Folsom Stage Line

SHORT-RANGE TRANSIT PLAN

Fiscal Years 2012 through 2017

Final Draft Report – June 2012

Prepared by:
Sacramento Area
Council of Governments

Prepared for:
City of Folsom

Folsom Stage Line

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Prepared by:
Sacramento Area Council
of Governments
1415 L Street, Suite 300
Sacramento, CA 95814
Tel: 916.321.9000
Fax: 916.321.9551
www.sacog.org

Prepared for:
City of Folsom
50 Natoma Street
Folsom, CA 95630

This SRTP was completed as Project #12-003-09 in the SACOG Overall Work Program with generous funding provided by Caltrans through the Rural or Small Urban Transit Planning Studies program.

ACKNOWLEDGMENTS

Folsom City Council
Kerri Howell, Mayor
Steve Miklos, Vice Mayor
Andy Morin, Council Member
Ernie Sheldon, Council Member
Jeff Starsky, Council Member

City of Folsom
Evert Palmer, City Manager
Jim Francis, Finance Director/CFO
Richard Lorenz, Public Works and Utilities Director
Cindy Winslow Patrinellis, Senior Management Analyst
Kent Gary, Public Works/Utilities Operation Manager
Adrienne Nelson, Transit Division Coordinator
Justin Langes, Transit Scheduler
Allen Turley, Transit Trainer
Michelle Bell, Transit Office Assistant
Scott Johnson, Planning Manager

Sacramento Area Council of Governments (SACOG)
Gary Taylor, Senior Planner (Project Manager)
Jim Brown, Principal Program Expert (Project Supervisor)
Laura Bell, Assistant Research Analyst
Victoria Cacciatore, Planning Analyst
Edward Coviello, Assistant Planner
Renée DeVere-Oki, Senior Planner
Tina Glover, Associate Research Analyst
Gayle Greene, Administrative Assistant III
Clint Holtzen, Assistant Planner
Amy Martin, Transit Planning Intern
Christine O'Rourke, Junior Planner
Scott Overton, Administrative Clerk III
Sharon Sprowls, Senior Program Specialist

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EXECUTIVE SUMMARY

This chapter provides an overview of the Short-Range Transit Plan.

City of Folsom Short-Range Transit Plan Update

This transit planning document has been prepared for the City of Folsom to meet State and Federal planning requirements, and to provide a management tool and recommendations for on-going development of the City's transit system.

Typically, short-range transit plans are updated every five to seven years. The last short-range plan for the City of Folsom was prepared in August 2005 for fiscal years 2006 through 2010. This plan has been prepared to cover FYs 2012-2017.

The planning process for this SRTP update began in 2011 with an initial meeting of SACOG and Folsom Stage Line staff. Background research was conducted that included identifying the study area in terms of geography, community and demographic characteristics (Chapter 2). Three surveys were conducted: a Boarding and Alighting Survey, a Timepoint Survey, and on-board trip purpose survey. The existing Folsom transit services were analyzed and ridership trends were identified (Chapter 3). An analysis of transit demand based on the mobility needs of target population segments was also performed (Chapter 7). The SRTP includes 10 chapters, including individual chapters on light rail, fixed route, and demand response service, as well as chapters on management/staffing and marketing.

Recommendations

The SRTP includes the following key recommendations:

- Adjust schedule times and routing of Route 10. Individual recommendations include starting service later and ending service earlier, decreasing run time, and adjusting the schedule to regular clock headways.

- Adjust the start time of Route 20 to better align with the beginning of classes at Vista Del Lago High School, while still serving students riding the route to Folsom Lake Community College.

- Improve demand-response productivity by implementing policies that allow the dispatcher to group passenger trips more effectively.

- Revise demand-response policies for no-shows, eligibility determination, and reservations. This includes creating a more detailed no-show policy, considering a same-day request policy, and reducing the window for reservation requests to align with federal standards.

- Add an additional vehicle maintenance lift to allow multiple demand response vehicles to be repaired simultaneously, and increase the vehicle spare ratio.

- Develop a continuation of operations plan in case of an emergency that will inform DAR passengers of suspended services and allow some interim level of fixed-route transit service.

- Explore a volunteer driver program, which would reduce pressure on the demand response system and costs, while providing a complementary transportation service for seniors.

- Monitor State Transit Assistance funding to inform transit operations budgeting over the life of the SRTP.

- Assess costs and opportunities for 30-minute-headway service on Route 10, especially if RT plans an extension of bus service to Historic Folsom station.

- Utilize available capital funding for fleet replacements on a rolling schedule, and for bus stop improvements such as benches and shelters.

- Review staffing for potential revisions and increases to allow for the maintenance of current levels of service and additional flexibility in scheduling, especially for supervisors.

- Seek additional staff training in use of Trapeze software to optimize Dial-a-Ride dispatching.

- Update the design and content of the website to increase Folsom Stage Line's web presence.

- Update marketing collateral and maintain stocks of printed brochures at key locations around Folsom.

- Expand marketing strategies through additional outreach to target markets, revised branding, increased transit system information and visibility at bus stops, and increased media outreach.

CHAPTER 1
INTRODUCTION

This chapter provides an introduction to the structure of the Short-Range Transit Plan.

City of Folsom Short-Range Transit Plan Update

This transit planning document has been prepared for the City of Folsom to meet State and Federal planning requirements, to provide a management tool and a policy guideline for on-going development of the City's transit system. Typically, short-range transit plans are updated about every five to seven years. The last short-range plan for the City of Folsom was prepared in August 2005 for fiscal years 2006 through 2010. This plan has been prepared to cover FYs 2012-2017. This report is divided into nine chapters that are briefly described below.

Chapter 2 (Study Area) presents a detailed overview of the study area that includes the geographic location, community characteristics, demographic characteristics, and transportation access.

Chapter 3 (Transit Overview & Performance) provides an overview of current transit services in the City of Folsom including ridership and historical performance.

Chapter 4 (Light Rail Transit) provides an overview of light rail transit service to Folsom. It includes a review of the funding agreement with Sacramento Regional Transit District and includes costs, revenues, and ridership.

Chapter 5 (Fixed Route Services) provides information on the fixed route service provided by Folsom Stage Line. It describes the two current routes and includes recommendations for Route 10. It also looks at what it will take to implement improved service on Route 10 with 30-minute headways.

Chapter 6 (Demand Response Transit) provides a description of the demand response service provided by Folsom Stage Line and recommendations for future operations.

Chapter 7 (Demand Analysis) identifies the key markets currently served by Folsom Stage Line and discusses markets typically served by transit as applied to the City of Folsom.

Chapter 8 (Financial Plan) outlines the expected costs and revenues supporting the Short-Range Transit Plan.

Chapter 9 (Staffing & Management) provides an overview of the current organization/management structure and staffing for Folsom Stage Line with recommendations for future improvements.

Chapter 10 (Marketing) provides an overview of current and potential strategies to market fixed-route and Dial-a-Ride services in Folsom.

CHAPTER 2
STUDY AREA

This chapter provides an overview of the study area for this plan.

Geographic Location

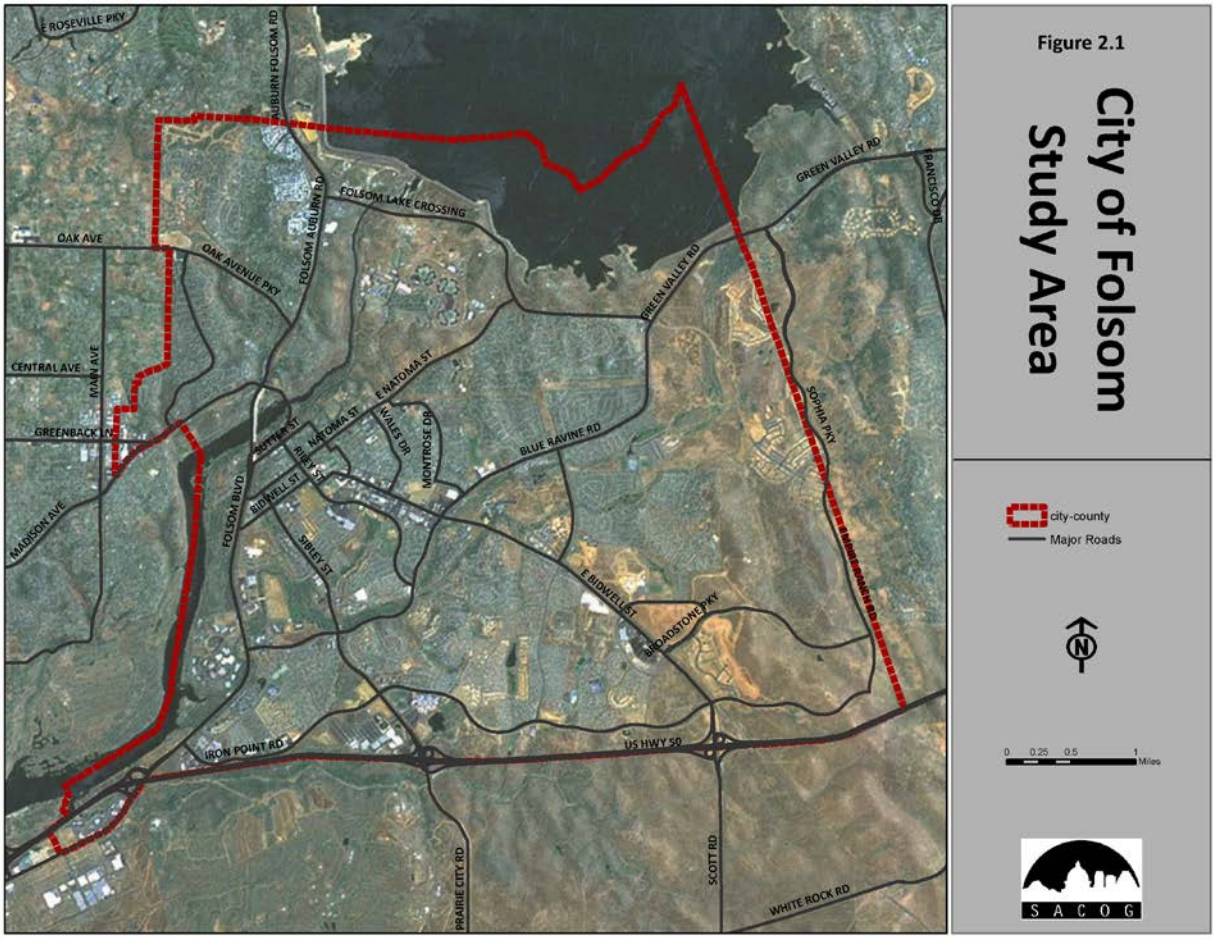
The City of Folsom is located in the Sacramento Urbanized Area. When this study began, it was bounded on the east by Empire Ranch Road and El Dorado County, on the north by Folsom Lake, and on the west by the City of Rancho Cordova. The City in January 2012 annexed a large area to the south of Highway 50. While not within the planning horizon of this document, the City anticipates future growth south of Highway 50 extending to White Rock Road bounded by Prairie City Road and El Dorado County. This future growth area is part of the Folsom South of U.S. Highway 50 Specific Plan.

Folsom is located on the eastern end of the Sacramento Urbanized Area, approximately 20 miles east of the City of Sacramento. As the state capitol, the City of Sacramento has thousands of state government employees, many of whom live in Folsom and commute to work. In addition the City of Folsom has several major regional employers and many employees commute to Folsom for work from other areas.

Folsom Stage Lines provides fixed route and demand response transit services within the City of Folsom. El Dorado County Transit provides fixed route transit service to the east of Folsom. Except in the South County, Sacramento Regional Transit District (RT) provides transit service in the rest of Sacramento County. RT has a single track light rail line from Sunrise Blvd. to the Historic Downtown Folsom Station, which provides transit service to Rancho Cordova and Sacramento with connections north and south. Additionally, Paratransit, Inc. (PI) provides complementary ADA paratransit service within ¾ of a mile of the three light rail stations in Folsom, pursuant to PI's collaborative agreement with RT.

Figure 2.1 shows the Study Area for the City of Folsom Short-Range Transit Plan.

Figure 2.1
City of Folsom Short-Range Transit Study Area



General Characteristics

The City of Folsom has a rich history dating back to the Gold Rush of 1849, and was incorporated in 1946. Many historic structures dating back to the 19th century can still be found in the Old Town area. This Historical District has been carefully preserved, and continues to be a popular tourist destination.

With its close proximity to the City of Sacramento, Folsom is attracting an influx of new residents, many of whom work in the Sacramento area. Folsom is also becoming a city in which residents find their employment within the community. Many high-tech companies such as Intel have built large production facilities in Folsom.

Demographic Characteristics

The City of Folsom is a suburban community of the Greater Sacramento area, primarily comprised of affluent, educated households. Table 2.1 shows the growth in population and household projections in the city through 2020.

Table 2.1:
City of Folsom Population & Household Projections, 1990 to 2020

City of Folsom	1990	2000	2010	2015	2020
Population	23,055	45,137	65,456	66,706	67,956
Households	8,757	17,968	24,951	25,960	26,969

Note: Population does not include Folsom State Prison inmates.

Sources: U.S. Census for 1990, 2000, and 2010; SACOG's Projections for 2015 is interpolated from 2010 and 2020 numbers.

Table 2.2 provides a summary for the City of Folsom demographic characteristics based on the U.S. Census 2010 data and American Community Survey (ACS) 2006-2010 5-Year Estimates.

Table 2.2
Folsom Demographic Characteristics

	Characteristic	Number	%
SOURCE: 2010 Decennial Census	Total Population	65,456	
	Median Age	37.6 years	
	Race/Ethnicity:		
	White/Caucasian	52,258	80%
	Hispanic/Latino (Can be more than one category)	6,335	10%
	Asian	8,887	14%
	Black/African American	980	2%
	Other	1,442	2%

Table 2.2 (continued)
Folsom Demographic Characteristics

	Characteristic	Number	%
	Place of Birth: Native Born in U.S.	50,275	81%
	Language Spoken At Home:		
	Spanish only	794	
	Not English	1,868	
	Education Attainment:		
	High school graduate or higher	37,638	60%
	Bachelor's degree or higher	18,795	30%
	Total Households	24,951	
	Average Household Size	2.61	
	Median Household Income in 2010	$93,620	
	Poverty Status:		
	Families below poverty level	402	
	Families with female householder, no husband	211	
	Individuals (below poverty level)	2,207	
	Vehicles Available per Household:		
	With Two or more Vehicles		68%
	With One Vehicle		28%
	Zero Vehicle Households		4%
	Potential Transit Market Segments:		
	Seniors 65 years and older	5,939	9%
	With a disability	N/A	N/A
	Youth Under Age 18	16,458	26%
	Potential Commuter Market: (Age 16+)	54,639	
	Employed (Civilian)	30,535	56%
	Worked outside place of residence	27,353	90%
	Occupation: Management, professional, and related	16,615	54%
	Occupation: Sales and office	7,250	24%
	Occupation: Service	4,046	13%
	Government workers	5,971	20%
	Means of Transportation: (Age 16+)	29,753	
	Drove alone (car, truck, or van)	23,172	78%
	Carpooled	2,702	9%
	Worked at Home	2,400	8%
	Walked	332	1%
	Public Transit	643	2%
	Other Means	504	2%

SOURCE: American Community Survey (ACS) 2006-2010 5-Year Estimates

The City of Folsom's population grew approximately 45 percent, from 45,137 to 65,456, and the number of households also grew about 45 percent between 2000 and 2010. Population growth projections for 2015 estimate the City's total population to be 66,706. It should be noted that the population projections for the next 10 years show a significant decline in growth as the City is nearing residential build-out. By 2020, Folsom's population is projected to increase less than 3.8 percent to 67,956, and the number of households is estimated to increase by 8.1 percent to 26,969. The total population reported in the Census data and SACOG's projections do not include the inmate residents at the Folsom State Prison and California State Prison facilities located within the City of Folsom. In 2010, the prison population represented approximately 9 percent of the City of Folsom's total population.

CHAPTER 3
TRANSIT OVERVIEW & PERFORMANCE

This chapter provides an overview of current transit services in the City of Folsom including ridership and historical performance information and trends.

Overview of City of Folsom Transit Services

The City of Folsom began providing public transit service under the name Folsom Stage Line in 1975. The service began with one leased vehicle that operated along one fixed-route that still exists as the Route 10.

Folsom Stage Line currently provides two local fixed routes for the general public, Routes 10 and 20, and a demand-response Dial-A-Ride program for seniors and disabled Folsom residents. All services are operated on weekdays only. No service is operated on weekends.

A light rail transit line was added in 2005 from Sunrise Station to Folsom, with three stops in Folsom at Iron Point, Glenn and Historic Folsom. Light rail has replaced the commuter express bus service that Folsom Stage Line used to operate to Downtown Sacramento and Rancho Cordova. The light rail has service every thirty minutes and is operated on weekends in addition to weekdays. Hours are 4:53 am to 7:00 pm on weekdays; 7:22 am to 7:00 pm on Saturdays; and 9:52 am to 7:00 pm on Sundays and holidays. The final Folsom outbound light rail may not stop at Glenn or Iron Point light rail stations.

Operating Costs and Performance Measures

During the past two years the City of Folsom has reduced the total hours for transit services as part of an effort to reduce the city budget. Vehicle revenue hours decreased from 16,587 in FY 2008-09 to 11,628 in FY 2010-11. As expected, the number of passenger boardings also decreased from 100,269 in FY 2008-09 to 61,640 in FY 2010-11. Table 3.1 shows the corresponding operating costs for transit services for these years. Table 3.2 shows the performance measures for transit services for these years.

Table 3.1
Fixed Route & Demand Response Operating Costs

Operating Costs	FY 2008/09	FY 2009/10	FY 2010/11
Total Operating Cost	$2,205,243	$2,087,007	$1,900,219
Depreciation	388,842	348,015	321,698
Total Cost	$2,594,085	$2,435,022	$2,221,917

Table 3.2
Fixed Route & Demand Response Performance Measures

	FY2008/09	FY2009/10	FY2010/11
Passenger Boardings			
Fixed Route	87,449	55,393	51,438
Demand Response	12,820	9,487	10,212
Vehicle Revenue Hours			
Fixed Route	11,019	8,779	7,679
Demand Response	5,568	4,012	3,949
Operating Costs Per Vehicle Revenue Hour			
Fully Allocated Op Cost Per Veh Rev Hr	$132.95	$163.16	$163.42
Incremental Op Cost Per Veh Rev Hr	$76.89	$81.53	$85.99
Operating Cost Per Passenger Boarding			
Fixed Route	$16.75	$25.86	$24.40
Demand Response	$57.74	$69.00	$63.19
Passenger Boardings Per Veh Rev Hr			
Fixed Route	7.9	6.3	6.7
Demand Response	2.3	2.4	2.6

A key performance measure shows how ridership on the fixed route service has changed as the number of revenue vehicle hours and areas of the City of Folsom served by fixed routes has decreased. Productivity has decreased by 15 percent, from 7.9 to 6.7 riders per vehicle revenue hour. For demand response service, ridership per vehicle revenue hour has increased by 13 percent from 2.3 to 2.6 riders, as some riders who are no longer served by fixed route service are now using the demand response service.

Operating Revenues and Fares

The fare revenue for fixed route service decreased from $51,331 in FY 2008-09 to $41,254 in FY 2010-11. The City of Folsom has increased fares four times since the last Short-Range Transit Plan Update, from $1.50 up to $2.50 for the Adult Single Ride Fare. While fares have increased, overall ridership has decreased, resulting in less fare revenue. Included in the fare revenue for fixed route service is income from service contracts for rides provided to Alta Medical clients and riders to the city's Youth Summer Camps.

Fare rates for demand response service increased from $2.50 to $4.00 for the Single Ride Fare since the last Short-Range Transit Plan Update. The fare revenue for demand response service decreased from $41,573 to $34,165, or 18 percent. During this same period, the vehicle revenue hours for demand response service decreased by 29 percent.

Table 3.3 shows the dates and amounts of the fare increases since 2005.

Table 3.3
Folsom Fare Increases

Folsom Stage Line					
Fare History					
Effective Date:	**Oct 2005**	**Apr 2006**	**01-Jan-2007**	**01-May-2009**	**01-Sep-2009**
FIXED ROUTE					
Single Ride Fare (One Way)					
Adult	$1.50	$1.75	$2.00	$2.25	$2.50
Discount (Student/Senior)	$0.50	$0.85	$1.00	$1.10	$1.25
Ticket Books					
Adult	N/A	N/A	$20.00	$45.00	$50.00
Discount (Student/Senior)	$5.00	$17.00	$20.00	$22.00	$25.00
Monthly Pass					
Adult	$60.00	$80.00	$85.00	$100.00	N/A
Student	N/A	$24.00	$34.00	$50.00	$50.00
Senior	N/A	$40.00	$42.50	$50.00	$50.00
DIAL-A-RIDE					
Single Ride Fare (One Way)	$2.50	$3.00	$3.75	$4.00	$4.00
Ticket Books	N/A	N/A	N/A	$40.00	$40.00
Monthly Pass	$75.00	$80.00	$90.00	$95.00	$95.00

Table 3.4 shows fare revenue for the years FY 2008-09 through FY 2010-11.

Table 3.4
Fixed Route & Demand Response Fare Revenue

	FY2008/09	FY2009/10	FY2010/11
Fixed Route			
Passenger Boardings	87,449	55,393	51,438
Farebox			
Route 10	$39,742	$30,199	$33,337
Route 20	5,336	5,311	2,592
Alta	2,682	2,550	2,250
Summer Camp	3,571	2,701	3,075
Total	$51,331	$40,761	$41,254
Average Fare	$0.59	$0.74	$0.80
Demand Response	**FY2008/09**	**FY2009/10**	**FY2010/11**
Passenger Boardings	12,820	9,487	10,212
Farebox	$41,573	$36,342	$34,165
Average Fare	$3.24	$3.83	$3.35

The following chapters describe in more detail the current transit modes of services (Light Rail, Fixed Route, and Demand Response) and include recommendations for modal service improvements.

CHAPTER 4
LIGHT RAIL TRANSIT

This chapter provides an overview of light rail transit service to Folsom. It includes a review of the funding agreement with Sacramento Regional Transit District and includes costs, revenues, and ridership.

Overview of Service

The City of Folsom has a funding agreement with Sacramento Regional Transit District for light rail transit service into Folsom. This light rail segment is an extension of the Gold Line beginning at Hazel Station in Rancho Cordova and extends to the Historic Folsom Station near the downtown Historic Depot. It includes three light rail transit stations: Iron Point, Glenn, and Historic Folsom. The funding agreement also includes ADA-required complementary paratransit service within ¾ of a mile of each station. The light rail transit trains operate every 30 minutes between the hours of 5:00 am and 7:00 pm on weekdays, every 30 minutes between the hours of 7:30 am and 7:00 pm on Saturdays, and every 30 minutes between the hours of 10:00 am and 7:00 pm on Sundays and holidays for a total of 2,479 train revenue hours per year.

Riders Using the Service

The City of Folsom and its residents and employers benefit from the light rail service to Folsom through its connections to the urbanized area of Sacramento County. This light rail transit service effectively replaced the commuter bus service provided by the City of Folsom prior to light rail. The largest trip purpose of passengers boarding and alighting at the three stations in Folsom is commuting to and from work. Another significant group of passengers attend classes at Folsom Lake Community College. The three stations include park-and-ride lots for passengers who drive to and from the light rail stations. Iron Point has 216 parking spaces, Glenn has 165 parking spaces, and Historic Folsom has 102 parking spaces. The Folsom Stage Line Route 10 connects with light rail at the Iron Point and Historic Folsom Stations. Route 10 currently provides hourly connections to employers and to Folsom Lake Community College.

