



**Transportation Commission Meeting
Council Chambers
311 Vernon Street
November 18, 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. 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.

ADJOURN MEETING TO CIVIC CENTER TRANSIT TRANSFER POINT

5. Connect Card Equipment Review

RECONVENE MEETING AT COUNCIL CHAMBERS-311 VERNON ST.

6. Special Presentations/Reports

- a. Roseville Municipal Code Amendment – (ACTION REQUIRED) (Continued from 10/21/14)
- b. Alternative Transportation Division Annual Reports – (Continued from 10/21/14)

7. Staff and/or Commission Reports/Comments

- a. Alternative Transportation Division Update

8. Pending Agenda

None

9. Adjournment

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



Transportation Commission Meeting

November 18, 2014 – 7:00 p.m.

Special Presentations/Reports

Item 6A: 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 providing 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 ~~T~~ransit ~~C~~ommuter.

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>



Transportation Commission Meeting

November 18, 2014 – 7:00 p.m.

Special Presentations/Reports

Item 6B. 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

ATTACHMENT 1

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.



ATTACHMENT 2

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.

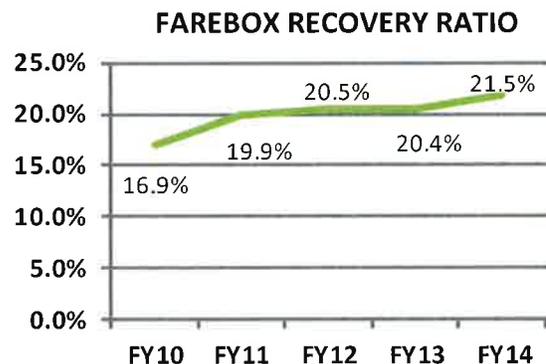
Overall Results in Fiscal Year 2014 (FY14)

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)

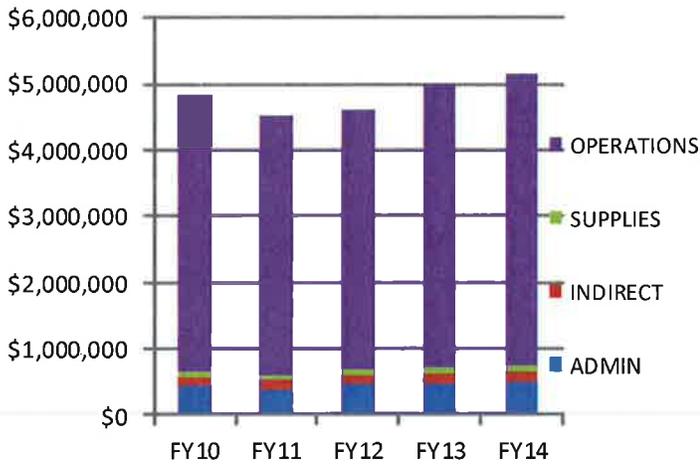
evening service hours on core routes A, B & M and the Sierra College evening shuttle, which equated to a 4% increase in vehicle revenue hours. The amount of vehicle revenue hours directly affects Operational Expenses.

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).

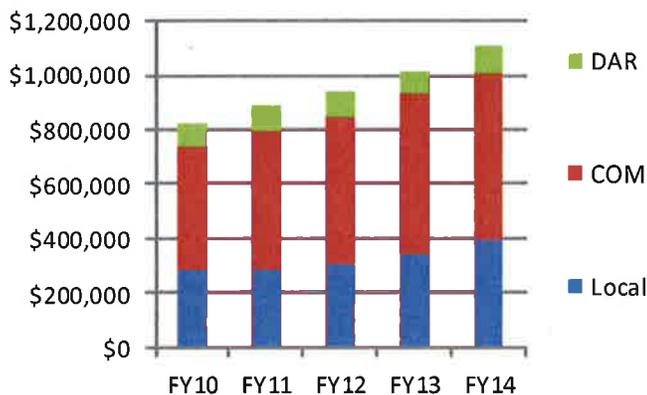
OPERATIONAL EXPENSES



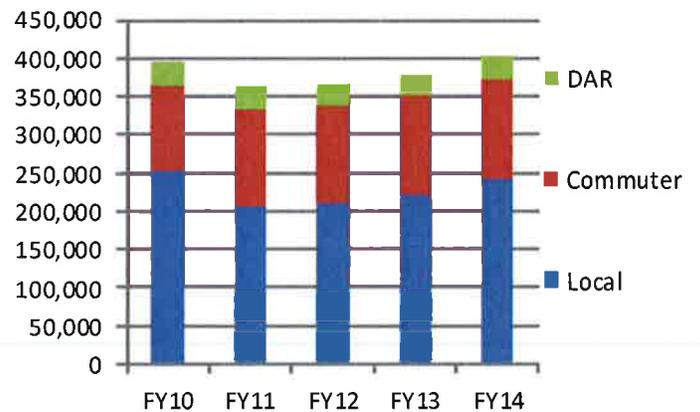
of vehicle revenue hours. As noted above, there was a 2.9% increase in total operational expenses in FY14, which was less than the 4% increase in vehicle revenue hours in FY14. Operational expenses have increased even slower in the past five years, less than an average annual increase of 1.5%. During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

