% in FY14.

Performance Standards

Fare Box Recovery Ratio provides a means of evaluating the overall costs relative to the fare revenues. The farebox recovery



ratio for FY14 was 21.5%, which represents the 4th consecutive year Roseville Transit has exceeded a 20% fare recovery ratio. FY14 also represents the first full year of providing extended

Performance Standards (continued)

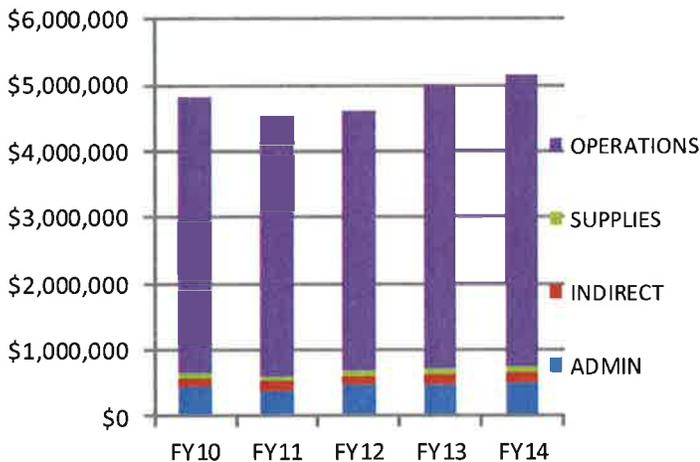
evening service hours on core routes A, B & M and the Sierra College evening shuttle, which equated to a 4% increase in vehicle revenue hours. The amount of vehicle revenue hours directly affects Operational Expenses.

Total Operational Expenses are predominantly comprised of operations (e.g., contract services), vehicle maintenance, and fuel; these cost areas are all directly influenced by the amount

miscellaneous sources of revenue, such as transit advertising. Fare revenues increased more than \$91,000 or 9% in FY14, and more than 34% between FY10 to FY14. Factors influencing fare revenues in the past five years include service changes, installation of the GFI electronic fare boxes, the elimination of internal transfers on Local Service, and the addition of advertising revenues.

Total Ridership reflects the number of single trips provided by all services types. Total ridership increased 6.7% in FY14 (over 25,000 additional passenger trips) due to increased ridership on all three modes (Local, Commuter and Dial-A-Ride).

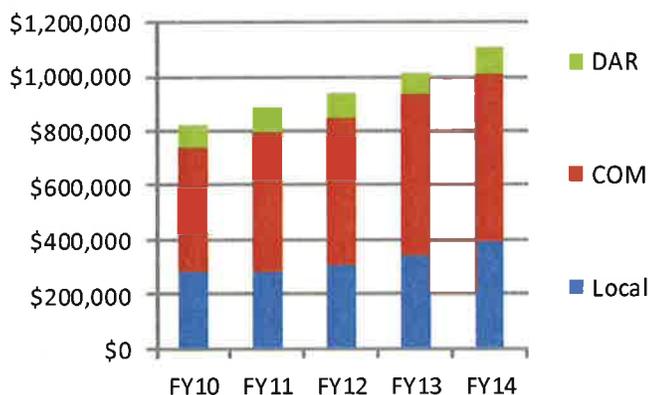
OPERATIONAL EXPENSES



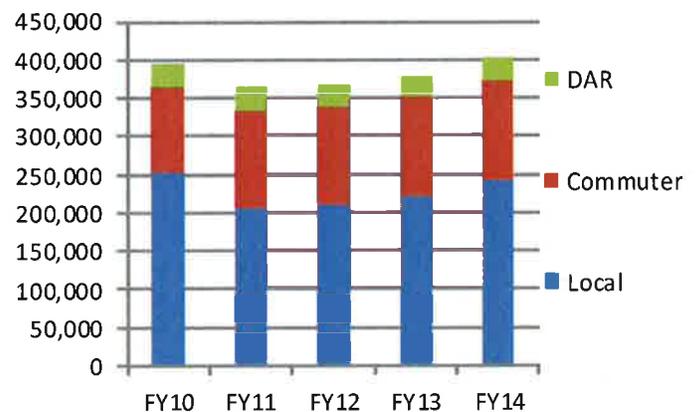
of vehicle revenue hours. As noted above, there was a 2.9% increase in total operational expenses in FY14, which was less than the 4% increase in vehicle revenue hours in FY14. Operational expenses have increased even slower in the past five years, less than an average annual increase of 1.5%. During the same time fare revenues increased almost an average of 7% annually.