Table 4.1 shows the current level of boardings at the three light rail transit stations. The ridership data for weekdays is based on the twelve months from October 1, 2010 through September 30, 2011. The ridership data for weekends and holidays is calculated from random samples for the twelve months from January 1, 2011 to December 31, 2011. Note that Sacramento Regional Transit District made major service cuts to light rail transit service in other parts of the transit system in June 2010, which may have impacted ridership at these Folsom stations.

Table 4.1
Annual Ridership at Folsom Light Rail Transit Stations

	Weekday	Saturday	Sunday	Total
Historic Folsom	130,800	12,300	9,900	**153,000**
Glenn	83,600	2,300	900	**86,800**
Iron Point	112,000	10,500	9,300	**131,800**
Total	**326,400**	**25,100**	**20,100**	**371,600**

Source: Sacramento Regional Transit

The average total of weekday boardings at the three stations is 1,280. This ridership is equal to 150 passengers per train revenue hour overall. By this measure, the light rail transit service is doing well.

Table 4.2 shows the total number of commuter trips for all modes of transportation from Folsom to other cities; from other cities to Folsom; and within Folsom. It is interesting that these three categories of commuter trips are quite balanced, with 12,485 trips within Folsom, 13,385 trips from Folsom, and 13,690 trips to Folsom.

Table 4.2
Means of Transportation To, From, and Within Folsom

ACS 2006-2008 Means of Transportation

From \ To	Folsom	Arden-Arcade	Citrus Heights	El Dorado Hills	Granite Bay	North Highlands	Rancho Cordova	Rocklin	Rosemont	Roseville	Sacramento	West Sacramento
Folsom	12,485	865	240	860	200	235	3,460	320	140	1,525	4,940	600
Arden-Arcade	520											
Citrus Heights	1,355											
El Dorado Hills	2,610											
Elk Grove	1,145											
Fair Oaks	545											
Granite Bay	535											
North Highlands	225											
Rancho Cordova	1,525											
Rocklin	435											
Rosemont	360											
Roseville	1,500											
Sacramento	2,935											

The Gold Line Light Rail Route provides direct connections between Folsom and Rancho Cordova, Rosemont, and Sacramento. The total number of commute trips for all modes of transportation is 13,360 trips between Folsom and these three cities. The commute trips made from the three light rail stations in Folsom represent over five percent of the total number of

commute trips for all modes of transportation between Folsom and Rancho Cordova, Rosemont, or Sacramento. Again, by this measure the light rail transit service is doing well.

Cost of Light Rail Service

The City of Folsom pays the Sacramento Regional Transit District (RT) for the cost of light rail transit serving Folsom. In exchange, RT operates the light rail system and returns a portion of collected fares to the City of Folsom.

Costs and revenues are included in the five-year financial plan in Chapter 8. The farebox recovery rate for light rail is set in the contract with RT at 33.7%, which is significantly higher than the farebox recovery goal of 20% as required by the Transit Development Act. This has aided the City of Folsom in meeting its farebox recovery goal for the entire transit system. This is also discussed in more detail in Chapter 8 on the Financial Plan.

Park and Ride

The ridership of 1,280 per day compares with 483 parking spaces at the three park-and-ride lots at these stations. No information was found to determine if available spaces are being used primarily by Folsom residents, or also residents from El Dorado County, Fair Oaks or other communities.

The City's limited plans to expand park-and-ride facilities could inhibit the potential for greater light rail frequency or limited express service unless passengers have the opportunity and preference to walk, bicycle, carpool or take Folsom Stage Line to reach a station. The City of Folsom may wish to conduct a more in-depth analysis of park-and-ride users and needs in conjunction with any analysis of future light rail level-of-service increases.

CHAPTER 5
FIXED ROUTE SERVICES

This chapter provides information on the fixed route service provided by Folsom Stage Line. It describes the two current routes and includes recommendations for revisions to services. It also looks at what it will take to implement improved service on Route 10 with 30-minute headways.

Current Fixed Routes

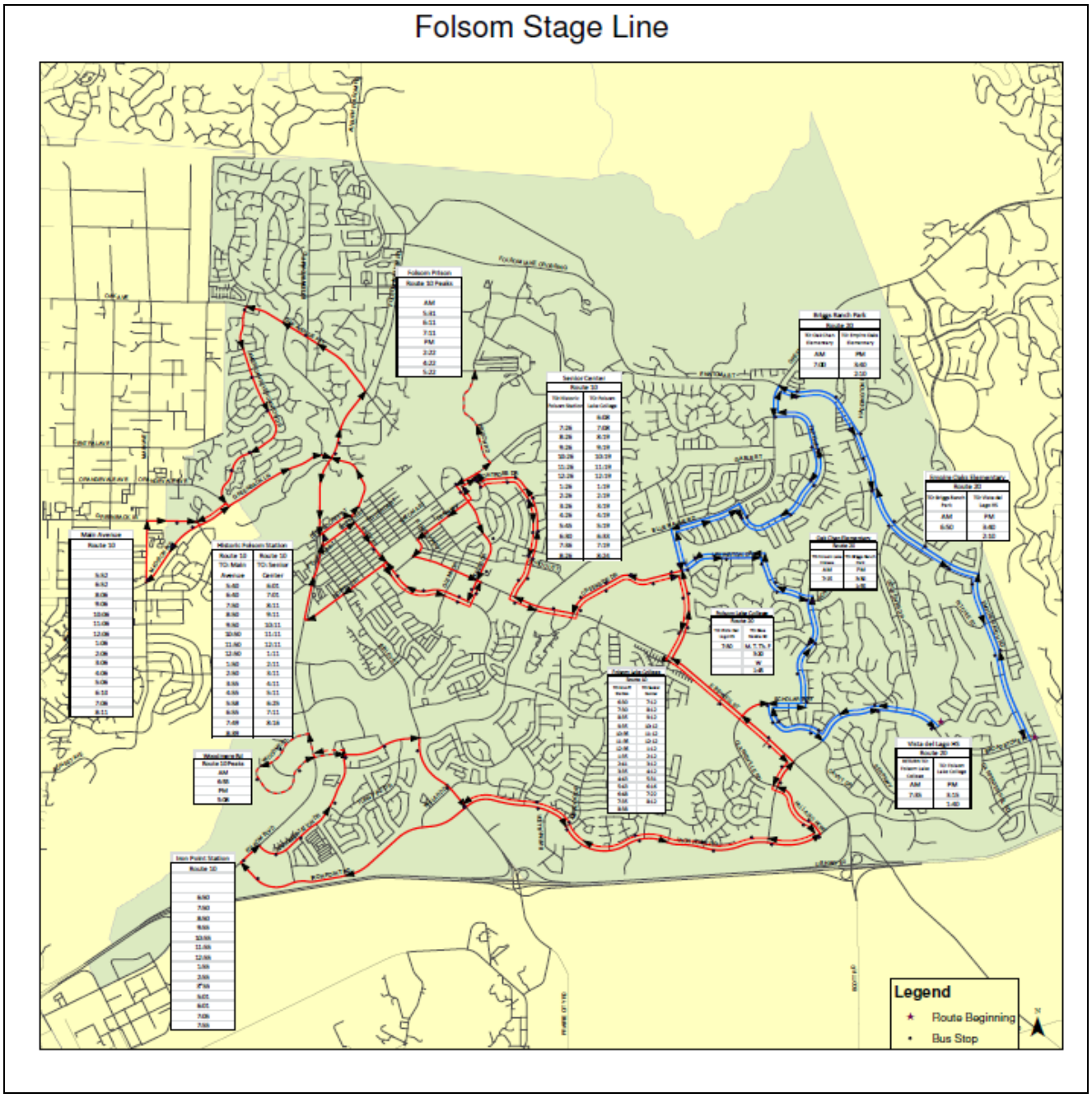
The Folsom Stage Line has two fixed routes: Route 10 and Route 20. In FY 2010-11, total boardings were 51,438.

Route 10 is a circulator route that loops through areas of Folsom. Its key stops include two light rail stations at Historic Folsom and Iron Point, Folsom Lake Community College, Folsom High School, and Main Avenue. Route 10 offers service in residential, retail, and commercial areas of Folsom. It provides hourly service in each direction, with some variation as it extends to serve Folsom Prison.

Route 20 is a school tripper route that primarily serves students of Vista Del Lago High School. It operates twice a day during the school year – one trip to take students to school in the morning, and one trip to take students home in the afternoon. It serves 10 to 15 students each way on a typical day. Discussions with the riders suggest that their friends know about the school tripper service. The route has a clearly defined market and Folsom Stage Line is effective in serving this market, as shown by the number of riders using the service per revenue vehicle hour.

Figure 5.1 is a map of the current fixed routes, with schedule times shown for key stops.

Figure 5.1
Current Fixed Route Service



Route 10 Recommendations

Route 10 shows the thoughtful efforts of Folsom Stage Line staff to provide the most service within the available budget and to meet the requests of the community for transit services. The route was planned by Folsom staff who know the community. However, the route appears to reflect the efforts of a committed transit provider seeking to do too much with one route.

This Short-Range Transit Plan recommends three changes to Route 10. These recommendations were developed based on survey information, including an on-board trip purpose survey, a boarding and alighting survey, and a time point survey.

Recommendation One: Revise the beginning and ending times for Route 10.

This recommendation is based on the results of a Boarding & Alighting Survey. This survey included three days of service with data points by bus stop for each bus for each run. The survey was coordinated by Adrienne Nelson, Folsom Stage Line Supervisor, and was conducted by the bus operators.

The results of the Boarding & Alighting Survey are summarized in Tables 5.1 and 5.2. The columns show boardings and alightings by run—which is comparable to time of day. The rows show segments of the route in each direction. Each segment includes multiple bus stops, so boarding and alighting data from each stop was totaled for the relevant segment.

Table 5.1
Morning Boardings and Alightings

	B0		A0		B1		A1		B2		A2		B3		A3	
Historic Folsom Light Rail Station	5:25				6:01		7:01		8:11		9:11		10:11		11:01	
Iron Point Light Rail Station					6:50		7:50		8:50		9:55		10:55		11:55	
Historic Folsom Light Rail Station (NB)	5:40		6:40		7:50		8:50		9:50		10:50		11:50		12:50	
	Boarding	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**
11. Historic Folsom Light Rail Station	1				4	2	9	6	5	7		3	1	2	1	1
12. Riley Street (SB)							1				2	4		1	1	2
13. Wales Drive (NB)							10		3	7	3	2	2		1	
14. Natoma Street (EB)	2								1							
15. California State Prison Sacramento		3				1		9								
16. Fargo Way (SB)									1							
17. Montrose Drive (SB)							1		3	5	4		2			
18. E. Bidwell Street (EB) 1															1	
19. Creekside Drive (EB)					3		4		9		6	1	2		1	2
20. Oak Avenue Parkway (SB)					2		5	2			1					
21. E. Bidwell Street (EB) 2																
23. Folsom Lake College (SB)						2	2	3		7	2	13	6	4	11	2
24. E. Bidwell Street (EB) 3						3	2	2				1				
25. Broadstone Parkway (SB)														1		
26. Paladio Parkway (EB)							1					1				
27. Iron Point Road: Paladio to FHS (WB)							1	6		1	4	2	2	1	1	1
28. Iron Point Road: FHS (WB)								16			3	1				
29. Iron Point Road: FHS to LRT (WB)						3	2	1	1	9	1	2		1		2
30. Iron Point Light Rail Station					19		34	6	23	2	33	7	3	9	12	10
31. Natoma Station Drive (NB)					1		1		4	1	7				4	
33. Blue Ravine Road (EB)								1				4				
34. Prairie City Road (SB)							3	4	3	12		4				
35. Iron Point Road: FHS (EB)						3	1	1	6		7				2	
36. Iron Point Road: FHS to Paladio (EB)						7		9	2			5				
37. Paladio Parkway (WB)										4						
38. Broadstone Parkway (NB)						3				2		4				1
39. E. Bidwell Street (WB) 3												2				
40. Scholar Way (NB)										2						
41. Folsom Lake College (NB)						7		27		16	7	30	4	1	13	15
43. Oak Avenue Parkway (NB)																2
44. Creekside Drive (WB)							2	2				1			1	1
45. E. Bidwell Street (WB) 1																
46. Montrose Drive (NB)					1	1				2		1		1		4
47. Fargo Way (NB)							1									
48. Natoma Street (WB)																1
49. Wales Drive (SB)1																
50. Dean Way (WB)																
51. Coloma Street (SB)																
52. E. Bidwell Street (SB)					1						1					
53. Wales Drive (SB) 2								1			2			1	1	1
54. Riley Street (NB)															1	
55. Bidwell Street (WB)																
56. Historic Folsom Light Rail Station (NB)					3	2	4	1			2	5	2	1	2	9
57. Folsom - Auburn Road (NB)			3				1									
58. Oak Avenue Parkway (WB)					1			2								
59. American River Canyon Drive (SB)			7		2		3					3		1		
60. Madison Avenue (WB)									1		3	1	1	1	1	
61. Main Avenue (NB)			3		13	3	9	3	3	1	2	1	4	3	4	2
62. Greenback Lane (EB)													1			

Table 5.2
Afternoon Boardings and Alightings

	B4		A4		B5		A5		B6		A6		B7		A7		B8	
Historic Folsom Light Rail Station	12:11		13:11		14:11		15:11		16:11		17:11		18:25		19:11		20:16	
Iron Point Light Rail Station	12:55		13:55		14:55		15:55		17:01		18:01		19:05		19:55			
Historic Folsom Light Rail Station (NB)	13:50		14:50		15:55		16:55		17:58		18:55		19:49		20:39			
	Boarding	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**	**Boarding**	**Alighting**
11. Historic Folsom Light Rail Station	2	2	2	1		2	1	4	1	4			4					
12. Riley Street (SB)			1	2		1	1	1	1					2				
13. Wales Drive (NB)	1	2	1		3				1	1			2					
14. Natoma Street (EB)										3				2				
15. California State Prison Sacramento					1													
16. Fargo Way (SB)	1																	
17. Montrose Drive (SB)	2		2	1	1						1				1			
18. E. Bidwell Street (EB) 1				1	1				1									
19. Creekside Drive (EB)	1			1					2									
20. Oak Avenue Parkway (SB)										1								
21. E. Bidwell Street (EB) 2						1		1						1				
23. Folsom Lake College (SB)	17	6	9	2	40	4	15	2	11	5	2	1	1	2	1		2	
24. E. Bidwell Street (EB) 3	2	2	7	1						1	1		1		1			
25. Broadstone Parkway (SB)	5		2		3				3									
26. Paladio Parkway (EB)			2			1				1								
27. Iron Point Road: Paladio to FHS (WB)			3	1		1	2		3		2							
28. Iron Point Road: FHS (WB)		4	8	12		2	2	2								1		
29. Iron Point Road: FHS to LRT (WB)	2	2	1	4	2	5	10	3	1	2	13			1		3		1
30. Iron Point Light Rail Station	7	20	11	14	3	34	11	21	6	12	7	10		1	1			1
31. Natoma Station Drive (NB)		1		1		1	1	2		2		3						
33. Blue Ravine Road (EB)							1				2		2					
34. Prairie City Road (SB)			1	1		1		1	4		1							
35. Iron Point Road: FHS (EB)			8		41						2					1		
36. Iron Point Road: FHS to Paladio (EB)	1	2	1	2		1	1	3	7	2	2	2	1					
37. Paladio Parkway (WB)				1				2		1								
38. Broadstone Parkway (NB)		1							1	2				2				
39. E. Bidwell Street (WB) 3	1			1								2	1					
40. Scholar Way (NB)																		
41. Folsom Lake College (NB)	6	3	5	5	17	3	9	1	7	2	3	2			1			
43. Oak Avenue Parkway (NB)		1		1		1	1	1		3	2	1						
44. Creekside Drive (WB)	1	1	1	2	3	5				2	1	3						
45. E. Bidwell Street (WB) 1				3		3				1				1				
46. Montrose Drive (NB)		1		2		7	2	7	2	1		3						
47. Fargo Way (NB)		1								1				1				
48. Natoma Street (WB)			1	1								1						
49. Wales Drive (SB)1						3												
50. Dean Way (WB)						3		1				2				1		
51. Coloma Street (SB)	2					2				2								
52. E. Bidwell Street (SB)				1		7												
53. Wales Drive (SB) 2	1	1		4	2	3		2				2						
54. Riley Street (NB)					1	5			1	2								
55. Bidwell Street (WB)			2	1		2												
56. Historic Folsom Light Rail Station (NB)	1	4	1	4	9	21	8	8	3	3	2	3						
57. Folsom - Auburn Road (NB)			2			1				2								
58. Oak Avenue Parkway (WB)	1		3			2				2								
59. American River Canyon Drive (SB)	2				2	6	2	1	2	1		3						
60. Madison Avenue (WB)					1	1		1										
61. Main Avenue (NB)	2	2	3	4	3	7		2		3		2						
62. Greenback Lane (EB)																		

The boarding and alighting data show a definite pattern of low ridership on the early and late runs of the Route 10. The results of the Boarding & Alighting Survey are summarized in Tables 5.3 and 5.4. This summary confirms that there are very few riders on the Route before 6:00 am or after 8:00 pm.

Table 5.3
Summary of Morning Boardings and Alightings

	B0		A0		B1		A1		B2		A2		B3		A3		B4	
	Boarding	*Alighting*	*Boarding*	*Alighting*	*Boarding*	*Alighting*	*Boarding*	*Alighting*	*Boarding*	*Alighting*	*Boarding*	*Alighting*	*Boarding*	*Alighting*	*Boarding*	*Alighting*	*Boarding*	*Alighting*
Historic Folsom LRT Station to	5:25 AM				6:01 AM		7:01 AM		8:11 AM		9:11 AM		10:11 AM		11:01 AM		12:11 PM	
Iron Pt LRT Station	3	3			9	9	38	45	23	31	26	34	15	17	17	19	33	36
Iron Point LRT Station to					6:50 AM		7:50 AM		8:50 AM		9:55 AM		10:55 AM		11:55 AM		12:55 PM	
Historic Folsom LRT Station					22	23	42	46	38	39	57	56	7	4	34	34	19	16
Historic Folsom LRT Station /	5:40 AM		6:40 AM		7:50 AM		8:50 AM		9:50 AM		10:50 AM		11:50 AM		12:50 PM		1:50 PM	
Main Ave Loop	0	0	13	0	19	5	17	11	4	8	7	8	8	7	7	3	6	4

Table 5.4
Summary of Afternoon Boardings and Alightings

	Boarding	Alighting	Boarding	Alighting	Boarding	Alighting	Boarding	Alighting	Boarding	Alighting	Boarding	Alighting	Boarding	Alighting
	A4		B5		A5		B6		A6		B7		A7		B8	
Historic Folsom LRT Station to	1:11 PM		2:11 PM		3:11 PM		4:11 PM		5:11 PM		6:25 PM		7:11 PM		8:16 PM	
Iron Pt LRT Station	38	39	51	49	31	30	24	26	19	11	8	9	3	4	2	2
Iron Point LRT Station to	1:55 PM		2:55 PM		3:55 PM		5:01 PM		6:01 PM		7:05 PM		7:55 PM			
Historic Folsom LRT Station	30	30	67	68	26	28	28	24	20	24	4	4	2	2		
Historic Folsom LRT Station /	2:50 PM		3:55 PM		4:55 PM		5:58 PM		6:55 PM		7:49 PM		8:39 PM			
Main Ave Loop	9	5	15	19	10	8	5	12	2	5	0	0	0	0		

All transit service has lower ridership at the ends, whether the beginning or end of a day or the beginning or end of a route. While this may be intuitive, when evaluating the effectiveness of a transit route there is a tendency to question the effectiveness of any segment or time period below the average. Each rider that cannot make part of a round trip because service is reduced will not use the transit service for the other part of the trip. Another general rule of thumb for transit is that if riders cannot depend on transit, they will not use it and will find other means of transportation.

Nevertheless, given the low ridership on the earliest and latest runs, Recommendation One is to revise the beginning and ending times for Route 10 as shown in Table 5.5.

Table 5.5
Route 10 Recommended Beginning & Ending Times

Bus	Start / End Time and Location
A Start	**Start 6:40 am** at Historic Folsom LRT Station to Main Ave
B Start	**Start 6:01 am** at Historic Folsom LRT Station to Iron Point LRT Station
A End	Historic Folsom LRT Station to Iron Point LRT Station **ending at 7:55 pm**
B End	Iron Point LRT Station to Historic Folsom LRT Station **ending at 7:42 pm**

Recommendation Two: Reduce Route 10 run time

The second recommendation is to reduce Route 10's run time to 100 minutes and provide 20 minutes of recovery or slack time per run for the drivers to have a break. This recommendation is based on the results of the Time Point Survey. These survey results with current run and recovery time for major segments of the route are shown in Table 5.6.

Table 5.6
Route 10 Run and Recovery Time

Travel Time

		Bus A Run 1	Bus A Run 2	Bus A Run 3	Bus A Run 4	Bus A Run 5	Bus A Run 6	Bus A Run 7	Bus B Run 1	Bus B Run 2	Bus B Run 3	Bus B Run 4	Bus B Run 5	Bus B Run 6	Bus B Run 7	Bus B Run 8	Avg	
Historic Folsom Light Rail Station to California State Prison Folsom	Thursday/Mar/29/2012	12					11		10				14	10			11.4	
	Wednesday/Mar/28/2012	13					12		10				11	13			11.8	
	Friday/Mar/30/2012	11					12		10				15	12			12.0	
	Tuesday/Mar/27/2012	10					10		11				10	14			11.0	
	Monday/Mar/26/2012	11					12		10				11	13			11.4	
																	11.5	
Historic Folsom Light Rail Station to Folsom Lake College *	Thursday/Mar/29/2012	33	27	28	25	24	31	27	26	28	23	26	32	29	21	18	24.7	30.2
	Wednesday/Mar/28/2012	29	26	25	26	25	30	26	27	25	23	24	31	33	24	21	24.5	30.0
	Friday/Mar/30/2012	29	25	25	23	27	30	22	27	25	22	27	37	32	25	20	24.1	31.0
	Tuesday/Mar/27/2012	28	24	27	23	24	31	26	27	27	23	26	31	34	26	19	24.5	30.2
	Monday/Mar/26/2012	29	27	27	25	25	23	21	27	27	23	25	33	35	24	18	24.2	29.4
																	24.4	30.2
Folsom Lake College to Iron Point Light Rail Station	Thursday/Mar/29/2012	16	16	14	14	18	18	15	14	17	12	14	17	16	13	12	15.1	
	Wednesday/Mar/28/2012	20	16	17	19	17	20	16	16	14	13	15	15	17	15	13	16.2	
	Friday/Mar/30/2012	17	13	14	18	16	16	14	14	15	12	15	14	17	19	16	15.3	
	Tuesday/Mar/27/2012	17	15	16	20	16	19	19	15	15	15	12	15	18	13	12	15.8	
	Monday/Mar/26/2012	17	13	19	17	17	14	15	14	14	13	12	16	19	13	12	15.0	
																	15.5	
Iron Point Light Rail Station to Folsom Lake College **	Thursday/Mar/29/2012	23	18	19	16	18	21	16	23	16	17	17	22	30	14		18.1	26.5
	Wednesday/Mar/28/2012	21	19	22	17	18	19	15	20	25	16	17	21	30	14		18.7	25.0
	Friday/Mar/30/2012	22	20	20	20	19	17	13	25	17	18	19	20	30	16		18.4	27.5
	Tuesday/Mar/27/2012	23	19	25	16	17	19	16	24	25	16	17	24	29	14		19.3	26.5
	Monday/Mar/26/2012	24	20	20	15	17	17	14	23	18	17	17	21	29	16		18.0	26.0
																	18.5	26.3
Folsom Lake College to Historic Folsom Light Rail Station	Thursday/Mar/29/2012	28	26	26	32	27	24	24	25	23	28	24	30	23	19		25.6	
	Wednesday/Mar/28/2012	28	25	23	29	25	23	26	24	21	25	24	25	27	25		25.0	
	Friday/Mar/30/2012	28	25	26	29	29	34	20	23	25	23	25	27	26	21		25.8	
	Tuesday/Mar/27/2012	27	26	27	31	30	23	24	23	23	26	26	27	27	24		26.0	
	Monday/Mar/26/2012	26	23	33	32	31	21	19	24	24	26	25	31	27	21		25.9	
																	25.7	
ARC Main Avenue Loop	Thursday/Mar/29/2012	17	19	17	17	17	15		18	18	16	18	17	16	27		17.8	
	Wednesday/Mar/28/2012	17	17	18	17	19	14		18	17	18	18	20	16	17		17.4	
	Friday/Mar/30/2012	19	17	17	17	19	16		19	19	18	17	16	17	19		17.7	
	Tuesday/Mar/27/2012	19	17	19	18	18	15		18	18	18	18	14	18	18		17.5	
	Monday/Mar/26/2012	18	18	19	19	16	14		18	19	17	19	18	19	27		18.5	
																	17.8	

* Shaded Cells Include the Folsom Prison Loop

** Shaded Cells Include Woodmere Road Loop

** Note that the Folsom Prison Loop adds six minutes to the running time and the Woodmere Road Loop adds eight minutes to the running time.*

Figure 5.2 shows the current Route 10 route. Figures 5.3, 5.4, and 5.5 show three alternative route revisions that would reduce the Route 10 run time by a few minutes, and make the route easier for the public to understand.

