



Sacramento County
**South County Transit Link Short
Range Transit Plan Amendment**

Prepared for:

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Executive Summary

This transit planning document update has been prepared for Sacramento County and the City of Galt to update the existing management tool and policy guidelines adopted in February 2008. The report includes recommendations and implementation plans intended to improve the farebox recovery ratio for the South County Transit Link system through the strengthening of connections on existing lines, reduction of redundant service, and introduction of a service to increase ridership amongst choice riders. It also aims to increase access to education, employment, medical services, and recreational opportunities. Additionally, this report serves to record previously undocumented agreements between Isleton and the City of Rio Vista, an outside jurisdiction, to provide transit service.

The report analyzes services provided by SCT/Link—the Delta Route, the Highway 99 Service—and services previously recommended for implementation. It examines the existing fare structure and proposes a modified structure to encourage ridership and increase revenue. Lastly, it recognizes the need for a public outreach/marketing plan to publicize the system improvements.

Public Outreach

To assess the interest in modifying the Highway 99 Service and implementing the proposed commuter service to Sacramento, a survey was distributed to SCT/Link transit riders on the Highway 99 Service for one week in November 2010. Another survey was created and disseminated during the month of February 2011 to learn about Galt residents' interest in the proposed commuter service and in changing the transit stops on the Highway 99 Service. The results from both surveys were applied to the analysis of and subsequent recommendations for the Highway 99 Service and the proposed commuter service.

Highway 99 Service

An analysis was performed on the existing Highway 99 Service to determine if it was possible to strengthen ridership beyond the existing levels. The recommendation was developed using information from the transit-rider and public surveys and discussions with the contract operator, City of Galt and County of Sacramento staff, and elected officials from both jurisdictions. It is recommended to move the Elk Grove Boulevard transit stop to Cosumnes River College and to move the Florin Mall Transit Center stop to the Kaiser Hospital in South Sacramento.

Proposed Commuter Service

A commuter service connecting Galt with Downtown Sacramento was proposed in the most recent SRTP. The route recommended in this report provides access not only to employment along 9th, L, I, and Q Streets, but also provides access to medical shuttles from the 29th Street light rail station and connects with routes that access California State University, Sacramento. To encourage ridership by commuters and other Galt residents, the service is recommended to operate with three runs per weekday: one morning, one midday, and one evening.

Delta Route

The Delta Route is a low-performing rural route connecting communities in the Delta with the City of Galt and the City of Lodi. An analysis was performed on the Delta Route to determine if it was possible to strengthen ridership beyond the current levels. The recommended method to improve ridership and farebox recovery ratio is to eliminate the direct link between Isleton and Lodi while increasing the frequency of connections between Isleton and Galt. Additionally, it is recommended that the service operate on a demand-responsive basis to eliminate occurrences of zero-passenger runs.

Fare Structure

Fare structure was examined for each of the routes studied (Highway 99 Service, proposed commuter, and Delta Route). The recommended fares are presented as an alternative to the current Delta Route fare and the current fare structure for the Highway 99 Service, and for the proposed commuter route to downtown Sacramento. The recommended fares are aimed at improving ridership along with the improved service connections to begin to build a lasting base ridership to increase the farebox recovery rate of the system.

Introduction

Background

South County Transit Link (SCT/Link) provides transit service for the residents of Galt and the southern portion of Sacramento County. The situation in South Sacramento County has changed since the completion of the SCT/Link Short Range Transit Plan (SRTP) in 2008, necessitating review of the recommendations from the planning document as well as an evaluation of topics not originally considered in the SRTP. This update to the SRTP serves to provide information crucial to the efficient operations of SCT/Link: detailed information to implement previous recommendations; improvements to service reflecting public comments and changing conditions; modifications to bring SCT/Link closer to achieving performance metrics; and documentation to honor agreements between the City of Isleton and an outside transit operator, the Rio Vista Breeze.

Sacramento County and the City of Galt provide administration and funding for SCT/Link, which provides three services: dial-a-ride service in the City of Galt and Herald; the Delta Route, a fixed route/deviation request service linking communities in the Delta to Galt and Lodi; and the Highway 99 Service, a fixed route service connecting the City of Galt with the cities of Lodi, Elk Grove, and South Sacramento. The services are operated by Storer Transportation under contract with Sacramento County. A separate contract calls for the City of Galt to pay 60% of the cost of service while the County pays 40% of the cost. This arrangement is based upon the historical ridership split between County-based riders and City-based riders.

The dial-a-ride service in Galt and Herald operates Monday through Saturday and requires 24-hour advance scheduling. The Delta Route is a Monday through Friday fixed route service, which also provides deviated service to Courtland and Hood as requested, and picks up passengers unable to travel to the designated bus stops. The Highway 99 Service is a Monday through Friday fixed route service originating at the Lodi Transit Center in Lodi and stopping at the City Hall in Galt, Elk Grove Boulevard in Elk Grove, and Florin Road and 65th Street in Sacramento. The Highway 99 Service provides connections to e-tran bus routes in Elk Grove and Sacramento Regional Transit bus routes in Sacramento and the Grape Line bus system in Lodi.

SCT/Link operates out of a leased space on Industrial Boulevard in Galt. This space is used to dispatch vehicles, receive calls for dial-a-ride services, and provide light maintenance for the vehicles used. The fleet of vehicles is owned by the County of Sacramento and the City of Galt. Each vehicle, typically referred to as a “cutaway”, has a capacity of 18-seated passengers with two wheelchair positions.

The service provided by SCT/Link is funded with a combination of local, state and federal funds. The local funds consist of Transportation Development Act funds (TDA) from two sources: Local Transportation Funds (LTF) and State Transit Assistance Funds (STA). Sacramento County uses the LTF funds to support the operations of the transit service and the STA funds for capital bus replacements. The City of Galt uses LTF funds

for transit operations, bicycle and pedestrian related improvements, and to fund roadway maintenance in the City. In the past Galt has also used STA funds for capital improvements and transit operations.

This update recommends a series of service changes to improve rider connections. One recommended change is for the Highway 99 Service's stops in Elk Grove and Sacramento be moved to locations with stronger destinations. A commuter service between Galt and Sacramento is recommended to increase access to jobs, advancement opportunities and other amenities in the Sacramento urbanized area. The report recommends that the Delta Route cease direct service to Lodi and increase frequency of service between Galt, Isleton, and other Delta communities. In addition to the recommended service changes, a new fare structure is recommended to increase the ease of traveling on SCT/Link routes. Public outreach methods are also recommended to increase awareness of proposed new services and existing, underutilized services.

Reason for Proposed Service Changes

Highway 99 Service

Since the route and schedule were adopted, demographic and economic changes, new development, and other profile-altering changes have occurred in cities along the route, prompting an evaluation of the current Highway 99 Service. As part of ongoing technical assistance and outreach, SACOG assisted the county and city in evaluating potential service changes and improvements to the current network. Through examining the recent development of new destinations along the Highway 99 corridor, surveying members of the public in Galt and current SCT/Link riders, reviewing recommendations from the Sacramento County Short Range Transit Plan (SRTP), and incorporating public comments from the Unmet Transit Needs process, four alternatives to the existing Highway 99 Service were developed. These alternatives are discussed on page 6 in section "Highway 99 Service".

Delta Route Service

The Delta Route service operates Monday-Friday between Galt, the Delta, Isleton and Lodi. It provides lifeline transportation¹ for residents in the Delta to reach services in Galt and Lodi. The service has experienced low productivity due to the limited number of potential riders, primarily agricultural and rural land use along the route and the long distances between communities. The 50-mile distance of the route, rural nature of the area, and distances between stops from Isleton to Lodi negatively affects the ridership and related operating statistics of the route. Elimination of direct service between Isleton and Lodi will provide enhanced service between Isleton, Delta communities and Galt with connections to Lodi.

The recommended service changes in this plan will reduce the amount of non-productive, low or no ridership operations for the Delta Route by providing a prior-request system that will allow the bus to operate only if a passenger along the route has requested the

¹ Lifeline transportation is a level of transportation that allows for travel to a destination but does not achieve a level of service convenience that will attract riders who have other means of transportation to the destination.

service. This will eliminate the occurrence of empty operations and will boost the farebox recovery ratio. By eliminating the operation of routes without passengers, the recommended service changes will also increase the passengers per service hour.

Proposed Sacramento Commuter Service

The proposed Sacramento Commuter Service is a direct result of the 2008 Sacramento County Short Range Transit Plan (SRTP) recommendation. The commuter route aims to improve access to employment, medical, educational, service, and recreational opportunities for Galt residents.

The commute service included in the 2008 SRTP calls for a single round trip to Downtown Sacramento with one morning and one afternoon trip. The analysis conducted as part of the current service planning effort supports a minimum of three round trips per weekday, including one mid-day round trip.

Required Farebox Recovery Ratio

According to the California Transportation Development Act, the transit service in the City of Galt is required to operate with a 20% “farebox recovery ratio”, meaning the passengers’ payments to the transit operator must account for 20% of the total service costs. For service provided to the County of Sacramento outside of Galt, a 10% farebox recovery ratio is required. The 10% rate is due to the rural nature of the County served by SCT/Link. The 20% farebox recovery ratio for services provided to the City of Galt is due to Galt being classified as part of an urban area in the Lodi/Galt Urbanized Area by the U.S. Census Bureau. As an alternate, the SCT/Link could adopt a “blended” fare recovery ratio based on the proportionate levels of service between rural and urbanized.

The recommendations outlined in this report are designed to bring the City of Galt and the County of Sacramento closer to their specified farebox recovery ratio goals. The Transportation Development Act specifies that transit operators who do not meet the farebox recovery ratios required in the Act must pay a penalty after a period to cover the difference between actual farebox recovery and the targeted goal ratio. A penalty is also applied to the amount of funds distributed to the operator from the Local Transportation Fund. The service currently meets the farebox recovery requirement through an exemption allowed in the TDA. The exemption is for services that have been altered significantly in an effort to improve system performance. The exemption will last for up to five years from the implementation date of the service change. The last service change in Galt occurred in December 2008.