Fare Box Revenue reflects total passenger fare sales and other

FARE REVENUES

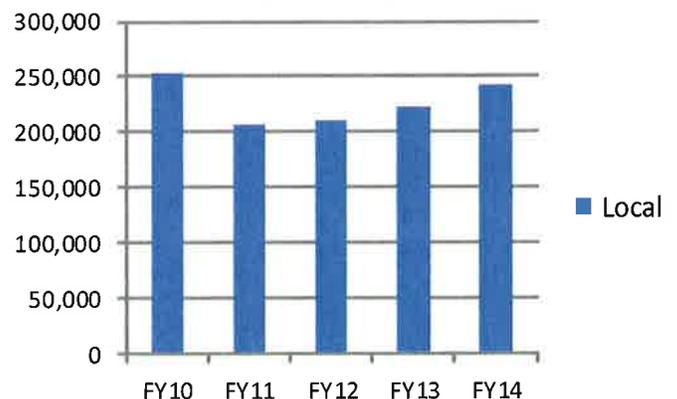


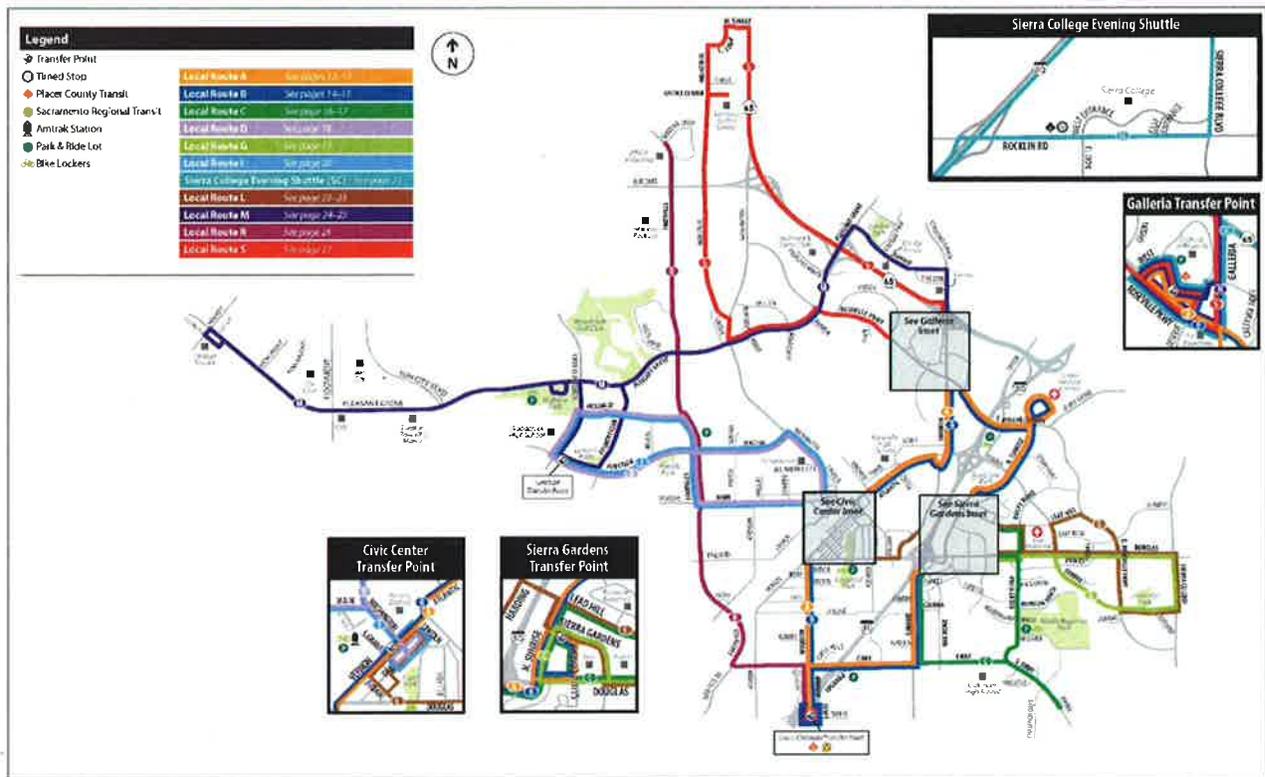
TOTAL RIDERSHIP



Local Route ridership increased 9.7% in FY14. Although the Sierra College evening shuttle has not performed well, the additional evening hours of service on core routes A, B and M and modifications to routes M, G and C have been well received.

LOCAL RIDERSHIP





Local Service Map

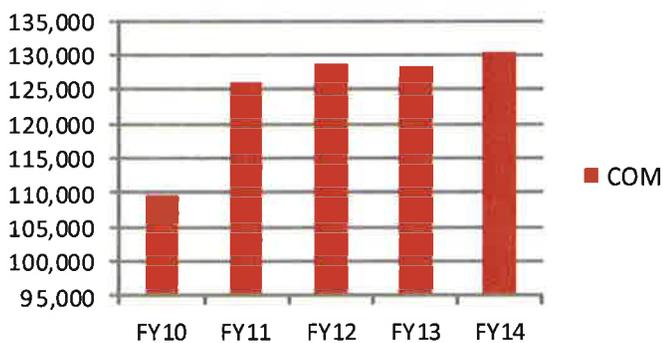
Effective September 30, 2013

Performance Standards (continued)

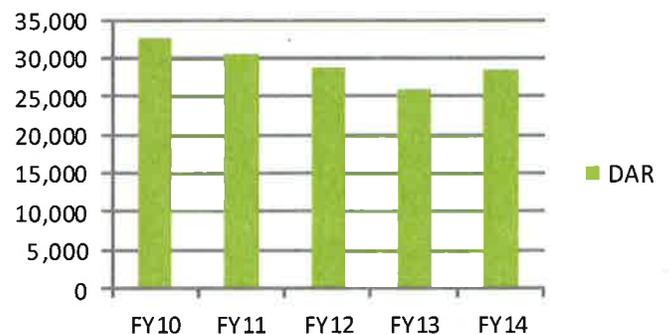
Commuter Ridership between Roseville and Downtown Sacramento was over 130,000 trips in FY14. Commuter service held steady in FY14 with a slight increase of 1.5%. Previously ridership of the Commuter routes appeared to be fairly evenly distributed. However, ridership patterns shifted slightly in FY14 and staff is now evaluating the need for added service on key routes in FY15.

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 had been declining for several years. However, in FY14 ridership has increased over 10% (about 3,000 additional trips)

COMMUTER RIDERSHIP



DAR RIDERSHIP



Accomplishments In FY14

FY14 Capital Projects	Status
Purchase of 8 ARBOCs, 3 vans, and 4 large buses; Installation of on-board video	Completed. Received buses and vans and put into service in Spring 2014.
Installation of surveillance cameras and enhanced protective fencing at vehicle	Started in FY13; Completed in March 2014.
Installation of Connect Card on board equipment	Majority of buses equipped by end of FY14. Moving forward with installation of pub-
Engineering and design of Louis Orlando Transfer Point improvements.	Engineering design and environmental completed, and proceeding with friendly acquisition of right-of-way.

Plans for FY15

Operational Changes	Status
Implement route changes to G and C, including regular	Pending
Participate in regional installation and implementation of regional fare card—Connect Card.	Roll out updated to begin in Sacramento in 2015, extend to Roseville Transit in early FY15.
Capital Projects	Status
The Louis Orlando Transfer Point regional improvement project with Sacramento Regional Transit (SacRT) and Placer County Transit (PCT).	Complete friendly ROW Acquisition in FY15 and start construction by FY16.
Bus Shelter Replacements	Procure and install replacement bus shelters as necessary
Begin procurement process for Sierra Gardens Transfer Point Improvement Project.	Staff is moving forward with RFP for engineering design and environmental.

Awards

The California Association for Coordinated Transportation (CalACT) awarded the City of Roseville the 2014 Outstanding Coordination award for advancing transit coordination and services in the Roseville region.

CalACT and its members found that Roseville's development of transit, including the launch of the regional South Placer Transit Information center, exemplify how transit managers throughout the state can coordinate services to build a more cohesive public transportation system. CalACT has been serving rural and small transit operators throughout the state of California for thirty years. Representing 350 members, CalACT is the nation's largest state transit association



Mike Wixon, at CalACT Conference receiving the Outstanding Coordination award on behalf of Roseville Transit with presenters Mark Wall (left), CalACT board member and General Manager for Lake Transit Authority and on the right Rick Ramacier, CalACT Board Chair and General Manager for Central Contra Costa Transit Authority.

Transportation Commissioners 2014

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

Public Works - Alternative Transportation Division

Annual Report for

Transit Ambassadors

Fiscal Year 2014



Background

On January 24, 2007, the Placer County Transportation Planning Agency (“PCTPA”) approved allocating one hundred and sixty-two thousand (\$162,000) in fiscal year 2006-07 State Transit Assistance (“STA”) grant funds for a volunteer Transit Ambassador Program. The City of Roseville was designated as the lead agency to establish the regional Transit Ambassador Program to recruit volunteers who can help educate new passengers about western Placer County transit services. The volunteer Transit Ambassador Program was established in March 2007-08 and is coordinated by a part-time staff person in the Alternative Transportation division. Now, seven years into the program, the STA grant funds have been expended. However for FY 2013-14 and for the next 4 years, the PCTPA approved \$30,000 annually in the Western Placer Consolidated Transportation Service Agency (“WPCTSA”) budget to continue the program, and the City, as the designated lead agency claims the funding on an annual basis.



Program Overview

Transit Ambassadors are required to volunteer a minimum of 5 hours per month helping passengers on buses, at transit

transfer locations and/or assisting staff at outreach events and presentations throughout the region. Volunteer hours are submitted and monitored monthly for program compliance.

Transit Ambassadors actively contribute to the vitality of their community and;

- Receive customer service training from the program coordinator and enjoy the camaraderie of their co-workers and transit passengers during their volunteer experience and at semi-annual meetings of the group,
- Enjoy helping people stay independent or regain their independence by teaching people how to use the bus through individual travel training, community outreach events and traveling on local bus routes,
- Gain experience and knowledge about using local fixed route service while interacting with seniors, people with disabilities and the general public through all of the opportunities mentioned above,
- Promote public transportation, specifically local fixed routes, as an effective way to contribute to the sustainability of the south Placer region, and,



- Engage their individual strengths and grow in unexpected and meaningful ways as they experience all of the above.

