

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
6	03/10/14	Open	Information	02/27/14

Subject: Quarterly Ridership Report

ISSUE

For informational purposes only.

RECOMMENDED ACTION

None.

FISCAL IMPACT

None.

DISCUSSION

RT's 2012 TransitRenewal study recommended that RT begin issuing quarterly reports on RT's ridership. Existing reporting processes at RT include the General Manager/CEO's Monthly Performance Report, which covers a broad range of agency-wide metrics, including not only ridership, but also revenues, expenditures, reliability, security, complaints and other such metrics. Quarterly Ridership Reports, as recommended by the TransitRenewal study, provide an opportunity for staff to conduct a more detailed examination of ridership trends, including breakdowns by route and time of day, as well as for special supplemental reports issued on an annual or more frequent basis.

One of the key purposes of quarterly reporting is to regularly evaluate RT's fixed-route bus and light rail service against RT's productivity standards established as part of the TransitRenewal study. Routes that do not meet RT's productivity standards are put on a watch list for closer examination. Corrective action for routes persistently on RT's watch list may include route/schedule adjustments or reductions, promotional campaigns, conversion to a smaller bus route, and/or pursuit of a cost-sharing agreement. This process also includes evaluation of new routes pursuant to RT's route "sunset" process whereby new routes are automatically eliminated if they fail to meet RT's productivity standards within their first two years of operation.

Attached is the Quarterly Ridership Report for October through December 2013 (Attachment 1). Assessments of Route 11 (Saturday), Route 54 (Saturday), and Route 95 (Weekdays) have also been provided as Attachments 2, 3, and 4. These three routes were created in September 2012. In accordance with RT's route sunset process, these routes have been evaluated to determine whether or not they should be eliminated in September 2014 due to low productivity, or if an alternative course of action is recommended.

Staff's recommendations are: (1) Route 11 is on pace to meet productivity goals and needs no changes, (2) Route 54 is not likely to meet productivity goals, but should not be eliminated, and (3)

Approved:

Presented:

Final 03/05/14

General Manager/CEO

AGM of Planning & Transit System Development

J:\Board Meeting Documents\2014\05 March 10, 2014\Q4 Ridership - IP.doc

REGIONAL TRANSIT ISSUE PAPER

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6	03/10/14	Open	Information	02/27/14