Each of these alternatives provides the benefit of shortening the route and allowing more time for the drivers to take a break. Each alternative adjusts the out-bound route, while:

- Alternative A features the least significant change to the in-bound route, with decreased coverage in two neighborhoods.

- Alternative B deviates from the current in-bound route at Wales Drive and Dean Way. The route then proceeds southwest down Dean Way before resuming the current service route at Bidwell Street and Riley Street.

- Alternative C further reduces run time by using Natoma Street to proceed to the Light Rail Station, completely eliminating return service via East Bidwell and Bidwell Streets.

Figure 5.2
Current Fixed Route Service

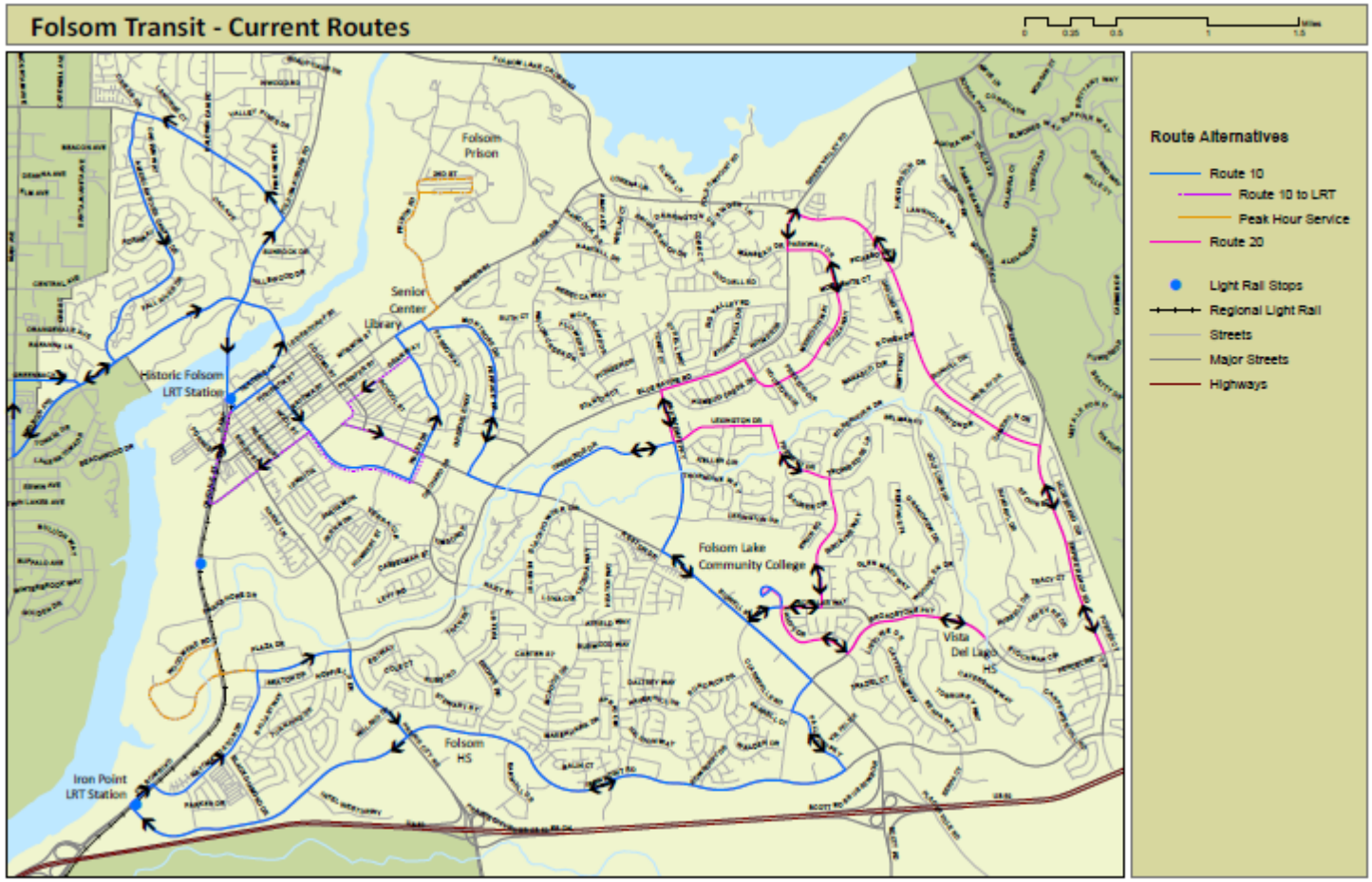


Figure 5.3
Route 10 Alternative A

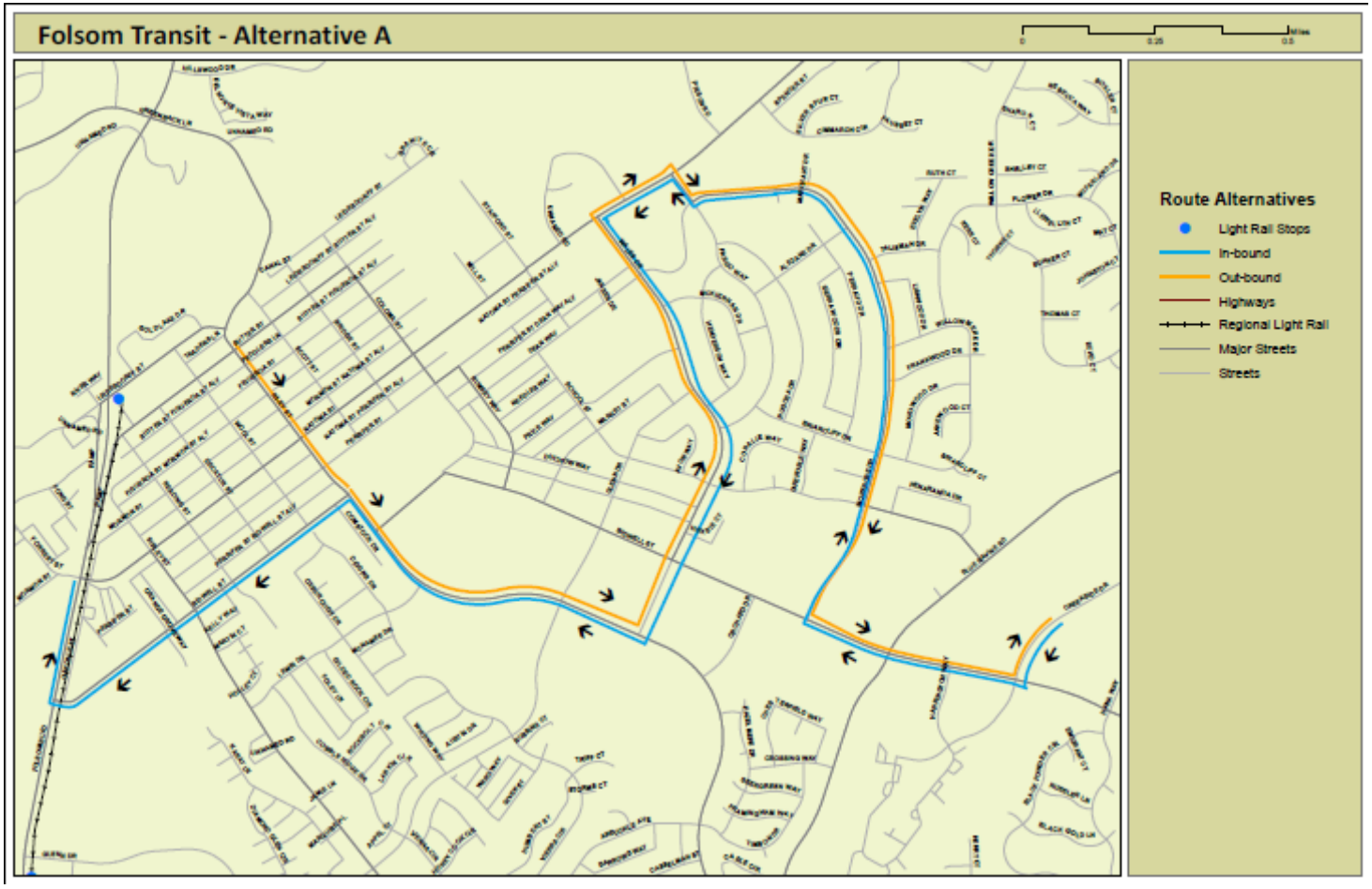


Figure 5.4
Route 10 Alternative B

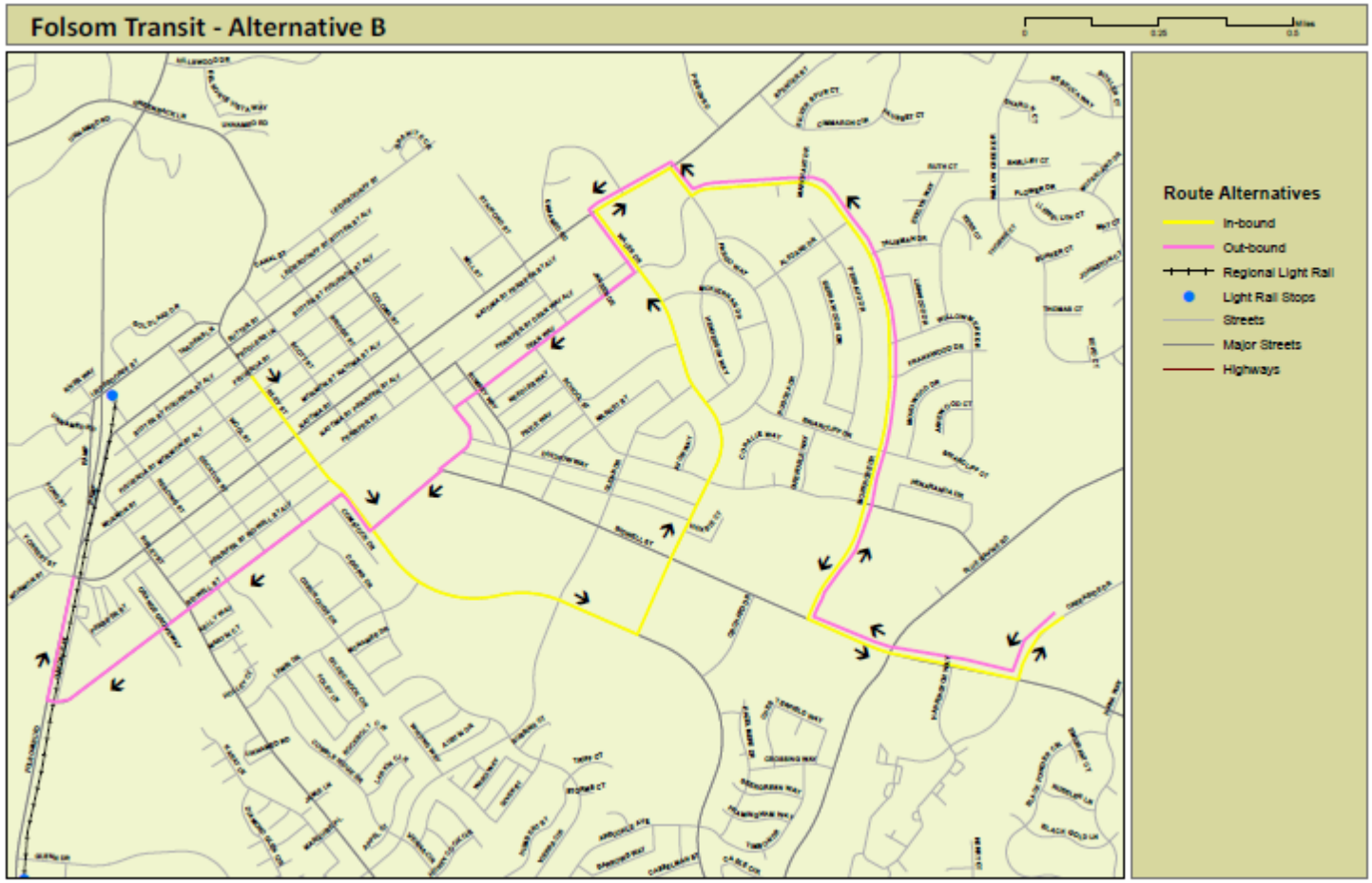
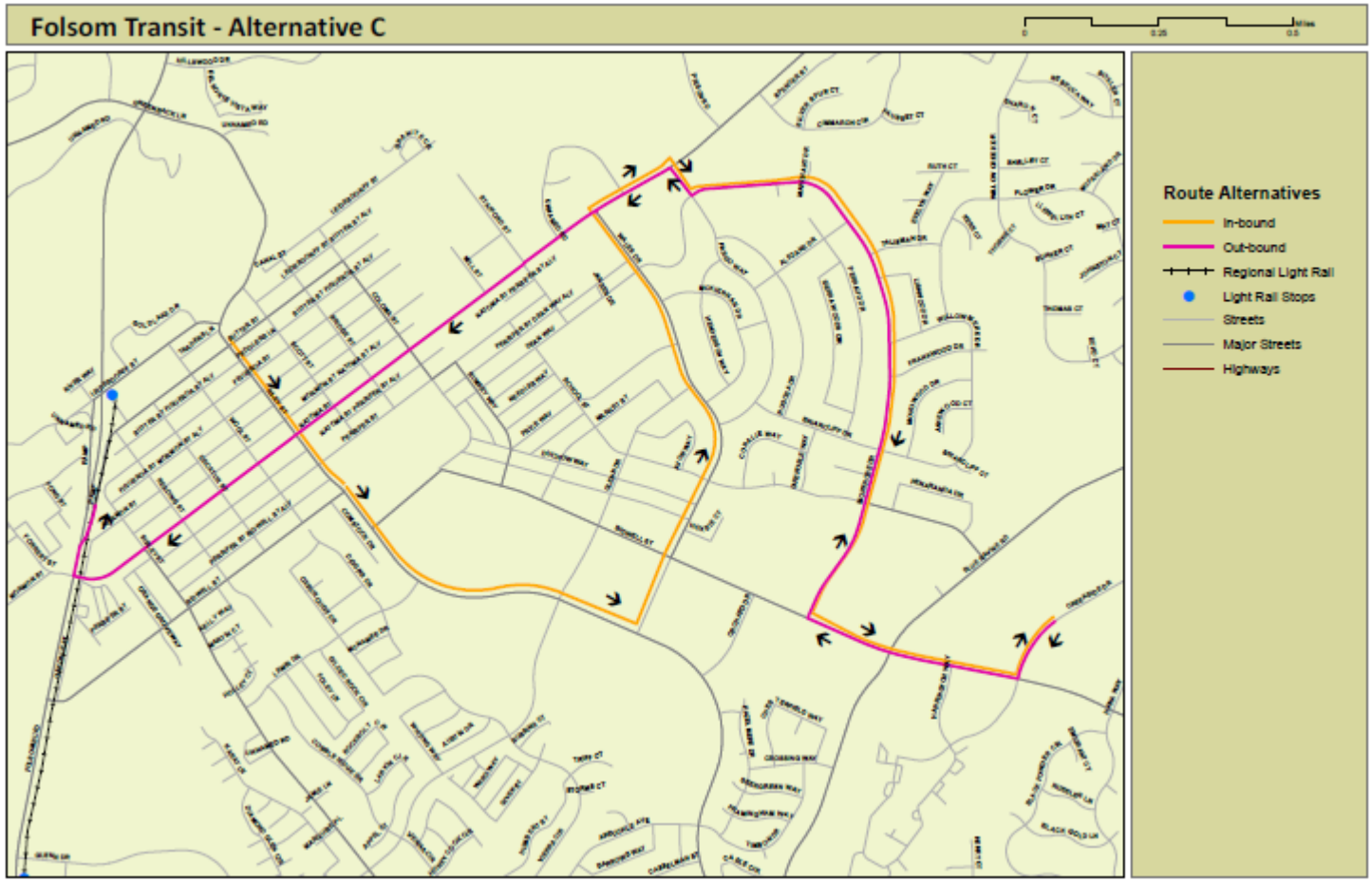


Figure 5.5
Route 10 Alternative C



Of the alternatives above, Alternative A is the easiest to understand, while Alternative C provides the greatest reduction in run time. Alternative B is a compromise between Alternatives A and B.

The Boarding & Alighting Survey shows that fewer riders will be impacted by a change on East Bidwell Street. Although each of these alternatives will reduce coverage on East Bidwell, overall they impact service on the route less than shortening other sections of Route 10.

Folsom Stage Line should consider implementing one of these revisions. The next step would be to request input from the drivers and gauge acceptability to the community of the various alternatives.

Recommendation Three: Adjust the Route 10 schedule to regular headways

The third recommendation is to adjust the schedule to strictly follow what are called "clock headways." Clock Headways use standard time increments such as 60 minutes, 30 minutes, and 20 minutes. Time schedules based on clock headways are easier for riders and potential riders to understand because the bus always passes points on the route at the same number of minutes after the hour. Clock headways should especially be the norm when service is not frequent, i.e., less than every 15 or 20 minutes.

Folsom Stage Line does not consistently schedule Route 10 service every 60 minutes – which would follow the guideline of "clock headways." Recommendation 3 is to avoid varying the schedule throughout the day. This will require additional slack time in the run times, and finding other ways to serve the Folsom Prison Loop and the Woodmere Road Loop. Note that the ridership is especially low in the Woodmere loop. There were no riders boarding or alighting on this loop during the Boarding & Alighting survey period.

During unmet transit needs hearings, transit advocates often state the need for transit to housing complexes, employment centers, retail centers, and public service centers. Often the best way to provide and test a requested service is by using a form of route deviation or demand response, rather than adding a regular loop to a route. This appears to be the case with the Woodmere Area. If service is needed in this area, it should be provided by the demand response service as a test of general public ridership demand from this area.

A fixed route based on clock headways should also be anchored to a key connection or time point. This is especially true with infrequent service such as hourly service. Multiple key connection or time point anchors on a route can only be accommodated by splitting slack time in the route – which makes it difficult to provide meaningful breaks for the drivers.

Table 5.7 shows a sample schedule for Route 10 using 60-minute headways. This schedule is anchored at the Iron Point Light Rail Station, with slack time adjusted slightly to accommodate transfers at the Historic Folsom Light Rail Station.

Table 5.7
Route 10 Sample Schedule

Route 10

This route runs from 6:09 am to 7:48 pm; Monday through Friday

	LRT & RT 24		B0	A0	B1	A1	B2	A2	B3	A3	B4	A4	B5	A5	B6	A6	B7	A7
Historic Folsom Light Rail Station (Arrive)	↑ :23	:53				6:49	7:49	8:49	9:49	10:49	11:49	12:49	13:49	14:49	15:49	16:49	17:49	18:49
Historic Folsom Light Rail Station (Depart)	↓ :30	:00			6:09	7:09	8:09	9:09	10:09	11:09	12:09	13:09	14:09	15:09	16:09	17:09	18:09	19:09
Library, City Hall, Senior Center					6:19	7:19	8:19	9:19	10:19	11:19	12:19	13:19	14:19	15:19	16:19	17:19	18:19	19:19
Folsom Lake Community College					6:33	7:33	8:33	9:33	10:33	11:33	12:33	13:33	14:33	15:33	16:33	17:33	18:33	19:33
Folsom High School					6:45	7:45	8:45	9:45	10:45	11:45	12:45	13:45	14:45	15:45	16:45	17:45	18:45	19:45
Iron Point Light Rail Station (Arrive)	↑ :18	:48			6:48	7:48	8:48	9:48	10:48	11:48	12:48	13:48	14:48	15:48	16:48	17:48	18:48	19:48
Iron Point Light Rail Station (Depart)	↓ :35	:05			6:51	7:51	8:51	9:51	10:51	11:51	12:51	13:51	14:51	15:51	16:51	17:51	18:51	
Folsom High School					6:55	7:55	8:55	9:55	10:55	11:55	12:55	13:55	14:55	15:55	16:55	17:55	18:55	
Folsom Lake Community College					7:09	8:09	9:09	10:09	11:09	12:09	13:09	14:09	15:09	16:09	17:09	18:09	19:09	
Library, City Hall, Senior Center					7:26	8:26	9:26	10:26	11:26	12:26	13:26	14:26	15:26	16:26	17:26	18:26	19:26	
Historic Folsom Light Rail Station (Arrive) *	↑ :23	:53			7:29	8:29	9:29	10:29	11:29	12:29	13:29	14:29	15:29	16:29	17:29	18:29	19:29	
Historic Folsom Light Rail Station (Depart)	↓ :30	:00		6:32	7:32	8:32	9:32	10:32	11:32	12:32	13:32	14:32	15:32	16:32	17:32	18:32		
Oak Ave & American River Canyon Dr				6:36	7:36	8:36	9:36	10:36	11:36	12:36	13:36	14:36	15:36	16:36	17:36	18:36		
Main Ave (Arrive)	↑ :01	↑ :17		6:40	7:40	8:40	9:40	10:40	11:40	12:40	13:40	14:40	15:40	16:40	17:40	18:40		
Main Ave (Depart)	↓ :01	↓ :17		6:43	7:43	8:43	9:43	10:43	11:43	12:43	13:43	14:43	15:43	16:43	17:43	18:43		

After 15:00

* Assumes a 5 minute reduction in running time from Folsom Lake Community College to the Historic Folsom Light Rail Station

An actual schedule would need to be tested and adjusted. It could then show the minutes after the hour at key points along the route. Note that this schedule assumes that the Folsom Prison Loop and the Woodmere Road Loop would be served only by the demand response service as a limited general public option (this option is discussed in greater detail later in this chapter). However, there is sufficient recovery time at the Historic Folsom Light Rail Station to accommodate the Folsom Prison Loop by leaving the Station six minutes early.