Program Goals

- Continued recruitment efforts to grow and maintain a team of at least 10 Transit Ambassadors
- Continued assessment of team members' individual strengths to optimize each individual's volunteer experience and contribution
- Continued monitoring of Transit Ambassador volunteer hours to ensure the minimum time commitment is achieved
- Grow high school outreach efforts to share public transit information with staff and students in the WorkAbility and/ or Independent Living Skills classes at all regional high schools and post-secondary programs
- Grow middle school and high school outreach efforts to the entire student body
- Grow outreach efforts with Sierra College to raise staff and student awareness about the availability of public transportation services to reduce students' transportation costs and parking issues
- Flex and grow the Transit Ambassador program as needed to optimize available resources
- Anticipate and address the concerns of communities in the south Placer region that may inhibit the acceptance of public transportation as cost-effective, efficient, safe, convenient transportation and as a way to maintain or regain independence.



Program Accomplishments

During FY 2013-14, a team of ten Transit Ambassadors volunteered over 640 hours helping people learn how to read bus service guides, plan trips, and ride the bus with confidence. Transit Ambassadors also assisted staff at numerous community outreach events and/or on school campuses in classroom settings.

In FY 2013-14;

- Volunteer hours increased 73%, from 370 in FY 2012-13 to 640 in FY 2013-14
- The Transit Ambassador volunteer team grew from 8 trained, active volunteers to 10.
- The Transit Ambassador Program Coordinator scheduled, coordinated and/or participated in over 30 presentations, or outreach events in FY 2013-14 bringing information about public transportation to college students, people with disabilities and seniors.



ATTACHMENT 4

Public Works - Alternative Transportation Division

Annual Report for

South Placer Transit Information Center

Fiscal Year 2014



Background

In Fiscal Year 2009, the Placer County Transportation Planning Agency (PCTPA) Board adopted a finding that a centralized transit call and information center in south Placer County was an unmet transit need that was reasonable to meet. The PCTPA Board designated the Western Placer Consolidated Transportation Service Agency (WPCTSA) as the agency responsible to implement this finding. The WPCTSA Board, in turn, designated the City of Roseville as the transit agency best suited to operate a centralized call and information center.



After a year-long effort of extensive collaboration with area providers, the South Placer Transit Information Center ("Call Center") became operational in May 2011.

The Call Center is funded through a combination of Local Transportation Funds (LTF) allocated by the PCTPA and grant funds. Operation of the Call Center provides employment for an equivalent of three and one half (3.5) full time positions with the City's contracted Call Center service provider, MV Transportation.

The Call Center operates seven days a week, from 8 a.m. – 5 p.m. Representatives answer phone inquiries from callers who need to book Dial-A-Ride trips or who need general help with transit

service related questions. Representatives are also trained to provide information about regional alternative transportation options in general.

More than 345,000 residents are served by Call Center representatives who provide transit information, customer service, and trip planning for Local fixed-route, Com-muter, and Dial-a-Ride services for five transit agencies



The online portal, www.sptransitinfo.org.

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.sptransit.org. The single point of contact makes it easier for customers seeking public transportation information.

Program Accomplishments

Health Express Trip Bookings

In November of 2013, Call Center reservationists began booking trips for Health Express, in addition to Placer County Transit, Roseville Transit and Lincoln Transit Dial-A-Ride trips. Health Express provides non-emergency medical trips to passengers

who must cross jurisdictional boundaries or whose needs are outside public service parameters. Health Express was the last transportation service provider to be added to Call Center services, and further enhances customer service for the various needs of callers.

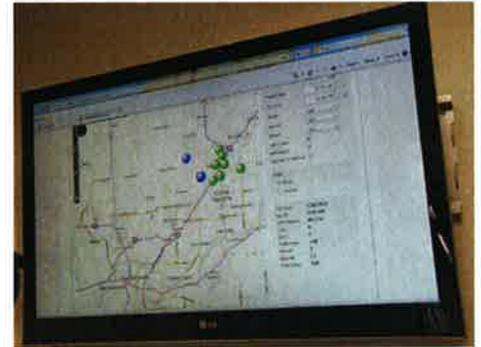
SACOG Salutes Award

In November 2013, 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. The award recognizes that the Call Center is an innovative, precedent setting response to an unmet transportation need in the urban and rural regions of south Placer County.

CalAct Award for Regional Collaboration – 2014

The California Association for Coordinated Transportation (CalACT) awarded the City of Roseville the 2014 Outstanding

Coordination award for advancing transit coordination and services in the Roseville region. This includes launching the South Placer Transit Information resource.



Program Performance

The Call Center handles an average of about 950 calls per week, almost 150,000 calls to date. The table below summarizes Call Center performance standards statistics for Fiscal Year 2014.

Call Center Performance Standards Summary Data

Fiscal Year 2013-14 Call Summary Data	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Total Calls Answered	11,387	11,822	12,932	13,364
% Calls Answered within 90 seconds	93%	88%	90%	91%
% Calls Answered within 3 minutes	98%	95%	96%	97%
% Calls Answered within 3 minutes	100%	99%	100%	100%
Calls Abandoned	577	916	830	816
Average Speed Calls Answered	0.23	0.36	0.32	0.3
Average Incoming Call Time	2.29	2.35	2.48	3.33
Calls Transferred Out	2,323	2,616	2,657	2,772

Item 8A: Alternative Transportation Division Update

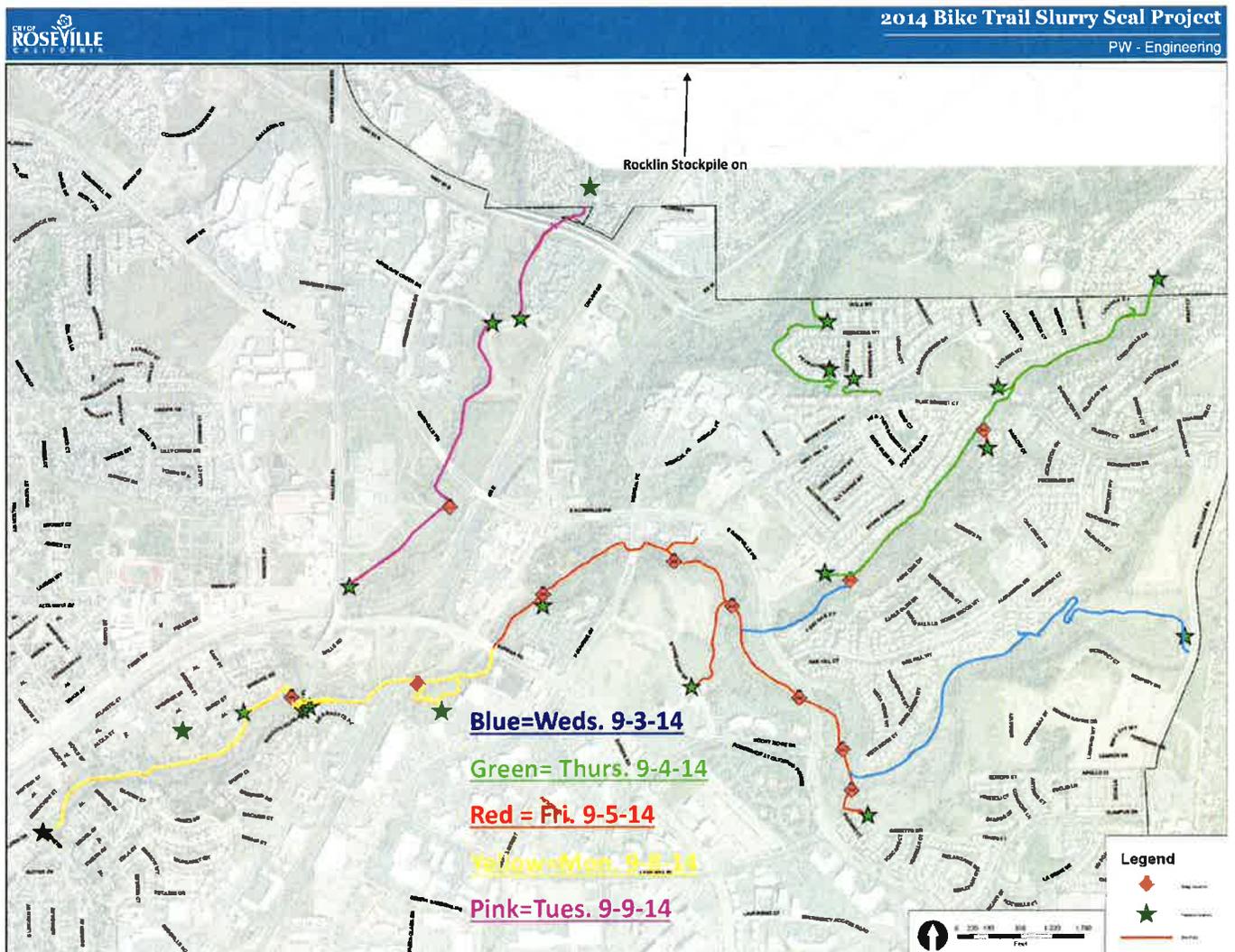
Staff: Michael Wixon, Alternative Transportation Manager