Subject: Quarterly Ridership Report

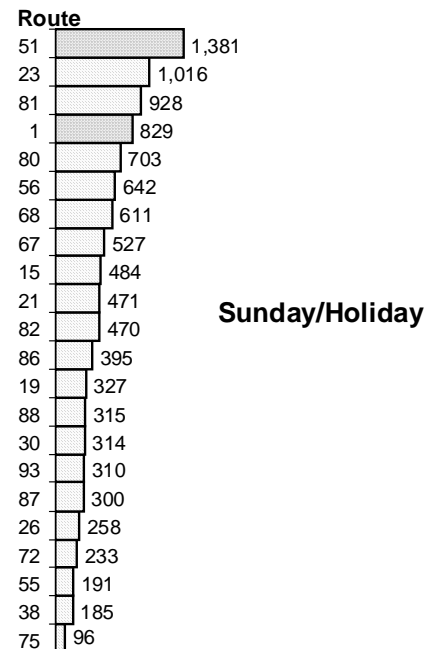
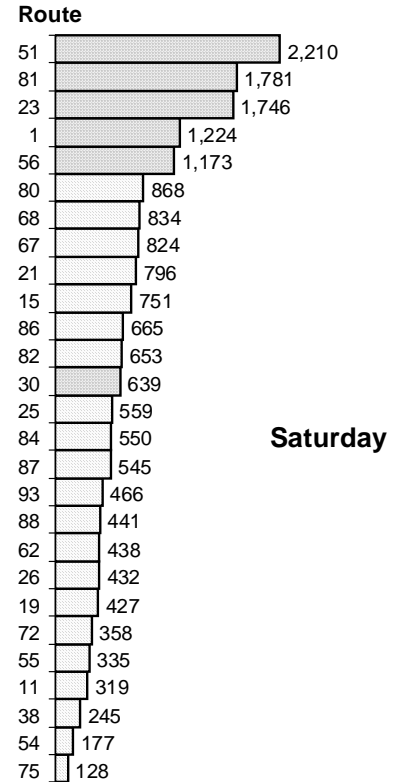
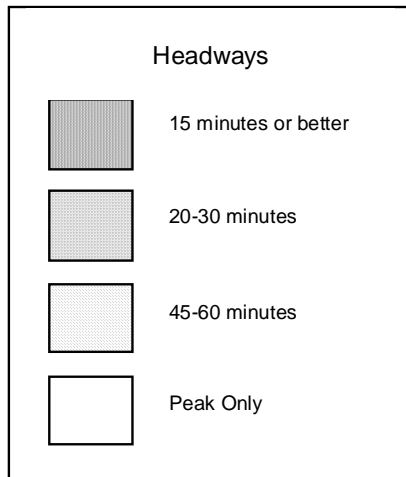
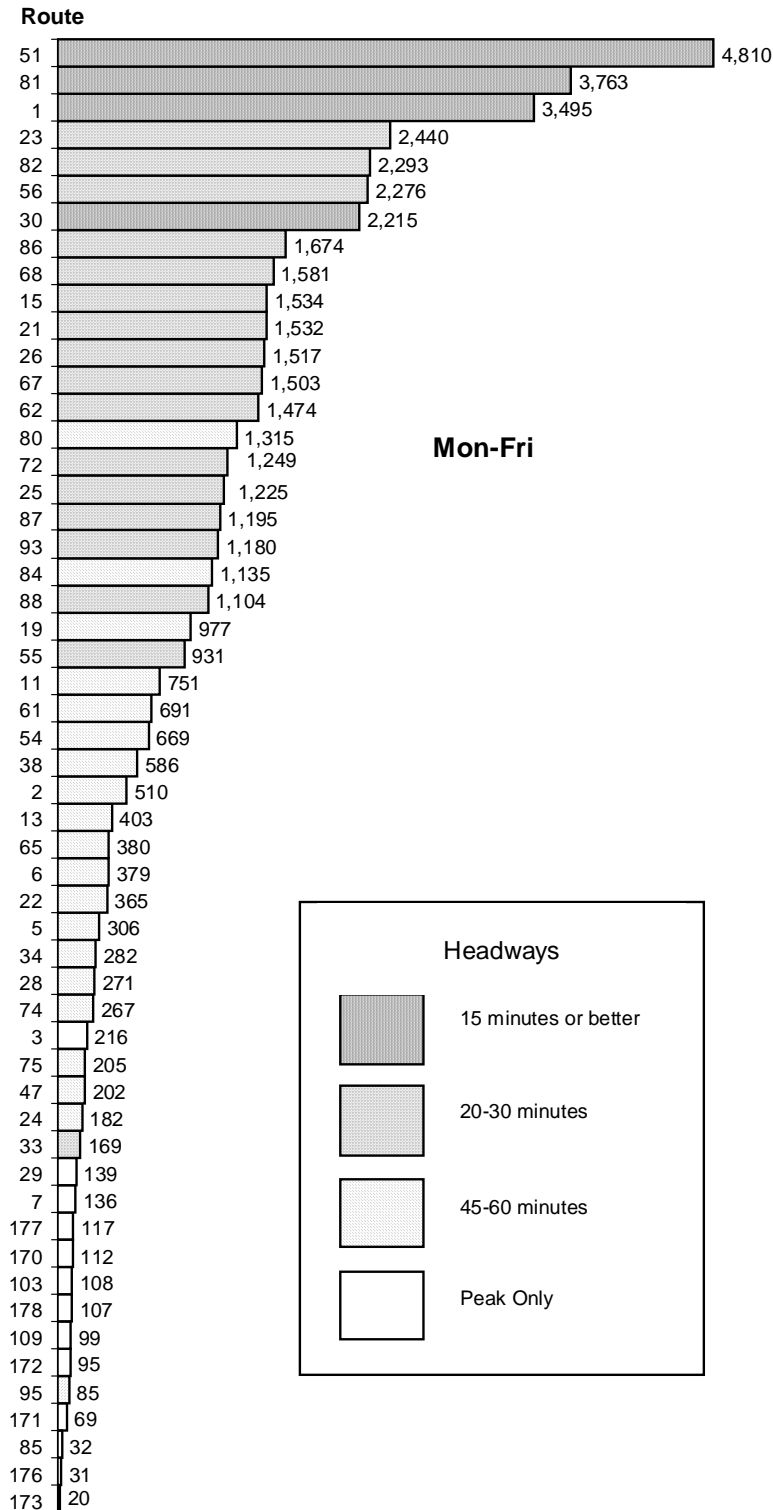
Route 95 is not likely to meet productivity goals, but should not be eliminated. For both Route 54 and Route 95, there were other factors beyond productivity that led to staff's recommendation that the routes not be eliminated. Several minor adjustments for Route 95 have been identified for potential improvement of the route.