Fare Box Revenue reflects total passenger fare sales and other

FARE REVENUES

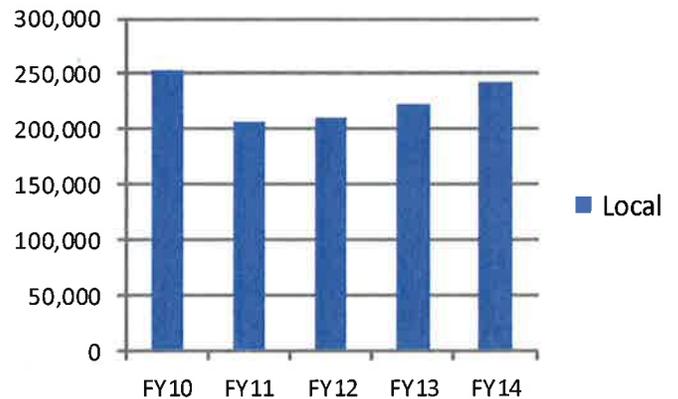


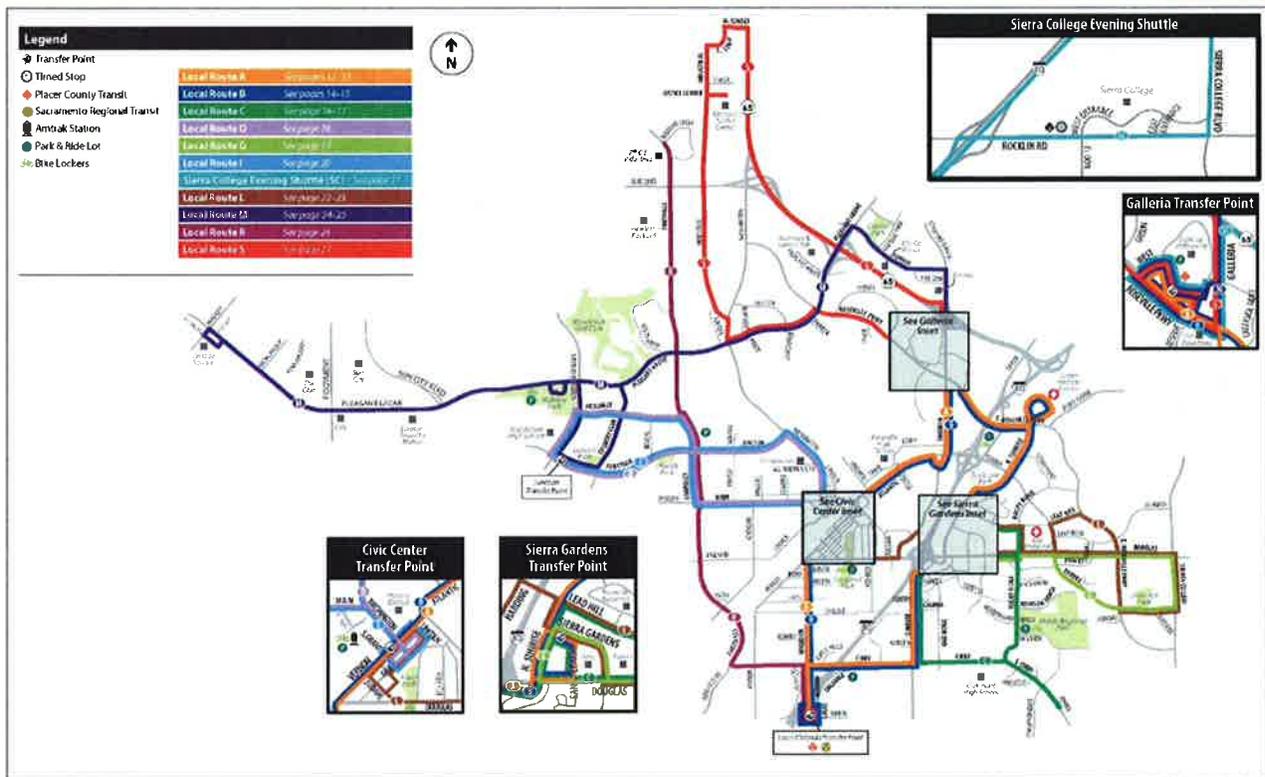
TOTAL RIDERSHIP



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

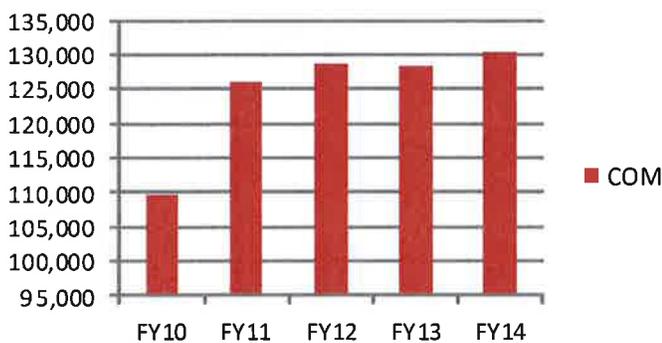
Effective September 30, 2013

Performance Standards (continued)