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.

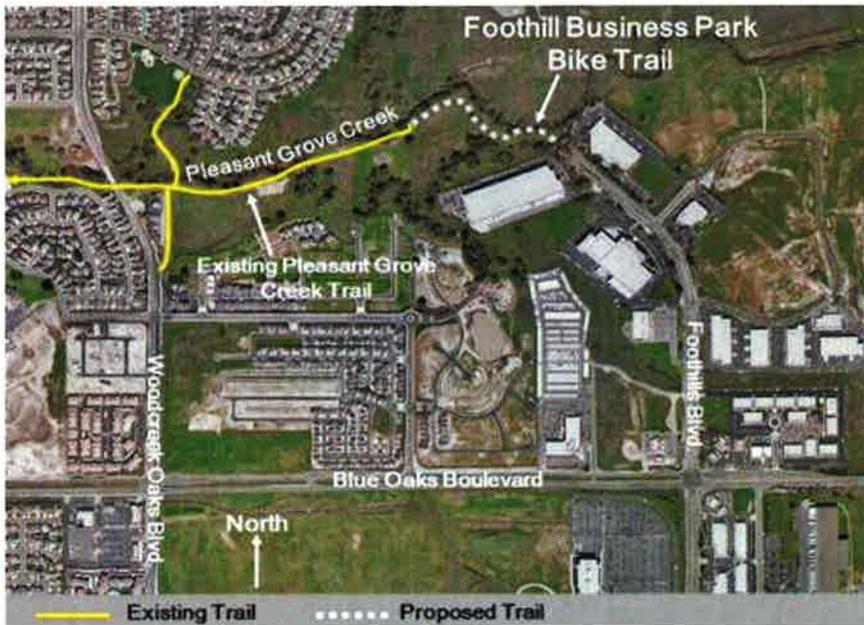
Trail Re-surfacing Project

The Antelope Creek, Miners Ravine and False Ravine Trails were resurfaced the first week of September. Re-striping is underway as of the writing of this report. The resurfacing will provide an improved the walking and bicycling surface and will also extend the service life of the asphalt paths. The \$186,000 project is funded with Local Transportation Funds.



Foothills Business Park Trail

Construction is underway on the Foothills Business Park Trail. The project is a Class I multi-use trail that will close a gap in the Pleasant Grove Creek trail system and connect nearby residences to the employment centers along Foothills Boulevard. The path will also enhance recreational bicycling, walking and jogging, and maintenance vehicle access. The trail will run approximately 1,600 feet along the south side of Pleasant Grove Creek from an existing paved path (installed by the Diamond Woods residential project) to Foothills Boulevard. This project is identified as a priority project in the City of Roseville Bicycle Master Plan and the Foothills Business Park Annexation Master Plan.



International Walk to School Day

Junction, Diamond Creek, Cirby, Stoneridge, Coyote Ridge, Quail Glen, Fiddymont Farm and Kaseberg schools are teaming up with the City of Roseville to participate in the annual Walk or Bike to School Day on **Wednesday, October 8**. Organized by the school's parent-teacher association and staff from the City of Roseville's Safe Routes to School program, the day is designed to encourage walking or biking to school in groups rather than driving alone. Approximately 9,000 students will be participating along with parents, teachers and community leaders. The goal is to motivate parents and students to continue walking and biking to school throughout the year. To dispell the common fear that walking to school isn't safe, City of Roseville traffic engineers helped school officials designate safe routes for students to use when traveling to school. Visit www.roseville.ca.us/saferoutes for more information.



New "Trail Alerts & Information" e-notification

We are now using a new Trail Alerts & Information e-mail subscription to notify the public about trail conditions, temporary closures, trail planning, and related activities. Sign up by visiting www.roseville.ca.us/subscribe. E-mails will be sent on an occasional basis only when important information is available.

2014 Commuter Passenger Survey

The attached report shows highlights from the 2014 Commuter Passenger Survey. Passengers were encouraged to participate in the online survey through posters on all Commuter buses, the website, social media, and the Roseville Transit website. As an incentive to participate, there was a random drawing for Jamba Juice gift cards. For this survey, seventy-two passengers participated and provided valuable information on their riding habits, demographics, customer service information, and comments and suggestions. See the attached report for a summary of the information collected. This information will be used to aid route and service planning.

Washington Blvd. and Taylor Rd. Resurfacing Project

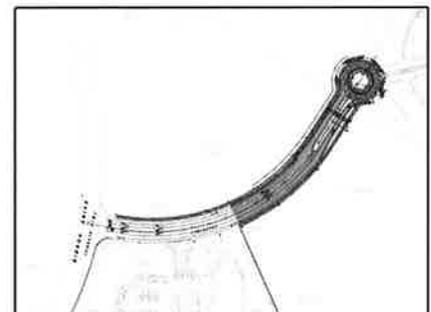
The 2014 roadway resurfacing project will include portions of Washington Boulevard and Taylor Road. Resurfacing of Washington Boulevard was completed in late September/early October. Resurfacing of Taylor Road is underway, and is taking place on weeknights from 8 p.m. to 6 a.m. The work includes repairing pavement and overlaying new asphalt, new road striping, and minor traffic signal work. The new striping configuration on Taylor Road will include the addition of bike lanes. The project is part of the Roseville's ongoing roadway preventative maintenance program, keeping the roadway network in good condition at a minimum cost through the optimized timing of maintenance. This \$2 million project is funded with a combination of state gasoline sales tax revenue, utility roadway impact fees, and regional transportation funds.