Access to Education, Job Opportunities, and Medical Services

In addition to improving farebox recovery ratio, the recommendations in this report are also designed to enhance access by residents of Galt and Sacramento County to educational, medical, and job centers in the region. The service changes to the Highway 99 Service will provide a one-seat ride to Cosumnes River College and, with a single transfer, access to Sacramento City College. The Highway 99 Service will also provide a single transfer to the light rail to reach Downtown Sacramento destinations and connections. The route will also connect to most e-tran local fixed routes, thus expanding the reach of riders to destinations in Elk Grove.

The proposed commuter service will link first to the 29th Street light rail station along the Sacramento Regional Transit Gold Line and to the Mercy medical shuttle service at the 29th Street station, the UC Davis Medical Center shuttle at the 39th Street Station, the Sutter Medical Center, RT routes 38, 67, 68 and many key downtown locations. The service will have two stops in Galt at the City Hall and the Twin Cities Road Caltrans Park-n-Ride lot. Improvements will need to be made to the Park-n-Ride lot to improve security. The current location is isolated and there is limited visibility on the site. Increased police patrols are recommended to reduce the likelihood of criminal activity associated with remote parking facilities.

Future Areas of Study

Based upon consultation with members of the Galt City Council, City staff, and the Unmet Transit Needs comments, it is recommended that further study be conducted by City, County, and SACOG staff, and the service contractor to examine the current dial-a-ride system within Galt. As the City of Galt continues to evolve, additional service options such as subscription services may need to be considered.

The needs of the local elderly population should also be studied to determine where the transportation gaps exist and to present solutions to close the gaps. Local support organizations for children, the elderly and people with disabilities should be documented to facilitate continued outreach into the community.

Public Outreach

Two surveys were conducted to gauge the response of transit riders and Galt residents' to a proposed commuter service and changes to the existing Highway 99 Service, as well as to assess their travel patterns to Sacramento. An on-board survey was conducted for one week in November 2010 and was open to any SCT/Link passenger riding the Highway 99 Service. A public survey was conducted during the month of February 2011 and focused on reaching out to Galt residents.

On-Board Survey

The on-board survey was available in Spanish and English (Appendix B). Drivers informed passengers as they boarded the SCT/Link Highway 99 Service that there was a survey for passengers to fill out and return before they arrived at their final destination. On-board surveys were not made available to Galt Dial-A-Ride passengers, as the survey primarily focused on changes to the existing Highway 99 Service and Sacramento/Elk Grove travel. The survey was available Monday, November 15th through Friday, November 19th, 2010, as the Highway 99 Service does not operate on Saturday or Sunday.

One hundred thirty-four surveys were returned by the completion of the survey period. Galt residents comprised 43% of the responses, and nearly two-thirds of the Galt residents reported that they rode the Highway 99 Service four or five days a week. The survey participants responded to questions regarding their current use of the Highway 99 Service and provided information regarding their current trip destination and reason for making the trip. The survey provided information that was used to shape the recommendations for both the Highway 99 Service and the proposed commuter service.

Public Survey

The public survey was available in Spanish and English (Appendix D). A notice for the survey was advertised through the Galt Herald in English only, but all other notices publicizing the survey were available in both Spanish and English. Fliers in both languages were posted in Galt, and bilingual notices were posted on the City of Galt website, the SCT/LINK website, the Sacramento County website, and the SACOG website. The survey was available online, at Galt City Hall, and at the public library. People interested in taking the survey could call or email SACOG staff to request a paper copy through the mail. The physical surveys were first distributed at the Galt Unmet Transit Needs hearing at Galt City Hall on January 25, 2011. The survey period was for the month of February, with a closing date of February 28, 2011.

Twenty-eight surveys were returned by the completion of the survey period. The survey respondents provided information regarding the trip purpose for their trips to Elk Grove and Sacramento, their willingness to use transit for those trips, and ranked their preference of transit stop locations within Elk Grove and Sacramento. The survey results were applied to the recommendations for both the Highway 99 Service and the proposed commuter service.

Highway 99 Service

The Highway 99 Service currently provides a fixed route service from Lodi to Galt and to Elk Grove and the Florin Mall Transit Center in Sacramento. The service operates five days per week with hourly headways from 5:20 a.m. to 7:20 p.m. (Appendix M) Four alternatives were reviewed to modify the Highway 99 Service to serve Cosumnes River College (CRC) and the South Sacramento hospitals of Kaiser and Methodist on Bruceville Road, and to eliminate Florin Mall Transit Center as the northernmost stop. The proposed changes will allow the Highway 99 Service to maintain, if not improve, its connection with both e-tran's bus system and Sacramento Regional Transit District's network of rail and bus lines. The planned extension of light rail to the CRC campus will further improve the transit connectivity of the planned Highway 99 Service adjustment to serve CRC. The light rail is projected to be operating around 2015.

The data from the onboard survey has been factored into the service alternatives. The onboard survey captured the viewpoints of current riders regarding the proposed changes in service from Florin Mall Transit Center and Elk Grove Boulevard to CRC and Meadowview. The survey results show a mixed reaction among current riders. Many survey respondents were in favor of service to CRC and Meadowview, though there was also support to retain the current transit stops. A full discussion of the survey results can be found in Appendices C and E. The surveys were conducted with the Meadowview light rail station as a proposed alternative. After additional evaluation, it was determined that the Meadowview alternative would not allow for hourly service and was not selected as the final recommendation.

The Elk Grove stop is currently located on Elk Grove Boulevard next to a Shell gas station and a Caltrans Park-n-Ride lot. It offers connections to two e-tran fixed routes and two e-tran commuter routes. The transfer point at Cosumnes River College offers connections to six e-tran local routes, three e-tran commuter routes, and three Sacramento Regional Transit routes. As noted before, the CRC location will also connect to the future extension of RT's Blue Line.

Service Alternatives

Using the survey data, four service options were developed (Appendix F). The four service alternatives were presented to a review committee made up of staff from City of Galt, Sacramento County, SACOG, the Mayor of Galt, and Storer Coachways, the contract operator of SCT/Link. The alternatives aimed to improve the connections to employment, educational, medical, and recreational destinations on the northern end of the Highway 99 Service while maintaining the strength of the Galt-Lodi connection on the southern portion of the route.

Alternative 1 replaces the existing stop at the Elk Grove Boulevard with access to Cosumnes River College on the northbound portion of the route. It maintains the Florin Mall Transit Center stop in Sacramento and heads directly from Florin Mall to Galt City Hall. It provides hourly service to all destinations on the Highway 99 Service and

includes a twenty-minute layover for the route driver between Lodi and Galt, northbound, which also allows a cushion to make up lost time due to heavy traffic or other delays.

Alternative 2 also replaces the existing Elk Grove Boulevard stop with access to Cosumnes River College on the northbound route, and maintains the Florin Mall Transit Center stop in Sacramento. The southbound portion of this route accesses the existing Elk Grove Boulevard stop before returning to Galt City Hall. This schedule also maintains hourly service to all destinations on the Highway 99 Service, but reduces the driver layover to ten minutes.

Alternative 3 accesses Cosumnes River College both northbound and southbound. The route travels between CRC and Florin Mall Transit Center by way of Bruceville Road, Mack Road, and Stockton Boulevard instead of Highway 99. The schedule maintains a twenty-minute layover for the route driver, but only accesses destinations on the route every hour and fifteen minutes instead of every hour.

Alternative 4 also accesses Cosumnes River College heading northbound instead of the existing Elk Grove Boulevard transit stop. From CRC, it travels north on Bruceville Road, then east on Mack Road to the Meadowview Light Rail Station instead of Florin Mall Transit Center. The route does not stop in Elk Grove on the southbound portion of the route in order to maintain hourly service to all destinations on the Highway 99 Service and a twenty-minute layover for the route driver.

The four routing alternatives for the northern portion of the Highway 99 Service were developed in efforts to achieve an alternative that honored both the travel demands of the riders and the time needed to travel the proposed route. Though all four routes were deemed to provide stronger access to jobs and transit connections than the existing transit stops on the Highway 99 Service, Alternatives 1 and 4 were recommended to the scoring panel of the Mayor of Galt and staff from City of Galt, Storer Coachways, and Sacramento County. The scoring committee discussed the presented options and strongly favored the fourth route alternative using criteria aimed at measuring the value of the proposed service alternatives. (Appendix H) Following the meeting with the scoring committee, additional staff-level evaluation determined that only servicing CRC on the northbound portion of the trip in order to service Meadowview would weaken the route alternative. The recommendation was modified to service CRC on the northbound and southbound portions of the trip while also servicing the hospitals along Bruceville as the northernmost point of the route. The members of the original scoring panel were notified about the modification and approved the recommendation of the modified Alternative 4.

Funding

This service alternative is not expected to increase costs associated with the current Highway 99 Service if the last trip of the proposed schedule is not operated. Including the last trip from the draft schedule will cost up to an additional \$38,000 per year, based on a cost of an estimated \$50.00 per hour. If the additional service is included, the following methods may be used to fund it:

- Utilize remaining funds from the County’s LTF balance to cover the cost of the extended service for a three-year period.
- Explore the option of the City of Galt contributing a 60% share of the increased cost of the extended hours.
- Monitor the extended hours of service during a three-year period to determine if a 20% farebox recovery is reached. If the farebox rate is not achieved by the three-year mark, the service shall be terminated one year later.
- Study the use of a demand response service for the last scheduled run to CRC from Galt.