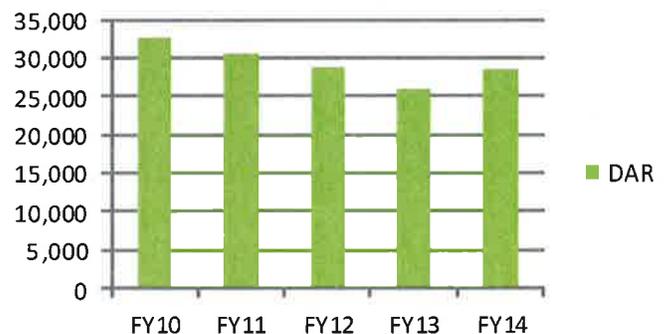
Commuter Ridership between Roseville and Downtown Sacramento was over 130,000 trips in FY14. Commuter service held steady in FY14 with a slight increase of 1.5%. Previously ridership of the Commuter routes appeared to be fairly evenly distributed. However, ridership patterns shifted slightly in FY14 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 cameras.	Completed. Received buses and vans and put into service in Spring 2014.
Installation of surveillance cameras and enhanced protective fencing at vehicle storage & maintenance yard.	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 public counter equipment.
Engineering and design of Louis Orlando Transfer Point improvements.	Engineering design and environmental completed, and proceeding with friendly ac-

Plans for FY15

Operational Changes	Status
Implement route changes to G and C, including regular service to Sierra College.	Pending
Participate in regional installation and implementation of regional fare 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	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
 Chinnaian Jawahar
 Grace Keller
 Tracy Mendonsa, Vice-Chair
 David Nelson
 Andrew O'Hair, Youth Commissioner
 Ryan Schrader

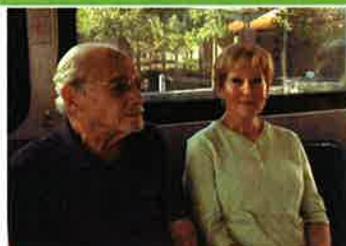
ATTACHMENT 3

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.

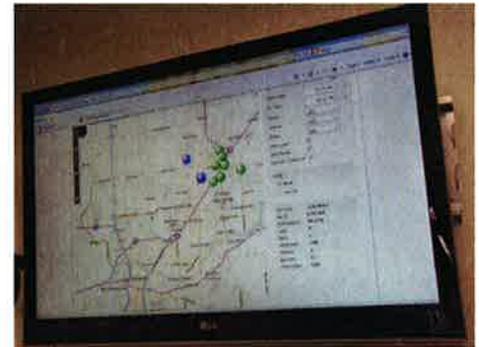
SACOG Salutes Award

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

Transportation Commission Meeting November 18, 2014 – 7:00 p.m. Reports and Updates

Item 7A: Alternative Transportation Division Update

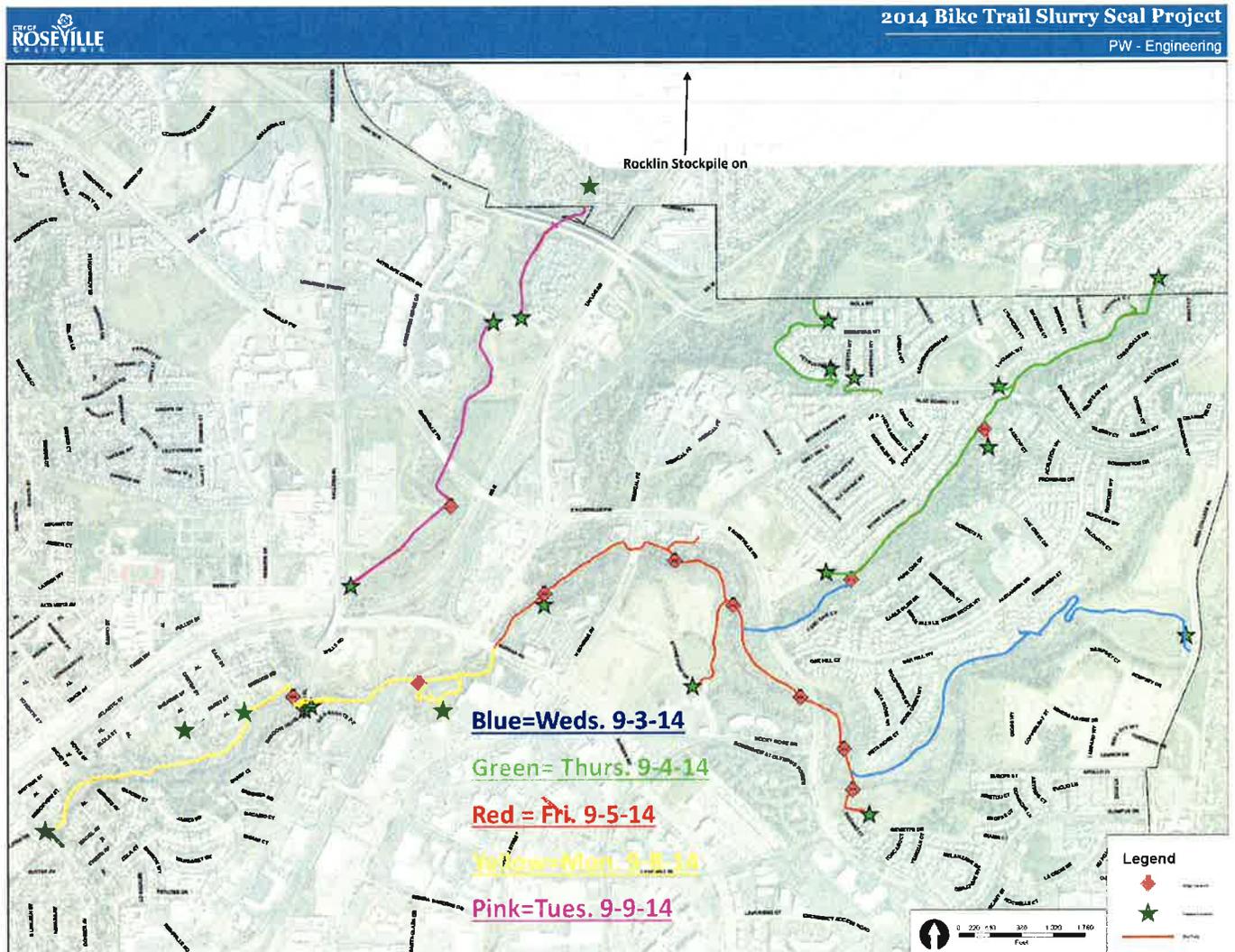
Staff: Michael Wixon, Alternative Transportation Manager