Curb, Gutter, Sidewalk Repair and ADA Ramp Upgrade Project

This project will repair sidewalk, curb and gutter damaged by city-owned trees in the Roseville Heights and Los Cerritos neighborhoods, and upgrade ADA access ramps at various locations throughout the City. The improvements will provide pedestrians with disabilities better use of Roseville's sidewalk network. Construction will take place September through November 2014 between the hours of 7 a.m. to 5 p.m., Monday – Friday with temporary closures of sidewalks and roadway shoulders. This work is funded through the City's General Liability Insurance Fund, Gas Tax Fund, North Central LLD Fund, CIP Rehab Fund, and Traffic Mitigation Fees and is estimated to cost \$700,000 - \$950,000.

Conference Center Drive to be Extended

Conference Center Drive will be extended 600 feet from its current location to the future conference center site. The roadway will include a roundabout at the northern end to connect with future development of adjacent parcels. Work is scheduled to begin the first week in September and is funded by the North Central Roseville Community Facilities District, estimated to be \$1,100,000. Minimal short term impacts to motorists on Conference Center Drive are expected.



Grant Activities

The FTA grant application submitted in June was approved for use of \$1,590,153 Section 5307 funds to offset costs associated with transit operations, provide trips for passengers eligible for Americans with Disability Act (ADA) service, and to construct the Louis Orlando Transfer Point.

As noted above, Roseville was recently awarded a \$1.23 million Active Transportation Program grant, which is a new and highly competitive program managed by Caltrans and sourced through the federal

MAP-21 transportation bill. Staff is currently exploring local and grant funding options to complete funding for Phase 3 of the Downtown Pedestrian Bridge project.

Breathe Sacramento Emigrant Trails Bike Trek

Roseville Transit was a sponsor this year of the Breathe Emigrant Trails Bike Trek by providing in-kind advertising space on our buses. Breathe Sacramento is the local chapter of the nationwide Breathe organization, formerly affiliated with the American Lung Association. The Roseville Transit Trekker Team this year included seven members, three of whom work for the City of Roseville (Cal Walstad, Police Department, and Sue Schooley and Mike Wixon, Public Works Department). The Roseville Transit Team raised over \$9,300 for Breathe Sacramento—the largest fundraiser for the entire event and team captain was Sue Schooley. This is not only a fundraiser effort, but part of a larger marketing effort for Roseville Transit to promote cycling, transit and clean air with other partners in the region, including Sacramento Regional Transit and Kaiser Permanente.



Legislative Update -- An update will be presented by staff at the meeting.

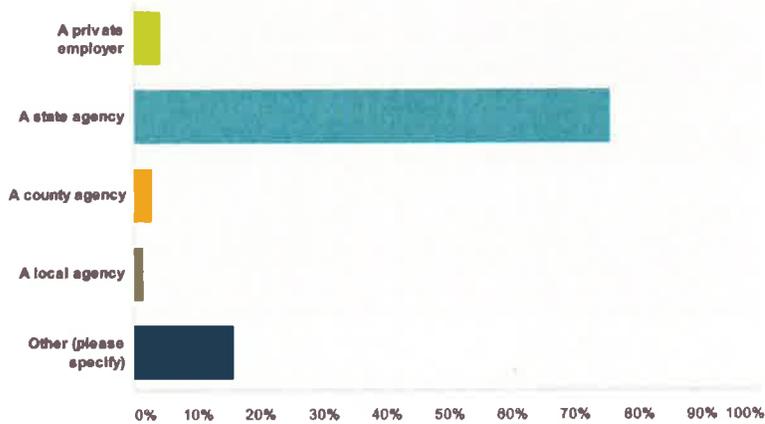
Attachments:

1. Commuter Passenger Survey Results
2. Taylor and Washington Road Resurfacing Map
3. Curb, Gutter, Sidewalk Repair and ADA Ramp Upgrade Project Map

ATTACHMENT 1

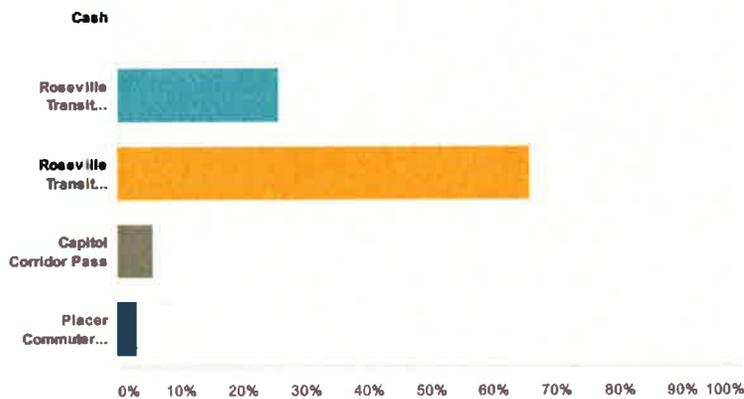
2014 Commuter Passenger Survey Result Highlights

Employer Type



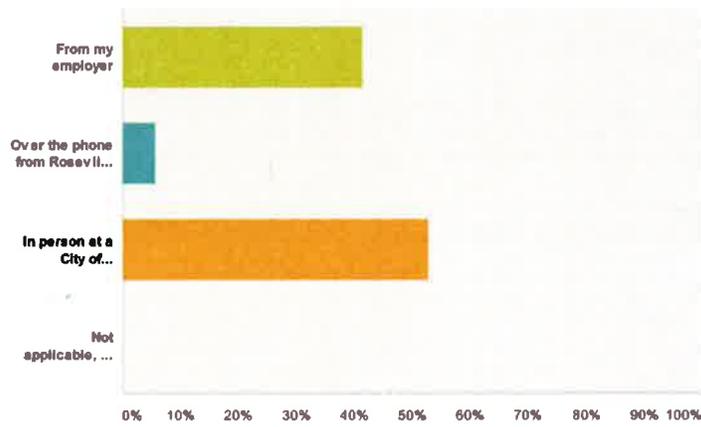
Private employer	4.29%
State agency	75.1%
County agency	2.86%
Local agency	1.43%
Federal agency	15.71%

Fare Type Typically Used



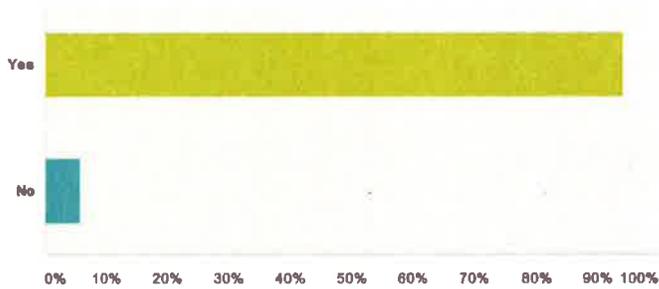
Cash	0%
Roseville Transit Commuter 10-Ride Pass	25.71%
Roseville Transit Commuter 30-Day Pass	65.71%
Capitol Corridor Pass	5.71%
Placer Commuter Express Pass	2.86%