	Total Cost w/fuel	Total Cost w/contract monthly fee
Without Late Evening Service	\$340,107	\$544,603
With Late Evening Service	\$377,907	\$582,403

Recommended Service Alternative

The recommended action is to implement the modified Alternative 4 with service to CRC and the Kaiser and Methodist hospitals along Bruceville Road. The sample schedule for the route (Figure 1) allows for a twenty-minute layover for the route driver, hourly service to all destinations of the Highway 99 Service, and optimized transfers to e-tran and RT routes. The Elk Grove Boulevard and Florin Mall Transit Center stops are available through a single transfer to e-tran or RT. It is also recommended to work with the CRC community to determine the demand for extending the service into the 9:00 PM hour, and eventually the 10:00 PM hour. Extension of services would be to increase access for late-night students and people with alternative work schedules. If ridership demand for later services can be identified through outreach efforts, a demand response service extension should be considered to determine the long-term need for late night services. The recommended schedule (Figure 1) includes an extension of the last scheduled route (shown in bold) to increase usability for students enrolled in night classes.

Figure 1. Draft Schedule of Alternative 4

Lodi Transit Center	Galt City Hall	Elk Grove - CRC	South Sacramento Kaiser Hospital	Elk Grove - CRC	Galt City Hall	Lodi Transit Center
	5:20	5:45	5:50	6:00	6:25	6:45
	6:20	6:45	6:50	7:00	7:25	7:45
6:45	7:20	7:45	7:50	8:00	8:25	8:45
7:45	8:20	8:45	8:50	9:00	9:25	9:45
8:45	9:20	9:45	9:50	10:00	10:25	10:45
9:45	10:20	10:45	10:50	11:00	11:25	11:45
10:45	11:20	11:45	11:50	12:00	12:25	12:45
11:45	12:20	12:45	12:50	1:00	1:25	1:45
12:45	1:20	1:45	1:50	2:00	2:25	2:45
1:45	2:20	2:45	2:50	3:00	3:25	3:45
2:45	3:20	3:45	3:50	4:00	4:25	4:45
3:45	4:20	4:45	4:50	5:00	5:25	5:45
4:45	5:20	5:45	5:50	6:00	6:25	6:45
5:45	6:20	6:45	6:50	7:00	7:25	
6:55	7:30	7:55	8:00	8:10	8:35	

Procedures for Implementing Recommendations

1. Present plan to City and County elected officials
2. Meet with Storer Bus, Sacramento Regional Transit, CRC, and e-tran staff to coordinate bus stop procedures and schedules at CRC, Bruceville Rd, and the Hospitals.
3. Ensure the information displaying transit connections to Florin Rd and 65th Street is distributed. Information disseminated should include at minimum a bilingual notice describing the changes and when they will take effect, and schedules for connecting bus routes.
4. Begin testing of the schedule along the route and training for transit drivers
5. Notice the change to the public through outreach to local schools, businesses, community groups, churches, advertisement in local publications and local television, and CRC and Sacramento City College
6. Implement service and adjust as required to maintain planned schedules and service connections

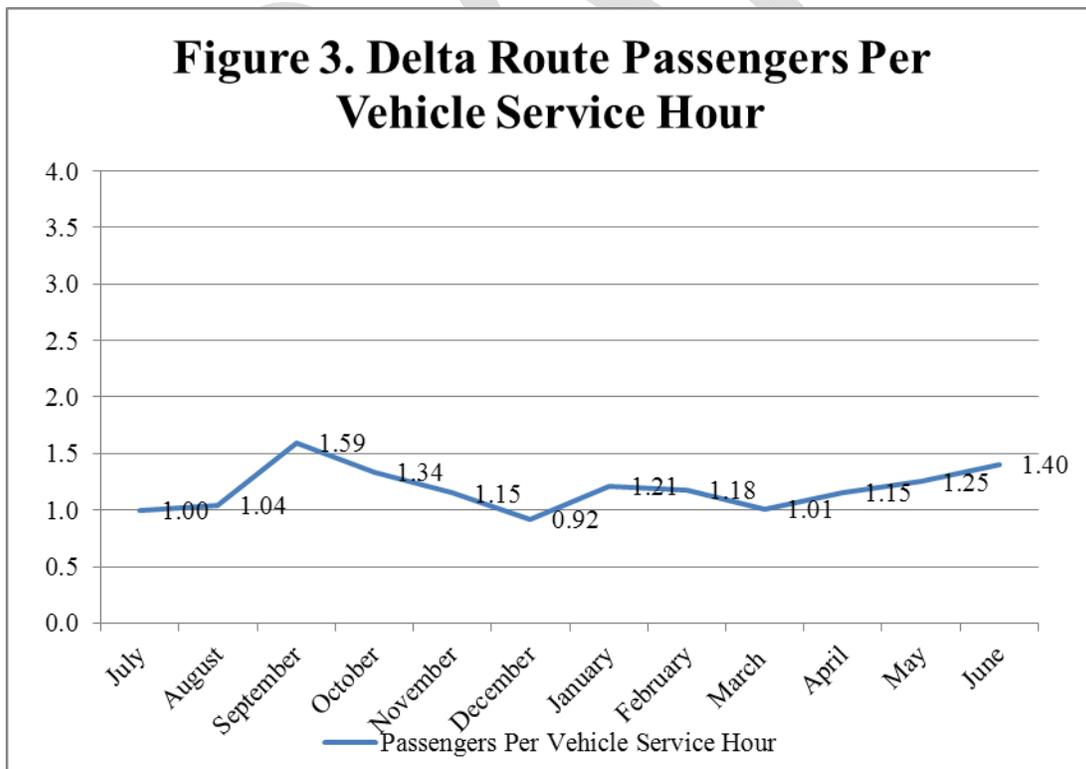
Delta Route

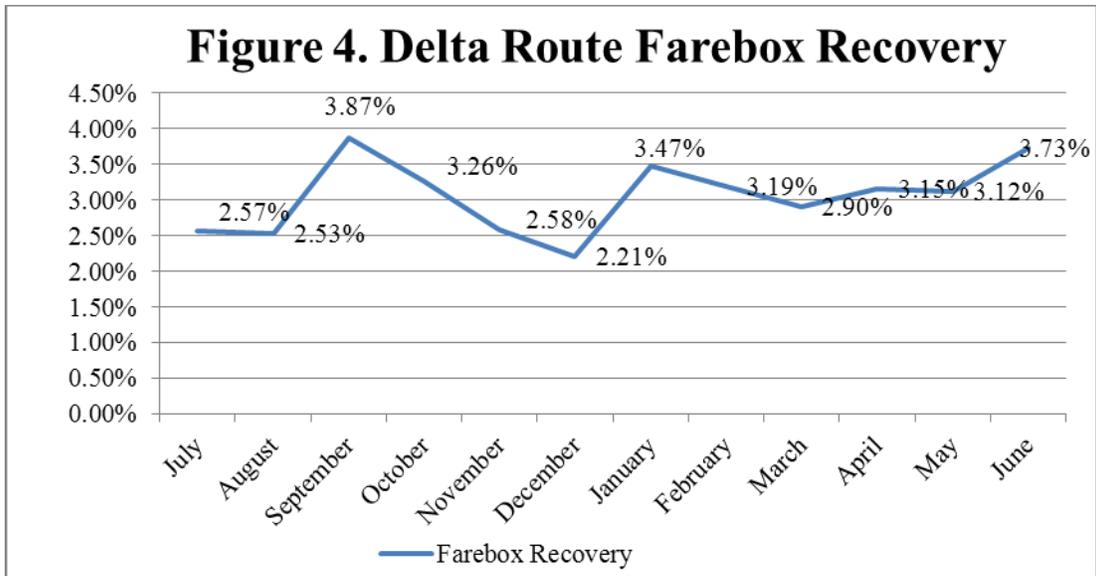
Delta Route Review

The Delta Route operates five days per week using a horseshoe-shaped route to travel between Galt and Lodi on Route 160 and Highway 12 (Appendix M). The route accesses the Delta communities of Walnut Grove, Courtland, Hood and Isleton and connects with the Highway 99 Service in Galt and Lodi. The service has four trips per weekday with three of the four trips directly linking Isleton to Lodi. (Figure 2)

Galt City Hall	Isleton	Lodi (WalMart)	Lodi Transit Center	Lodi Transit Center	Lodi (WalMart)	Isleton	Galt City Hall
6:10	7:00	-	-	-	-	7:05	8:00
8:10	9:00	9:35	9:50	10:00	10:15	10:50	11:40
11:50	12:40	1:15	1:30	1:40	1:55	2:30	3:20
3:30	4:20	4:55	5:10	5:20	5:35	6:10	7:00

The Delta Route will deviate north to Hood and Courtland upon request, and will deviate up to three quarters of a mile off the route to pick up passengers. In addition to connections with Dial-A-Ride in Galt and Highway 99 Service in Galt and Lodi, Delta Route passengers also have the option of transferring to the Rio Vista-operated Delta Breeze service in Isleton, and to the Lodi-operated Grape Line in Lodi. Partly due to the rural nature of the Delta and the difficulties of serving such an area with a fixed route service, the Delta Route consistently has low ridership. Delta Route ridership fluctuates from month to month, with numbers as low as 225 riders per month and as high as 310 riders per month. The low productivity of the Delta Route is especially apparent when examining the passengers per vehicle service hour and the passengers per mile. (Figures 3 and 4)





The route currently costs \$21,000 per month to operate and is achieving a farebox recovery rate of 3.04% (based upon data from July 2010 to June 2011), which falls short of the Transportation Development Act law-required ratio of 10%. From the data range of July 2010 to June 2011, the farebox recovery ratio for the Delta Route ranges from 2.21% to 3.87%.