The schedule needs to make it easy for current and potential riders to transfer to light rail. Especially given the number of commuters and Folsom Lake College students using Light Rail, this means arriving before the train leaves and leaving after the train arrives.

The sample schedule for Route 10 in Table 5.7 would put the recovery time at the Historic Folsom Light Rail Station on a different part of the run from when it is currently scheduled. The Sacramento Regional Transit District Transit Renewal Plan recommended extending RT bus service from Citrus Heights to the Historic Folsom Light rail Station. If service is eventually extended, Folsom Stage Line should work with RT to insure connections with the Route 10 during this recovery time.

Route 20 Recommendation

This Short-Range Transit Plan recommends one change to the Route 20. The morning route arrives at Vista Del Lago High School 25 minutes before the first class begins. This seems excessive and the schedule can easily be changed to arrive 15 minutes before the first class begins.

In the Boarding & Alighting Survey, there were two riders who got off at Folsom Lake Community College on the same run. Even with a 10-minute change in the Route schedule, these students would also arrive in time for college classes.

Vehicle Revenue Hours as Impacted by Recommendations

The above recommendations impact the number of vehicle revenue hours for the Short-Range Transit Plan. The Financial Plan assumes these recommendations could be implemented for fiscal year FY 2012-13 and provides a summary of the financial impact they would have the SRTP budget. Table 5.8 shows the assumptions and vehicle revenue hours used in the Financial Plan for analyzing the recommendations.

Table 5.8
Fixed Route Revenue Hours

Status Quo Service	Hours Per Day	Days Per Year	FY2010/11	Recommended in FY2012/13
Route 10 (Current)				
5:25 am to 8:55 pm	15:30	250	3,875	
6:40 am to 8:55 pm	14:15	250	3,563	
Route 10 (Recommended)				
6:32 am to 7:48 pm	13:16	250		3,317
6:09 am to 7:29 pm	13:20	250		3,333
Route 20				
7:00 am to 7:45 am	0:45	176	132	132
3:15 pm to 3:45 pm	0:30	139	70	70
1:40 pm to 2:15 pm	0:35	37	22	22
Totals			**7,662**	**6,874**

Future Circulator Service

Route 10 could operate more effectively with more frequent service based on clock headways. The next clock headway below 60 minutes is 30 minutes. Table 5.9 shows how this level of service could be provided with three buses.

Figure 5.9
Schedule with Clock Headway Adjustment

Route 10

This route runs from 6:09 am to 7:48 pm; Monday through Friday

	LRT & RT 24																														
				Bus 1	Bus 2	Bus 3	Bus 1	Bus 2	Bus 3	Bus 1	Bus 2	Bus 3	Bus 1	Bus 2	Bus 3	Bus 1	Bus 2	Bus 1	Bus 2	Bus 3	Bus 1	Bus 2	Bus 3	Bus 1	Bus 2	Bus 3	Bus 1	Bus 2	Bus 3	Bus 1	Bus 2	Bus 3	Bus 1
Historic Folsom Light Rail Station (Depart)	↓ :30	:00		6:09	6:39	7:09	7:39	8:09	8:39	9:09	9:39	10:09	10:39	11:09	11:39	12:09	12:39	13:09	13:39	14:09	14:39	15:09	15:39	16:09	16:39	17:09	17:39	18:09	18:39	19:09	
Library, City Hall, Senior Center				6:19	6:49	7:19	7:49	8:19	8:49	9:19	9:49	10:19	10:49	11:19	11:49	12:19	12:49	13:19	13:49	14:19	14:49	15:19	15:49	16:19	16:49	17:19	17:49	18:19	18:49	19:19	
Folsom Lake Community College				6:33	7:03	7:33	8:03	8:33	9:03	9:33	10:03	10:33	11:03	11:33	12:03	12:33	13:03	13:33	14:03	14:33	15:03	15:33	16:03	16:33	17:03	17:33	18:03	18:33	19:03	19:33	
Folsom High School				6:45	7:15	7:45	8:15	8:45	9:15	9:45	10:15	10:45	11:15	11:45	12:15	12:45	13:15	13:45	14:15	14:45	15:15	15:45	16:15	16:45	17:15	17:45	18:15	18:45	19:15	19:45	
Iron Point Light Rail Station (Arrive)	↑ :18	:48		6:48	7:18	7:48	8:18	8:48	9:18	9:48	10:18	10:48	11:18	11:48	12:18	12:48	13:18	13:48	14:18	14:48	15:18	15:48	16:18	16:48	17:18	17:48	18:18	18:48	19:18	19:48	
Iron Point Light Rail Station (Depart)	↓ :35	:05		6:51	7:21	7:51	8:21	8:51	9:21	9:51	10:21	10:51	11:21	11:51	12:21	12:51	13:21	13:51	14:21	14:51	15:21	15:51	16:21	16:51	17:21	17:51	18:21	18:51			
Folsom High School				6:55	7:25	7:55	8:25	8:55	9:25	9:55	10:25	10:55	11:25	11:55	12:25	12:55	13:25	13:55	14:25	14:55	15:25	15:55	16:25	16:55	17:25	17:55	18:25	18:55			
Folsom Lake Community College				7:09	7:39	8:09	8:39	9:09	9:39	10:09	10:39	11:09	11:39	12:09	12:39	13:09	13:39	14:09	14:39	15:09	15:39	16:09	16:39	17:09	17:39	18:09	18:39	19:09			
Library, City Hall, Senior Center				7:26	7:56	8:26	8:56	9:26	9:56	10:26	10:56	11:26	11:56	12:26	12:56	13:26	13:56	14:26	14:56	15:26	15:56	16:26	16:56	17:26	17:56	18:26	18:56	19:26			
Historic Folsom Light Rail Station (Arrive) *	↑ :23	:53		7:29	7:59	8:29	8:59	9:29	9:59	10:29	10:59	11:29	11:59	12:29	12:59	13:29	13:59	14:29	14:59	15:29	15:59	16:29	16:59	17:29	17:59	18:29	18:59	19:29			

* Assumes a 5 minute reduction in running time from Folsom Lake Community College to the Historic Folsom Light Rail Station

This level of service would require an additional 2,962 revenue hours. It would provide 10-minute recovery time each 90 minutes. Given the minimum amount of recovery time, the driver schedule would include a relief driver working between the two light rail stations to provide a 40-minute lunch break for other drivers.

Folsom Stage Line might particularly consider such a service improvement if Regional Transit decides to extend service to the Historic Folsom Light Rail station. This could potentially free up Folsom Stage Line resources from serving the route segment that currently connects with RT Route 24.

This 30-minute-headway schedule revision would also require that the Oak Avenue and American River Canyon Areas, which currently generate approximately 10 riders per day, instead be served by the demand response service as a general public Dial-a-Ride.

Folsom Stage Line could add general public eligibility for using DAR service specifically for trips to and from areas that are less productive to serve and have had low ridership, such as the areas on the west side of the river, the Woodmere Loop and Folsom Prison. To meet ADA and equity requirements, the fare for general public riders would have to be the same as for senior and disabled DAR users. Higher fares from shifting these limited riders to DAR would help offset the cost for the more expensive service, while greatly improving service frequencies for fixed-route service would encourage greater ridership and productivity of the Route 10.

CHAPTER 6
DEMAND RESPONSE TRANSIT

This chapter provides a description of the demand response service provided by Folsom Stage Line, and recommendations for future operations.

Current Demand Response

Folsom Stage Line's Dial-A-Ride (DAR) service is a curb-to-curb, demand responsive, shared ride public transit service designed to meet the transportation needs of the elderly and disabled residents of Folsom. The service is unlike a taxi because passengers share their ride with other passengers being picked up in their area and traveling in the same general direction. For this reason, passengers may not be provided with a direct ride to their destination. Passengers are transported in radio-equipped, 16-seat mini-buses owned and maintained by the City of Folsom. All DAR vehicles are equipped with hydraulic lifts to provide access to wheelchair users and other individuals needing assistance in boarding, and there is a securement area with space for two wheelchairs.

To qualify for this service, passengers must be either age 55 or older, or have a physical, developmental, or mental disability. All passengers must register and be certified as eligible by Folsom Stage Line Staff to use DAR service before their initial request for service. DAR registration materials may be obtained at the Public Works service counter located in Folsom City Hall or by calling the Folsom DAR office at 916-355-8347. Passengers not utilizing the service for a period of one year are required to re-register.

Qualified DAR service users may use DAR for medical and dental appointments, shopping, commuting to work, errands, meetings, parties, sports events, recreation, nutrition programs, visiting, etc. DAR service cannot be used for transporting school-age children to and from school or school-sponsored activities, regardless of whether they are traveling alone or are accompanied by an adult.

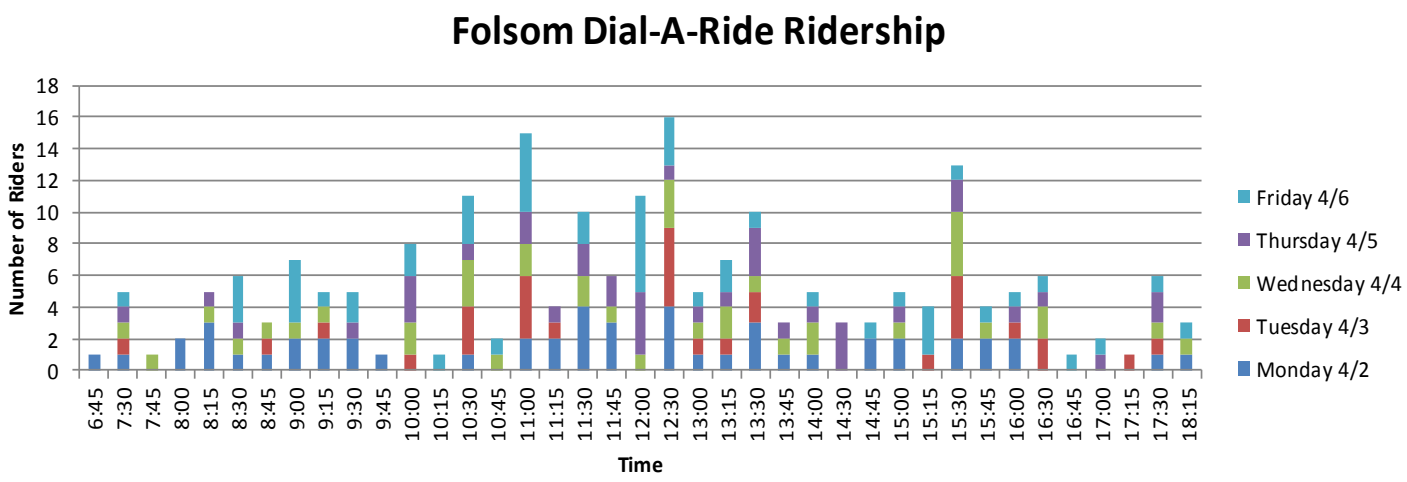
Service hours are Monday through Friday from 5:30 a.m. to 8:45 p.m. Rides are provided within the City of Folsom, and a segment of Orangevale bounded by Greenback Lane, Madison Avenue and Walnut Avenue. Connections with Sacramento RT's paratransit services, operated by Paratransit, Inc., are made at either the RT bus stop on Main Avenue at Madison Avenue in Orangevale, or Iron Point & Historic Light Rail Stations. Connections with El Dorado Transit's DAR service are made at the Iron Point Light Rail Station. Connections with Rocklin/Granite Bay's DAR service are made at the Pinebrook Mobile Home Park located at 7900 Folsom-Auburn Boulevard in Roseville.

Ride requests should be made by 3:00PM for service the following day. Ride requests may be made 1 to 14 days before the ride is needed. Rides for Monday must be made by the previous Friday. The ride request line (916-355-8347) is open Monday through Friday from 8:00 a.m. to 5:00 p.m. The bus may arrive up to 15 minutes prior to or 15 minutes after the scheduled pick-up time and the driver will only wait five minutes. Passengers who will not be able to meet their scheduled pick-up time must call in for a deferred time. All cancellations must be called in before the reservation time. Notification cannot be given to the driver. If a passenger consistently fails to call in a cancellation notice for ride requests, a loss of privileges may result.

Current Ridership

Based on trip logs for the month of April 2012, about 165 individual passengers made a total of just over 1,300 dial-a-ride trips. Figure 6.1 shows the cycle of usage for a sample week in April. About 30 percent of the trips were made by 10 regular riders. The average number of daily trips was 63, and the average number of trips per revenue hour was 2.7. The top five destinations were: the medical building at 1600 Creekside Drive, Raley's, Folsom Lake College, Wal-Mart, and Burger Therapy.

Figure 6.1
Sample week of Folsom Dial-A-Ride Ridership



Recommendations to improve demand response productivity

Recommendation One: Passenger Grouping Improvements

The City does not have a trip denial policy, so all trip requests are met. The current productivity rate for the demand response service is approximately 2.7 riders per vehicle revenue hour. While this rate is not unusually low for a community such as Folsom, it does leave room for improved efficiencies using dispatching methods to group trips based on desired pick-up times and drop-off locations. Currently, the dispatcher uses a 15-minute window on either side of the requested time. The dispatcher has been improving the use of the demand response vehicles with the use of Trapeze dispatching software. While the software has helped to shorten times between pick-ups and drop-offs, it could be complemented by policies that allow the dispatcher to group passenger trips within a larger window of time, as happens in other demand-response systems.

An example of this type of group is, if a passenger requests a pick-up at 10:30 a.m., the dispatcher has the ability to respond instead based on the forecasted workload with a 10:00 a.m. pick-up or another suggested time. If a policy is in place establishing a larger window of time or other suggested times are offered, improvements to dispatching can be made to make grouping simpler and more frequent, while still meeting passenger needs -- especially if a trip can be made flexibly, such as to the grocery store.

Adopting such a scheduling practice will improve the fare recovery ratio and lower operating costs. The passenger would still receive a scheduled pick-up time with a 15-minute window on either side. However, the internal use of a denial one-hour window could help alleviate problems with scheduling of trips that create low productivity of one passenger per trip. Improved customer batching by the Dial-a-Ride dispatcher could also lead to some improvements in vehicle usage. By using a larger window of time to adjust the pick-up time with the customer, additional flexibility is given to the dispatcher to batch trips in tighter windows of time with fewer vehicles needed.

With the South of U.S. 50 annex moving forward, there may be further pressure on the demand response system. A more efficient system will eventually allow for greater service area reach with fewer resources.

Recommendation Two: Revise No-Show Policy

Currently, the City has a no-show policy in place to address chronic no shows. The no-show policy is:

"The dispatcher must be notified of cancelations as soon as possible. ***Notification cannot be given to the driver. Cancelation Phone Number: (916) 355-8347.*** Chronic No Shows or failures to cancel could result in loss of ridership privileges."

A more direct no-show policy could be implemented to strengthen staff's ability to handle any repeat no-shows. An example from Paratransit, Inc. is:

> Passengers must cancel unwanted trips at least two hours in advance. A documented pattern of untimely cancellation notice, "no shows," or lateness for reasons within the passenger's control will result in service denial on a long-term basis.

A more detailed policy is employed by the Sacramento Regional Transit District for passengers using complementary ADA paratransit service around the Regional Transit fixed routes. This policy may be found at www.paratransit.org/downloads/No-Show_Late_Cancellation_Policy.pdf

While, there are a small number of these no-shows, a policy could prevent costly repeats over time.

Recommendation Three: Develop a Same-Day Request Policy

Another option to improve ridership is to develop a policy of same-day ride requests if space is available and the request provides for a productive trip. It is not clear if this is in practice today, but if so, it is not advertised as such to the community.

A space-available policy could allow for riders to reach a same-day appointment while increasing fare collection and reducing the occurrence of one-passenger trips. Such a policy would need to be marketed to current users and the community as a whole, while emphasizing that advance reservations are still the only way to insure ride availability.

Recommendation Four: Reduce the window for reservation requests

Current policy allows ride reservations to be made from one to 14 days in advance of the ride request. It is recommended that Folsom Stage Line reduce the upper limit allowed for advance reservations from 14 days to 7 days prior to the requested ride. This is recommended to align the policy with standard Federal limitations for advanced reservations, and to reduce the potential for last-minute cancellations or no-shows.

Recommendation Five: Revise eligibility determination process

The process used by Folsom Stage Line currently does not require much information by which to certify users for age or disabilities that prevent them from using fixed-route service. It also means riders must certify separately with Paratransit, Inc. to utilize their service.

It is recommended that Folsom Stage Line revisit the process of certifying riders for DAR service, including reviewing certification processes used by other regional operators, such as El Dorado Transit or Yuba-Sutter Transit. Staff could also discuss with Paratransit, Inc. the potential of certifying riders for both systems to expand the reach of Folsom ADA eligible passengers to the entire Paratransit, Inc. service area.

Unless they offer general public dial-a-ride systems, many other operators in the area, such as Yolobus, RT, and Davis Community Transit, only permit those with qualifying disabilities to use demand response service. Yuba-Sutter Transit permits those 62+ to use Dial-a-Ride, while e-van's age threshold is age 75. Given the cost of service, it is recommended that Folsom Stage Line review its threshold of age 55 to qualify for DAR service regardless of disability.

Recommendation Six: Greater marketing of DAR service

As discussed in more detail in Chapter 10, it is recommended that Folsom Stage Line undertake greater marketing of both fixed route and demand response service to seek to increase productivity and fare revenues.

Recommendation Seven: Increase spare ratio

Folsom Stage Lines currently uses a total of eight 16-passenger cutaway buses that are due for replacement in FY 2012-13. The current fleet is used for both the fixed route 10 and 20, and for dial-a-ride service. The additional duty of providing fixed route service with these light duty vehicles has increased the amount of funds used for maintaining the vehicles.

The lack of spare vehicles available, as observed during a recent visit to the corporation yard in May 2012, leads to the need to improve vehicle utilization efficiencies. As operated, the dial-a-ride service utilizes from one vehicle to three vehicles during peak service times. Additionally, the current fixed route system needs to use vehicles originally intended for dial-a-ride service, which is preventing the ability to provide spare vehicles during peak periods.

Currently, Folsom Stage Line is in litigation with the manufacturer over existing Bluebird fixed route medium duty buses that are not being used due to manufacturing defects. If the manufacturer is able to complete effective retrofits and these buses are placed into service, then wear and tear on the demand response vehicles will decrease. The Financial Plan in Chapter 8 provides more detail on

Folsom Stage Line's existing fleet and upcoming fleet needs and replacement costs. As part of this replacement schedule, the agency's fleet plan should include a sufficient spare ratio.

Recommendation Eight: Develop a continuation of operations plan

During a recent visit to the City corporation yard, staff noted that a recent brush fire that started near the American River traveled uphill to the corporation yard, and temporarily ended operations at the yard site. Had the fire not been stopped, transit services could have been terminated for an extended period. The city does not have a formal plan for continuity of operations for dial-a-ride services, but some dial-a-ride passengers use the service for life-saving dialysis treatments. A plan to inform passengers of critical events that mean the service will be suspended for some period of time is needed to allow passengers to plan for other modes of transportation.

A simple continuity of operations plan could also prevent an unexpected loss of service for the City altogether. The plan should focus on identifying an alternate operating location that can provide some interim level of transit service as needed by the City. An alternate staging facility/location will also allow fixed route services to remain operational and prevent other unexpected losses of transportation resources.

Recommendation Nine: Add a new maintenance lift

An additional lift is needed in the maintenance facility to allow multiple demand response vehicles to be repaired at the same time. On-site maintenance staff indicated that the current lift is used for demand response vehicles approximately 70 percent of the time it is in use. It is recommended that the TDA Performance Audit scheduled for FY 2012-13 explore this recommendation further. Currently, transit capital funding sources can be used to pay for the estimated $50,000 lift, provided the data is verified behind the use of the lift for demand response assets.

Recommendation Ten: Review sufficiency of transit staffing

The Folsom Stage Line transit staff has been faced with almost no ability to hire replacement staff in recent years. This is leading to a tight staffing schedule and the need for the supervisors to drive during peak periods or absences.

It is recommended that the City examine staffing levels at the transit division to determine if additional staff is needed to maintain current levels of service. This examination should be requested as part of the TDA Performance Audit to be accomplished in FY 2012-13. If the area South of US 50 is developed for bus service or BRT, additional staff may also be needed.

Recommendation Eleven: Undertake additional Trapeze Training

A new Trapeze server is included in the capital expense plan in Chapter 8 for FY 2012-13. It is also recommended that dispatching staff obtain additional training on the use of Trapeze to be able to utilize the software as effectively as possible. SACOG could help explore the possibility of local training or mentoring since Paratransit, Inc. and other regional operators also use Trapeze software for demand-response dispatching.

Recommendation Twelve: Explore a Volunteer Driver Program

The implementation of a volunteer driver program can help reduce pressure on the demand response system, either for individuals traveling for occasional trips, such as an appointment at the doctor's or beauty shop, or when groups are requesting travel on a regular basis to events such as a senior lunch program. There are several examples of volunteer driver programs in the Sacramento region. For example:

- Two nonprofits, the Asian Community Center in Sacramento and Woodland Car Care in the city of Woodland, recruit volunteer drivers to drive larger vehicles owned by the nonprofit as community shuttles to take seniors to congregate meals, medical appointments, grocery store shopping, and other errands. These take advance reservations and are operated more like a demand response service, but with the lower costs of a nonprofit using volunteers.

- Seniors First in Roseville operates a Door to Door rides program. In this program, a volunteer driver uses his/her personal vehicle (with supplemental insurance provided by the nonprofit) to give a ride to a senior to reach a doctor's appointment, the bank, pharmacy, shopping, hairdresser or other errand. Volunteer drivers provide the days/times they are available, and are notified of a ride request at least a day in advance.

The city may wish to explore the potential for some form of volunteer driver program, possibly in partnership with Folsom's Senior Center or another nonprofit. Given Folsom's relatively small size, vehicle ownership rate, and aging of the population, there may be options for complementary volunteer-based services in the city. Such a program, especially a one-on-one service, could match well with some seniors' preferences, while possibly reducing city expenses for more costly demand response service for those who need greater assistance or more regular rides than volunteers can provide.

CHAPTER 7
DEMAND ANALYSIS

This chapter identifies the key markets currently served by Folsom Stage Line and discusses markets typically served by transit as applied to the City of Folsom.

Transit Propensity Index

The concept of a Transit Propensity Index (TPI) was developed in the Transit Cooperative Research Program Report 28: Transit Markets of the Future, The Challenge of Change, (1998). The TPI combines several salient factors into a single index of geographical areas. The rating for each geographical area identifies the expected usage of transit. When planning or modifying transit service, the TPI can help to identify and prioritize geographical areas that have an expected greater need for transit services.

In this SRTP, TPI geographical areas are based on census tracts. As of this analysis, comparable data was not yet available in the 2010 Census or the 2006-2010 American Community Survey for smaller geographical areas. The data used as factors in the TPI include population and housing density, number of employees, number of students, and families at or below poverty level. Comparable data for other key factors such as households without a vehicle, and individuals with disabilities are not currently available at the census tract level.

The coefficient calculated for each factor provides a ranking of the census tracts based on that factor. Census tracts with a coefficient greater than one are above the average for that factor. In addition, each factor has a comparable weight factor assigned. This weight factor compares land use factors and transit rider characteristic factors to calculate a single index number for each census tract. While this methodology needs further testing, it provides a reasonable way to rank each census tract's expected usage of transit services. The index scores are subdivided into High, Medium, and Low, with the higher index scores showing a greater need for transit services.

Table 7.1 shows the factors and rankings by census tract. Figure 7.1 shows the Transit Propensity Index Map for the City of Folsom. Note the population and housing data are from the 2010 Census. The employment data is from the 2008 PLACE^{3}S maintained by SACOG. Student and poverty data is from the 2006-10 American Community Survey; this data has a higher margin of error than 2010 Census data.