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

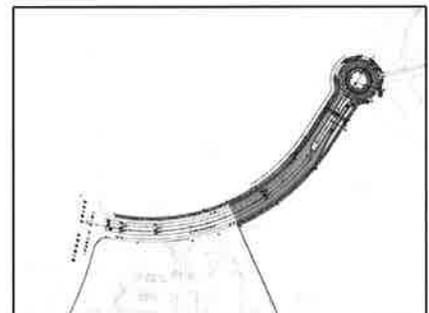
The 2014 roadway resurfacing project will include portions of Washington Boulevard and Taylor Road. Resurfacing of Washington Boulevard was completed in late September/early October. Resurfacing of Taylor Road is underway, and is taking place on weeknights from 8 p.m. to 6 a.m. The work includes repairing 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.

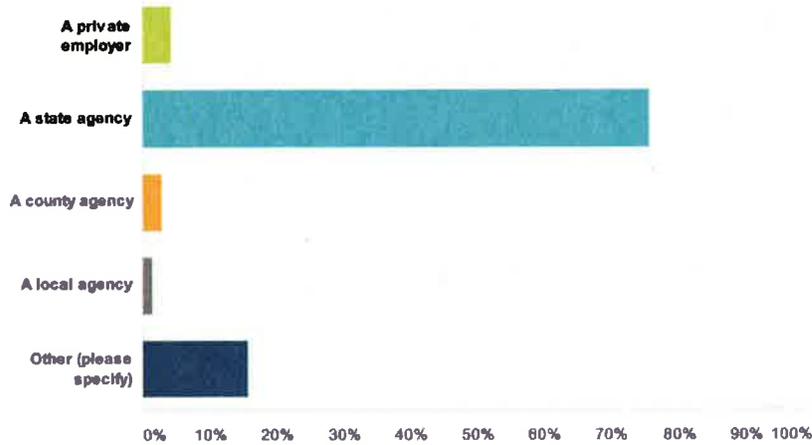
Attachments:

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

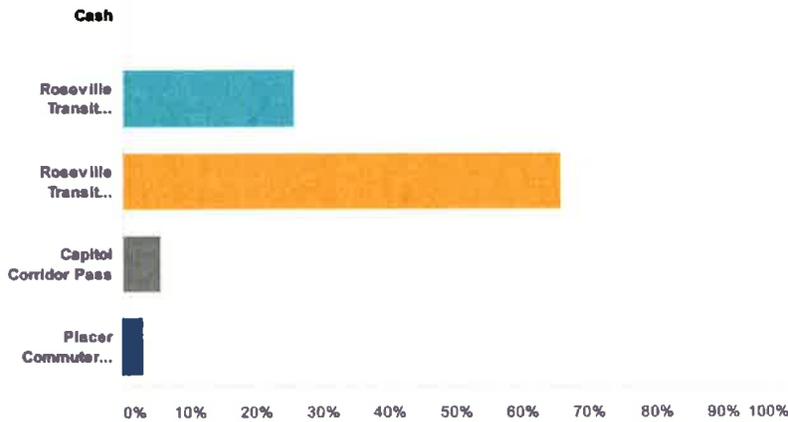
2014 Commuter Passenger Survey Result Highlights