Table 2. Delta Route Ridership and Farebox Recovery

FY 2010-11	Passengers Per Vehicle Service Hour	Passengers Per Mile	Farebox Recovery
July	1.00	0.03	2.57%
August	1.04	0.03	2.53%
September	1.59	0.05	3.87%
October	1.34	0.04	3.26%
November	1.15	0.04	2.58%
December	0.92	0.03	2.21%
January	1.21	0.04	3.47%
February	1.18	0.04	3.19%
March	1.01	0.03	2.90%
April	1.15	0.03	3.15%
May	1.25	0.04	3.12%
June	1.40	0.04	3.73%

Evaluation of Cost and Ridership

The Delta Route costs Sacramento County up to \$32.68 per service hour with approximately 3,300 service hours per year for a total cost of \$98,040 per year. This cost does not include fuel purchased in agreement with the City of Galt at a variable rate, or the yearly fixed fee from the service contract between Storer, City of Galt and

Sacramento County, which is set at \$47,142 per month in the FY 2010-11 contract. The segment between Isleton and Lodi is 22 miles each way and the segment between Galt and Isleton is 27 miles each way. The current fuel mileage is about 9 miles per gallon and with increasing fuel costs, the potential savings by eliminating the Lodi to Isleton segment could be significant. The total fully loaded cost of operating the Delta Route for FY 2010-11 was \$257,040.

The strongest ridership patterns on the Delta Route are within the Delta and between the Delta communities and Galt. (Table 2) Though Lodi is a utilized stop on the Delta route, it is less productive than travel within the Delta and travel to Galt from the Delta. Additionally, serving Lodi is redundant, as a Delta Route passenger could ride to Galt and connect with the Highway 99 Service to access Lodi. Through eliminating the Isleton to Lodi leg of the Delta Route, a financial savings would be achieved through reduced service hours and decreased wear-and-tear on the equipment.

Month	Delta	To Galt	To Lodi	To Elk Grove	To Sacramento
July	85	78	92	1	5
August	116	80	77	0	3
September	113	159	95	0	1
October	113	133	56	0	13
November	89	72	74	0	6
December	97	64	62	1	14
January	88	106	82	1	10
February	65	127	71	0	1
March	81	94	93	0	4
April	92	114	78	0	9
May	120	120	68	0	4
June	81	162	100	0	9
Average	95	109	79	0	7
Total of 12 months	1140	1309	948	3	79
Average %	32.77%	37.63%	27.25%	0.09%	2.27%

Discussion of Alternatives

Alternative service schedules were developed to address the low productivity of the Delta Route, all of which aimed to reduce or eliminate the occurrences of empty vehicles traveling along the route (Figures 5 through 7). Given the low productivity of the current fixed route service, the alternatives are based on the idea of turning the existing Delta Route into a demand responsive route that would run if requested by a phone call or an email from the person wishing to ride the route. All three alternatives require the passenger to contact SCT/Link and request the service twenty-four hours prior to the desired trip and propose that the service include a ¾ -mile route deviation using the transit vehicle for the general public as is provided with the current service.

By introducing demand responsive service along the scheduled route, there would be an assurance that no empty vehicles will be traveling along the route for the entire scheduled time. This will increase productivity by eliminating any unused portions of the route. Of the three alternatives to increase the productivity of the Delta Route, two recommend eliminating the direct link along Highway 12 between Lodi and Isleton. Residents of Delta communities wishing to travel to Lodi would still be able to do so by traveling through Galt and connecting with the Highway 99 Service at Galt City Hall. Community outreach should be performed to make the elimination of the SCT/Link operated portion of the Delta Route between Isleton and Lodi well known among current and prospective riders. The outreach should inform the riders about connections to Lodi available in Galt using the Highway 99 Service. A stop at the planned development or the existing Raley’s Shopping Center along Twin Cities Road should also be part of the outreach efforts for Delta riders to inform them of the shopping available under the proposed service change. The planned development of a retail store is across Fermoy Way and has a bus stop included in the site plans. (Appendix L)

All alternatives require the prospective passenger to call into to dispatch to select which scheduled route(s) they wish to use. If an ADA eligible rider lives along the route within ¾ of a mile, he or she can request a deviation to allow the trip to be made. This is currently the standard operating procedure on the Delta Route.

Alternative Schedules

Alternative 1

Alternative 1 proposes eliminating the Isleton-Lodi connection and includes an additional run to the schedule. The runs shown in the schedule will only operate if requested by a passenger at least 24-hours prior to the scheduled run. If notification is not received, then the service will not operate for the segment. This schedule calls for 9.5 service hours per day, compared to the existing service’s 12.2 service hours per day, though it provides a more daily service between Galt and Isleton than the current schedule.

Figure 5. Alternative Schedule 1			
Highway 12 service eliminated. Run operates if requested 24-hours in advance.			
Galt City Hall	Isleton	Isleton	Galt City Hall
6:10	7:00	7:05	8:00
8:10	9:00	9:05	10:00
11:10	12:00	12:05	1:00
3:10	4:00	4:05	5:00
5:10	6:00	6:05	7:00

Alternative 2

Alternative 2 also proposes eliminating the Isleton-Lodi connection, but it does not include the additional 5:10 pm run. The runs shown in the schedule will only operate if

requested by a passenger at 24-hours prior to the scheduled run. If notification is not received, then the service will not operate for the segment. This version of the schedule calls for 7.6 service hours per day if all runs are requested compared to the existing service's 12.2 service hours per day. Current service levels are maintained between Galt and Isleton.

Figure 6. Alternative Schedule 2			
Highway 12 service eliminated. Run operates if requested 24-hours in advance.			
Galt City Hall	Isleton	Isleton	Galt City Hall
6:10	7:00	7:05	8:00
8:10	9:00	9:05	10:00
11:10	12:00	12:05	1:00
3:10	4:00	4:05	5:00

Alternative 3

Alternative 3 maintains the Isleton-Lodi connection along Highway 12 and does not include adding any runs to the existing schedule. This alternative is the same as the existing schedule, except that the runs shown in the schedule will only operate if requested by a passenger at least 24-hours prior to the scheduled run. If notification is not received, then the service will not operate for the segment. Like the existing schedule, Alternative 3 calls for 12.2 service hours per day if all runs are requested, meaning there would be less of a fiscal savings associated with Alternative 3 than with Alternatives 1 or 2. However, Alternative 3 offers the ability to maintain service for Delta Route riders wishing to access Lodi.

Figure 7. Alternative Schedule 3							
Highway 12 service maintained. Run operates if requested 24-hours in advance.							
Galt City Hall	Isleton	Lodi at WalMart	Lodi Transit Center	Lodi Transit Center	Lodi at WalMart	Isleton	Galt City Hall
6:10	7:00	-	-	-	-	7:05	8:00
8:10	9:00	9:35	9:50	10:00	10:15	10:50	11:40
11:50	12:40	1:15	1:30	1:40	1:55	2:30	3:20
3:30	4:20	4:55	5:10	5:20	5:35	6:10	7:00

Other Alternatives

Other alternatives include the use of a volunteer-based shuttle service operating at a frequency governed by the availability of drivers. This alternative would need to be managed in a different manner than the current Storer-operated system. A local non-profit could be used in conjunction with Storer maintaining the equipment, similar to how Paratransit Inc. in Sacramento operates and/or maintains vehicles for several non-profits in the Sacramento urbanized area.

Recommendations

Alternative 1 is recommended to improve upon the options of Delta residents by adding one extra round trip to allow for longer stays in Galt, Isleton or other destinations. The refocusing of the Delta Route service from providing connections in Lodi to concentrating the service delivery within the Delta communities and adding an additional round trip will improve the frequency for riders. The reduction in service hours if every trip were to be made also provides for a small cost reduction if a fixed route option is chosen. If the dial-a-ride option is chosen, then a larger savings will result by eliminating zero productivity runs. The dial-a-ride service option is recommended as part of the alternative to eliminate the zero productivity occurrences or by continuing the $\frac{3}{4}$ of a mile deviation.

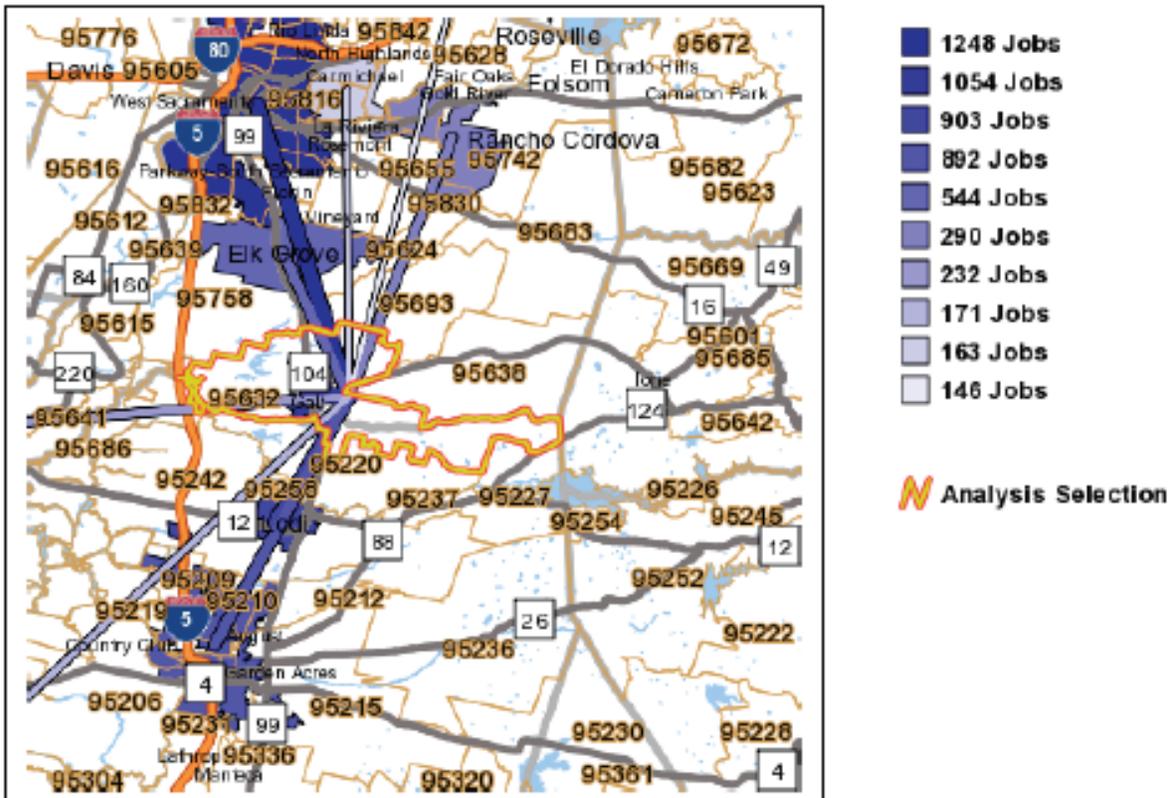
Once development on Fermoy Way is completed in Galt (Appendix L), it is recommended that the Delta Route stop there prior to and/or after reaching Galt City Hall. This would allow riders who used the Lodi WalMart to have an equivalent destination in Galt. It could also link them with the proposed Commuter service to Downtown Sacramento if the City of Galt is interested in pursuing such a service commitment when the commuter service is implemented. If the Fermoy Way development is not completed in time for a Delta Route service change eliminating the Highway 12 portion of the route, then a stop could be added to reach the Raley's shopping center on Twin Cities Road, which is along the current Delta Route.