Where Commuter Fares are Purchased



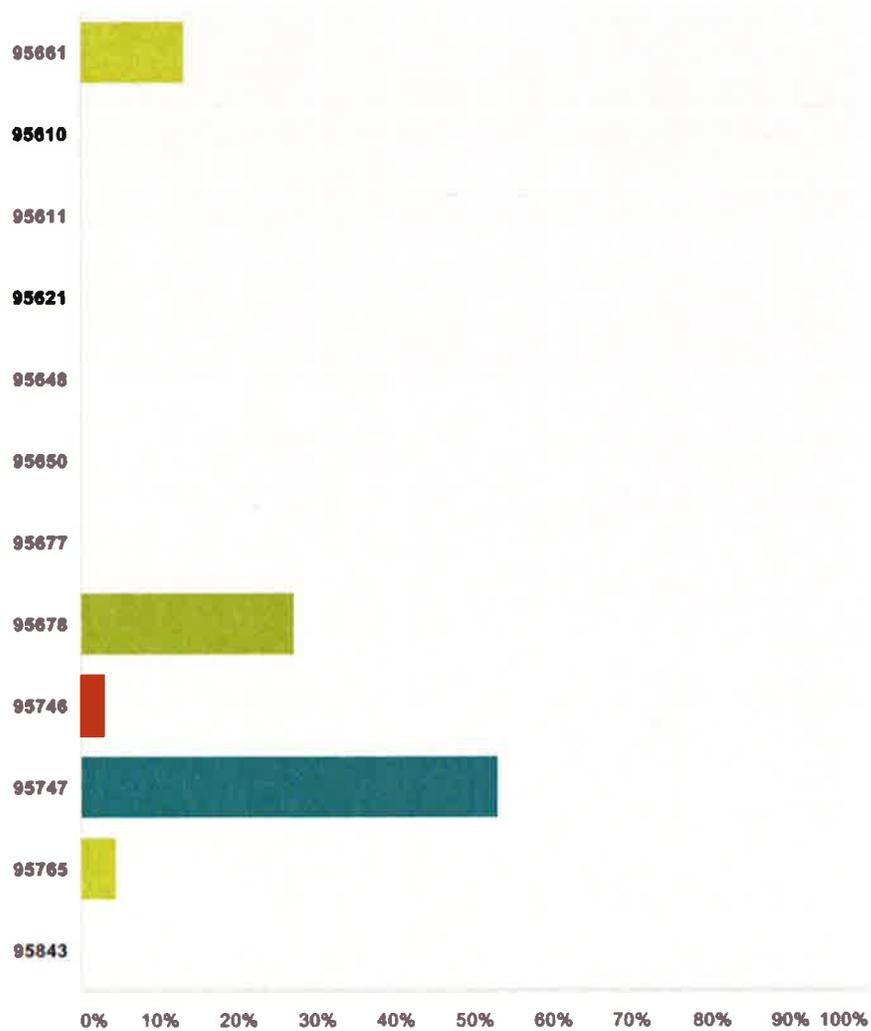
From my employer	41.43%
Over the phone from Roseville Transit	5.71%
In person at a City of Roseville facility (Alternative Transportation office, Maidu Community Center, or Roseville Sports Center)	52.86%
Not applicable, I pay cash each time I board the bus	0%

Living within Roseville city limits



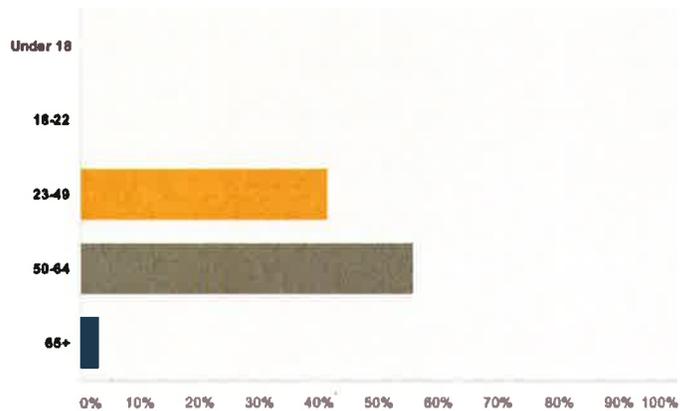
Yes	94.29%
No	5.71%

Passenger home zip codes



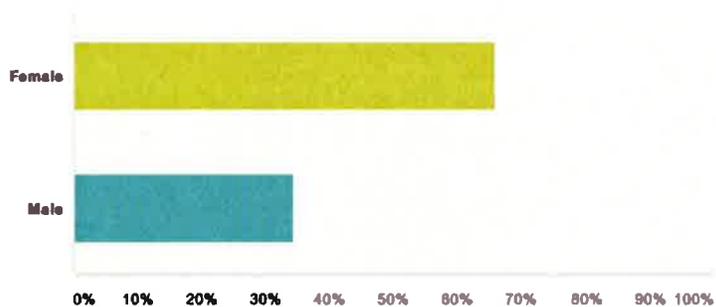
95661	12.86%
95678	27.14%
95746	2.86%
95747	52.86%
95765	4.29%

Passenger Age



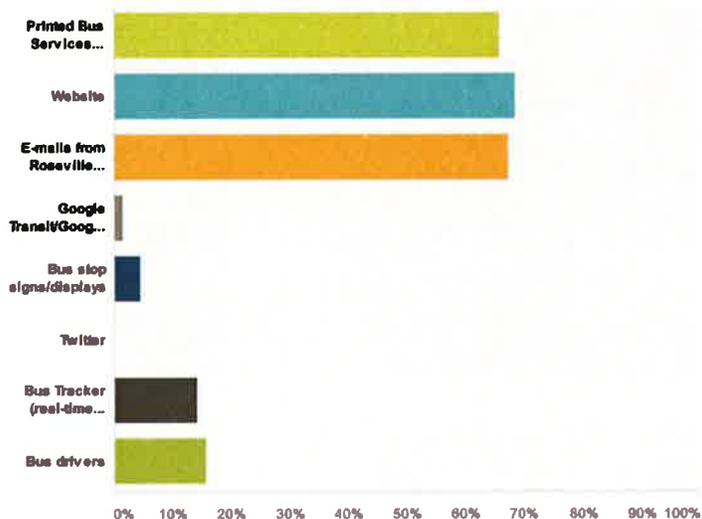
Under 18	0%
18-22	0%
23-49	41.43%
50-64	55.71%
65+	2.86%

Passenger Gender



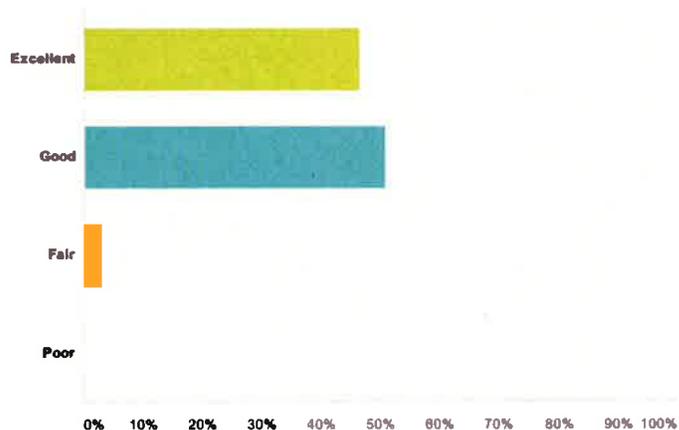
Female	65.71%
Male	34.29%

How Passengers Receive Roseville Transit Information



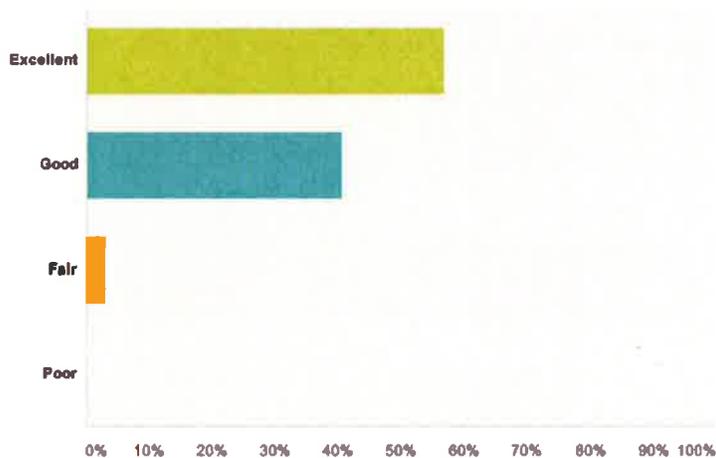
Printed Bus Services Guides, brochures, and fliers	65.71%
Website	68.57%
E-mails from Roseville Transit	67.14%
Google Transit/Google Maps	1.43%
Bus stop signs/displays	4.29%
Twitter	0%
Bus Tracker (real-time arrival tool)	14.29%
Bus drivers	15.71%

