

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Public Works *Boyer*

BOARD AGENDA # C-5

Urgent Routine

AGENDA DATE July 24, 2012

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval to Enter into Negotiations with the Cities of Oakdale and Riverbank for Stanislaus Regional Transit (StaRT) to Provide Transit Services to those Communities Previously Served by Riverbank Oakdale Transit Services (ROTA)

STAFF RECOMMENDATIONS:

Approve entering into negotiations with the cities of Oakdale and Riverbank for StaRT to provide transit services to those communities previously served by ROTA.

FISCAL IMPACT:

Public Works-Local Transit System's Adopted Proposed Budget for Fiscal Year 2012-2013 includes Local Transportation Funds, Federal Transit Administration funds, State Transit Assistance funds, and fare revenues for operation of StaRT services. If services are provided by StaRT, transit revenues allocated to ROTA for services will be directed to Stanislaus County. ROTA's transit claim for Fiscal Year 2012-2013 identified \$560,420 of operating costs. Stanislaus County's future claims would incorporate those funds allocated to the service areas of Oakdale and Riverbank. There will be no impact to the County's General Fund.

BOARD ACTION AS FOLLOWS:

No. 2012-396

On motion of Supervisor Chiesa, Seconded by Supervisor Monteith

and approved by the following vote,

Ayes: Supervisors: Chiesa, Withrow, Monteith, De Martini, and Chairman O'Brien

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) Denied

3) Approved as amended

4) Other:

MOTION:

Christine Ferraro

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No. C-1-B-3 & C-7-B-5

Approval to Enter into Negotiations with the Cities of Oakdale and Riverbank for Stanislaus Regional Transit (StaRT) to Provide Transit Services to those Communities Previously Served by Riverbank Oakdale Transit Services (ROTA)

DISCUSSION:

Stanislaus County is proposing to merge and incorporate existing transit services offered by the Riverbank-Oakdale Transit Authority (ROTA) into the County's transit system. At present, the County's transit system includes transit service to the cities of Oakdale and Riverbank with fixed route service on Route 60. In addition, deviated fixed route service is provided on the Eastside Shuttle connecting residents of Oakdale and Riverbank to the City of Modesto, as well as the Waterford Dial-a-Ride (DAR), which connects residents to east Oakdale. At the June 12, 2012 ROTA Board of Directors meeting, the ROTA Board voted 3-0 to approve the proposal submitted by the Public Works Transit Division to consolidate transit services offered by ROTA with StaRT.

As the Countywide transit provider, StaRT is experienced with providing public transit service throughout Stanislaus County and manages transit operations on behalf of the Cities of Patterson, Waterford, and Newman. The County is familiar with and knowledgeable about transit needs of residents in both cities and is well equipped to work with the cities on providing transit service to their residents. The County has also worked with ROTA staff on transit planning and financial activities for transit operations, and will work with ROTA and city staff to address concerns regarding merging ROTA's transit service with StaRT.

Through a Memorandum of Understanding (MOU) signed with the City of Patterson in July 2000, StaRT offers DAR transit services to residents of that city. Similarly, the County signed MOUs with the City of Newman in July 2003 and the City of Waterford in July 2004 to operate DAR service for their residents. Through established MOUs with these cities, the County oversees all administrative responsibilities for transit services provided with existing TDA funds. The County also undertakes all transit audits as required by Federal and State regulations.

Merging ROTA transit service with StaRT will be beneficial to residents of both cities. As part of the County transit system, there will be more opportunities to connect to other routes without paying for transfers to ride other StaRT routes. It is anticipated that the fares would be the same as StaRT's fare rates. As of August 1, 2011, StaRT charges \$1.50 for general fare (including students) and \$1.25 for seniors and persons with disabilities. This would be another benefit to ROTA passengers as the fares would be lower than ROTA's current fares.

Approval to Enter into Negotiations with the Cities of Oakdale and Riverbank for Stanislaus Regional Transit (StaRT) to Provide Transit Services to those Communities Previously Served by Riverbank Oakdale Transit Services (ROTA)

A comparison of current StaRT and ROTA fares are shown in the chart below.

COMPARISON OF CURRENT START - ROTA FARE STRUCTURE

FARES	StaRT Route 60 (Fixed Route)	StaRT Eastside Shuttle (Deviated Fixed Route)	ROTA (Dial-A-Ride)
General Public	\$1.50	\$2.75	\$2.00*
Seniors (65+) & Disabled	\$1.00	\$2.25	\$1.50*
Students	\$25.50 (20 Rides)	\$2.75	\$1.50*
Out of area or Zone	N/A	\$1.50 Additional	\$5.00

*Fare doubled for same day service request

Staff is evaluating the current fares and a modified fare structure will be brought before the Board for approval at a later date. Storer Transit Systems would continue operating the merged services since they already operate transit service for StaRT and ROTA.

Based on preliminary analysis of existing ROTA service, the County has determined that the current ROTA service would remain the same for the first year of operation. As part of the County's service planning efforts in Fiscal Year 2012-2013, staff intends to evaluate transit services offered throughout the County and in conjunction with this effort, would evaluate existing ROTA transit service. The County's initial analysis indicates there might be a need to implement separate Dial-a-Ride service in each city, similar to arrangements with the Cities of Patterson, Newman and Waterford. Currently, Saturday service is not offered by ROTA to residents of both cities; however, Saturday service is available on the County operated transit system serving the two cities. As such, further analysis will be required and will include reviewing the need to offer additional Saturday service as part of the service options to be recommended and implemented in the cities of Riverbank and Oakdale.