Sacramento Commuter Service

The Sacramento County Short Range Transit Plan completed in 2008 recommended a commuter service to Sacramento’s Downtown Business District. Survey data collected in this study showed an interest in serving Downtown Sacramento by both existing Highway 99 Service riders from Galt traveling to Sacramento and through the general public survey. A discussion of the survey results can be found in Appendices C and E.

A work destination report (Appendix A) was produced to examine the workshed locations of Galt residents. The report² found an almost even split of Galt residents traveling north to work in the Sacramento urbanized area (20.9%) versus traveling south to work in the Lodi urbanized area and the Stockton urbanized area (16.7%). The source of the data presented is from the onset of the recent economic downturn, and the numbers presented have likely changed. However, a drastic reallocation in the distribution of employment locations for Galt residents is unlikely.

Figure 8. Galt Employment Destinations



Service Alternatives

Three service alternatives for downtown service were developed and reviewed by a committee made up of staff from City of Galt, Sacramento County, SACOG, the mayor of Galt, and Storer Coachways, the contract operator of SCT/Link (Appendix G). In addition, two options were presented for the transit stop locations in Galt: the first option

² Data Source: 2008 American Community Survey released by the U.S. Census Bureau.

would serve only the existing transit stop at City Hall, while the second option would serve the City Hall stop and a stop at Twin Cities Road near the Highway 99 exit. The Twin Cities Road transit stop would be located at the existing Caltrans Park-n-Ride lot. The options outlined are examples of service alternatives aimed at improving access to employment, educational, medical, and recreational destinations for the residents of Galt and Sacramento County.

Alternative 1 serves Downtown Sacramento from the Broadway exit on Highway 99. From Broadway it travels west to access 16th Street and performs a loop into the Central City accessing L Street and 9th Street before returning to Broadway and Highway 99. The route focuses on accessing government employment at and near the Capitol and private businesses along the 9th/16th Street corridors, as well as government and private employment along Broadway. The route also provides a strong connection to light rail at the 16th Street Station and offers many bus connections along Broadway.

Alternative 2 arrives to Downtown Sacramento from the Broadway exit on Highway 99 and travels on Broadway to access 16th Street. Once it travels north on 16th Street, it performs a slightly different loop into the Central City, circling around the Capitol on L Street, 9th Street, and N Street before returning to Broadway on 15th Street. The route focuses on accessing government employment at and near the Capitol and private businesses along the 15th/16th Street corridors, as well as government and private employment along Broadway. The route also provides a strong connection to light rail at the 16th Street Station and offers many bus connections along Broadway.

Alternative 3 exits Capitol City Freeway at the T Street off-ramp and travels along 30th Street to L Street, where it heads east to 9th Street. From 9th Street it loops around the Capitol to N Street then 15th Street, ultimately traveling along Q Street to 29th Street and reentering the Capitol City Freeway at the T Street on-ramp. Alternative 3 provides connections not only to transit connections, government, and private employment, but also to the medical shuttles that operate out of the 29th Street light rail station.

Alternative 4 exits Capitol City Freeway at the T Street off-ramp, stopping at the 29th Street Light Rail Station and travels along 30th Street to L Street. Once on L Street, the route travels to 16th Street and heads north to I Street. The route travels on I Street from 16th Street to 9th Street, then south on 9th Street to Q Street. Once on Q Street, it travels east towards the 29th Street Light Rail station before returning to the freeway towards Galt.

The four routing options through Downtown Sacramento were developed in efforts to achieve a balanced alternative that honored both the travel demands of the riders and the time needed to perform the proposed route. Though all three routes provide access to jobs and transit connections to myriad services, Alternative 3 was recommended to the scoring panel of the mayor of Galt and staff from City of Galt, Storer Coachways, and Sacramento County. The scoring committee discussed the presented options and unanimously favored the third route alternative using criteria aimed at measuring the value of the proposed service alternatives. They provided feedback on the mapping of the route, which was incorporated to create Alternative 4. (Appendix I)

Comparison of Alternatives 3 and 4

Alternatives 3 and 4 travel the same path for the majority of the Downtown routing. The primary difference is that Alternative 4 travels on L Street from 30th Street to 16th Street, where it heads north to travel on I Street from 16th Street to 9th Street instead of traveling on L Street from 30th Street to 9th Street. This routing would increase the total service hour time commitment compared to Alternative 3 by an estimated 105 service hours per year. It would slightly increase the time spent circulating Downtown, but would provide direct access to a higher number of jobs than the L Street corridor can provide. Both routes provide access to the 16th Street light rail station and the 29th St station, increasing the capture area of prospective riders thus providing a regional link to Galt residents.

Recommended Service Alternative

Alternative 4 is the recommended service alternative to provide transit access to Downtown Sacramento from both southwest and northeast Galt. The proposed routing through Downtown Sacramento would enable transit riders to access the medical services by way of the medical shuttles from the 29th Street light rail station, and provide direct access to Sutter Hospital on L Street. The route would connect Galt residents to higher education such as California State University, Sacramento, and community colleges through Sacramento RT's Blue and Gold lines, and numerous bus lines.

The proposed route would provide access for recreational opportunities as well. Transit riders could travel directly to landmarks such as Sutter's Fort, visit the Capitol, and enjoy restaurants and shopping in Midtown Sacramento, or shop at Westfield Plaza, all of which would be directly accessible via the proposed routing. Most notably, the service would provide access to several different employment centers in the Central City. The proposed route accesses employment at the Capitol and multiple state offices, Sacramento County offices, and several private businesses in the downtown/midtown area. Additionally, the proposed route would connect with Sacramento RT along transit-intensive corridors; it also would travel within a few blocks of Sacramento Valley Station, current location of the Amtrak terminal and site of the future multimodal center.

Service Funding

The proposed service would be funded as up to a 3-year demonstration program with Transportation Development Act Funds (TDA). In future years, if enacted by voters, Sacramento County Measure B funds could be used for operations of the service as outlined in the SACOG Metropolitan Transportation Plan (MTP). The MTP recommends that the Measure B include a portion of the sales tax increase go to transit operators in Sacramento County. Measure B funds are uncertain at this time. The TDA funds amount to \$723,096 of Local Transportation Fund TDA apportioned to the County of Sacramento

Funding Alternative 1

In accordance to the current contract's specification of 60% of service being paid for by City of Galt and 40% being paid for by County of Sacramento, the funding proposed is detailed below:

- Local Transportation Funds (LTF) and State Transit Assistance Funds in the City of Galt can be used to comprise the required 60%, or approximately \$78,000 per

year if Storer operates the service, from the City of Galt's Local Transportation Fund. Total cost would be 130,000 per year based on SACOG estimates.

- The County of Sacramento contribution would be about \$52,000 per year for the three-year pilot program. The \$723,096 of LTF balance from prior years can be used to cover the costs for several years.

Funding Alternative 2

If a modification to the current service contract is chosen, the County's LTF fund balance of \$723,096 can fully fund the operations of the proposed commuter service. From that point, Galt and the County must work to develop a funding agreement to fund future years' operations with Measure B (if enacted) and develop a plan to explore the use of County and Galt LTF funds beyond the three-year demonstration period to determine the feasibility of continued service.

Necessary Considerations for Funding Alternatives

With the existing service contract set to expire at the end of FY 2011-12, an agreement should be arranged to allow for a different funding split for the commuter service to reduce the contribution by the City of Galt and increase the contribution by Sacramento County. Additionally, Job Access Reverse Commute funds should be applied for to partially fund the Highway 99 Service, thus freeing funds for the commuter service.

The initial funding sources may not be sustainable beyond the demonstration period: with Funding Alternative 1, the commuter service could deplete the City of Galt Public Works LTF contribution to the City's streets and roads program; with both funding alternatives, the County of Sacramento may not have funding beyond the prior year balance to support this service. While there is a small balance of funds that appear when LTF revenues are high, this funding is not firm in nature. With the initial funding being provided by fund balances, an enduring funding source will need to be identified. Sacramento County Measure B funds are one potential source, as is the option of using JARC funds to operate the Highway 99 Service. However, JARC funds are competitive on a regional level and are not a guaranteed source in future years.