Employer Type



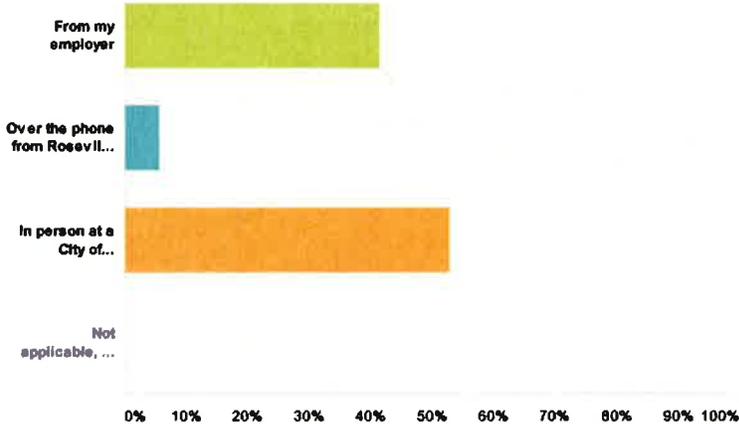
Private employer	4.29%
State agency	75.1%
County agency	2.86%
Local agency	1.43%
Federal agency	15.71%

Fare Type Typically Used



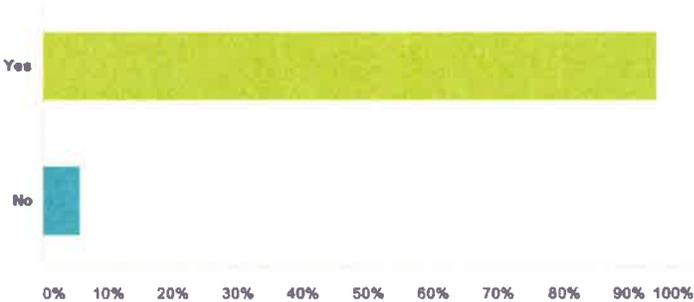
Cash	0%
Roseville Transit Commuter 10-Ride Pass	25.71%
Roseville Transit Commuter 30-Day Pass	65.71%
Capitol Corridor Pass	5.71%
Placer Commuter Express Pass	2.86%

Where Commuter Fares are Purchased



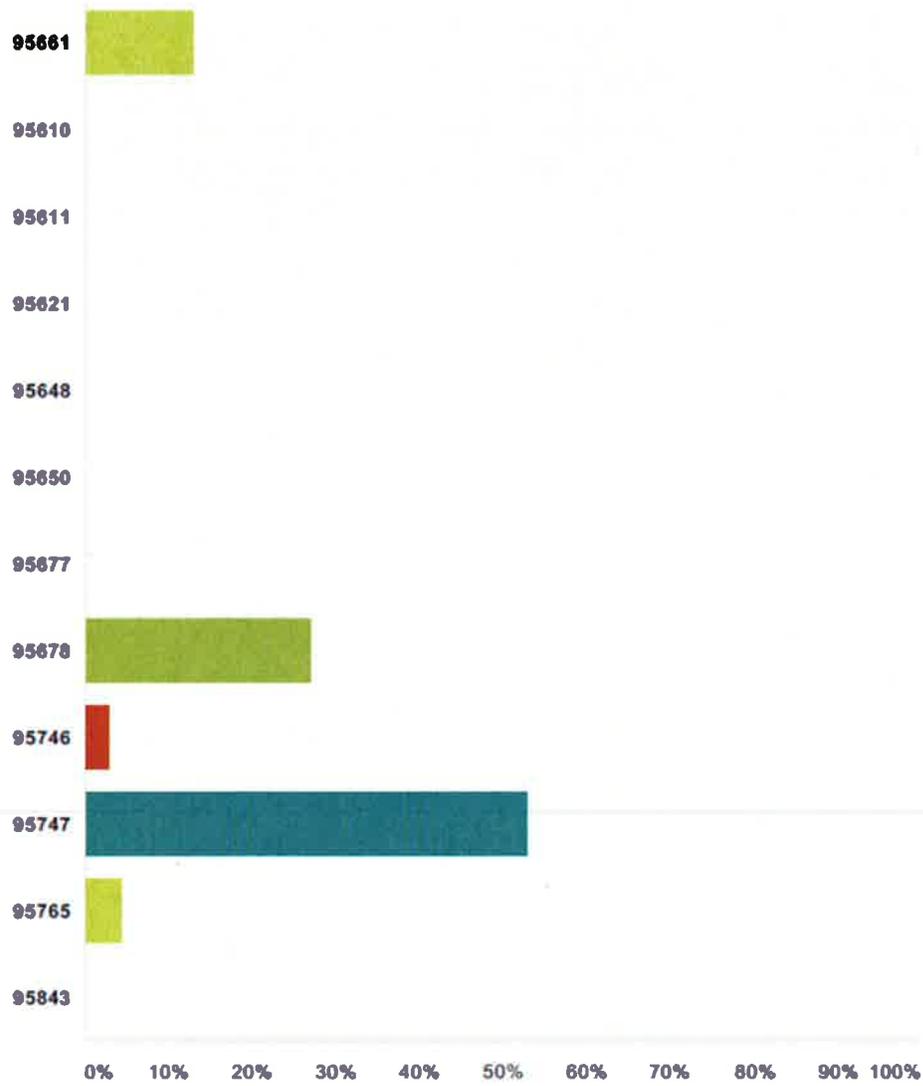
From my employer	41.43%
Over the phone from Roseville Transit	5.71%
In person at a City of Roseville facility (Alternative Transportation office, Maidu Community Center, or Roseville Sports Center)	52.86%
Not applicable, I pay cash each time I board the bus	0%

