Atascadero City Council
Agenda Report – Public Works Department

Atascadero Transit
Service Modification and Fare Increase

RECOMMENDATION:

Council adopt the Draft Resolution, approving proposed fare increases for both Fixed Route and Dial-A-Ride service effective July 1, 2011; modifications of Weekday Fixed Route service effective July 1, 2011; and modification of Saturday Fixed Route service effective May 28, 2011.

DISCUSSION:

The City of Atascadero provides two public transportation options for residents, the Atascadero Dial-A-Ride (DAR) and the North County Shuttle (NCS) which is the fixed route service currently operated through a Memorandum of Understanding with the City of Paso Robles.

At the City Council meeting of January 25, 2011, staff outlined the funding sources and fare box recovery requirements under which the transit service operates. Additionally, information was provided regarding potential service changes within the City of Paso Robles and the impact these changes could have on our system. Council directed staff to draft a letter to SLOCOG and RTA outlining the City’s concerns regarding:

1. Eliminating the current service duplication on El Camino Real,
2. Maintaining the overall health of transit operations in Atascadero, and
3. Focus on transit patrons to support “express” routes by RTA’s Route 9.

The letter was subsequently drafted and then signed by each of the Council Members and sent to the RTA Executive Director on February 8, 2011. All of the listed items above have been included in the currently on-going North County Transit Plan Update that is scheduled to be completed later this year by consultants hired by SLOCOG.

As anticipated, the City of Paso Robles has elected to discontinue participation in the North County Shuttle service, setting in motion significant changes to our service. To provide an opportunity for public input, a workshop was held on February 24th and no-cost transportation and Spanish translation was provided. Information regarding
current funding challenges, proposed service and fare changes and the fare box revenue requirement was presented by staff. A meeting summary is provided in Attachment B.

**Proposed Changes**

If we are to continue to provide transit service to the residents of Atascadero, significant fare increases are unavoidable. It is anticipated that with any fare increase there will be a resultant drop in ridership and these assumptions have been factored into the calculations. Fare increases are recommended to go into effect on July 1, 2011.

**Fares**

*Fixed Route – Average cost of one-way trip - $4.20*

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Route</td>
<td>$0.60 – Senior/Disabled</td>
<td>$0.75 – Senior/Disabled</td>
</tr>
<tr>
<td></td>
<td>$1.25 – Full Fare</td>
<td>$1.50 - Full Fare</td>
</tr>
<tr>
<td></td>
<td>Free - Cuesta Students</td>
<td>Free – Cuesta Students</td>
</tr>
</tbody>
</table>

*DAR – Average cost of one-way trip = $16.00*

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dial-A-Ride – Zone 1</td>
<td>$1.50 – Senior/Disabled</td>
<td>$2.50 – Senior/Disabled</td>
</tr>
<tr>
<td></td>
<td>$2.50 - Full Fare</td>
<td>$5.00 – Full Fare</td>
</tr>
<tr>
<td>Zone 2</td>
<td>$3.00 – Senior/Disabled</td>
<td>$5.00 – Senior/Disabled</td>
</tr>
<tr>
<td></td>
<td>$5.00 - Full Fare</td>
<td>$8.00 - Full Fare</td>
</tr>
</tbody>
</table>

**Service Modifications**

*Dial-A-Ride*

Service hours and days are to remain unchanged. Staff will monitor ridership and make adjustments as necessary to the number of DAR vehicles in service in order to maintain system efficiency.

*Fixed Route*

The elimination of the current joint fixed route service provides a greater flexibility to design routes that best serve our residents.

**Monday – Friday**

Staff is recommending weekday service as provided prior to the North County Shuttle, that is, hourly service along the El Camino Real corridor from Paloma Park to San Ramon Road, on to Twin Cities Hospital and the Templeton Park-n-Ride, and returning along the same route. Those riders wishing to continue north of Templeton will need to transfer to RTA Route 9 at the Park-n-Ride.
Saturday

Due to the extremely low ridership beyond the city limits on Saturdays, and the opportunity to expand the service area within the city, staff is proposing a new service model for Saturday service beginning Saturday, May 28th.

The proposed service operates on an hourly loop primarily along El Camino Real; however, the time saved by limiting service to within the city limits would allow inclusion of the Colony Park Community Center, Atascadero Lake Park, Veterans Memorial and Charles Paddock Zoo. The proposed route is shown on Attachment C.

Currently, Saturday service is provided from 10:30 a.m. to 4:30 p.m. Staff recommends extending hours between Memorial Day and Labor Day to 10:00 a.m. to 7:00 p.m. The extended hours should better serve downtown businesses, the theatre and Atascadero Lake Park during the longer days of summer.

**FISCAL IMPACT:**

Funding regulations require that the transit system collect a minimum of 20% of the operating costs as fare revenue. The recommended fare increase is anticipated to generate approximately $25,000 in additional farebox revenue.

The cost of additional service hours proposed for the Fixed Route service from Memorial Day to Labor Day is approximately $5,000.