SACOG staff has estimated the cost of operating the service in addition to soliciting two additional price options from Elk Grove's e-tran and a private contractor (Tables 4, 5, and 6). outline the cost that each operator provided. The current operator of the service, Storer, has been contacted and has provided funding estimates as of the release of this update (Table 7). Both the City of Elk Grove and the private contractor have provided costs that exceed the price estimated in the service funding estimates. The SACOG estimated service funding calculations are based upon a fixed hourly rate \$40.00 per hour with a vehicle lease cost of \$45.00 per hour derived from the contract with the current contractor Storer. However, until the contractor is able to confirm such estimates, the estimate should be used for planning purposes only.

The Elk Grove estimate includes marketing of the service and well as management of the service. The Elk Grove estimate would include a stop in Elk Grove at an existing park and ride location and would use equipment similar to the current e-tran fleet to provide the service.

Table 4. SACOG Estimate for Commuter Service	
Question	Option 4
Route (miles)	54.6
Travel time estimate (Minutes: SACOG)	99
Average hours per route with a load/passengers	1.10
Average hours per route with no load/passengers	0.55
Number of operational days per year	250
Cost estimate: Large Coach Bus	\$600.00 per day

Table 5. E-tran Estimate for Commuter Service	
Question	Option 4
Route (miles)	54.6
Travel time estimate (Minutes: SACOG)	99
Average hours per route with a load/passengers	1.10
Average hours per route with no load/passengers	0.55
Number of operational days per year	250
Cost estimate: e-tran transit coach	\$980.00 per day

Table 6. Private Contractor Estimate for Commuter Service	
Question	Option 4
Route (miles)	54.6
Travel time estimate (Minutes: SACOG)	99
Average hours per route with a load/passengers	1.10
Average hours per route with no load/passengers	0.55
Number of operational days per year	250
Cost estimate: Van Hool	\$ 689.00 per day
Cost estimate: MCI Renaissance	\$ 689.00 per day
Cost estimate: Minicoach	\$ 549.00 per day
Cost estimate: Minicoach2	\$ 549.00 per day

Table 7. Storer Coachways Estimate for Commuter Service	
Question	Option 4
Route (miles)	54.6
Travel time estimate (Minutes: SACOG)	99
Average hours per route with a load/passengers	1.10
Average hours per route with no load/passengers	0.55
Number of operational days per year	250
Cost estimate: Van Hool	\$375.24 per day
Cost estimate: MCI Renaissance	\$375.24 per day

It is recommended that the County and the City of Galt pursue the commuter service using the existing contractor; if Storer is not selected as the contractor following the conclusion of the contract after June 2012, the service should be continued with the newly selected contractor. The rate should not exceed \$100.00 per service hour to allow the service to continue beyond a short period.

Performance Metrics

If the service is placed into operation, a demonstration period not exceeding three years should be considered. Other items considered are displayed below:

- After one year of service, a farebox recovery of 10% shall be attained.
- After two years of service, a farebox recovery of 15% shall be attained.
- After three years of service, a farebox recovery of 20% shall be attained.
- The demonstration program will be accompanied by a marketing campaign to generate interest in the new service.
- If the farebox recovery goals are not met by the specified time, City of Galt and/or Sacramento County will engage in methods to improve the service’s performance, such as marketing outreach and campaigns, adjusting the fare structures, etc.
- If the farebox recovery goals are not met, the service shall be terminated following a six-month public notice period. Termination of the service will occur if the following conditions are not met after the notification.
 - If in the six months prior to termination, the service achieves a 20% farebox recovery for three or more consecutive months, the service shall be reevaluated and, pending the outcome of the evaluation, maintained.
- Operational funding beyond the demonstration period must be considered prior to service initiation.

Table 8. Commuter Cost Projections (Three Round Trips)

Cost w/ Storer Estimate plus Fuel Estimate and Overhead	Cost Per Month of Operation	Monthly Pass sold needed to reach 10%	Monthly Pass sold needed to reach 15%	Monthly Pass sold needed to reach 20%
\$129,500	\$10,791.67	9	13	18
Cost w/ Storer Estimate plus Fuel Estimate and Overhead	Cost Per Month of Operation	Total full fare daily tickets needed to Reach 10%	Total full fare daily tickets needed to reach 15%	Total full fare daily tickets needed to reach 20%
\$129,500	\$10,791.67	13	20	27

* All calculations are based on fares recommended in this report

Table 9. Higher Commuter Cost Projections (Three Round Trips)

Cost w/ Storer Estimate plus Fuel Estimate and Overhead	Cost Per Month of Operation	Monthly Pass Riders needed to Reach 10%	Monthly Pass Riders needed to reach 15%	Monthly Pass Riders needed to reach 20%
\$135,800	\$11,316.67	9	14	19
Cost w/ Storer Estimate plus Fuel Estimate and Overhead	Cost Per Month of Operation	Total full fare daily tickets needed to Reach 10%	Total full fare daily tickets needed to reach 15%	Total full fare daily tickets needed to reach 20%
\$135,800	\$11,316.67	14	21	28

* All calculations are based on fares recommended in this report

Type of Vehicle to Be Used

It is recommended that the vehicle choice for the proposed commuter service reflect the need to attract and retain riders in a competitive commuter market. An adequate suspension pack to ensure a high-quality ride, comfortable seating, air-conditioning, and ample seating are all pre-requisites in the vehicle selection process for this service. Examples of vehicles include:

- A 57 passenger coach bus similar to the one pictured below.



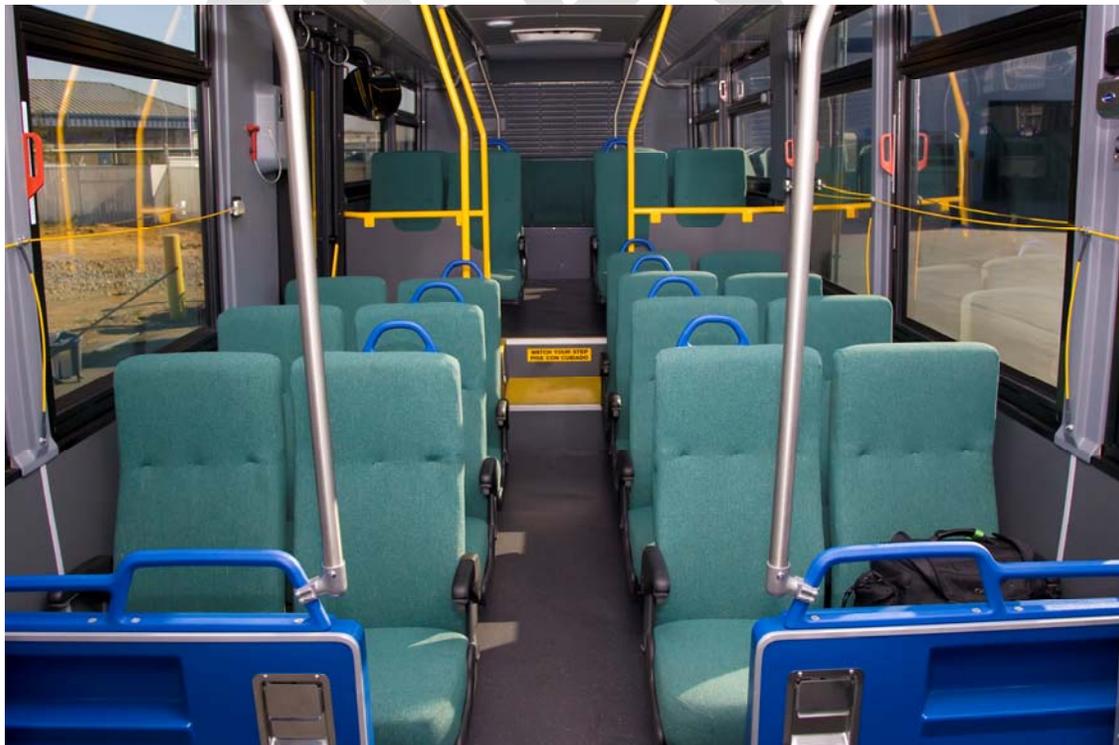
- A mini-coach bus similar to the buses used for the East Sacramento County Commuter service to the foothills as seen below.



- A standard 40' transit bus used in commuter service with e-tran.



- Interior of an e-tran bus with high back seating.



Funding Agreement for Delta Breeze Service to Isleton

History of Agreement

In 2008, the City of Isleton entered into an agreement with the City of Rio Vista to fund the Rio Vista-operated Delta Breeze service connecting the two cities (Appendix K). The service operates Monday through Saturday with up to five round trips per weekday. The agreement calls for the City of Isleton to use Transportation Development Act (TDA) Funds to pay the City of Rio Vista \$5,000 per year to provide the service. However, Rio Vista has not been reimbursed since the agreement was enacted due to the City of Isleton's inability to claim TDA Funds. The City of Isleton is working with SACOG to move the City into a position to claim TDA Funds in the near future.

As noted in the Delta Route section of this report, it is recommended that the Isleton to Lodi segment of the Delta Route be eliminated in favor of increasing the frequency of routes circulating between Delta communities. This elimination of direct service to Lodi may affect Rio Vista Delta Breeze passengers transferring to the SCT/Link service in Isleton; however, the impact is mitigated by the continuance of service to Lodi by way of traveling to Galt on the Delta Route and transferring to the Highway 99 Service.

Recommendation

Once the City of Isleton is able to claim TDA Funds, SACOG will assist in preparing TDA claims that will facilitate the payment to the City of Rio Vista. Additionally, the City of Isleton's fund balance may be used to improve transit service frequency and connections to Galt if the City determines a need. The City of Isleton shall work with Sacramento County and the City of Galt to determine a fair share support of the SCT/Link transit service to the City of Isleton.