Table 7.1
Transit Propensity Index

Folsom Stage Line

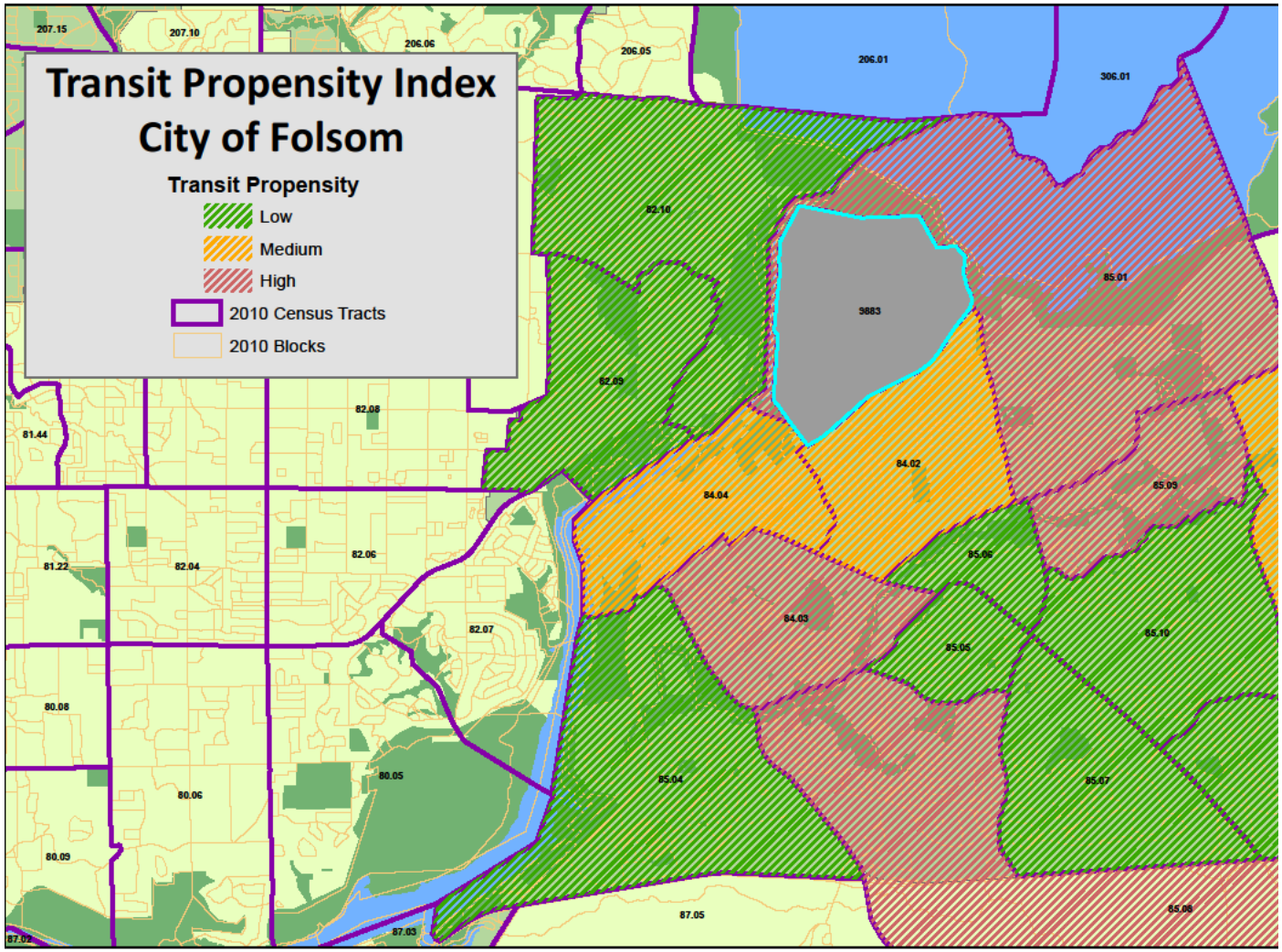
Transit Propensity Index (by Census Tract)

Census Tract (2010)	(2010) Population Value (origin)	(2010) Acres	Tract Density/Acre (population)	Coefficient	(2010) Households* Value (origin)	Tract Density/Acre (households)	Coeffcient	(2008 Place3s) Retail Jobs Value (destination)	Coefficient	Office Jobs Value (destination)	Coefficient	(2010 ACS-5 yr. data) Families Below Poverty Level Value (origin)	Coefficient	(2010 ACS-5yr. data) Middle School Age Students (10-14) Value (origin)	Coefficient	(2010 ACS-5yr. data) High School Age Students (15-17) Value (origin)	Coefficient	Score
82.06	40	697.01	0.057	0.012	27	0.039	0.020	-		-		0	0	350	1.240	208	1.108	0.118
82.09	4,085	873.97	4.674	1.001	1,846	2.112	1.085	322	0.434	353	0.231	25	0.995	124	0.439	97	0.517	0.380
82.10	5,472	1,488.99	3.675	0.787	2,607	1.751	0.899	112	0.151	82	0.054	22	0.876	223	0.790	267	1.422	0.394
84.02	5,505	802.23	6.862	1.469	2,083	2.597	1.334	810	1.091	494	0.323	26	1.035	237	0.840	193	1.028	0.460
84.03	5,246	735.55	7.132	1.527	2,291	3.115	1.600	1,614	2.173	1,606	1.049	80	3.184	304	1.077	236	1.257	1.168
84.04	3,275	730.85	4.481	0.959	1,538	2.104	1.081	974	1.311	1,238	0.809	35	1.393	270	0.956	99	0.527	0.555
85.01	6,228	2,556.31	2.436	0.522	2,269	0.888	0.456	251	0.338	192	0.125	61	2.428	356	1.261	344	1.832	0.902
85.03	bottom part of tract is not within the city																	
85.04	4,320	1,586.71	2.723	0.583	1,708	1.076	0.553	2,293	3.087	11,623	7.594	0	0.000	508	1.800	307	1.635	0.397
85.05	2,186	302.21	7.233	1.549	761	2.518	1.293	16	0.022	737	0.482	0	0.000	211	0.747	110	0.586	0.105
85.06	2,520	274.19	9.191	1.968	1,583	5.773	2.965	236	0.318	1,107	0.723	21	0.836	88	0.312	44	0.234	0.348
85.07	3,687	899.75	4.098	0.877	1,617	1.797	0.923	2,178	2.932	1,128	0.737	15	0.597	241	0.854	63	0.336	0.330
85.08	6,825	4,676.35	1.459	0.312	2,381	0.509	0.262	127	0.171	767	0.501	68	2.706	436	1.544	357	1.901	1.003
85.09	4,711	543.47	8.668	1.856	1,511	2.780	1.428	-		-		15	0.597	356	1.261	230	1.225	0.336
85.10	4,744	985.46	4.814	1.031	1,597	1.621	0.832	478	0.644	447	0.292	0	0.000	238	0.843	177	0.943	0.127
85.12	3,819	988.44	3.864	0.827	1,246	1.261	0.647	-		-		34	1.353	308	1.091	108	0.575	0.504
85.13	2,793	830.39	3.363	0.720	1,004	1.209	0.621	245	0.330	123	0.080	0	0.000	128	0.453	68	0.362	0.062
87.03	Folsom Auto Mall													421		284		
9883*	Folsom State Prison																	
*Excluding Group Homes																		
AVG			4.671			1.947		742.769		1,530.538		25.125		282.294		187.765		

Transit Propensity	
Low	
Medium	
High	

Weight Factor						
Tract Density/Acre	(2010) Households* Value (origin)	(2008 Place3s) Retail Jobs Value (destination)	Office Jobs Value (destination)	(2010 ACS-5 yr. data) Families Below Poverty Level Value (origin)	Middle School Students Value (origin)	High School Students Value (origin)
0.01	0.01	0.02	0.02	0.30	0.05	0.05

Figure 7.1
Transit Propensity Index



The existing Folsom Stage Line transit routes correspond quite well to the Transit Propensity Index Map. Route 20 matches well with the student factor—as it should. Route 10 matches well with the employment factors. A notable shortcoming of the TPI is highlighted by the Transit Propensity Index Map. The map shows a low transit propensity score for census tracts of Folsom Lake Community College, Folsom High School, and Iron Point Light Rail, but these are the destinations where most riders are going. Route 10 rightfully provides service to these key trip attractors.

Onboard Survey Results

SACOG staff conducted an Onboard Survey of the transit riders to determine trip purpose, trip origin and destination, and other key information about current riders. The following tables summarize this information and provide a snapshot of how the community is using fixed route transit services.

Demographic Data

The majority of Folsom Stage Line passengers are between 16 and 29 years old. This is consistent with trip purpose information showing that the most popular trip destination is school. Male passengers outnumber female passengers 52 percent to 48 percent, although females are more likely to ride the bus at younger ages. Additionally, females outnumber males in the 30 and older age group.

Table 7.2
Rider Gender by Age

Sex of Rider by Age of Rider		
	Female	Male
15 years or younger	8%	2%
16 to 20 years	18%	22%
21 to 29 years	9%	19%
30 to 49 years	8%	6%
50 to 59 years	4%	1%
60 to 69 years	1%	1%
70 years or older	0%	0%
*4 surveys did not include information for this crosstab		

Trip Purpose

Traveling from home to school was the most popular trip pattern for passengers of the transit system. Forty-six percent of trips on the service originated from home with a destination of school. Traveling from home to work was the second most popular trip purpose, comprising 23 percent of the trips during the survey period.

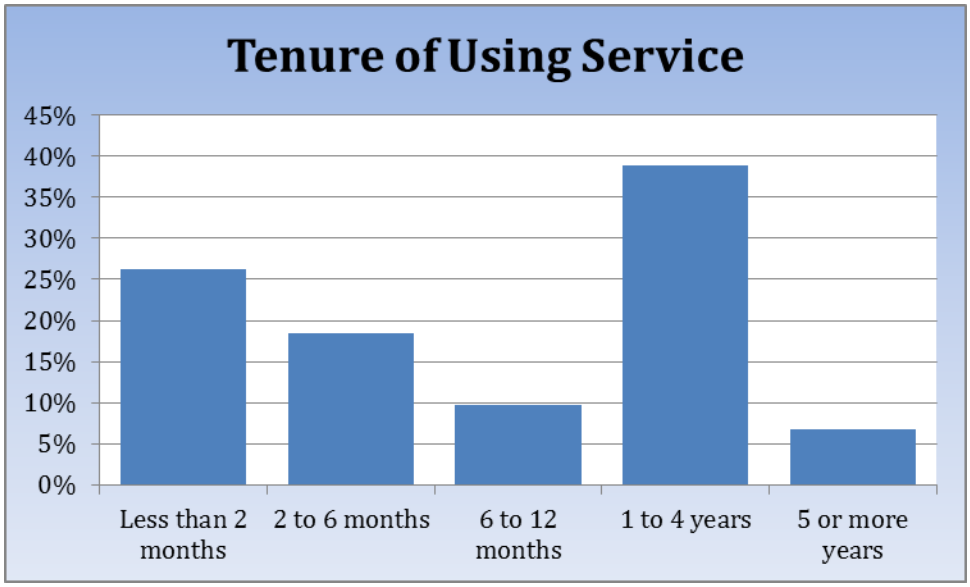
Table 7.3:
Trip Purpose

Trip Purpose						
To / From	Home	Other	School	Shopping / Errands	Sports / Recreation / Social	Work
Home	0%	0%	46%	1%	0%	23%
Other	1%	0%	1%	1%	0%	0%
School	17%	1%	1%	1%	2%	5%
Work	1%	0%	0%	0%	0%	0%

Tenure of Using Service

According to the survey responses, many Folsom Stage Line passengers have been riding for a short time but are not new to the system. Over 40 percent of the survey respondents have been riding between one and four years, while only seven percent had been riding for five or more years. However, over half of riders had been using the system for a year or less. Twenty percent of passengers reported they had been using the system for two to six months. Another 20 percent were very new to the system, reporting that they had been using Folsom Stage Lines for less than two months.

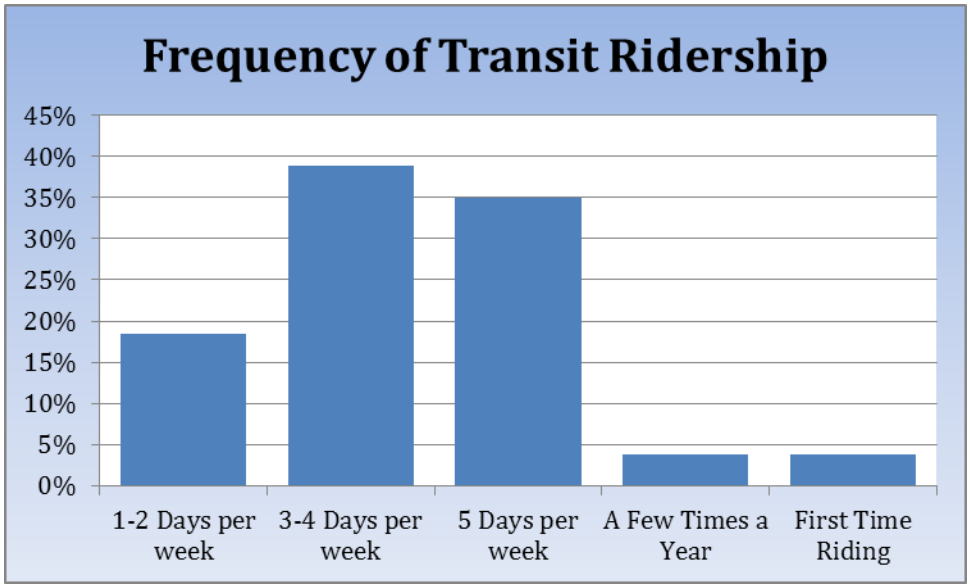
Figure 7.2
Tenure of Using Service



Frequency of Transit Ridership

Ridership of the Folsom Stage Line is fairly regular among passengers, with almost 40 percent of riders using the transit system three or four days per week and 35 percent reporting riding five days per week. Less than ten percent of Folsom Stage Line passengers reported riding only a few times a year or that the current trip was their first time riding the service.

Figure 7.3
Rider Frequency



Trip Purpose by Tenure of Rider

School was the predominant trip purpose for Folsom Stage Line passengers. When factoring in the tenure of ridership, the typical Folsom Stage Line passenger is defined as a passenger of four or fewer years with a trip purpose of reaching school. However, there was also a positive correlation between years riding Folsom Stage Line and likelihood of using the service to travel to work.

Table 7.4
Trip Purpose by Tenure of Rider

	Years Riding Transit				
Trip Purpose*	**Less than 2 Months**	**2 to 6 Months**	**6 to 12 Months**	**1 to 4 Years**	**5 or More Years**
Work	1%	5%	1%	20%	7%
School	15%	15%	9%	21%	0%
Medical/dental appointment	0%	0%	0%	0%	0%
Shopping/Errands	2%	0%	1%	0%	0%
Sports/Recreation/Social	1%	0%	0%	1%	0%
Other	1%	0%	0%	0%	0%

** Home was not listed as a trip purpose.*

Alternatives to Using Folsom Stage Line

If the Folsom Stage Line fixed route service were not available, the majority of Folsom Stage Line passengers indicated they would rely on some form of automotive travel for their trip. Eighteen percent would drive alone while 24 percent would get a ride from a family member or friend. Seven percent would have opted to carpool or vanpool in lieu of using Folsom Stage Line. Notably, 21 percent of Folsom Stage Line passengers would not have made their trip if Folsom Stage Line did not provide service to the City of Folsom. Combined, 66 percent of passengers could be considered "transit dependent."

Table 7.5
Alternatives If Transit Were Not Available

Alternative to Using Transit	Count	Percent
Bicycle	8	8%
Carpool / Vanpool	7	7%
Drive alone	18	18%
Folsom Stage Line Dial-a-Rider Service*	2	2%
Get a ride from a family member or friend*	24	24%
Other	2	2%
Walk*	20	20%
Would not have made this trip*	21	21%
Potentially Transit-Dependent		66%

**One survey did not include information*

Work Locations

Over 20 different employment centers are accessed by Folsom Stage Line routes. These are shown in Table 7.6.

Table 7.6
Work Locations

19th and 5th
Bidwell and Lexington
Broadstone Shopping Center
Butterfield and Folsom Boulevard
East Bidwell and Clarksville Road
East Bidwell and Riley
Folsom Boulevard and Iron Point
Hallington Way
Intel
Iron Point Road and East Bidwell
Iron Point Road and Broadstone
Iron Point Road and Folsom Boulevard
Iron Point Road and Oak Avenue
Iron Point Road and Outcropping Way
Iron Point Road
Oak Avenue and American River Canyon Road
Outcropping Way
Prairie City Road and Iron Point Road
Folsom Prison
Riley Street and Glen
Rockingham and Mather Boulevard
Sunrise Boulevard and Folsom Boulevard

Folsom Lake College

Folsom Lake College is a two-year public college that is part of the Los Rios Community College District. The Los Rios District serves approximately 85,000 students through four campuses. Folsom Lake College received its accreditation in January 2004, and had an enrollment of over 18,000 during the 2010-11 school year.

The campus is currently served by Route 20 during peak hours. The majority of students enrolled in Folsom Lake College reside along the Highway 50 Corridor in Folsom, El Dorado Hills, Placerville, Shingle Springs, and Rancho Cordova (see map of FLC Enrollment). While roughly 20 percent of FLC students live within the Folsom Stage Line service area, well over 40 percent of students live further east in El Dorado County. The Iron Point Connector offered by El Dorado Transit does provide access to Folsom Lake College from El Dorado Hills, Shingle Springs, and Placerville, but only runs four times daily, with two trips during the morning peak and two trips during the afternoon peak.

It should be noted that the Folsom Lake College also has two satellite branches—the El Dorado Center located in Placerville and the Rancho Cordova Center located in eastern unincorporated Sacramento County (just southwest of Rancho Cordova). Some of the students enrolled in FLC

residing in El Dorado County may exclusively attend classes at the El Dorado Center, which receives hourly service from El Dorado Transit. Likewise, FLC students living in Rancho Cordova may use Sacramento RT's routes to get to and from the Rancho Cordova Center.

Folsom Stage Line accesses a regional destination by providing transit service to Folsom Lake College. Transfers from other transit providers such as Sacramento Regional Transit and El Dorado County Transit do occur. In the Folsom Stage Line passenger survey discussed above, 41 percent of passengers transferred from the Sacramento RT light rail Gold Line and four percent of passengers transferred from Sacramento RT Route 24. Only two percent of passengers transferred from the El Dorado County Iron Point Connector. Transfers between the Iron Point Connector and Folsom Stage Line are understandably low, given the infrequent service provided by the El Dorado County service.

While transfers from Sacramento RT's Route 24 comprise a relatively small fraction of current transfers, RT's 2012 Transit Renewal plan proposes an extension of RT service to the Historic Folsom light rail station. An extension into Folsom could open up the market to new riders who would transfer to Folsom Stage Line to complete their journey to the college or other destinations.

Chapter 10 on marketing recommends several strategies to collaborate more closely with FLC and promote increased student ridership. Folsom may also want to review with RT the Los Rios student pass program and its reimbursement rates to operators.

CHAPTER 8
FINANCIAL PLAN

This chapter outlines the expected costs and revenues supporting the Short-Range Transit Plan.

This Fiscal Year (FY) 2012-2017 Financial Plan provides an overview of anticipated costs and revenues available to Folsom Stage Lines for operating the transit services described in this SRTP. The goal of the financial plan is to ensure that the levels of service and capital improvement projects contained in the plan are financially supported throughout the FY2012-2017 planning period. The financial implications of the recommendations presented in this SRTP are also discussed in this chapter.

In general, the five-year Financial Plan forecast provides sufficient operating funding for the continuation of present levels of service while maintaining a slight surplus. On the capital side, the plan forecasts a significant surplus, largely coming from Folsom's share of state bond funds and recent successful grant applications. However, this chapter also discusses some funding uncertainties that the City may need to revisit during the planning period.

Operating Expenses

As described in previous chapters, the City of Folsom provides a combination of fixed bus routes and demand response services. The City also maintains a contract with the Sacramento Regional Transit District for light rail service connecting to the Folsom Historic District. The light rail serves as an important commuter service along the Highway 50 Corridor to Downtown Sacramento and is the main source of transit ridership for Folsom.

Table 8.1 below provides an overview of the operating cost assumptions contained in the Financial Plan. Operating costs include all expenses incurred in operating and maintaining the Stage Line system, including wages, benefits, facility rents, utilities, vehicle maintenance, fuel, legal services, insurance, and a number of other items. Table 8.2 includes the total annual cost of operating transit services within the City of Folsom.

The SRTP assumes that the costs for providing fixed route and demand responsive services in Folsom will fluctuate over the next five years with changes in the consumer price index (CPI). The CPI used for the analysis varies as the economy slowly begins to recover from its recent recession, but generally hovers slightly below two percent annually.[1]

To better account for changes in total expenses related to changes in the amount of service provided, the analysis separates fixed and variable costs associated with transit operations.

Fixed costs include such things as administrative overhead, rent and utilities, building maintenance, and other items that do not necessarily fluctuate with a change in the number of hours that transit service is provided. Fixed costs make up the Base Operating Cost described in Table 8.2. Variable

[1] CPI from the California Legislative Analyst's Office, The 2012-2013 Budget: California's Fiscal Outlook

costs fluctuate depending on the amount of service provided and include vehicle maintenance, fuel, and driver wages. The City of Folsom's cost for incremental service assumes 75% of the labor and benefits are variable costs. The remaining 25% represent fixed management and administration staffing costs. Variable costs are included in Table 8.2 under Incremental Cost for both fixed route and demand response services.

For fixed route service, vehicle revenue hours (VRH) are kept constant throughout the SRTP planning period, at just over 7,100 hours per year. However, SACOG's MTP/SCS anticipates the population of individuals 65 or older in Folsom will increase by more than 75 percent by 2020. To keep pace with potential demand from an aging population in Folsom, the SRTP assumes a modest one percent annual increase in demand response VRH. The effect of inflation combined with the slight uptick in demand response service results in a roughly two percent annual increase in operating costs, growing from about $1.7 million in FY 2011-12 to $1.9 million by FY 2016-17.

Table 8.1
Operating Expense Assumptions

Variable	Assumption
Operating Costs	
Fixed Route	**Base Year:** FY 2010/11 **Incremental Service Cost:** $80/Vehicle Revenue Hour **Growth Rate:** Fluctuates with CPI
Demand Response	**Base Year:** FY 2010/11 **Incremental Service Cost:** $79/Vehicle Revenue Hour **Growth Rate:** Fluctuates with CPI
Light Rail	**Base Year:** FY 2011/12 **Service Cost:** $620 / Vehicle Revenue Hour (VRH) **Growth Rate:** 4% annual

Light Rail

Light Rail Transit is the most expensive transit service operated in Folsom. This SRTP maintains costs and service levels consistent with Sacramento Regional Transit's SRTP for the portion of the Gold Line extending into Folsom. The SRTP assumes the cost of providing light rail to Folsom increases by four percent annually, growing from $620 per VRH in 2012 to $755 in 2017. Total hours of service remain constant at 2,479 train revenue hours per year.

Connect Card

The Connect Transit Card ("Connect Card") is a regional, electronic transit fare collection system that is expected to be fully executed in the Sacramento region by the end of 2013. The Connect Card will allow seamless transfers between multiple transit systems.