Living within Roseville city limits



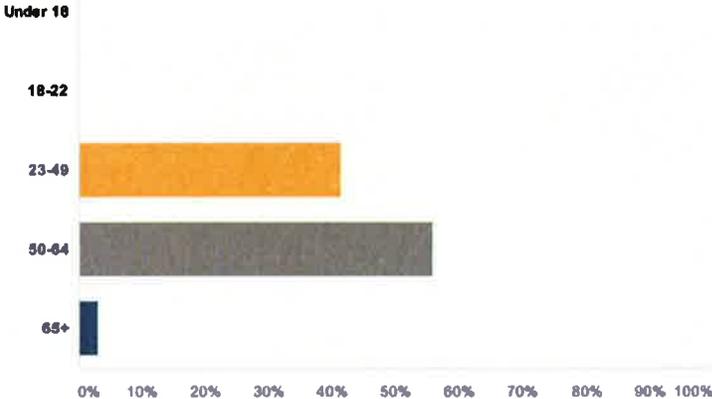
Yes	94.29%
No	5.71%

Passenger home zip codes



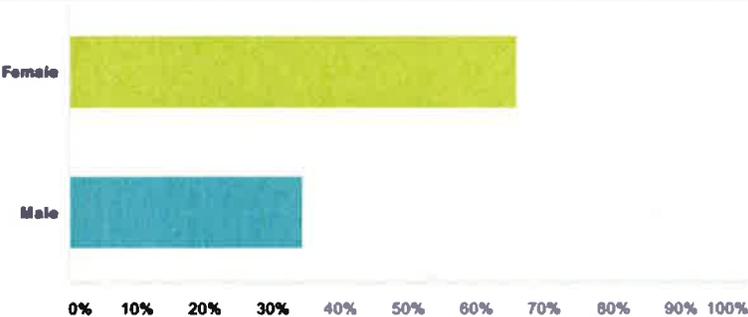
95661	12.86%
95678	27.14%
95746	2.86%
95747	52.86%
95765	4.29%

Passenger Age



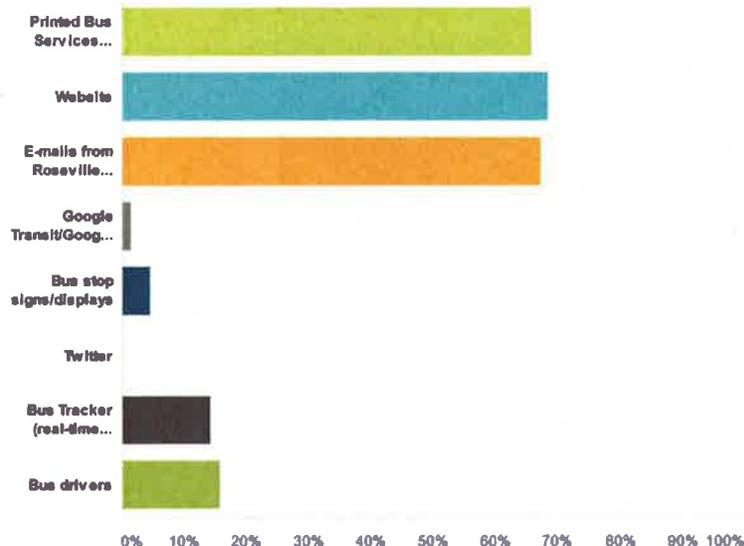
Under 18	0%
18-22	0%
23-49	41.43%
50-64	55.71%
65+	2.86%