How Passengers Rate Roseville Transit Commuter Service Overall – 97% rate it Good or Excellent



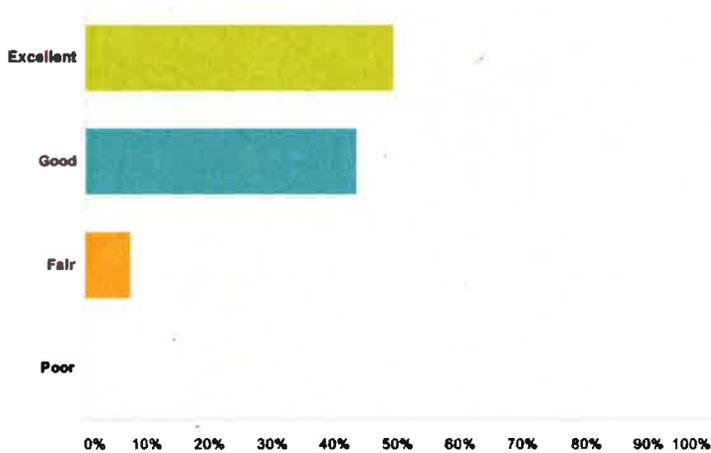
Excellent	46.38%
Good	50.72%
Fair	2.90%
Poor	0%

How Passengers Rate Cleanliness of Roseville Transit Buses – 97% rate it Good or Excellent



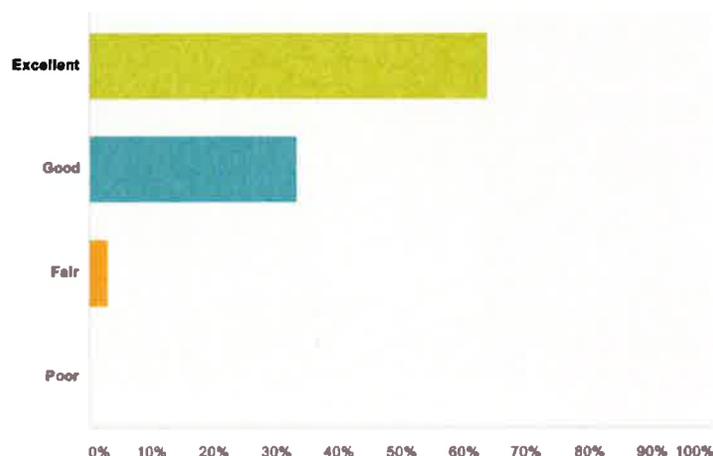
Excellent	56.52%
Good	40.58%
Fair	2.90%
Poor	0%

How Passengers Rate On Time Performance of Roseville Transit Commuter Service – 92% rate it Good or Excellent



Excellent	49.28%
Good	43.48%
Fair	7.25%
Poor	0%

How Passengers Rate Safety of Roseville Transit Commuter Service – 97% rate it Good or Excellent



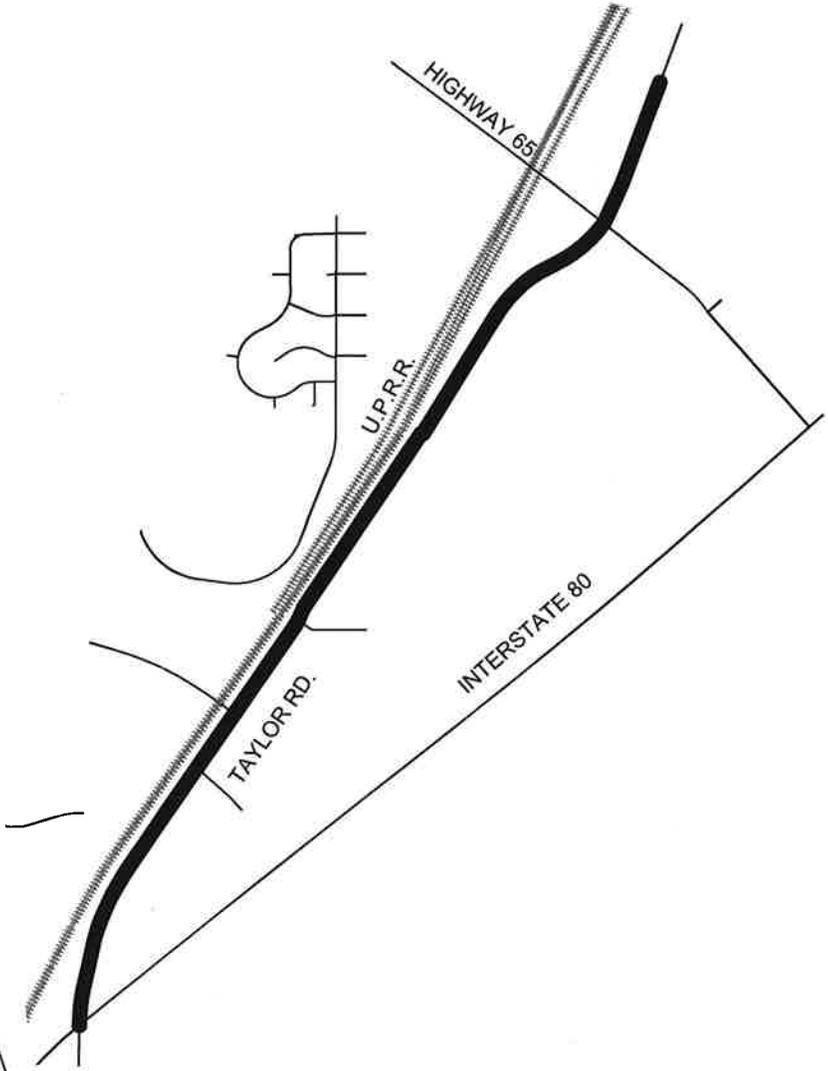
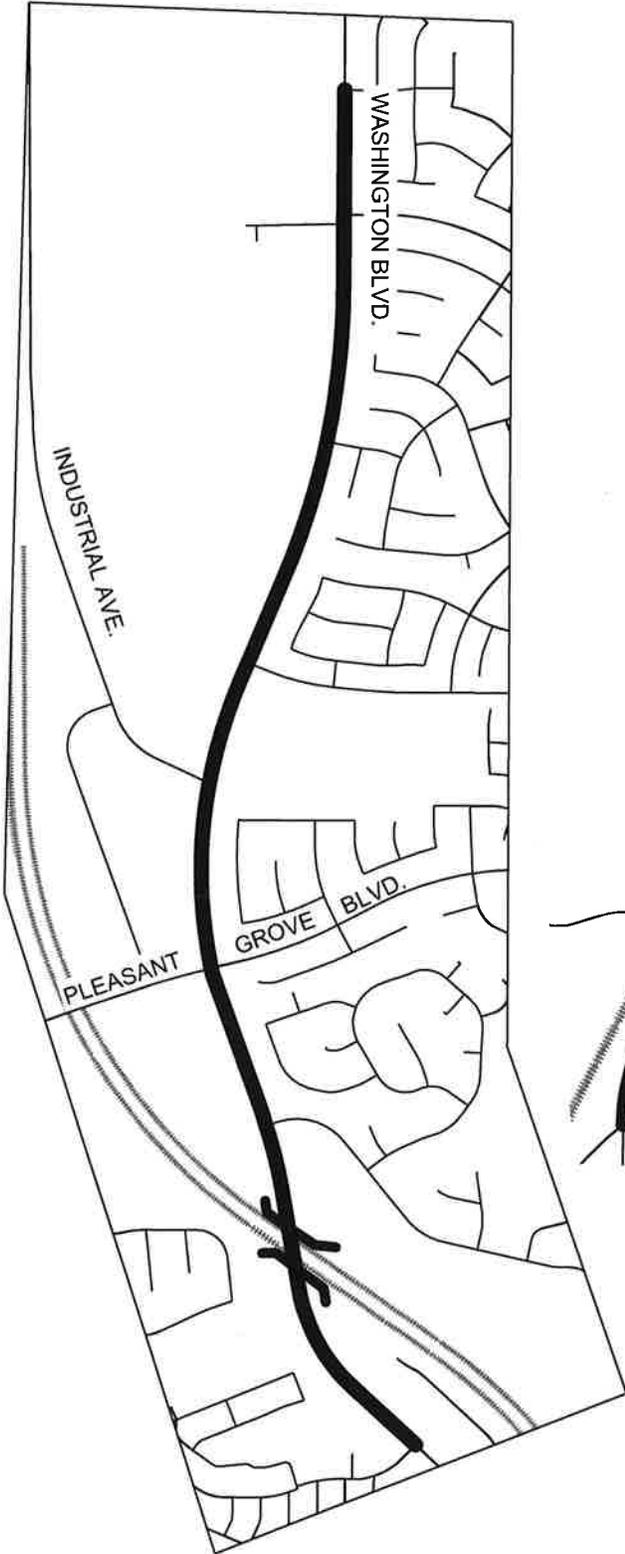
Excellent	63.77%
Good	33.33%
Fair	2.90%
Poor	0%