The Connect Card is a consortium of seven agencies, including Sacramento Regional Transit, Folsom Stage Line, El Dorado Transit, Elk Grove's e-tran, Roseville Transit, Yolobus, and Yuba-Sutter Transit.

The Connect Card is expected to cost roughly $915,000 annually to maintain. The cost of operating the new system is allocated across the participating agencies, based on the share of regional ridership attributed to each agency. In the case of Folsom, this equates to 0.2% of the total cost, or $3,200 annually.

Table 8.2
SRTP Operating Expenses

	FY2011/12	FY2012/13	FY2013/14	FY2014/15	FY2015/16	FY2016/17
CPI (from LAO Fiscal Outlook 12/13)	1.50%	1.90%	2.10%	1.90%	1.70%	1.60%
Fixed Route & Demand Response						
Vehicle Revenue Hours (VRH)						
Fixed Route (FR)	7,112	7,112	7,112	7,112	7,112	7,112
Demand Response (DR)	3,755	3,793	3,830	3,869	3,907	3,947
Incremental Cost per FR VRH	$80	$81	$83	$84	$86	$87
Incremental Cost per DR VRH	$79	$80	$82	$84	$85	$86
Total Inc. Operating Cost for FR	$566,000	$577,000	$589,000	$600,000	$610,000	$620,000
Total Inc. Operating Cost for DR	$296,000	$305,000	$314,000	$324,000	$332,000	$341,000
Operating Cost from VRH	$862,000	$882,000	$903,000	$924,000	$942,000	$961,000
Base Operating Cost	$850,000	$866,000	$884,000	$901,000	$916,000	$931,000
Operating Cost	$1,712,000	$1,748,000	$1,787,000	$1,825,000	$1,858,000	$1,892,000
Light Rail						
Train Revenue Hours	2,479	2,479	2,479	2,479	2,479	2,479
Operating Cost/Train Rev Hr	$620	$645	$671	$698	$726	$755
Operating Cost	$1,537,000	$1,599,000	$1,663,000	$1,730,000	$1,800,000	$1,872,000
Connect Card (share of centralized costs)	$0	$3,200	$3,200	$3,200	$3,200	$3,200
Total Operating Expenses	**$3,249,000**	**$3,350,200**	**$3,453,200**	**$3,558,200**	**$3,661,200**	**$3,767,200**

Revenues

Folsom relies on a number of funding sources to pay for transit operations in the city. Table 8.3 describes the sources and growth rates of the revenues supporting transit operations in this SRTP. Table 8.4 provides a year-by-year accounting of the revenues available for operations. These tables are followed by a more detailed discussion of each revenue source and assumptions concerning revenue growth.

Table 8.3
Summary of Revenue Assumptions

Variable	Assumption
Local	
Fixed Route Fare Revenues	**Base Year:** FY 2010/11 **Base Amount:** $41,000 **Growth Rate:** Varies based on increases in average fare (1%) and productivity (boardings per VRH) (1%)
Demand Response Fare Revenues	**Base Year:** FY 2010/11 **Base Amount:** $34,500 **Growth Rate:** Varies based on increases in average fare (1%) and productivity (boardings per VRH) (1%)
Light Rail Fare Revenues	**Base Year:** FY 2011/12 **Base Amount:** $518,035 **Growth Rate:** Maintain 34% farebox recovery. Grows with increased operating costs (4%)
Advertising	**Base Year:** FY 2011/12 **Base Amount:** $30,000 **Growth Rate:** Flat (no growth)
State	
State Transit Assistance	**Base Year:** FY 2011/12 **Base Amount:** $317,699 **Growth Rate:** 1% annual
Local Transportation Fund	**Base Year:** FY 2011/12 **Base Amount:** $2,085,609 **Growth Rate:** 3.5% annual
Federal	
FTA 5307 Urbanized Area Formula Program	**Base Year:** FY 2011/12 **Base Amount:** $414,000 **Growth Rate:** Hold at $395,000 after FY 2011/12

Table 8.4
Operating Revenues

	FY2011/12	FY2012/13	FY2013/14	FY2014/15	FY2015/16	FY2016/17
Fare Revenues						
Fixed Route & Demand Response						
Standard Fares						
Single Ride Fare FR	$2.50	$2.50	$2.50	$2.50	$2.50	$2.50
Single Ride Fare DR	$4.00	$4.00	$4.00	$4.00	$4.00	$4.00
Average Fare						
Fixed Route	$1.53	$1.55	$1.56	$1.58	$1.59	$1.61
Demand Response	$3.54	$3.65	$3.76	$3.87	$3.98	$4.10
Productivity (Boardings/ Veh Rev Hr)						
Fixed Route	8.1	8.1	8.2	8.3	8.4	8.5
Demand Response	2.7	2.7	2.7	2.7	2.8	2.8
Total Boardings						
Fixed Route	57,300	57,800	58,400	59,000	59,600	60,200
Demand Response	10,000	10,200	10,400	10,600	10,800	11,000
Fare Revenue						
Fixed Route	$87,700	$89,300	$91,100	$93,000	$94,900	$96,800
Demand Response	$35,400	$37,200	$39,100	$41,000	$43,000	$45,100
Light Rail						
Farebox Recovery Rate	34%	34%	34%	34%	34%	34%
Fare Revenue	$520,000	$544,000	$565,000	$588,000	$612,000	$636,000
Total Fare Revenue	**$643,100**	**$670,500**	**$695,200**	**$722,000**	**$749,900**	**$777,900**
Federal, State, and Local Funds						
FTA 5307 Urbanized Area Formula	$414,000	$395,000	$395,000	$395,000	$395,000	$395,000
State Transit Assistance	$423,000	$427,200	$431,500	$435,800	$440,200	$444,600
Local Transportation Funds	$2,042,600	$2,103,900	$2,167,000	$2,232,000	$2,299,000	$2,367,900
Advertising	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000
Total Operating Revenues	**$3,552,700**	**$3,626,600**	**$3,718,700**	**$3,814,800**	**$3,914,100**	**$4,015,400**

Local Funding Sources

Transit Fare Revenue

The Folsom Stage Line has three types of fare media for its fixed route service, each with three categories of fares. Folsom's demand response service has a single fare category. Table 8.5 shows the existing fare structure for Folsom Stage Line.

Table 8.5
Folsom Fixed Route and Demand Response (Dial-A-Ride) Fares

	Fixed Route			
	Adult	**Student**	**Senior**	**Dial-A-Ride**
Single Fare	$2.50	$1.25	$1.25	$4.00
Book of Tickets (20 fixed route; 10 Dial-a-Ride)	$50.00	$25.00	$25.00	$40.00
Monthly Pass	N/A*	$50.00	$50.00	$95.00

Note: Riders often purchase RT monthly pass to use on both RT and Folsom Stage Line.

Folsom's fixed route fares are in line with the fares charged by RT but are among the most expensive in the region. For comparison, adult single fare tickets on Yolobus cost $2.00, Elk Grove Transit costs $2.25, Yuba-Sutter Transit costs $1.00, and Roseville Transit costs $1.25.

Folsom currently receives around $88,000 per year in fixed route fare revenues; this number is projected to grow to $97,000 by 2017 through modest increases in productivity and average fare. Productivity is defined as the number of riders using the transit system per vehicle revenue hour. Although the SRTP assumes that Folsom's base fares are held constant throughout the planning period, the SRTP assumes a one percent increase in productivity each year with a corresponding1% increase in the average fare paid.

Folsom currently receives nearly $35,000 per year in fare revenue from demand response services. This number grows to just under $45,000 by 2017. The annual growth assumptions for demand response fares are the same as those for fixed route services: a one percent increase in productivity and one percent increase in average fare paid.

Light rail generates by far the most fare revenues in Folsom. Under agreement with Sacramento Regional Transit (RT), the City of Folsom pays RT monthly for the full cost of light rail service, and RT pays to the city the revenue earned from light rail fares generated within Folsom city limits. Folsom Stage Line staff provides a monthly fare invoice based on ridership to the city's Public Works financial staff, who sends the invoice on to RT and receives and accounts for the fare revenue payment to the city. These light rail fare revenues are reflected in Table 8.4 above. However, Stage Line staff does not currently include in their own statistics the light rail fares realized from RT.

Recommendation One: Include light rail fare revenue in Stage Line data

To provide consistency between Folsom Stage Line statistics and city financial system records, it is recommended that Folsom Stage Line staff begin to capture light rail fare revenues as part of their transit statistics.

Farebox Recovery

The SRTP assumes that farebox recovery on light rail will remain constant between 2012 and 2017 at 34 percent. This results in fare revenues of $520,000 currently, growing to nearly $640,000 by 2017.

Farebox revenue is an important component in any transit program since the Transportation Development Act (TDA) requires a 20 percent fare box recovery ratio on existing transit service in order to allocate LTF and STA for operating purposes. Folsom's farebox recovery is discussed in the later section on SRTP Fiscal Outlook.

Advertising

One modest but important source of funding for many transit services is from allowing advertising on transit vehicles. The largest portion of this potential is for exterior advertising, rather than interior "bus card" advertising. The City of Folsom currently receives approximately $30,000 per year from this source.

State Funding Sources

Transportation Development Act

The Transportation Development Act (TDA) is a state-collected local sales tax. For many years it has been a mainstay of funding for transit programs in California. The TDA provides two major sources of funding for public transportation: the Local Transportation Fund (LTF), which has been in existence since 1972, and the State Transit Assistance (STA) fund, which was instituted in 1980.

Both LTF and STA revenues are available for operating transit services if the 20% farebox recovery ratio is met. LTF moneys must be spent for transit and paratransit purposes, unless a finding is made as part of the Unmet Transit Needs process that no unmet transit needs exist that can reasonably be met. In that case, remaining funds may be spent on roadway construction and maintenance purposes. In FY 2011-12, three-quarters of the LTF funds allocated to the City of Folsom were claimed for transit services, with the remainder going to local streets and roads. The LTF funding available for local streets and roads was due to a mid-year revision that increased the apportionment to all jurisdictions in Sacramento County as a result of higher-than-expected sales tax revenues.

Federal FTA Section 5307 Urbanized Area Formula Program

The City of Folsom relies on one source of federal funding to support transit operations: the FTA 5307 Urbanized Area Formula Program. This is an important source of transit funding for urbanized areas and the cities within them. These funds are provided to urbanized areas under a

variety of conditions based on size. Folsom is located in the Sacramento Urbanized Area, which has a population greater than 1,000,000 and the most complicated and restrictive requirements.

The Sacramento Regional Transit District is the designated recipient for the Sacramento Urbanized Area's 5307 funds. The City of Folsom, as one of nine transit operators within the Area, is a signatory to a memorandum of understanding (MOU) between the Sacramento Area Council of Governments (SACOG) and the nine transit operators within the Sacramento Urbanized Area. In FFY 2012, the FTA 5307 apportionment for the Sacramento Urbanized Area was approximately $22,535,852. Those funds were programmed by SACOG through a process outlined in the MOU, and based on the recommendations of the region's Transit Coordinating Committee, facilitated by SACOG. This SRTP assumes that the 5307 funds received by Folsom will stay flat throughout the planning period.

Capital Expenses

The capital expenses contained in the SRTP comprise vehicle replacements, bus stop improvements, and some minor facilities improvements. Table 8.6 describes the capital expenses throughout the SRTP planning period.

Table 8.4
Operating Revenues

Capital Expenses	FY2011/12	FY2012/13	FY2013/14	FY2014/15	FY2015/16	FY2016/17
Fleet Replacement						
Fixed Route	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0
Demand Response	150,000	155,300	0	0	0	0
Administrative Vehicles	0	0	18,000	39,400	0	0
Total Vehicle Replacement Costs	**150,000**	**155,300**	**18,000**	**39,400**	**0**	**0**
Bus Stop Improvements						
Bus Shelters	0	176,000	176,000	176,000	176,000	176,000
Bus Stop Benches	0	19,000	19,000	19,000	19,000	19,000
Other Facilities/Equipment						
Surveillance Equipment	2,200	42,000	18,000	0	0	6,500
Maintenance Lift			50,000			
Trapeze Server		10,000				
Total Capital Cost	**$152,000**	**$400,000**	**$281,000**	**$233,000**	**$195,000**	**$202,000**

Fleet

The most substantial capital costs in the SRTP are comprised of vehicle replacements. Table 8.7 provides a listing of Folsom's current fleet and the assumed retirement and replacement schedule.

The Folsom Stage Line currently uses eight Ford E-450 light duty buses to provide transit services, as follows:

- Route 10 uses two buses to provide 60-minute headways. However, because of the limited seating and standing capacity of the smaller 22-foot cutaway buses, a third bus is needed to carry the number of riders from Iron Point Light Rail Station to Folsom Lake Community College during peak demand in the mornings. This "trailer bus" is used for two or three trips each day.

- Route 20 is a school tripper that provides transportation to and from Vista Del Lago High School. This route uses one bus for two runs each school day.

- The demand response service schedules three buses on most weekdays, but occasionally needs an additional fourth bus for peak demand.

All of the light duty vehicles are approaching the end of their useful lives of eight years and are assumed in the SRTP to be retired or replaced over the next two years.

The city also owns five BlueBird L4RE-30 medium duty buses which were purchased in 2004, but have not been operating due to ongoing litigation with the manufacturer. The SRTP anticipates that the litigation will be resolved and that these or some equivalent buses will be available for operations beginning in the 2012-2013 fiscal year. These buses will not reach the end of their assumed 10-year useful lives within the time covered by the SRTP.

Finally, Folsom owns three administrative vehicles, of which one is anticipated to be retired this year. The remaining vehicles, a Chevrolet Malibu sedan and a Chevrolet Uplander van, will need to be replaced in 2014 and 2015, respectively.

The total cost of vehicle replacements in the SRTP is $363,000. Revenues to replace these vehicles are discussed in more detail below.

Table 8.7
Vehicle Replacement Schedule

Year	Make	Model	Body	Type	Replacement Year	Replacement Cost
2004	Ford	E-450	Goshen	Light Duty Bus	Retire 2012	NA
2004	Ford	E-450	Goshen	Light Duty Bus	Retire 2012	NA
2004	Ford	E-450	Goshen	Light Duty Bus	Retire 2013	NA
2004	Ford	E-450	Goshen	Light Duty Bus	Retire 2013	NA
2004	Ford	E-450	Goshen	Light Duty Bus	2012	$ 75,000
2004	Ford	E-450	Goshen	Light Duty Bus	2012	75,000
2005	Ford	E-450	Goshen	Light Duty Bus	2013	78,000
2005	Ford	E-450	Goshen	Light Duty Bus	2013	78,000
2007	BlueBird	L4RE-30	NAMBI	Low Floor Bus	2023*	NA
2007	BlueBird	L4RE-30	NAMBI	Low Floor Bus	2023*	NA
2007	BlueBird	L4RE-30	NAMBI	Low Floor Bus	2023*	NA
2007	BlueBird	L4RE-30	NAMBI	Low Floor Bus	2023*	NA
2007	BlueBird	L4RE-30	NAMBI	Low Floor Bus	2023*	NA
2000	Ford	Econovan	NA	Van	Retire 2012	NA
2005	Chevrolet	Uplander	NA	Van	2015	39,000
2006	Chevrolet	Malibu	NA	Sedan	2014	18,000
Total Vehicle Replacement Cost						**$363,000**

Facilities and Equipment

The SRTP contains a number of bus stop improvements, including 43 new shelters and 38 new benches throughout Folsom. Tables 8.8 and 8.9 below list the locations where new shelters or benches are needed. The SRTP assumes a unit cost of $20,000 for new shelters and $2,500 for new benches. The total cost for the shelters is $881,000. The benches cost an estimated $95,000. The SRTP annualizes these costs over the planning period since the exact timing of the improvements is not known at this time. However, these costs may change if some of the marketing recommendations contained in Chapter 10 for more creative bus stops are implemented.

The SRTP also includes a $50,000 line item for a new maintenance lift for servicing the operator's fleet, as discussed in Chapter 6.

Table 8.8
New Bus Shelter Locations

Route 10 Historic LR to Iron Point Road
Folsom-Auburn Road @ Hillswood Drive
Riley Street across from School District and Red Robin restaurant
Wales Drive between Riley Street and E. Bidwell Street
Natoma @ Wales (across from Senior Center)
Montrose Drive & Folsom Town Center (Trader Joe's)
Creekside Mercy Hospital
1780 Creekside Drive @ The Falls Apts.
Oak Avenue Parkway @ South Lexington (Kinder Care)
E. Bidwell Street @ Nesmith Court
Iron Point Road & Rowberry (across from Kaiser Medical Building)
Iron Point Road & Oak Ave Pkwy
Iron Point Road & Willard Drive (Intel)
Woodmere Road @ L/3 Communications (across from 107 Woodmere Road)
90 Woodmere Road (@ IBS Building)
Woodmere Road (passed field @ sidewalk)
160 Woodmere Road (passed Stop sign across from 181 Blue Ravine Rd.)
Route 10 Iron Point LR to Historic LR
Natoma Station Drive (Outlets)
Prairie City Road & Blue Ravine Road (carwash)
Prairie City Road just before Willard Drive
Iron Point Road & Grover Road @ Folsom High School
Iron Point Road & Outcropping Way (Cal ISO)
Iron Point Road @ Oak Avenue Parkway
Iron Point Road @ Rowberry Drive (Kaiser Medical)
Iron Point Road & Broadstone Parkway
Palladio (parking garage)
Broadstone Parkway @ Palladio
E. Bidwell Street @ Power Center Drive
Scholar Road before Cavitt Drive (Mormon Church)
Oak Avenue Parkway @ S. Lexington Drive
Creekside Drive @ Skate Park
1617 Creekside Drive @ wheelchair access ramp
across from 1600 Creekside Drive (before E. Bidwell Street)
E. Bidwell St. & Blue Ravine Rd. @ Peet's Coffee
Montrose Drive @ Target (across from Trader Joe's stop)
Fargo Way (b/t Natoma & Montrose)
Senior Center @ City Hall
Coloma Street behind Sutter Middle School

Wales Drive between E. Bidwell Street and Riley Street
Riley Street before E. Bidwell Street @ Folsom Lake HS (passed Red Robin)
Bidwell Street (@ Riley)
Route 20
Vista del Lago High School (2 - both sides of street)
Scholar Way at entrance to Folsom Lake College

Table 8.9
New Bench Location List

Route 10 Historic LR to Iron Point Road
Wales Drive & Hoxie Court @ Powerhouse Ministries
Wales Drive & Fargo Way (passed Fargo)
Wales Drive & McKiernan Drive (between Dean and McKiernan Drive)
Fargo Way (between Natoma Street & Dean Way)
Montrose Drive (passed Mount Olive Church entrance)
Montrose Drive & Talisman (passed intersection & across from Lisawood Drive)
Montrose Drive between 228 & 226 Montrose Drive (across from Frankwood Drive)
Montrose Drive & Montrose Court
Creekside Drive before Oak Avenue Parkway (across from Skate Park)
Oak Avenue Parkway @ Pedestrian traffic signal (crosswalk)
Iron Point Road passed Broadstone Parkway (@ Sherwood Apts.)
Iron Point Road & McAdoo Drive (passed intersection)
Iron Point Road & Black Diamond Drive (passed intersection)
Route 10 Iron Point LR to Historic LR:
Natoma Station Drive & Parker Drive (passed Parker, mid block)
Natoma Station Drive & Turnpike Drive (before Turnpike)
Natoma Station Drive & Seaton Drive (passed intersection)
Iron Point Road & McAdoo Drive
Scholar Way before Cavitt Drive
Oak Avenue Parkway (before signal @ pedestrian cross walk)
Creekside Drive @ Creekside Oaks Apts. (walkway)
Montrose Drive across from Montrose Court (passed School Street)
Montrose Drive @ Frankwood Drive (passed intersection)
Montrose Drive @ Talisman Drive or Bench
Montrose Drive @ Merchant Court or Bench
Wales Drive (before Dean Way)
Dean Way @ Stafford Street
E. Bidwell Street @ Bank of America
E. Bidwell Street @ Folsom Lake Bowling Alley
Riley Street (bench passed Glenn Drive @ Kohl's Dept. Store)
Folsom-Auburn Road @ Hillswood Drive

Oak Ave Pkwy. @ Baldwin Dam Road (4-way Stop sign, passed intersection)
ARC @ 2nd Oak Canyon Way (passed intersection)
ARC & 2nd Crow Canyon Drive (passed intersection)
ARC opposite Boulder Canyon Way
ARC @ Morning Dove Lane (passed intersection)
Madison Avenue @ Les Schwab Tire Center
Main Avenue before Greenback Lane @ Trailer Park
Greenback Lane @ Carl's Jr. (before Madison Avenue split)

Capital Revenues

The capital revenues supporting the SRTP come from two primary sources: state bond funds and a one-time Federal State of Good Repair grant secured by Folsom Stage Line. Table 8.10 provides a breakdown of the revenue sources by year for the SRTP.

Table 8.10
SRTP Capital Revenues

Capital Revenues	FY2011/12	FY2012/13	FY2013/14	FY2014/15	FY2015/16	FY2016/17
Federal State of Good Repair	$300,000	$ 0	$ 0	$ 0	$ 0	$ 0
State Proposition 1B						
PTMISEA Regional	0	427,929	778,812	64,000	60,000	1,723,355
PTMISEA Local	67,071	0	0	0	0	29,189
Safety & Security						
Safety & Security Regional	0	39,812	15,812	0	0	0
Safety & Security Local	2,188	2,188	2,188	0	0	6,564
Total Capital Revenues	**$369,000**	**$470,000**	**$797,000**	**$64,000**	**$60,000**	**$1,759,000**

FTA State of Good Repair Grants Program

The FTA State of Good Repair program is a discretionary grant program that makes funds available to public transit providers to finance capital projects to replace, rehabilitate, and purchase buses and related equipment and to construct bus-related facilities. The FFY 2012 amount for this program is $650 million nationwide.

In FFY 2011 the City of Folsom submitted a successful State of Good Repair grant application and received an award for $300,000 for fleet replacement needs. This should be sufficient to cover most of the cost of bus replacements anticipated during this SRTP.

PTMISEA Funds

The Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA) was approved as Proposition 1B on the November 2006 ballot as part of the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act. A total of $3.6 billion is designated for allocation over a ten year period for public transportation projects. The $3.6 billion is to be distributed by formula based on population or farebox revenue to transit operators for capital projects.

Each year, PTMISEA funds are appropriated in the state budget to the State Controller's Office (SCO) for allocation to eligible agencies, with the California Department of Transportation (Caltrans) Division of Mass Transportation as the administering agency. The SCO identifies and develops the list of eligible regional and local project sponsors and the amount each is eligible to receive, based on calculations outlined in SB 88, Statutes of 2007. To date, $2.8 billion has been appropriated statewide.

The SCO notifies project sponsors of their eligibility and funding level via an official letter each year. In FY 2009-10, the SCO computed each sponsor's share of the remaining $2.3 billion of bond funds per Assembly Bill (AB) 1072. The SCO sent letters of notification to the sponsor agencies eligible to receive PTMISEA funds, listing each sponsor's share of funds for the life of the bond and its share of the FY 2009-10 appropriations. The FY 2010-11 funding distribution was released by the SCO on January 19, 2011.

These funds are allocated as local and regional funding. SACOG is the primary project sponsor for SCO regional funding. SACOG issues calls for projects for these SCO regional funds and awards the funds to transit capital projects using established evaluation criteria. One of the evaluation criteria is regional equity for eligible transit agencies in the four-county area (Placer and El Dorado County administer their own funds). The selected transit capital projects are recommended by SACOG to Caltrans Division of Mass Transportation and their staff will recommend them for funding based on bond sales. When a capital project is partially or fully funded, SACOG receives a fund transfer from SCO. SACOG enters into a subrecipient funding agreement with the project sponsor, who is responsible for implementing the project based on the schedule. The sub-recipient then submits invoices for reimbursement to SACOG. SACOG reviews the documentation and approves the invoices for payment.

