

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
15	08/24/09	Open	Action	08/13/09

Subject: Adjusting the Alignment of Route 14

ISSUE

Whether or not to adjust the alignment of Route 14, effective January 3, 2010, to serve the new PRIDE Industries facility on National Drive and to discontinue service on Ford Road, Western Drive, and Olmstead Drive.

RECOMMENDED ACTION

Adopt Resolution 09-08-____, Adjusting the Alignment of Route 14.

FISCAL IMPACT

None.

DISCUSSION

On January 4, 2010, PRIDE Industries will be moving their operations from 555 Display Way, in North Sacramento, to 1281 National Drive in North Natomas. This PRIDE facility employs a great deal of transit-dependent people and has been a significant source of ridership on Routes 14, 16, and 86, which serve it at its current location, with 45 people riding consistently.

The new PRIDE facility on National Drive is currently served by Route 13, which has roughly hourly service from 6:00 a.m. to 10:00 p.m., Monday through Friday, and from 8:00 a.m. to 5:00 p.m. on weekends. Officials from PRIDE have approached RT staff several times over the past year about providing additional service to the new facility to make the level of service comparable to the current level of service at the existing facility.

In spite of RT's budget problems, staff believes there is a way to substantially increase the quality of service to the new PRIDE facility at no cost, without a major impact to other customers. As shown in Exhibit A, the alignment of Route 14 could be adjusted slightly to provide front-door service to the new PRIDE facility, without adding a significant amount of time to the route.

Staff has explained this option to PRIDE officials and the representatives from PRIDE have been supportive of this proposed solution. They have emphasized the importance of having front-door service for their employees, many of whom have physical or mental conditions that require their travel patterns to be very simple and consistent. In discussions about the proposed changes, PRIDE officials also commented that Route 14 works well from the standpoint of mobility training, because it leaves from the same light rail station as Route 13 (Arden/Del Paso) so employees can be trained to always use the same light rail station.

Approved:

General Manager/CEO

Presented:

RoseMary Covington, AGM of Planning and Transit System Development

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Adjusting Route 14 as proposed would essentially double the number of trips to PRIDE, providing them access to roughly two buses per hour, and giving them two routes instead of one, with service on both Northgate Boulevard and Norwood Avenue. It should be noted that PRIDE's decision to locate near existing transit services was crucial to RT's ability to provide additional service at negligible cost.

Relating to PRIDE's upcoming move, RT staff and personnel from PRIDE examined the intersection at the new site and identified a need for crosswalk striping and relocation of a FedEx mailbox. While the FedEx mailbox has been relocated, the crosswalk striping has not yet been completed. Coordination with the County of Sacramento on this item is ongoing.

Norwood Avenue Adjustments:

Relating to this proposed change, staff recommends another minor change be made to the alignment of Route 14. Currently, Route 14 has a minor loop midway through the route that staff is proposing be eliminated. From northbound Norwood Avenue, the bus turns left onto westbound Fairbanks Avenue, left onto Olmstead Drive, right onto Western Avenue, and right on to Ford Road. Ford Road returns the bus to Norwood Avenue.

Staff is recommending this loop be eliminated for several reasons:

- Removing it makes the trip substantially faster for through-riders
- Removing it will improve schedule reliability, which is low on Route 14
- Removing it will free up the time necessary for the new loop into the new PRIDE facility
- Total ridership is extremely low on the loop (10 boardings per day)
- Productivity is extremely low on the loop (3.1 boardings per revenue hour)
- Service would still be within walking distance for most people on the loop
- Speed bumps on the loop damage RT's to full-size buses

One of the recommendations of the Transit Master Plan was to move away from RT being primarily a lifeline service and to pursue more choice riders. One of the ways to do this is by improving travel times and schedule reliability so they are more competitive with automobiles.

Due to the location of a canal just west of Western Drive, there is not a substantial catchment area west of the current loop. This means that the majority of the people served by this loop will still be within walking distance of the route on Norwood Avenue.

In January 2008, a roundtable meeting was held with staff from Planning, Scheduling, Transportation, Customer Service, Customer Advocacy, and other departments to discuss adjustments needed to the bus network. Elimination of the Ford/Western/Olmstead loop was a near-universal recommendation due to low ridership and the time it takes to serve it, which negatively impacts on-time performance and the overall duration of the trip for the remainder of the Route 14 passengers.