Comments from Commuter Passengers

- "I absolutely love the Roseville Commuter drivers. I usually ride the 6:50 from Saugstad Park and that driver is wonderful! He's kind and quiet. He turns the lights down when everyone is on, because most of us do sleep on the way in. And, he is very safe. The young man in the afternoon who drops me off at I-80 is also wonderful. So kind and always tells us to have a nice evening. So patient with questions or folks who are lost. I never thought I would love to commute (I have been driving downtown for 23 years!) but I LOVE it! Thank you so much!"
- "The drivers are great: safety, courtesy, timeliness. Travel from downtown SAC to home is such a restful ride home. Thanks for driving."
- "Rarely have I had any problem with buses being late in morning or going home at night."
- "I have ridden on several commuter lines over the years. Yuba-Sutter Transit; Natomas Flyer; and the current Roseville Transit. They all rank pretty high in customer service and reliability, but I find Roseville Transit to be the cherry on top."
- "I can/will adjust my work schedule depending on the bus times. Right now, it works well. The potential mid-day schedule would be a GREAT addition to help plan/accommodate other appointments and activities. With a set schedule on certain/specific days, doctor/dentist/etc appts can be scheduled and I would still be able to use the Commuter Service."

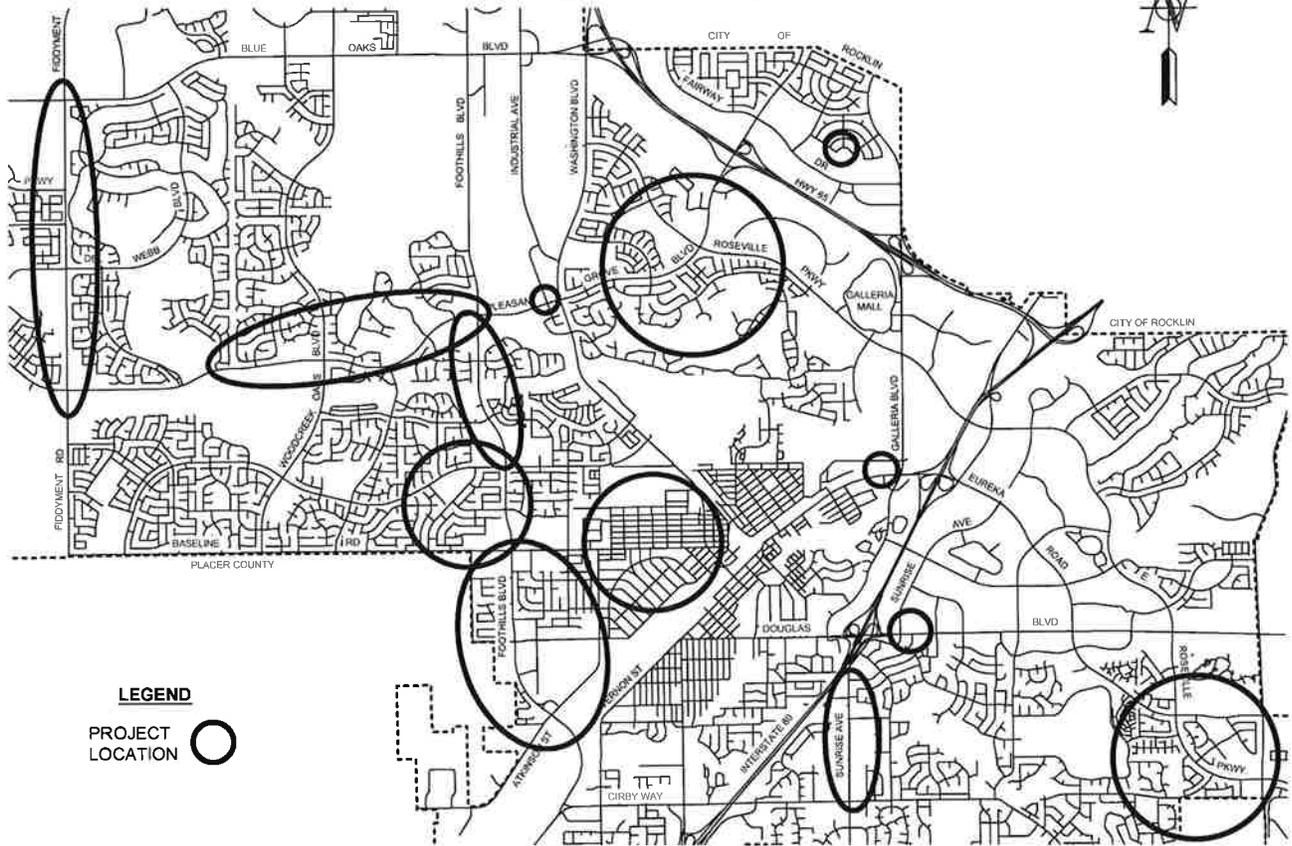
2014 PAVEMENT REHABILITATION AND OVERLAY PROJECT PROJECT

LOCATION MAP



ATTACHMENT 3

"EXHIBIT A" 2014 SIDEWALK CURB & GUTTER PROJECT VICINITY MAP



LEGEND

PROJECT LOCATION ○