SCT/Link System Fare Structure

Fare Structure Review

The fares used on the SCT/Link service have been in place since the 2008 Short Range Transit Plan. The proposed fare changes described in this section affect the Delta Route, Highway 99 Service, and the proposed commuter service. A new pass fare structure is proposed to include three types of monthly passes: a \$25.00 pass for travel between Delta destinations; a \$75.00 pass for travel on the Delta Route and/or the Highway 99 Service; and a \$120.00 pass for travel on the commuter service and all other fixed route service offered by SCT/Link. The proposed passes would not be valid as fare on the dial-a-ride system, though transfers to dial-a-ride could be evaluated in the future if needed.

Highway 99 Service Fares

The Highway 99 Service has been operating for over ten years. It uses a fare structure similar to a zone-based fare structure, with fares originating at \$2.00 and increasing by \$2.00 if an additional zone is crossed (Table 10).

		Lodi - Galt	Lodi-Elk Grove	Lodi-Florin	Galt-Elk Grove	Galt-Florin
Fare Category	Basic	\$2.00	\$4.00	\$6.00	\$2.00	\$4.00
	Senior/Disabled	\$1.50	\$2.00	\$3.00	\$1.50	\$2.00
	Child 5 - 12	\$2.00	\$4.00	\$6.00	\$2.00	\$4.00
	10-Ride Coupon Book	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
	Monthly Pass, Student	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00
	Monthly Pass, General	\$140.00	\$140.00	\$140.00	\$140.00	\$140.00

The current monthly pass rate is \$140.00 for the general public and \$70.00 for students. With the existing routing, the majority of travel is from one city to the city immediately to the north or south. Pass sales currently account for less than 10% of the fare revenue for the Highway 99 Service, likely due to shorter trips with a round trip cost of \$4.00 while the daily cost of a trip with a monthly pass averages \$6.36. The proposal to implement a \$75.00 pass for the Highway 99 Service increases the likelihood of monthly pass purchasing, creating convenience for passengers and drivers (Table 11). A similarly discounted pass of \$45.00 is also proposed for students wishing to purchase a monthly pass. The decreased pass price coupled with the new transit stops could lure more riders to the Highway 99 Service. A student is defined as a person with a valid student ID from a local college or university.

		Galt - Lodi	Lodi - CRC and Kaiser	Galt - CRC and Kaiser
Fare Category	Basic	\$2.00	\$4.00	\$3.00
	Senior/Disabled	\$1.00	\$2.00	\$1.50
	Student	\$1.00	\$2.00	\$1.50
	Monthly Pass, Student	\$45.00	\$45.00	\$45.00
	Monthly Pass, General	\$75.00	\$75.00	\$75.00

Once ridership is secured for the new route, fare increases can be issued if needed to achieve or maintain a 20% farebox recovery ratio.

Delta Route Fares

The Delta Route also uses a fare structure similar to a zone-based fare structure, with fares varying depending on the point of origin and destination (Table 12).

		Delta - Galt	Delta - Elk Grove	Delta - Florin	Delta - Lodi	Within Delta
Fare Category	Senior/Disabled	\$2.00	\$2.50	\$3.50	\$2.50	\$0.50
	Adult	\$3.00	\$4.00	\$5.00	\$4.00	\$1.00

In an effort to ease travel for Delta residents, the addition of a Delta Route Monthly Pass is proposed. The \$25.00 Delta pass would only be valid for travel between Delta communities, while the \$75.00 would be valid for travel from Delta communities to Galt, where they are also valid for connections to the Highway 99 Service.

		Delta - Galt	Delta - CRC and Kaiser	Delta - Lodi	Within Delta
Fare Category	Adult	\$3.00	\$4.00	\$4.00	\$1.00
	Senior/Disabled	\$1.50	\$2.00	\$2.00	\$0.50
	Student	\$1.50	\$2.00	\$2.00	\$0.50
	Monthly Pass, Student	\$45.00	\$45.00	\$45.00	N/A
	Monthly Pass	\$75.00	\$75.00	\$75.00	\$25.00

Commuter Service Fares

The proposed fares for the commuter service are displayed below (Table 13). The fare rates proposed are a result of an analysis of existing commuter fares in the SACOG Region and an effort to increase the farebox recovery ratio for SCT/Link. Table 15 lists the current fares of routes accessing Sacramento as of May 2011; it also provides an analysis of the fare cost per mile, in addition to the discount received by purchasing a pass instead of paying cash fare. The proposed fares for the commuter service are intended to be a starting point and may need to be adjusted in the future to account for increased operational costs. A student is defined as a person with a valid student ID from a local school, local college, or university. Children under age five ride for free.

Table 14. Commuter Service: Proposed Fares		
Fare Category	Adult	\$4.00
	Senior/Disabled	\$2.00
	Student	\$2.00
	Ten-Ride Pass	\$35.00
	Monthly	\$120.00

After sufficient ridership is established, fare increases may need to occur to allow for increased operating costs and to achieve and maintain a 20% farebox recovery ratio. In contrast to many existing commuter services to Downtown Sacramento, the capture area for SCT/Link has a relatively small population; consequently, demand for the service will be lower than the demand in more dense, populous areas. In spite of the comparatively decreased demand, the proposed commuter service should become a productive route for SCT/Link.

Table 15: Sacramento Commuter Service Fares from Regional Operators

Agency	One-Way Fare	Monthly Pass	10-ride book	20-ride book	Distance	Miles	Route Number/Name	Cost/mile (daily pass)	Cost/mile (monthly pass)	Cost/trip 1-way (22 day month)	% Discount of monthly pass	
Amador Regional Transit System	\$5.50	---	---	---	Sutter Creek to Downtown Sacramento	45	Route X	\$0.12	N/A	N/A	N/A	
El Dorado County Transit Authority	\$5.00	\$180.00	---	---	Placerville to Downtown Sacramento	44	Route 1	\$0.11	\$4.09	\$4.09	81.82%	
E-tran	\$2.25	\$100.00	\$22.50	---	Elk Grove to Sacramento	19	Route 66	\$0.12	\$5.26	\$2.27	101.01%	
Fairfield-Suisun Transit	\$5.75	\$130.00	---	---	Fairfield to Downtown Sacramento	42	Route 30	\$0.14	\$3.07	\$2.95	51.38%	
Fairfield-Suisun Transit	\$4.75	\$110.00	---	---	Vacaville to Downtown Sacramento	34	Route 31	\$0.14	\$3.25	\$2.50	52.63%	
Fairfield-Suisun Transit	\$3.75	\$90.00	---	---	Dixon to Downtown Sacramento	23	Route 32	\$0.16	\$3.91	\$2.05	54.55%	
North Natomas Flyer	\$1.50	---	\$15.00	---	North Natomas to Downtown Sacramento	8	Westside Route	\$0.20	N/A	N/A	N/A	
Placer County Transit	\$5.75	\$178.50	---	\$98.00	Colfax to Downtown Sacramento	52	Placer Commuter Express	\$0.11	\$3.43	\$4.06	70.55%	
Placer County Transit	\$4.75	\$147.00	---	\$82.00	Auburn to Downtown Sacramento	35	Placer Commuter Express	\$0.14	\$4.20	\$3.34	70.33%	
Placer County Transit	\$4.25	\$131.25	---	\$74.00	Rocklin to Downtown Sacramento	22	Placer Commuter Express	\$0.19	\$5.97	\$2.98	70.19%	
Roseville Transit	\$3.25	\$110.00	---	\$65.00	Roseville to Downtown Sacramento	20	Route 1; w/ Resident Card	\$0.16	\$5.50	\$2.50	76.92%	
Roseville Transit	\$4.50	\$150.00	---	\$90.00	Roseville to Downtown Sacramento	20	Route 2; w/o Resident Card	\$0.23	\$7.50	\$3.41	75.76%	
San Joaquin RTD	\$7.00	\$160.00	---	---	Stockton to Downtown Sacramento	41	Route 163 & 176	\$0.17	\$3.90	\$3.64	51.95%	
San Joaquin RTD	\$7.00	\$152.00	---	---	Lodi to Downtown Sacramento	35	Route 163 & 176	\$0.20	\$4.34	\$3.45	49.35%	
SCT/Link	\$4.00	\$140.00	---	---	Galt to Florin Mall	20	Highway 99 Service	\$0.20	\$7.00	\$3.18	79.55%	
SCT/Link	\$6.00	\$140.00	---	---	Lodi to Florin Mall	30	Highway 99 Service	\$0.20	\$4.67	\$3.18	53.03%	
Yolobus	\$3.00	\$110.00	---	---	Davis to Downtown Sacramento	23	Route 230	\$0.13	\$4.78	\$2.50	83.33%	
Yolobus	\$3.00	\$110.00	---	---	Woodland to Downtown Sacramento	21	Route 45	\$0.14	\$5.24	\$2.50	83.33%	
Yuba-Sutter Transit	\$4.00	\$128.00	---	---	Marysville to Downtown Sacramento	42	Sacramento Commuter Express	\$0.10	\$3.05	\$2.91	72.73%	
								Average Fares	\$0.16	\$4.66	\$3.03	69.32%
								Average Fares, excluding SCT/Link Highway 99 Service information	\$0.15	\$4.50	\$3.01	69.72%

Agency	One-Way Fare	Monthly Pass	10-ride book	20-ride book	Distance	Miles	Comment	Cost/mile (daily pass)	Cost/mile (monthly pass)	Cost/trip 1-way (22 day month)	% Discount of monthly pass
SCT/Link	\$3.60	\$108.00	---	---	Proposed Service: Galt to Downtown Sacramento	24	Prices generated based on regional commute average fares.	\$0.15	\$4.50	\$2.45	68.18%
SCT/Link	\$4.00	\$120.00	\$35.00	---	Proposed Service: Galt to Downtown Sacramento	24	Recommended Fares	\$0.17	\$5.00	\$2.73	68.18%

Future Community Outreach Efforts

A community outreach campaign is necessary to better inform the public of what transit services are available to them. Part of the campaign will include updating the SCT/Link website to accurately detail a comprehensive list of their services. Additionally, the profile of the transit operator must be raised amongst the communities it serves. For example, the Delta route will deviate to Hood and Courtland upon request to serve residents, but the service is not promoted on the SCT/Link website. The completed update of the website will ensure that all offered services are adequately publicized. The outreach detailed should be completed as a separate study and implementation beyond the scope of this document.