PTMISEA funds can only be used for transit capital projects. These include such projects as the following:

- Rolling stock, to purchase, replace or rehabilitate transit vehicles, such as buses, vans, paratransit vehicles, and rail transit vehicles.

- Purchase of equipment (such as bus engines, computer systems, and signage) or other projects for rehabilitation, operation, modernization, or safety.

- Capital service enhancement or expansion, such as modernization of bus shelters, transit centers, and operation and maintenance facilities, for design and/or construction phases.

Any completed or partially completed project must be usable by the public when the PTMISEA funds allocated to the project are expended.

Due to the current fiscal crisis faced by the State, California bond sales have been irregular. Approved projects do not receive bond fund allocations until bonds are sold or capacity is created in the Pooled Money Investment Account. These funds are awarded to projects based on the Fiscal Year the funds were apportioned. The City of Folsom has currently used $34,201 of FY 2007-08 & FY 2008-09 local funds for surveillance equipment on buses.

SACOG maintains a Ten-Year Expenditure Plan for PTMISEA funding as required by Caltrans Division of Mass Transportation. Transit projects are fit into the Expenditure Plan based on need and equity. Funding continues to be allocated based on equity and is not taken away from the transit agency, but the availability of the funding is based on when projects are awarded and ready.

To date the City of Folsom has not used their share of the Regional PTMISEA Funds. Given this funding availability, the SRTP includes roughly $3 million in regional funds and $100,000 in local funds for capital purposes within the city of Folsom.

Safety & Security Funds

Safety and Security funding was approved with Proposition 1B on the November 2006 ballot as part of the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act. One billion dollars is designated for allocation over a ten-year period for transit-related safety and security projects. The $1.0 billion is to be distributed by formula based on population or farebox revenue to transit operators for transit related safety and security capital projects.

The City of Folsom's equitable share of regional funding for these projects was $944,184. In addition, the City of Folsom will receive $36,464 in local funding. Most of these funds have already been used, so the remaining balance contained in the SRTP is slightly less than $70,000 and is dedicated to purchasing new surveillance equipment for buses.

SRTP Fiscal Outlook

Operating Outlook

The SRTP forecasts that there are sufficient operating revenues to cover expenditures through fiscal year 2016-17 for existing levels of service. The revenue projections in this SRTP attempt to take a conservative approach to future revenue estimates to assure that the City can maintain at least a current level of service if economic conditions do not continue to improve. During the 2012 to 2017 timeframe, revenues exceed total expenditures resulting in a total operating fund balance in 2017 of

roughly $1.6 million. Table 8.11 below shows the annual operating expense and revenue comparison, including the build-up of the fund balance.

Table 8.11
Operating Expenses versus Revenues

	FY2011/12	FY2012/13	FY2013/14	FY2014/15	FY2015/16	FY2016/17
Total Operating Expenses	$3,249,000	$3,350,200	$3,453,200	$3,558,200	$3,661,200	$3,767,200
Total Operating Revenues	3,552,700	3,626,600	3,718,700	3,814,800	3,914,100	4,015,400
Op Revenue Less Op Expenses	303,700	276,400	265,500	256,600	252,900	248,200
Cumulative Fund Balance	**$303,700**	**$580,100**	**$845,600**	**$1,102,200**	**$1,355,100**	**$1,603,300**

Farebox Recovery Ratio Risk

As previously mentioned, under the state Transportation Development Act (TDA), a portion of local sales tax revenue is set aside for transit, unless specific requirements are not met. Although these funds are locally generated and used, the state requirements are difficult to meet, because they contain statewide standards, with little flexibility for the unique circumstances in this region. In Sacramento County, in particular, several smaller transit operators—specifically, e-tran (Elk Grove), SCT/Link (Sacramento County and Galt), and Folsom Stage Lines—have had difficulty meeting the state requirement that transit operators receive a fixed percentage of their funding from individual fares and passes, referred to as a farebox recovery ratio. As a consequence, these operators risk the loss of local sales tax revenue.

As noted in Chapter 4, fare revenue from Regional Transit light rail service in Folsom has helped raise Folsom Stage Line's calculated farebox recovery rate. However, if just the fare revenue from Stage Line service is examined, the farebox recovery rate is less than TDA requirements.

SACOG is currently pursuing legislation to apply a different farebox recovery formula to Sacramento County. Several other counties and individual operators throughout the state already have unique farebox recovery formulas under state law. In the SACOG region, SACOG already has the authority to reduce the farebox recovery ratio (to as low as 15 percent) for operators in urbanized areas in Yolo, Sutter and Yuba counties, because those operators are in counties under 500,000 population. The Placer County Transportation Planning Agency and El Dorado County Transportation Commission can exercise the same authority in those counties.

Under existing law, the general statewide farebox recovery ratio requirements are 10 percent for rural communities and 20 percent for urban communities. However, a number of exceptions exist. For Sacramento Regional Transit District (SRTD), the requirement is 25.5 percent, because the TDA requires a higher farebox recovery ratio if the operator's fare recovery ratio was higher than the mandated 10 or 20 percent in FY 1978-79. Under the authority granted in the TDA, SACOG has established blended farebox recovery ratios for Yolo, Sutter and Yuba counties that reflect the

combined urbanized/rural nature of the services. In Yolo County, the blended ratio is 13.5 percent and in Yuba and Sutter counties, the blended ratio is 14.6 percent. In other parts of the state, the TDA has been amended to grant the Metropolitan Transportation Commission (MTC) and the San Diego Metro Transit Development Board the authority to set area-wide fare revenue ratios that are different than those contained in the TDA.

SACOG staff is proposing legislation nearly identical to the special formula applicable to the San Francisco Bay Area. Under that formula, the MTC has authority to establish a farebox recovery ratio for transit operators within the Bay Area Rapid Transit (BART) District. Specifically, MTC has the authority to apply the farebox recovery ratio to a group of operators when MTC determines that the services of the operators are coordinated.

Under staff's proposal, the SACOG Board would have similar authority to apply the farebox recovery ratio determination to a group of operators in Sacramento County, when the Board finds that the operators' services are coordinated. Under this proposed change, the SACOG Board would have the authority to establish a Sacramento countywide fare revenue ratio that is different than the current 20 percent standard urbanized area requirement or the 25.5 percent requirement for RT. Under this change, the SACOG Board would also have the ability to develop performance and farebox recovery goals for individual operators to increase their farebox recovery without being subject to the penalties contained in the TDA that currently apply.

Table 8.12 shows the fare recovery ratios for fixed route, demand response, and light rail transit.

Table 8.12
Folsom Stage Line Recovery Ratios

Fare Recovery	FY2011/12	FY2012/13	FY2013/14	FY2014/15	FY2015/16	FY2016/17
Fixed Route & Demand Response	7.2%	7.2%	7.3%	7.3%	7.4%	7.5%
Light Rail	33.8%	34.0%	34.0%	34.0%	34.0%	34.0%
Combined	**19.8%**	**20.0%**	**20.1%**	**20.3%**	**20.5%**	**20.6%**

As discussed in Chapter 4, the fare recovery ratio depends on light rail transit to meet the Transportation Development Act requirement. Without the assistance of Sacramento Regional Transit, the standard of 20 percent fare recovery cannot be met.

The SRTP predicts that Folsom will be able to meet its required farebox ratio by a very small margin in every year but 2011/12. While FY 2011/12 can be a grace year for the City with no penalties, in the event that Folsom does not achieve the 20 percent target, without the legislation, a potential penalty could be assessed reducing the amount of funding available for operations equal to the amount of the farebox shortfall.

SACOG will continue to keep the region's operators apprised of its efforts to achieve greater farebox flexibility for Sacramento County. However, if there is no progress on this legislation, SACOG and Folsom Stage Line may need to review the Financial Plan assumptions for local sales tax revenue receipts.

State Transit Assistance Risk

The STA program under SB 565 has issued a waiver until the end of FY 2014-15 on conducting a Consumer Price Index (CPI) test, as required under Public Utilities Code Section 99314.6. After this period, SACOG staff will be required to test an operator's ability to restrict operating cost growth below the CPI. If the operator passes the test for a given fiscal year, STA funds can be used for transit operations. If the operator does not pass the test, the funds must be used for capital purposes only.

It may be prudent to begin limiting the amount of STA used to support operations to avoid the need to make cuts to service if the legislature does not issue another waiver. In Folsom's case, even if the City is able to contain the costs of operating fixed route and demand response services, as is assumed in this SRTP, Folsom is still dependent on Regional Transit's costs for operating light rail, which have historically increased faster than the CPI.

While the operating budget in this SRTP is anticipated to run a surplus, it is not sufficient to cover the more than $400,000 in STA revenues received annually by the city that are currently used for operations. While the SRTP assumes STA revenues available for operations throughout the planning period, there is a risk that the ability to use the funds will be limited to capital purposes following the end of FY 2014-15. SACOG will be monitoring the future of STA revenues, Folsom Stage Line may want to look at budgeting STA funds conservatively, and revisit assumptions in coming years.

Capital Outlook

On the capital side, there is a substantial surplus in capital funding sources. By 2017, the capital fund balance in the SRTP grows to over $2 million. This funding is available to Folsom for other capital purposes. Table 8.13 contains a year-by-year comparison of capital expenditures and revenues.

Table 8.13
Capital Expenses Versus Revenues

	FY2011/12	FY2012/13	FY2013/14	FY2014/15	FY2015/16	FY2016/17
Total Capital Cost	$152,000	$392,000	$281,000	$234,000	$195,000	$ 202,000
Total Capital Revenues	369,000	470,000	797,000	64,000	60,000	1,759,000
Capital Revenues Less Capital Expenses	217,000	78,000	516,000	-170,000	-135,000	1,557,000
Capital Fund Balance	**$217,000**	**$295,000**	**$811,000**	**$641,000**	**$506,000**	**$2,063,000**

Impact of Recommended Service Improvements and Financial Recommendations

The SRTP contains a number of recommendations that would have financial implications for the Financial Plan. In particular, the recommendations in Chapter 5: Fixed Route Services would affect the number of VRH operated by Folsom Stage Line. These recommendations would revise the beginning and end times and shorten Route 10, modify scheduling to utilize clock headways, and modify the morning run for Route 20.

The net result of these recommendations is a reduced number of systemwide revenue hours from 7,112 hours to 6,874. This change would reduce operating costs as well as fare revenues. The operating cost reduction would equate to roughly $20,000 to $30,000 per year. The lost fare revenues would equal approximately $3,000 to $3,500 per year. As a result of the greater reduction in operating costs compared to the loss in fares, the ending fund balance in the SRTP would increase by about $85,000.

Chapter 5 also discusses the potential to reduce the headways on Route 10 from 60 minutes to 30 minutes. This change would result in 2,962 additional revenue hours at a cost of $1.2 million over the course of the SRTP. If implemented in FY 2012-13, this change would reduce the annual operating revenue surplus from between $250,000 and $300,000 to between $30,000 and $70,000. This change is feasible within the SRTP Financial Plan, but also comes with certain risks. With the smaller surplus, Folsom will be less adaptable to revenue shortfalls. Additionally, the greater amount of service will increase Folsom's dependency on STA funds for operating. As stated previously, these funds may not be available after FY 2014-15, resulting in the need to cut services within three years of bringing them online.

From a capital standpoint, Folsom has the capacity to purchase one to two additional buses if service were expanded and required additional vehicles. However, the funding currently available for bus purchases is one-time funding, so no future funding source to replace expanded fleet needs can be guaranteed.

The Financial Plan already contains funding to replace more than 40 bus shelters at an approximate cost of $25,000 each. If Folsom decided to add additional features or design elements to the shelters, as suggested in Chapter 10, the cost for these shelters could potentially increase. However, the increased costs would likely still be eligible for state PTMISEA funding and fit within Folsom's share of regional PTMISEA funding.

Recommendations

The SRTP currently forecasts a diminishing annual operating surplus starting at $300,000 in FY 2011-12 and ending at $250,000 in FY 2016-17. While this reserve may change depending on the adoption of potential changes to service, it would be prudent to use the surplus to build up an operating reserve for leaner years or in the event that revenues fall short of expectations. A reasonable reserve would be equal to three to four months of operating costs or $800,000 to $1,000,000 currently, and then increase as operating costs increase. Folsom could reach this target by FY 2013-14 or 2014-15, after which the amount saved could be reduced with the balance available for expanding service or helping to support local streets and roads.

Folsom has quite a bit of capital funding at its disposal. A federal State of Good Repair grant is taking care of a good chunk of the fleet needs and PTMISEA picks up the rest. The SRTP forecasts a potential $2 million capital surplus. Most of this is PTMISEA or other funds that are not transferable in any way to operating expenses.

Some of these funds can be saved for future bus replacements and allow a few early bus retirements. This would help to stagger the age of buses and allow the city to spread the cost of replacements over multiple years rather than having to struggle to find big chunks of funding to pay for multiple replacements in a single year. The additional funds may also provide an opportunity to build a

shared maintenance facility for bus, garbage, and police services. However, transit-specific funds would only be available for the portion of the facility that would be used to maintain transit vehicles. If this approach is taken, Folsom should meet with SACOG to determine an appropriate methodology for dividing facility costs across multiple departments and funding sources.

Other Funding Sources

In addition to the funding sources already contained in the SRTP Financial Plan, other funding sources are available to Folsom for expanded or special services. A description of each of these sources in included below.

Local Funding Sources

Assembly Bill 2766 Vehicle Air Pollution Fees

California Assembly Bill AB 2766 allows local air quality management districts to levy a $2.00 to $4.00 annual fee on vehicles registered in their district. These funds are to be applied to programs designed to reduce motor vehicle air pollution, as well as the planning, monitoring, enforcement, and technical study of these programs. Across the state, these funds have been used for local transit capital programs.

Sales Tax

The City of Folsom could hold a citywide sales tax election with funds to go to transit service, or seek to be part of any new Measure B proposed by RT. Sales tax is the financial base for many transit services in California and the American West. The required level of sales tax would depend upon the service alternative chosen. One advantage is that sales tax revenues are relatively stable and can be forecast with a high degree of confidence. In addition, sales taxes can be collected efficiently, and allow the community to generate revenues from visitors to the area. This source, of course, would require a public vote to implement.

Additional Potential Federal Funding Sources

FTA Section 5309 Capital Program

Funds available under the FTA 5309 program are available under three categories: Fixed Guideway Modernization, New Starts (including a new Small Starts Program), and Bus and Bus Facilities. In an urbanized area, the Metropolitan Planning Organization (MPO) and authorized recipient of FTA funds has to program all of the FTA Section 5307 funds before FTA Section 5309 funds can be expended – thus, it is imperative that all of the FTA Section 5307 funds (e.g. for preventive maintenance, ADA service, bus replacement or expansion, or other capital projects) be spent before the FTA will allow access of the FTA Section 5309 funds apportioned by Congress.

Obtaining these funds has been an extremely competitive process and all funds have been earmarked directly by Congress over the last several years. The City of Folsom received earmark FTA 5309 funds to develop the Folsom Rail Block project. If City of Folsom officials decide to pursue these funds again for future capital projects, a concerted lobbying campaign will need to be undertaken to gain support of the local congressional delegation.

FTA Section 5310 Elderly and Persons with Disabilities Program

FTA funds are also potentially available through the FTA Section 5310 Elderly and Persons with Disabilities Program, which are largely used to fund vehicle purchases in California. These funds have been available through Caltrans on an annual competitive basis. The FY 2012 apportionment for California is $13,704,514. These funds could be used for the purchase of buses and associated equipment used for the provision of services to seniors and persons with disabilities.

FTA Section 5316 Job Access and Reverse Commute Program

In FYY 2012 the Sacramento Urbanized Area received a total of $511,843 of FTA Section 5316 funds. The City of Folsom has not been an applicant for these funds in the past. These funds are programmed through a process contained in the SACOG-Transit Operator Memorandum of Understanding (MOU). Up to 10 percent of the funds may be used for planning, administration and technical assistance. and projects must be in SACOG's human services transportation coordinated plan.

FTA Section 5317 New Freedom Program

The Section 5317 New Freedom Program is a formula grant program for capital and operating costs of services and facility improvements in excess of those required by the Americans with Disabilities Act. In FYY 2012, the Sacramento Urbanized Area received a total of $284,120 of FTA Section 5317 funds. Funds are allocated based on a formula based on the population of persons with disabilities. These funds are programmed through the competitive process contained in the SACOG-Transit Operator MOU. Up to 10 percent of the funds may be used for planning, administration and technical assistance and projects must be in the locally developed human services transportation coordinated plan.

Congestion Mitigation and Air Quality Improvement (CMAQ)

The Congestion Mitigation and Air Quality Improvement program has provided another source of funding for many transit services across the country. Through this program, funding has been available to metropolitan areas (including Sacramento) that are not in compliance with federal air quality standards regarding ozone or carbon monoxide. In the SACOG region, CMAQ funds have been used for a variety of projects including the purchase of "clean air" buses, the operation of transit demonstration programs, and "Spare the Air" programs that reimburse transit agencies for lost revenue when promoting transit with free rides on pollution alert days. The SACOG Call for Projects included $26 million in CMAQ funding for FY2012/13 and FY2013/14, including $1.2 million in CMAQ funding for Spare the Air programs.

FTA Clean Fuel Grants Program

The FTA Clean Fuel program is a discretionary grant program for clean fuel buses in air quality non-attainment and maintenance areas. Eligible projects include the purchase or lease of clean fuel buses, the construction or lease of clean fuel or electrical recharging facilities and related equipment for such buses, and construction or improvement of public transportation facilities to accommodate clean fuel buses. Approximately $51.5 million is available nationwide in FFY 2012.

FTA Livability Program

The FTA Livability program is a discretionary grant program that makes funds available to public transit providers to finance capital projects to replace, rehabilitate, and purchase buses and related equipment and to construct bus-related facilities. It includes assistance to subrecipients that are public agencies, private companies engaged in public transportation, or private non-profit organizations for bus and bus-related projects. The FFY 2012 amount for this program is $125 million nationwide.

It is important to note that some of these programs may be revised or eliminated in new federal transportation reauthorization bills. SACOG consistently monitors and reports to the region's transit operators on federal and state legislation and regulations regarding transit funding programs.

CHAPTER 9
STAFFING & MANAGEMENT

This chapter provides an overview of the current organization and management structure and staffing for Folsom Stage Line, and includes a recommendation for future improvements.

Current Organization/Management Structure and Staffing

The Folsom Stage Line is also known as the Transit Division within the City of Folsom's Department of Public Works. Transit service is provided by city employees working primarily out of the city's corporation yard. Administrative oversight and day-to-day management of the transit operation is provided by the Public Works/Utilities Operation Manager, with 25% of the Manager's time dedicated to the transit division. The Public Works/Utilities Manager reports to the Public Works Director, who in turn reports to the City Manager and City Council. The Manager position is assisted by a Transit Coordinator, Driver Trainer, Transit Scheduler, and Office Assistant.

The Manager's duties, as related to transit, are departmental oversight with a focus on budgeting and grant preparation and administration. Daily operations and staff supervision are conducted by the Transit Coordinator. The Transit Coordinator is also responsible for all personnel, planning, reporting, and performance monitoring. In a supporting role, the Transit Coordinator assists the Driver Trainer in the areas of road supervision, performance monitoring and training. Marketing of the transit system also falls within the purview of the Transit Coordinator.

The Driver Trainer oversees driver training, driver supervision, attests to the counting of fare revenue and deposits, assists with statistics, and provides customer service. The Driver Trainer is also the back-up transit scheduler as needed.

The Transit Scheduler is responsible for scheduling daily driver routes for both Fixed Route and Dial-a-Ride (DAR) service. This individual is also responsible for DAR reservations and scheduling, dispatching and DAR statistics collection, and counting of fare revenue and deposits.

Additional office support is provided by a shared office assistant who compiles fixed route statistics, undertakes clerical duties and answers phones in a customer service capacity.

At present, there are 8 full-time drivers, classified as permanent part-time, and 1.5 part-time drivers. These individuals are responsible for driving the fixed route, operating the DAR and summer camp service as needed, and reconciling the daily route ridership and fares collected. Additionally, they are responsible for pre-and-post trips of the bus along with fueling.

Vehicle maintenance takes place at the city's corporation yard, where 1.5 full time mechanics are available to do repairs. It should be noted that these mechanics also maintain other fleet vehicles for the city. Availability of these mechanics depends on other maintenance needs on a day-to-day basis.

Management Alternatives

A typical transit management staff includes a transit coordinator (who acts as a Division Chief), a driver trainer, a scheduler who also manages the paratransit service, and two clerks for data entry

and related tasks. Based upon this recommended norm, Folsom's level of transit staffing has the potential to be increased. The 2010 performance audit of the transit system recommended that, "In light of recent retirements and a city hiring freeze, review current staffing situation and future needs to ensure adequate trained personnel are/will be available to professionally manage transit program."

Since this finding, Folsom has updated position classifications and staff has been installed at these new levels. However, many of the staff are still new to their positions. Both part-time and permanent part-time drivers operate the current 9-vehicle bus fleet, which includes several smaller vehicles for paratransit service and five larger vehicles for the local fixed-route service. The current level of staffing provides the minimum amount of coverage necessary to handle the existing fixed route and DAR services. The challenge arises in the availability of back-up drivers.

Additionally, it was recommended during the triennial audit that staff continue to improve system monitoring and reporting. With the current level of staffing, better monitoring and reporting has been achieved. However, this results in the de-prioritization of other duties, especially with the current constrained level of staffing. Without staffing revisions, there will likely continue to be gaps in the areas of marketing/outreach and performance data collection, monitoring, analysis and grant solicitation and administration.

Another indicator of under-staffing can be found in the operation of the Dial-a-Ride service. Users must make an arrangement for rides by 3:00 the day before requested service. This cut-off time is to allow time for scheduling and printing manifests for the following day without the need for overtime. The use of the Trapeze Lite system has greatly increased the time required to create these documents, however, the Transit Scheduler who oversees this duty must divide his time with other time essential duties. This certainly precludes the opportunity for same-day DAR reservations if space is available, which could otherwise increase DAR productivity and fare revenues.

Staffing recommendations include the following:

- The city should consider as part of their next triennial audit an evaluation of splitting existing duties and increasing staffing levels.
- As the city revisits fleet replacement and coverage for existing service levels, the need for back-up drivers should be studied to determine a consistent level of adequate support.
- Additionally, succession planning for the future should be addressed.
- Potential marketing interns and website support through SACOG or another host should also be considered. This is further discussed in Chapter 10.

CHAPTER 10
MARKETING

This chapter provides an overview of current and potential strategies to market fixed-route and Dial-a-Ride services in Folsom.

Current Marketing

Folsom Stage Line's current marketing has been limited to providing basic information on services. There is one primary web page for Stage Line services, hosted through the City of Folsom's website. This page can only be located through the City Services tab on the City's home page for Transit Services; or a Transit Division link on the City's Public Works Department page. The URL for the transit page may be found at: www.folsom.ca.us/depts/public_works/transit_division.asp. Placement within the City's website limits visibility to the browsing public.

The webpage provides basic service information. A link takes the viewer to a double-sided, 8.5 x 11 brochure outlining all of Folsom Stage Line's services, including a map of the Routes 10 and 20, schedules, fares, Dial-a-Ride information, tips, rules, and holidays. This brochure seems mainly to be provided through download from the website. Transit staff has tried to keep brochures and Dial-a-Ride applications stocked at the public library and senior center, but staff time has been limited for regular deliveries.