Under this proposal, the County envisions the ROTA Joint Powers Authority would be dissolved and the County would implement separate MOUs with the Cities of Oakdale and Riverbank to operate transit services for each respective city.

The Board's approval of the staff recommendation will enable staff to begin working on the MOU and will also enable staff to start working with the Stanislaus Council of Governments on amending the County's Fiscal Year 2012-2013 Transportation Development Act claims. The negotiated MOUs will be brought before the Board for approval at a later date.

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POLICY ISSUES:

Merging the County's transit services with ROTA supports the Board's priority of A Well Planned Infrastructure System and Efficient Delivery of Public Services by providing for a public transit system that is compliant with State efficiency standards.

This action is also consistent with the Board's priority of A Healthy Community by supporting a fixed route transit system powered by a clean fuel, compressed natural gas, and by supporting a transit operation that reduces the use of vehicles and valley air pollutants.

In addition, this action supports the Board's priority of Effective Partnership by partnering with the Cities of Riverbank and Oakdale to operate transit services for residents of both Cities.

STAFFING IMPACT:

Staff are evaluating the proposal to determine staffing impacts associated with the consolidation of services. ROTA currently has one full time transit employee. Stanislaus County's Transit Division has 3.75 staff. Any staffing impacts will be brought back to the Board at the same time as the MOUs.

CONTACT PERSON:

Eunice Lovi, Public Works Transit Manager. Telephone: 209-525-7560.

EL:lc

H:\Eunice Lovi\BOS\FY 12-13\Service Consolidation\StaRT-ROTA Transit Services Consolidation_BOS 7.24.12



**START – ROTA TRANSIT SERVICES
CONSOLIDATION**

JULY 24, 2012

Background on StaRT-ROTA Service Consolidation

- Process began 2 years ago with request from ROTA to submit service proposal
- ROTA currently offers general public dial-a-ride service
- ROTA unable to meet farebox ratio, which is 10%
- County has MOU with the cities of Newman, Waterford, and Patterson
- Knowledge of transit operations/financial activities i.e., TDA Claims/State Controller

Current StaRT Transit System

- Six Fixed Route Services
- Four Deviated Fixed Route and/or Shuttle Services
- Three Dial-a-Ride (DAR)/Demand Response Services
- Non-emergency Medical Transportation Service to the Bay Area

StaRT System-wide Ridership

FY 2009/10 – 294,397

FY 2010/11 – 323,011

FY 2011/12 – 356,698

[FY 2011/12 Ridership increased by 10% over FY 2010/11]

Overview of Current StaRT Services in Oakdale and Riverbank

Fixed Route Service

- Route 60 – Serves Modesto, Oakdale & Riverbank

Deviated-Fixed Route Service

- Eastside Shuttle – Connects Oakdale & Riverbank residents to Modesto

Demand Response Service/Dial-A-Ride (DAR)

- Waterford DAR – Serves Waterford, Hickman, and Oakdale

StaRT Service Proposal

- Continue existing ROTA service
- Continue current StaRT service on Route 60, Eastside Shuttle, and Waterford DAR
- Evaluate all services, including current ROTA service offered in Oakdale and Riverbank

Continued.....

- Examine/analyze feasibility of implementing new service options
- Define service options for both cities, i.e., DAR service with fixed stops
- Assess need for capital equipment, i.e., use of existing ROTA buses

Benefits of Service Consolidation

- Lower fares for Oakdale and Riverbank residents
 - Seniors/Disabled will pay less than current ROTA fares
 - General public will also pay less
 - Free Transfers
 - Age limit increased for children riding with a paying adult

Continued

- More opportunities to connect with other StaRT routes
- Additional opportunity to connect to other local transit systems
- Smooth transition due to using the same service operator

Comparison of StaRT – ROTA FARES

FARES	StaRT Route 60	StaRT Eastside Shuttle	StaRT DAR	ROTA DAR
General Public	\$1.50	\$2.75	\$1.50	\$2.00*
Seniors (65+) & Disabled	\$1.00	\$2.25	\$1.25	\$1.50*
Students	\$25.50 [20 rides]	\$2.75	\$1.50	\$1.50*
Out of Area or Zone	N/A	\$1.50 Additional	\$1.50 Additional	\$5.00

* Fare is doubled for same day service request on ROTA for Oakdale and Riverbank residents.

** Currently on ROTA, children three (3) and under ride free when accompanied by a paying adult.

This will change to reflect StaRT's current Fare Policy.

Next Steps.....

- Begin negotiations with both Cities and start drafting MOU
- Analyze additional impact on current StaRT service contract
- Work with ROTA/StanCOG to amend ROTA's FY 2012/13 TDA Claims
- Evaluate performance measures and work with StanCOG to modify, if needed

Continued.....

- Determine need for capital equipment, i.e., buses/fareboxes
- Begin community outreach, gather input, design/finalize enhanced service options
- Finalize MOU and seek approval from BOS and City Councils
- Develop/implement new marketing initiatives
- StaRT implement enhanced transit service

Staff Recommendation:

Approve recommendations to enter into negotiations with the Cities of Oakdale and Riverbank to provide transit service to communities previously served by ROTA

THANK YOU
QUESTIONS?