If the City of Galt and the County of Sacramento endorse improvements to the Highway 99 Service and/or a commuter service from Galt to Downtown Sacramento, a detailed marketing effort should be pursued to raise awareness of and generate community interest in the new transit options created by improvements to the Highway 99 Service and the proposed Commuter Service to Downtown Sacramento.

As part of the community outreach efforts, new service to Cosumnes River College and Meadowview light rail station on the Highway 99 Service should be publicized within the local high school district in Galt. Additional outreach should be placed towards the populations in Galt that utilize medical services along Bruceville Road, as the proposed modifications to the Highway 99 Service will directly access the Kaiser Hospital and Methodist Hospital in south Sacramento.

The commuter service to Sacramento, if implemented, should include an ongoing outreach effort using the City of Galt as the primary outreach coordinator, either through efforts conducted by City of Galt staff or through an outside contract. Community outreach and awareness-raising activities should also be employed if the commuter service fails to meet the performance criteria outlined in the Sacramento Commuter Service section of this report. The City of Galt will be the primary capture area for commuter riders, but with proper outreach, many Sacramento County residents will consider and decide to use the service as well. Riders may be captured from outside of Sacramento County given adequate publicity of the new service along Highway 99 and other key corridor access points.

The amount of funds used for outreach and the type of funds used are dependent on the formation of an agreement between the County of Sacramento and the City of Galt. However, a general rule of thumb is that a transit agency should spend 2% of their operating budget on promotional marketing, not counting staff time and passenger information costs (printing and distribution of guides, website hosting and maintenance, bus stop signage and displays). The Transportation Development Act is one funding source that could be used to fulfill the need for community outreach. Other sources, such as general fund dollars or a California Department of Transportation Planning Grant, are also viable options.

Procedures for Implementing Recommendations

- Develop funding source to implement marketing where the current budget does not allow. For the size and scope of SCT/Link's operation prior to implementation of any new services recommended in this report, this amount should be near \$28,000 annually.
- Select a firm that specializes in public transit marketing to develop a marketing plan and marketing tool. The marketing plan should include print-ready artwork for passenger guides, bus stop displays, a fully implemented website, and a toolkit of promotional tools necessary for the implementation of the plan. A plan of this scope would be valid for up to five years and carry a one-time cost of \$20,000-\$25,000.
- Implement outreach efforts in four service areas: Highway 99 Service to CRC and the Kaiser South Sacramento Hospital, the Commuter Service to Downtown Sacramento, the Delta Route, and the local dial-a-ride service. Efforts should include outreach presentations, media relations, targeted promotional materials, social media, direct mail, and advertising, among other activities that are more specific to south Sacramento County residents.

The outreach efforts described above are critical to the success of marketing plans for smaller transit agencies. These activities are best-implemented by internal staff (rather than a marketing firm) to keep project costs lower. Costs will vary depending on the level of outreach being performed, but \$1,000 per month would be an advisable baseline for outreach activities.

Recommendations

Highway 99 Service

Alternative 4 has been selected as the recommended service linking the Cosumnes River College and the Kaiser Hospital in South Sacramento. The schedule includes the recommendation of extending the last run (shown in bold) to better accommodate students enrolled in night classes. Once the South Line Extension of RT’s Blue Line is complete, service connections will improve greatly. The possibility of adding a northern Galt transit stop to the Highway 99 Service should also be evaluated. It is recommended to work with the CRC community to determine the demand for extending the service into the 9:00 PM hour, and eventually the 10:00 PM hour to increase access for late-night students and people with alternative work schedules. If ridership demand for later services can be identified through outreach efforts, a service extension should be considered. The potential service extensions into the 9:00 and 10:00 PM hours should be a demand response service to determine the long-term need for late night services.

Proposed Schedule

Figure 9. Draft Schedule of Alternative 4

Lodi Transit Center	Galt City Hall	Elk Grove - CRC	South Sacramento Kaiser Hospital	Elk Grove - CRC	Galt City Hall	Lodi Transit Center
	5:20	5:45	5:50	6:00	6:25	6:45
	6:20	6:45	6:50	7:00	7:25	7:45
6:45	7:20	7:45	7:50	8:00	8:25	8:45
7:45	8:20	8:45	8:50	9:00	9:25	9:45
8:45	9:20	9:45	9:50	10:00	10:25	10:45
9:45	10:20	10:45	10:50	11:00	11:25	11:45
10:45	11:20	11:45	11:50	12:00	12:25	12:45
11:45	12:20	12:45	12:50	1:00	1:25	1:45
12:45	1:20	1:45	1:50	2:00	2:25	2:45
1:45	2:20	2:45	2:50	3:00	3:25	3:45
2:45	3:20	3:45	3:50	4:00	4:25	4:45
3:45	4:20	4:45	4:50	5:00	5:25	5:45
4:45	5:20	5:45	5:50	6:00	6:25	6:45
5:45	6:20	6:45	6:50	7:00	7:25	
6:55	7:30	7:55	8:00	8:10	8:35	

Delta Route

Alternative 1 with the demand-responsive structure is the preferred alternative to improve the transit options of Delta residents. The alternative allows for increased connections to Galt and the Highway 99 Service, allowing for travel to Elk Grove and Sacramento as well as Lodi. It is also recommended to add a stop in North Galt at the Raley’s shopping center; following the planned construction of the a large retail store, the North Galt stop should be moved to the proposed stop location on Fermoy Way.

The service will continue to deviate up to ¾ of a mile away from the fixed route and serve Courtland and Hood on request. All other locations will require a request at least two hours prior to the scheduled time at the nearest stop.

Funding of the Service

The recommended change will reduce costs slightly by eliminating trips with zero passengers. When the Isleton to Lodi segment is eliminated, there will be a further reduction in costs associated with less fuel being consumed.

Proposed Schedule

Figure 10. Alternative Schedule 1			
Highway 12 service eliminated. Run operates if requested 24 hours in advance.			
Galt City Hall	Isleton	Isleton	Galt City Hall
6:10	7:00	7:05	8:00
8:10	9:00	9:05	10:00
11:10	12:00	12:05	1:00
3:10	4:00	4:05	5:00
5:10	6:00	6:05	7:00

Funding Agreement for Delta Breeze Service to Isleton

It is recommended to permit the City of Isleton to honor its agreement with the City of Rio Vista and pay for the Delta Breeze transit service between the two cities dating back to 2008.

Commuter Service

The implementation of a pilot Commuter Service to Downtown Sacramento is recommended with three round trips per day using the route shown in Alternative 4 with service to the 29th Street light rail station. The City of Galt and Sacramento County will need to determine the strongest funding alternative to suit their spending capabilities and needs.

Proposed Schedule

There is not a draft schedule developed yet for this service. If adopted by the County of Sacramento and City of Galt, it would operate with a minimum service of three trips per day: one morning, one midday, and one evening, Monday through Friday excluding holidays. A schedule that will allow for an eight-hour workday with a one-hour lunch is recommended to expand the capture of potential riders.

Type of Vehicle

The vehicle recommended for the proposed commuter service is a coach bus with comfortable suspension and seating suited for prolonged travel. The bus should be in new or like-new condition to attract choice riders.

Fare Structure

Dial-a-Ride Service

The fares for the dial-a-ride service for the City of Galt should be examined as part of further study of the service in the near future in an effort to improve system performance and ridership attraction.

Highway 99 Service

The fares for the recommended Highway 99 Service alternative are displayed below.

		Galt - Lodi	Lodi - CRC and Kaiser	Galt - CRC and Kaiser
Fare Category	Basic	\$2.00	\$4.00	\$3.00
	Senior/Disabled	\$1.00	\$2.00	\$1.50
	Student	\$1.00	\$2.00	\$1.50
	Monthly Pass, Student	\$45.00	\$45.00	\$45.00
	Monthly Pass, General	\$75.00	\$75.00	\$75.00

Delta Route

The recommendation of fares for the Delta Route is below.

		Delta - Galt	Delta - CRC and Kaiser	Delta - Lodi	Within Delta
Fare Category	Basic	\$3.00	\$4.00	\$4.00	\$1.00
	Senior/Disabled	\$1.50	\$2.00	\$2.00	\$0.50
	Student	\$1.50	\$2.00	\$2.00	\$0.50
	Monthly Pass, Student	\$45.00	\$45.00	\$45.00	N/A
	Monthly Pass	\$75.00	\$75.00	\$75.00	N/A

Commuter Service

The recommended fares found in the section for the proposed commuter service is displayed below.

Fare Category	Adult	\$4.00
	Senior/Disabled	\$2.00
	Student	\$2.00
	Ten-Ride Pass	\$35.00
	Monthly	\$120.00

Public Outreach

The recommendations for the implementation of an enhanced public outreach effort are as follows:

- Develop funding source to implement marketing where the current budget does not allow. For the size and scope of SCT/Link’s operation prior to implementation of any new services recommended in this report, this amount should be near \$28,000 annually.
- Select a firm that specializes in public transit marketing to develop a marketing plan and marketing tool. The marketing plan should include print-ready artwork for passenger guides, bus stop displays, a fully implemented website, and a toolkit of promotional tools necessary for the implementation of the plan. A plan of this scope would be valid for up to five years and carry a one-time cost of \$20,000-\$25,000.
- Implement outreach efforts in four service areas: Highway 99 Service to CRC and Kaiser Hospital, the Commuter Service to Downtown Sacramento, the Delta Route, and the local dial-a-ride service. Efforts should include outreach presentations, media relations, targeted promotional materials, social media, direct mail, and advertising, among other activities that are more specific to south Sacramento County residents.