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A public hearing was held on July 27, 2009 to receive testimony on service changes proposed for January 2010, including the proposed change to Route 14. One comment on Route 14 was received at the hearing from Mike Barnbaum, representing PRIDE Industries, in support of the proposed change. Based upon the endorsement from PRIDE Industries, the long track record of good ridership at the existing PRIDE facility, and the well-established record of poor ridership in the Ford/Western/Olmstead loop, staff is recommending the Board approve the proposed changes to Route 14.

RESOLUTION NO. 09-08-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

August 24, 2009

ADJUSTING THE ALIGNMENT OF ROUTE 14

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the modification to the alignment of Route 14 shown in Exhibit A is hereby approved, to take effect January 3, 2010.

STEVE COHN, Chair

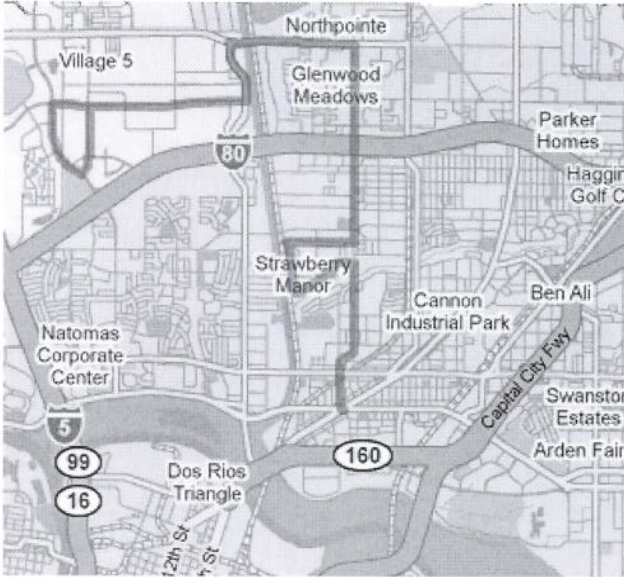
A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary

Route 14
Proposed Realignment
Effective: January 3, 2010

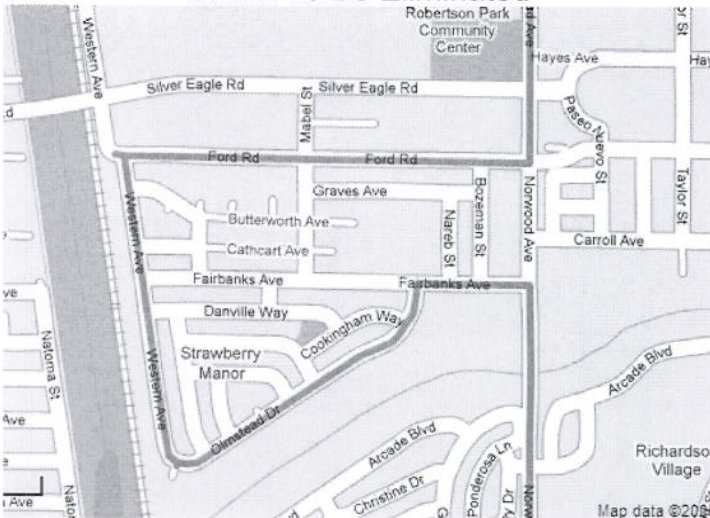
Current



Proposed



Detail: To Be Eliminated



Detail: New Pride Location



Service added on National Drive and Sierra Point Drive
 Service eliminated on Ford Road, Western Avenue, Olmstead Drive, and Fairbanks Avenue

**Sacramento Placerville Transportation Corridor
Joint Powers Authority Meeting
August 10, 2009**

MEETING SUMMARY

The JPA met at 9:00 am at the Folsom City Hall, Council Chambers.

The following items were presented and noted actions were taken:

- Minutes of the May 11, 2009 were approved.
- The CEO introduced two new staff representatives.
- Information was presented on the El Dorado County Bike Trail Project
- Information was presented on the July 14, 2009 Excursion Rail update to City Counsel
- Information was presented on the Excursion Rail Operating Plan.
- Motion was passed to extend termination date to September 1, 2010, of Article 16 of the Letter of Intent between the JPA and FEDS, dated October 6, 2008.
- Motion was passed to authorize staff to negotiate early rights of entry with FEDS for certain excursion rail projects, subject to approval by affected JPA member agencies.
- Motion was passed to approve Site Plan on SPTC-JPA property for El Dorado County Historical Railroad Park.
- Citizen Bill Anderson talked about the Y property proposed rail park
- Meeting adjourned at 10:11.
- Next meeting scheduled for November 2, 2009.

Agenda Item #17

Chair's Report

None at this time.