**ATTACHMENTS:**

A. Draft Resolution
B. Meeting Summary – February Workshop
C. Proposed Saturday Fixed Route Map
DRAFT RESOLUTION

A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF ATASCADERO ADOPTING
INCREASED TRANSIT FARES

WHEREAS, the City of Atascadero provides public transit services; and,

WHEREAS, the fare increase will help to achieve the required fare box ratio; and,

WHEREAS, increasing the Fixed Route fare will meet a goal of all transit agencies in the County to standardize fares for local rides; and,

WHEREAS, service modifications to the weekday and Saturday fixed route service providing for increased local service and extended hours will better serve the residents of, and visitors to, Atascadero; and;

WHEREAS, in accordance with Federal Transit Agency mandated policy on making changes to transit service and fares, a publicized workshop was held on February 24, 2011, and the opportunity for public comment before the City Council was provided on April 26, 2011.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Atascadero to implement the changes below:

<table>
<thead>
<tr>
<th>Fare Changes</th>
<th>Current Fares</th>
<th>Fares Effective 7-1-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Route</td>
<td>$0.60 – Senior/Disabled</td>
<td>$0.75 – Senior/Disabled</td>
</tr>
<tr>
<td></td>
<td>$1.25 – Full Fare</td>
<td>$1.50 – Full Fare</td>
</tr>
<tr>
<td></td>
<td>Free - Cuesta Students</td>
<td>Free – Cuesta Students</td>
</tr>
</tbody>
</table>

| Dial-A-Ride – Zone 1 | $1.50 – Senior/Disabled          | $2.50 – Senior/Disabled|
|                      | $2.50 – Full Fare                | $5.00 – Full Fare       |
| Zone 2              | $3.00 – Senior/Disabled          | $5.00 – Senior/Disabled|
|                      | $5.00 – Full Fare                | $8.00 – Full Fare       |

<table>
<thead>
<tr>
<th>Service Changes</th>
<th>Current Service</th>
<th>Effective 7-1-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Route</td>
<td>Monday – Friday</td>
<td>Monday – Friday</td>
</tr>
<tr>
<td></td>
<td>Paloma Park to Cuesta College</td>
<td>Paloma Park to Twin Cities Hospital</td>
</tr>
<tr>
<td></td>
<td>Effective 5-28-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Saturday – Paloma Park to</td>
<td>Saturday – Service within City limits only</td>
</tr>
<tr>
<td></td>
<td>Paso Robles Transit Center</td>
<td>10:30 – 4:30</td>
</tr>
<tr>
<td></td>
<td>10:30 – 4:30 Sept – May</td>
<td>10:30 – 4:30</td>
</tr>
<tr>
<td></td>
<td>10:00 – 7:00 June - August</td>
<td>10:00 – 7:00</td>
</tr>
</tbody>
</table>
On motion by Council Member _______________________ and seconded by Council Member ________________________, the foregoing Resolution is hereby adopted in its entirety on the following roll call vote:

AYES: 

NOES: 

ABSENT: 

ADOPTED: 

CITY OF ATASCADERO, CA

______________________________
Tom O’Malley, Mayor

ATTEST:

______________________________
Marcia McClure Torgerson, C.M.C., City Clerk

APPROVED AS TO FORM:

______________________________
Brian A. Pierik, City Attorney
CITY OF ATASCADERO
PUBLIC WORKS DEPARTMENT

Transit Workshop
2-24-11

Approximately 20-25 people attended the Workshop, no cost transportation was provided to approximately 11 people. Michael Seden-Hansen, Transit Coordinator with the City of Paso Robles also attended. Spanish translation was provided by Suzy from First Transit.

A presentation was made describing the current funding and fare box situation and the general regulations that govern transit funding. At the conclusion of the presentation there was lengthy discussion regarding the current system and recommended changes. Comment cards were also provided.

Mr. John Hampton, accompanied by his mother Jean, stated he came to the meeting to tell the City what a wonderful service Dial-A-Ride is and to thank the Dispatchers, Drivers and City staff. He noted that he is very impressed that this type of service exists.

A petition was submitted in support of the Shuttle which included 44 signatures from residents of Atascadero, Templeton, Paso Robles and Shandon.

Comments from the discussion were:

- Transfer point with RTA should be moved from Templeton Park-n-Ride to Staples
- RTA is not redundant with the Shuttle as they arrive at different times
- RTA should go all the way to Twin Cities and not require passengers to transfer at the Park-n-Ride.
- Does not want to use RTA to get to Paso as the RTA drivers are “impatient” with wheelchair and elderly passengers.
- Atascadero and Paso “just need to work it out”
- There should be a discount for school children K-8
- There should be a multi-child discount
- The City should look for grants to fund school transportation
- Request for Sunday Dial-A-Ride service
- Request for longer service days for Dial-A-Ride
- Request for fixed route service on Morro Road starting at 6:00 a.m.
- Suggestion to provide 4 - 10 hours days a week on Dial-A-Ride

ATTACHMENT C