Passenger Gender



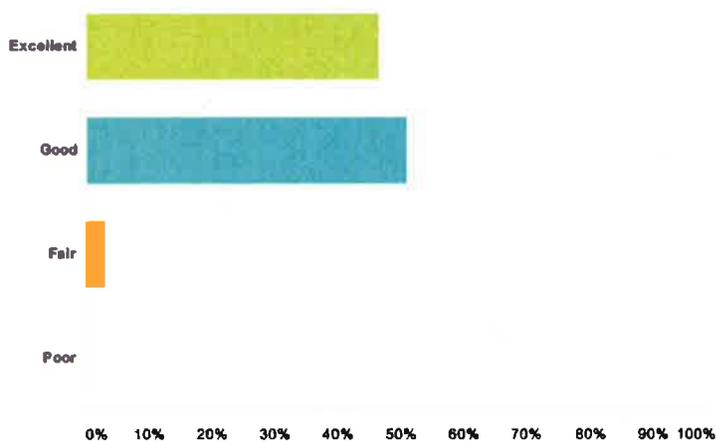
Female	65.71%
Male	34.29%

How Passengers Receive Roseville Transit Information



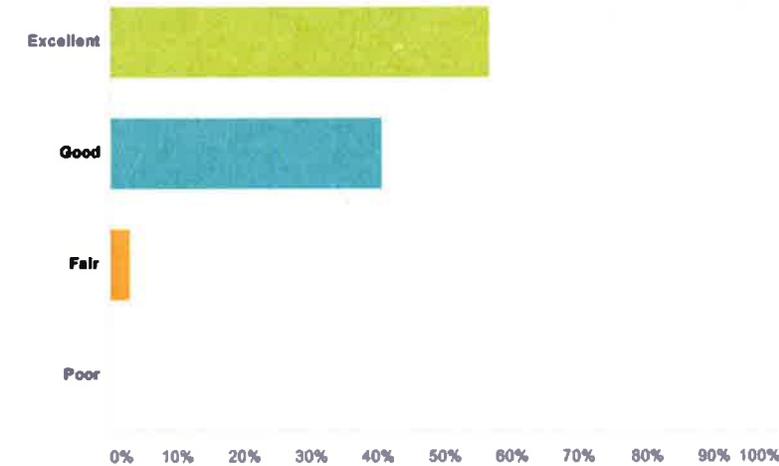
Printed Bus Services Guides, brochures, and fliers	65.71%
Website	68.57%
E-mails from Roseville Transit	67.14%
Google Transit/Google Maps	1.43%
Bus stop signs/displays	4.29%
Twitter	0%
Bus Tracker (real-time arrival tool)	14.29%
Bus drivers	15.71%

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



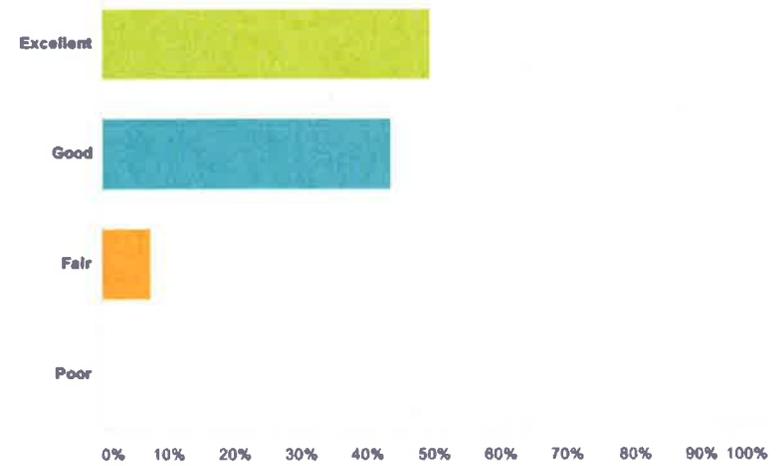
Excellent	46.38%
Good	50.72%
Fair	2.90%
Poor	0%

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



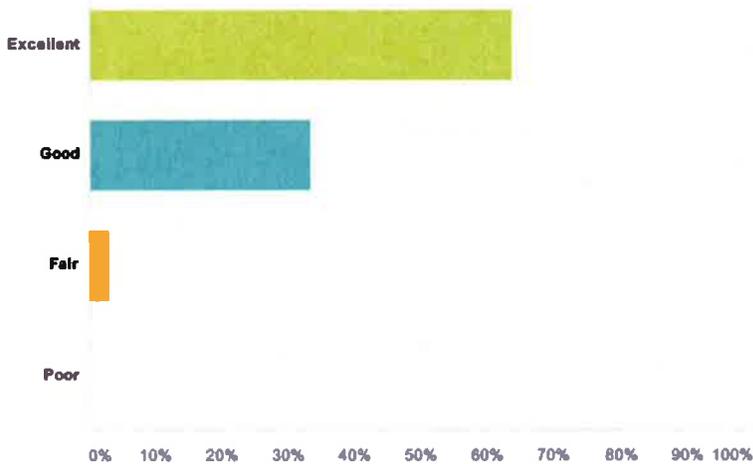
Excellent	56.52%
Good	40.58%
Fair	2.90%
Poor	0%