Publicizing the service through road shows at special events, including at the college, Rodeo, Public Works Day, and Earth Day, has constituted the Transit staff's primary outreach. Such promotional efforts have also been limited primarily by staff resources.

In addition, Folsom Stage Line has been working with SACOG and Regional Transit staff to incorporate Folsom Stage Line routes and stops into Google's transit trip planner. This will also help publicize the service, and is expected to go live in July 2012.

Marketing Opportunities

The following recommendations are for strategies that could be undertaken over time to expand outreach and knowledge of Folsom's transit services and encourage ridership.

Website

The transit division web page consists exclusively of text, with no photos or graphics. It does provide some information and forms in Spanish. City staff maintains the website, and notes there is limited time or capacity for more than simple postings of new information. There are no clickable schedules for the different routes, and the downloadable brochure does not reflect the suspension of the Route 20 during the summer months. The site does not particularly market the availability of light rail, despite the City's interest in promoting light rail ridership. The web page also does not highlight the service's name (which offers an opportunity for rebranding the service, per the discussion below).

With Folsom demographically a generally affluent community, access to technology, especially internet access, is likely extremely high. As noted earlier, the majority of Folsom Stage Line's current riders are high school and college students. This population segment is especially likely to access and use technology regularly. Even among transit-dependent riders outside of this population segment, internet access is expanding according to market research and rider surveys. Considering this, an upgraded web design and presence is recommended.

To increase Folsom transit's web presence, it is suggested that the city consider a new webpage host and design platform. SACOG may be able to provide this service, as it does for Yuba-Sutter Transit, found at http://yubasuttertransit.com/, or other web hosting and design services are available. Additionally, Folsom Lake College offers a graphic communications program which trains students in website design, and could potentially be a source of one or more interns to assist with redesign of the transit website and more general transit marketing materials. The upgraded transit website could still directly link to the existing City of Folsom website.

Suggestions for reorganization and content of the enhanced website include:

- More attractive and user-friendly design, with overall description of the services on the main page.
- Direct link to Route 10, with map and schedule information.
- Direct link for Route 20 information, with map and schedule. Unitrans' website page for their T Line, shown in the Appendix, provides a good model for services with weekly and seasonal variations like the Route 20. A direct link will also allow quick updating so that on-line schedules are always the most current, rather than linking to a static brochure.
- Direct link to Dial-a-Ride information, including link to registration forms in English and Spanish. Also include a clarification on Paratransit, Inc. services in Folsom compared with Folsom Stage Line's.
- Direct link to Light Rail information, including information on park-and-ride, schedule from Folsom, connections via Folsom Stage Line, transfers, and links to light rail schedules.
- Link to Google Transit, which will include Folsom Stage Line information.
- Fares, including fixed-route and Dial-a-Ride fare categories, RT fares, pass outlets, transfer information, and clarification of discount eligibility, including age for "students."
- Clarification of Los Rios student pass acceptance/policies during school semesters, and fare change outside of fall and spring semesters.
- Option to use Google translator or another on-line translation function, to allow limited English speakers access to Folsom Stage Line information.
- In addition, the website will eventually want to highlight the implementation of the Connect Card, how it works, and the change in how passes may be purchased, including with a credit card. Participating transit operators will be provided guidance on marketing messages and outreach efforts during the implementation process.

Marketing Collateral

As noted previously, Folsom Stage Line's brochure contains most available transit information, but has perhaps reached the limits of its current design. Because it seeks to include so much information in one place, the type size in the brochure and on the map is very small, making it difficult to read for those with any vision impairment due to age or disability. The brochure does not notify riders of the dates of operation of the Route 20, or the fact that it only operates during the school year. It also contains little information about connecting to Light Rail or RT bus service or transfers.

The following changes are recommended to give passenger materials a fresher look while making them more usable to riders:

- Create a separate Dial-a-Ride brochure or two-sided card, using a large font for readability. Include a description of the shared ride service, geographic coverage, fares, eligibility, and how to register.

- If all current information is still desirable to include in a single information brochure, increase to legal size for the printed version, or consider paring down tips and rules to keep at 8.5 x 11.

- Develop a more inviting cover, which will increase its value as a marketing tool.

- Increase the map size.

- Redesign the Route 10 schedule so that Folsom-Auburn Road/American River Canyon and Madison @ Lake Natoma stops are associated with their respective bus runs. See the sample schedule for a suggested format.

- Indicate the dates of operation for each year for the Route 20. This will limit needing to print the guide more than once a year.

- Highlight frequencies and transfer policies for connections to/from Light Rail, including using the Los Rios student pass.

- Clarify how to connect with the Route 24, since the Stage Line stops at Main and Greenback or Madison and Lake Natoma, and the Route 24 stops at Main and Madison.

- Clarify where to purchase passes and ticket booklets.

- Refer to tips and/or passenger rules on the website and/or buses, if space is too limited on the printed brochure.

- If a website version is desirable for download, create a new PDF version that does not include Dial-a-Ride information. This would help provide space for passenger tips and/or rules if those are desirable to maintain. Also post for download a PDF of the separate Dial-a-Ride card or brochure described above.

Folsom Stage Line should provide and maintain stocks of fixed-route and Dial-a-Ride printed brochures at:

- City Hall
- Transit office
- Folsom Public Library
- Senior Center, Senior Nutrition Program
- Kaiser Medical Center, Palladio/Kaiser Outpatient Hospital
- Mercy Folsom Hospital
- City parks and recreation facilities
- Historic district, Folsom History Museum
- Light Rail stations
- Folsom Lake College (with Dial-a-Ride brochures to Disabled Student Services Program)
- Folsom and Vista del Lago High Schools & Folsom and Sutter Middle Schools (fixed-route brochures)

Outreach to Target Markets

Staff should continue outreach conducted through special events, provided that those events reach target markets, i.e., seniors, students, families with teens or aging parents, light rail commuters, lower income employees in Folsom.

In addition, it is recommended that staff make use of other outreach opportunities for publicizing the service to prospective riders, including through the following:

- Coordinating with Folsom Lake College's orientation services to include information on Stage Line and Light Rail options in on-line and orientation information for incoming students. On-line orientation services and contacts are at: http://www.flc.losrios.edu/student-services/student-success/orientation
- Work with the College to put links directly after the text on Folsom Stage Line and El Dorado County Transit on the college's transit page, at www.flc.losrios.edu/about/transit
- Work with Folsom High School to provide information on Folsom Stage Line service at the Folsom High School Bulldog Kick-Off for new freshmen, next scheduled for August 8, 2012, and also in succeeding years. More information on the kick-off is in the Appendix.
- Work with Vista del Lago High School to include transit information for incoming students at their February 2013 orientation and in succeeding years.

- Consider offering one complementary round-trip ride ticket, two single-ride tickets, or two-for-one ride tickets in middle/high school orientation materials to encourage teens individually or in pairs to try transit.

- To encourage use of the fixed-route system, including as an alternative to more costly Dial-a-Ride service, work with the senior center on periodic presentations or "field trips" for seniors. Field trips to a fun destination in Folsom can encourage participation through an enjoyable outing while effectively orienting seniors to boarding the bus, fare payment, reading schedules and making transfers.

- Encourage the senior center to pair "bus buddies" – people who have used the fixed-route system with those who are new to it and would like someone to ride with the first time or two.

- Coordinate with the City staff who develops the city's Activity Guide to publicize fixed-route and Dial-a-Ride services in the Senior Center's portion of the guide (at http://www.folsom.ca.us/civica/filebank/blobdload.asp?BlobID=17158). Also seek to include a box on fixed-route services to access teen programs in relevant teen-oriented section(s) of the Activity Guide.

- Consider offering a discounted summer youth pass program starting in 2013, similar to Yuba Sutter Transit's program, to encourage youth to age 18 to use the service in the summer months. See the Appendix for a sample press release.

Revised Branding

Folsom Stage Line's name and stage-style logo hark back to the city's western roots. However, the City of Folsom's tag line, "Distinctive by Nature," and the City's more general publicity seems to be moving away from this type of "old west" theme to something more modern.

Folsom Stage Line has applied for new buses that could replace the majority of the city's fleet. The potential of these new buses and the Bus Rapid Transit envisioned for the city's expansion south of Hwy 50 provide an opportunity to rebrand, and even rename, Folsom's service to something more contemporary and consistent with the city's updated image.

Rider surveys find that a significant number of people first learn about transit services from seeing buses on the street or from information at a transit stop. With new vehicles and the potential for BRT in the city's future, it is recommended that Folsom take advantage of this opportunity and seek to develop a new name and branding.

The process of renaming/rebranding the service could become a low-cost local marketing opportunity. For example, offering residents the chance to submit suggestions for new service names and/or to vote to select a final name would make many more residents aware of the availability of transit service in Folsom.

Rebranding could also provide an opportunity for a class project, contest, or other collaboration with Folsom Lake College's Graphic Communications Department to develop a graphic design that would reflect the City's changing image and increase the attractiveness and visibility of new buses. This could also garner more publicity of the service to college students who are identified as primary users. As new buses are ordered, this new graphic design could then be provided to guide the painting of the buses, and used for repainting as buses are refurbished.

Bus Stops

Bus stops are also a valuable way of providing visibility and information on bus service. City staff indicated an interest in providing benches at all bus stops, to increase the comfort of passengers waiting for a bus to arrive.

Bus stop poles too can provide marketing opportunities. Many operators use simple schedule holders to provide new residents and passersby with information on where the bus goes and its schedule. These holders, shown in Figure 10.1 and Figure 10.2, can cost $100 or less, depending upon quantities purchased. Placement could range from all stops to those that would be the most visible to potential riders.

Figure 10.1
Sample Bus Stop Schedule Holders

Bus shelters also provide an opportunity to make bus service more visible, provide greater passenger comfort, and provide more comprehensive transit information. Bus shelters at key locations can also provide options for more distinctive branding or for creating public art. As part of the City of West Sacramento's update of West Capitol Avenue, a new distinctive bus stop design was created.

Figure 10.2
West Sacramento Bus Stop

In other areas, cities or transit agencies have partnered with artists, community groups, schools/colleges, or residents to create bus stops that are both functional and unique art pieces. These bus stops also become points of community pride and ownership.

Figures 10.3-10.7
Artistic Bus Stops

Bus stops can also be a source of advertising revenue while still being creative, such as these lemon- and lime-themed bus stops designed by Absolut Vodka in Chicago.

Figure 10.8
Bus Stop Advertising

Park and Ride Lots

Park-and-ride lots can also be good places to provide kiosks/boards for information on local transit services. Information on biking and even carpooling to connect to light rail would also be beneficial – especially since park-and-ride lots are increasingly full and the City does not envision much new capacity.

Transit-Oriented Development

The City is seeking to enhance transit-oriented development near light rail stations and, eventually, in the south of Hwy 50 area near a new bus rapid transit (BRT) service. New TOD developments can offer the opportunity for marketing local transit services through trial free or discount passes for new residents; unbundling parking costs to encourage use of non-vehicle modes; or shared parking to allow daytime park-and-ride or commercial customer use of spaces when residential lots tend to have more available spaces.

As BRT is developed, the City can also work with developers on a consistent station branding and design in harmony with the city's desired image. The City should provide guidelines for transit station design and access as part of any design guidelines and/or development agreements for the area south of Highway 50. Local and model design guidelines were provided by SACOG to City staff.

Figure 10.11
BRT Stop, Joubert Park, Johannesburg

Figure 10.12
BRT Stop, Las Vegas

Media Presence

Folsom Stage Line should also capitalize on the City's newsletter, Folsom Telegraph, high school and college newspapers and communications outlets, senior center newsletters, relevant Facebook pages and social media outlets, and other community news sources to improve community awareness among existing and new residents of available transit services. In future, newsworthy events to publicize could include:

- Availability of Google transit planning service
- Contests for transit website design, branding and/or renaming of the service, as discussed above.
- Special pass offerings
- Arrival of new buses
- Service changes and enhancements
- New/updated transit website
- Contests or opportunities for artistic bus shelter designs/community projects
- Changes to RT services, emphasizing connections to Folsom transit services.
- Implementation of the new Connect Card.

Folsom Stage Line

SHORT RANGE TRANSIT PLAN

Fiscal Years 2012 through 2017

CHAPTER 10 - MARKETING

APPENDIX

For rides to and from school... catch the T LINE!

S and T Lines

S & T Line services begin August 23, 2011 and run Mon-Fri until June 7, 2012.
No service on the S & T lines on Sept. 5, Nov. 11, Nov. 21-25, Dec 19-30, 2011;
and Jan 2, Jan. 16, Jan. 23, Feb. 13, Feb. 20, April 9-13, and May 28, 2012.

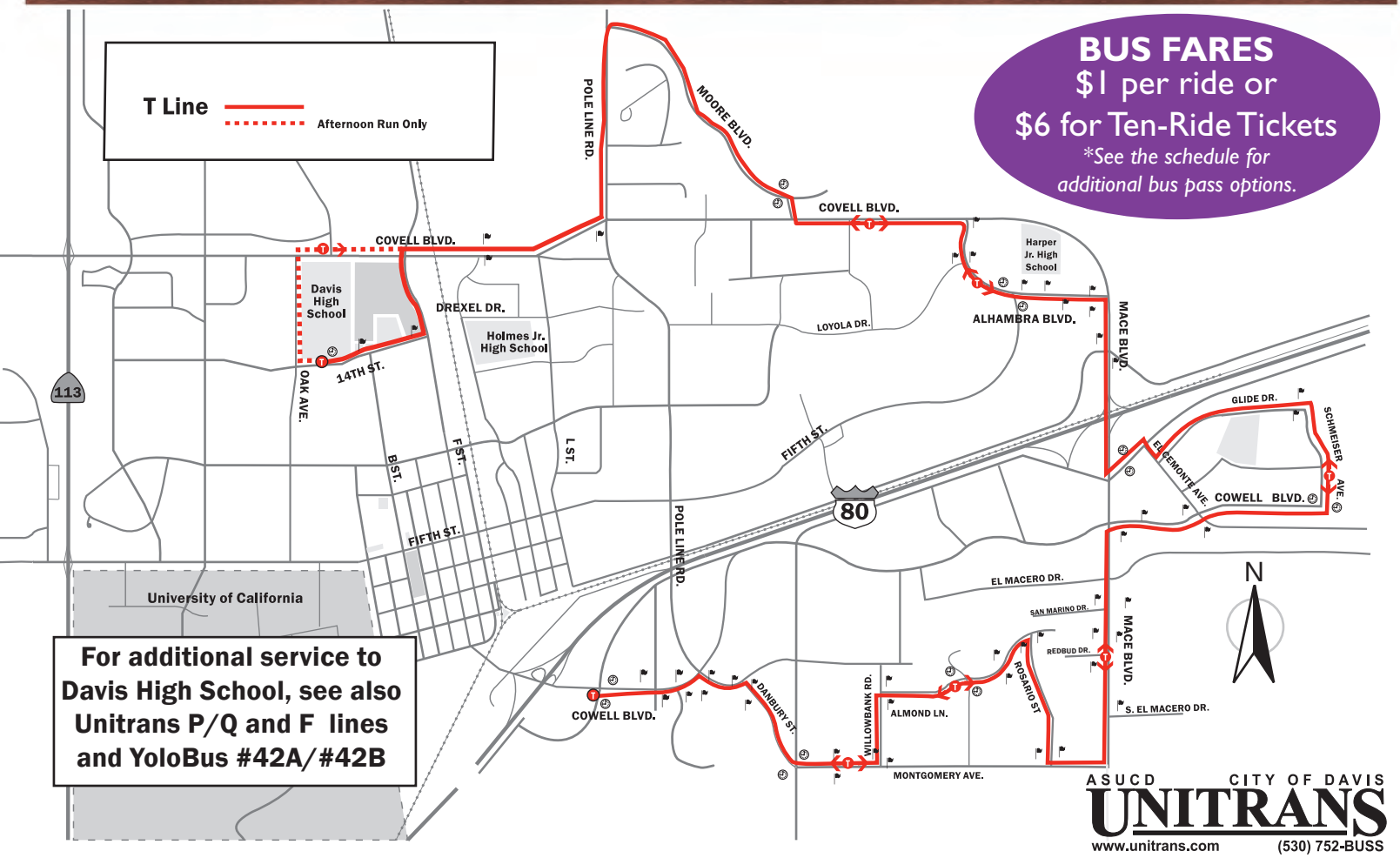
S & T schedule times are subject to change based on Davis secondary school schedules.
Exceptions to standard schedule times are noted for each line, as known at the time of print,
but please check www.unitrans.com, 752-BUSS, or school bulletins for any updated information.

T Line Davis High

	AM times (read down)		PM times (read up)	
	MTRF	Wed*	W/Th**	MTF
Lv./Due Cowell @ Research Park	6:50	8:00	3:15	4:15
Due Danbury @ Drummond	6:54	8:04	3:10	4:10
Due Almond @ Meadowbrook	6:58	8:08	3:08	4:08
Due Cowell @ Schmeiser	7:07	8:17	3:01	4:01
Due Chiles @ Mace	7:10	8:20	2:58	3:58
Due Alhambra @ Oceana Way (5th)	7:13	8:23	2:55	3:55
Due Moore @ Wright (Sargent)	7:17	8:27	2:51	3:51
Due Moore @ Pole Line	7:20	8:30	2:48	3:48
Due Covell @ J Street	7:25	8:35	2:44	3:44
Due/Lv. 14th St. @ Davis High School	7:35	8:45	2:40	3:40

*Wednesday AM time schedule is in effect from Sep 7, 2011 – May 30, 2012,
except Jan 11, Jan 18, and April 18, 2012, when the regular AM schedule runs.
**The PM Wed/Thur schedule begins Sep 7, 2011.

Exceptions to T Times (subject to change, please check for updated info):
On Oct 7, Oct 20, Jan 18-20, March 8, June 5-7, the afternoon
bus will leave Davis High School early (12:30 or 12:55 pm).
On Feb 9 and May 30, the afternoon bus will leave DHS at 3:40 pm.
On Feb 7 and June 1, the afternoon bus will leave at 2:40 pm.



BUS FARES
$1 per ride or
$6 for Ten-Ride Tickets
See the schedule for additional bus pass options.

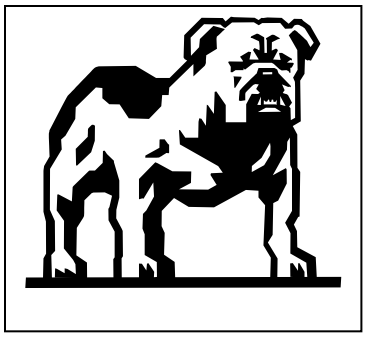
For additional service to Davis High School, see also Unitrans P/Q and F lines and YoloBus #42A/#42B

ASUCD CITY OF DAVIS
UNITRANS
www.unitrans.com (530) 752-BUSS

This is your PERSONAL invitation to
BULLDOG KICK-OFF ORIENTATION 2012

Dear Parents and Members of the Class of 2016:

This is the fourth year that Folsom High School will be offering the "Bulldog Kick-Off" as a freshman transition experience. With the support of our PTSA, we are offering this opportunity for all incoming freshmen. We believe that it is unquestioned that any freshman participant will have a head start as they enter Folsom High School. Our research indicates that participants in these types of programs have earned higher grade point averages, been more likely to be involved in extracurricular opportunities, and have had fewer disciplinary situations than those who have not participated. There is no doubt that the experience will be informative and fun. I urge all incoming freshmen to attend our "Bulldog Kick-Off 2012."



Sincerely,
Sean Capovilla, Elizabeth Gutierrez
Kick-Off 2012 – 2013 Coordinators
This year's Bulldog Kick-Off is sponsored by the Folsom High School PTSA

BULLDOG KICK-OFF 2012

What is it?

Bulldog Kick-Off 2012 is the first step in your orientation to Folsom High School. It is a one-day orientation for incoming Freshmen that is led by the staff and volunteer upper-classmen of Folsom High School. There will also be a separate meeting for the parents in the Theatre from 1 – 2 pm.

What will be accomplished?

- You will learn how to get around the Folsom High School campus.
- You will learn about important issues from upper-classmen.
- You will meet and hear from several teachers and staff members.
- You will be made aware of the many activities available at Folsom High School.
- You will meet incoming freshmen coming from other schools as well as your own middle school.
- **You will be introduced to your upper-class mentors who will meet with you multiple times throughout the school year.**
- You will make new friends.
- You will have fun!

When and where is it?

WEDNESDAY, AUGUST 8, 2012

1:00 to 5:00 p.m.

Folsom High School, 1655 Iron Pt. Road. Check-in begins at 12:30 pm at the Prairie City Gymnasium entrance.

How much does it cost?

Registration (available through August 7th during "Dog-Walk"): $20.00
Price includes a t-shirt, prizes, a snack, and an outstanding program.

Questions?

Please contact one of the coordinators by e-mail: Sean Capovilla, scapovil@fcusd.org or Elizabeth Gutierrez, EGutierr@fcusd.org. Additional specific information will be available at the Dog-Walk on August 7, 2012, including details on drop-off, parking, and a parent meeting from 1-2 p.m. sponsored by the PTSA.

How do I register?

Please cut along the dotted line below and send with registration fee to:

Folsom High School, c/o Bulldog Kick-Off, 1655 Iron Point Road, Folsom, CA 95630

Please return this form to Folsom High School along with a check payable to ***Folsom PTSA****. All participants will be contacted by phone and/or e-mail the week before orientation.*

Name_____Male_____Female_____Home Phone #_____
Please print legibly, last name first

Home Street Address_____Zip Code_____

Student's cell phone number to be contacted by Kick-Off Mentor_____

T-shirt size_____Student's e-mail address_____

Parent name_____Day phone number_____

Become a Bulldog Kick-Off Patron and help support on-going freshman activities with an additional contribution of

$5_____$10_____$20_____$50_____Other_____

PRESS RELEASE – June 1, 2012

YUBA-SUTTER TRANSIT
2100 B STREET, MARYSVILLE, CA 95901
Contact: DAWNA DUTRA, Transit Analyst
Phone: (530) 634-6880 FAX: (530) 634-6888

FOR IMMEDIATE RELEASE

$5 MONTHLY YOUTH TRANSIT PASS EXTENDED TO WHEATLAND AND LIVE OAK

Discount Youth Passes Available for Summer 2012

Under a new demonstration program, youth from Wheatland and Live Oak will be able to use a $5 discount monthly pass to ride selected Yuba-Sutter Transit services this June, July and August. Youth ages 5-18 will be able to ride the Wheatland and Live Oak Routes in addition to any fixed route in Marysville/Yuba City using the $5 monthly pass.

The Wheatland and Live Oak Routes both have regular weekday schedules for service to and from Marysville and Yuba City and each will make additional pick-ups with an advance reservation. Discount youth passes can be purchased any local pass sales outlet including Wheatland City Hall, Live Oak City Hall and the Yuba-Sutter Transit office in Marysville. Passes are also available by mail. For detailed route, schedule or pass information, call 530-742-2877 or visit yubasuttertransit.com.

"We are pleased to extend our successful monthly youth pass program to more of our area's youth this summer. This will make it more economical for a family to travel together, and will give teens another option during the summer months to see a movie, go shopping with friends, reach a part-time job or even do an internship or community service," said Keith Martin, Transit Manager for Yuba-Sutter Transit.

The $5 discount pass will be valid on service to and from Wheatland on Tuesdays and Thursdays, service to and from Live Oak on Mondays, Wednesdays, and Fridays, and on all six local fixed routes in Yuba City and Marysville Monday through Saturday.