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%

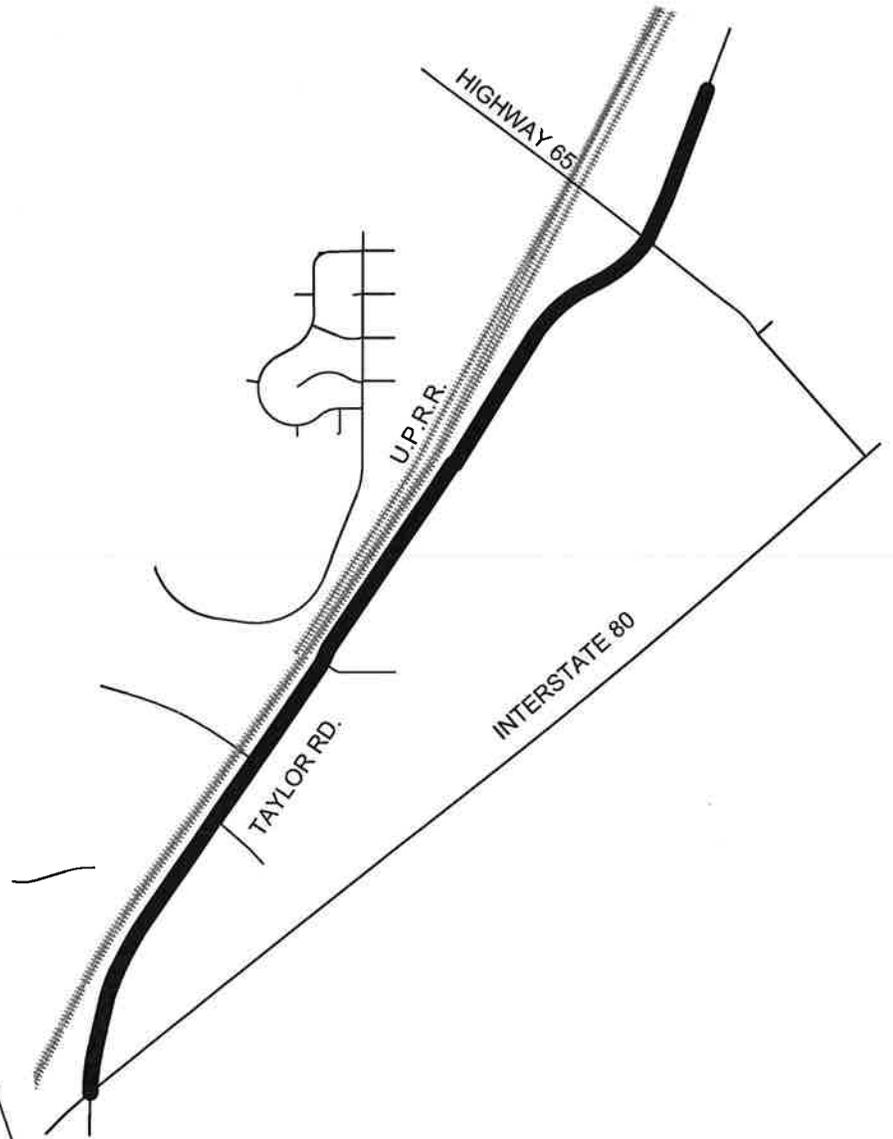
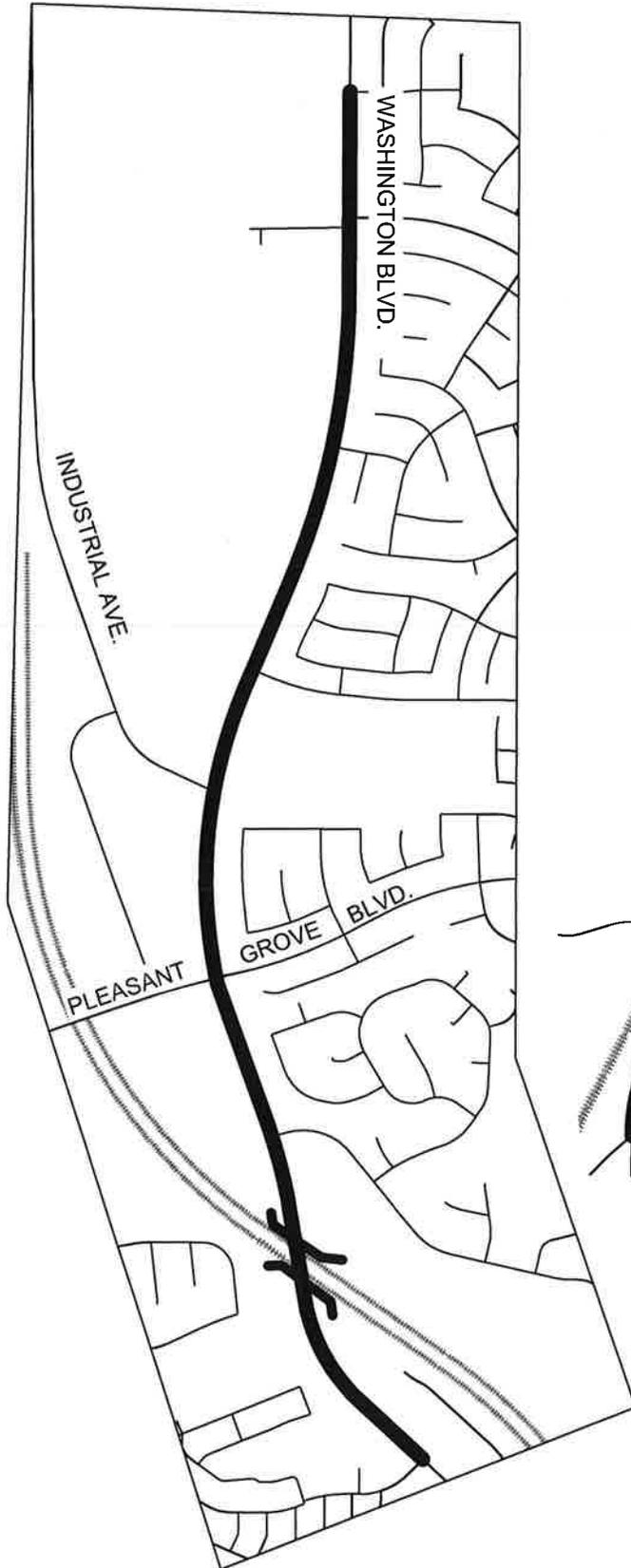
Comments from Commuter Passengers

- “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.”

ATTACHMENT 2

2014 PAVEMENT REHABILITATION AND OVERLAY PROJECT PROJECT

LOCATION MAP



ATTACHMENT 3

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