Quarterly Ridership Report
Period Ending December 31, 2013

Quarterly Ridership Report
 Period Ending December 31, 2013

RT Bus Routes
Average Daily Boardings



Quarterly Ridership Report
 Period Ending December 31, 2013

Performance Monitoring

Monday-Friday

Minimum productivity standards for regular weekday bus routes are **20.0 boardings per revenue hour**. Low-productivity routes are reviewed by staff for possible corrective action. Newly created routes that do not meet minimum productivity standards within two years are subject to automatic elimination pursuant to RT's route sunset process.

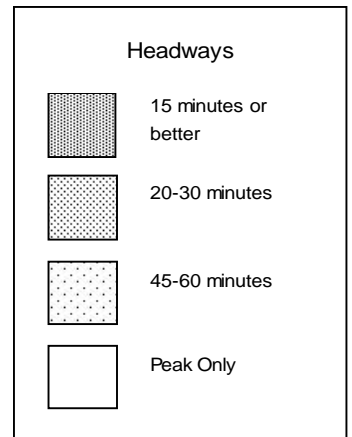
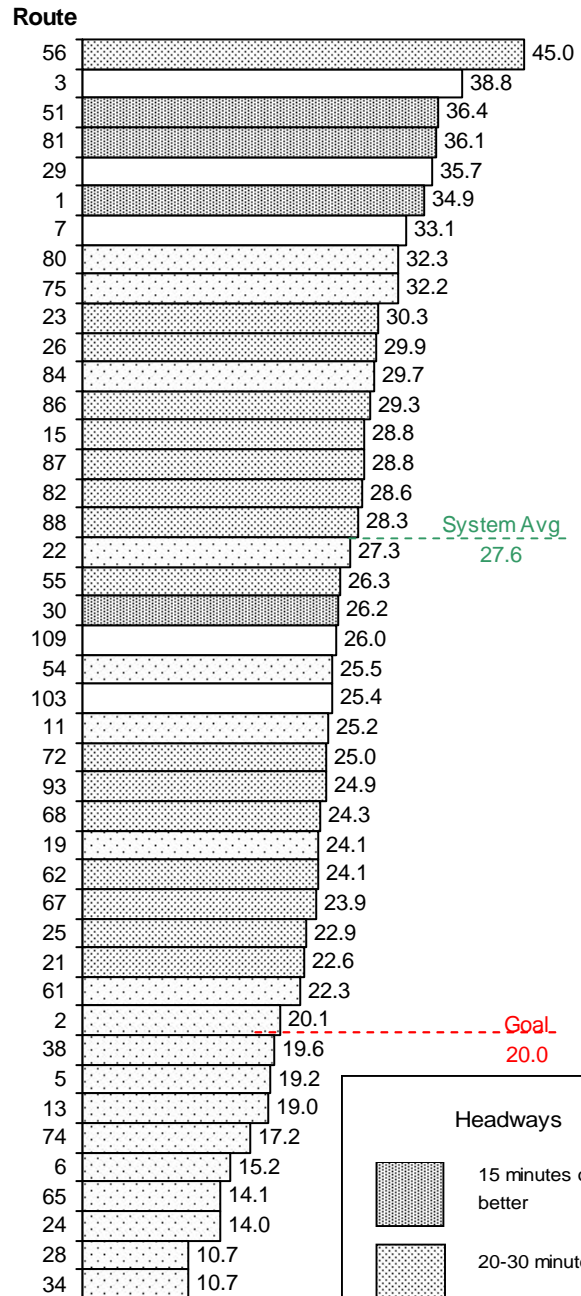
Routes Below Standard

Route	Name	Quarters
5	Meadowview/Valley Hi	6 qtrs
6	Land Park	6 qtrs
13	Northgate	6 qtrs
24	Madison/Greenback	6 qtrs
28	Fair Oaks/Cordova Town Ctr	6 qtrs
34	McKinley	6 qtrs
38	P/Q Streets	3 qtrs
65	Franklin South	6 qtrs
74	International	6 qtrs

Notes:

- Routes 2, 5, 24, and 61 improved from previous quarter due to school ridership
- Route 28 was extended from Cordova Town Center light rail station to Mather Field/Mills light rail station in January 2014

Boardings Per Revenue Hour



Quarterly Ridership Report
Period Ending December 31, 2013

Performance Monitoring

Saturday

Minimum productivity standards for Saturday bus routes are **15.0 boardings per revenue hour**. Low-productivity routes are reviewed by staff for possible corrective action. Newly created routes that do not meet minimum productivity standards within two years are subject to automatic elimination pursuant to RT's route sunset process.

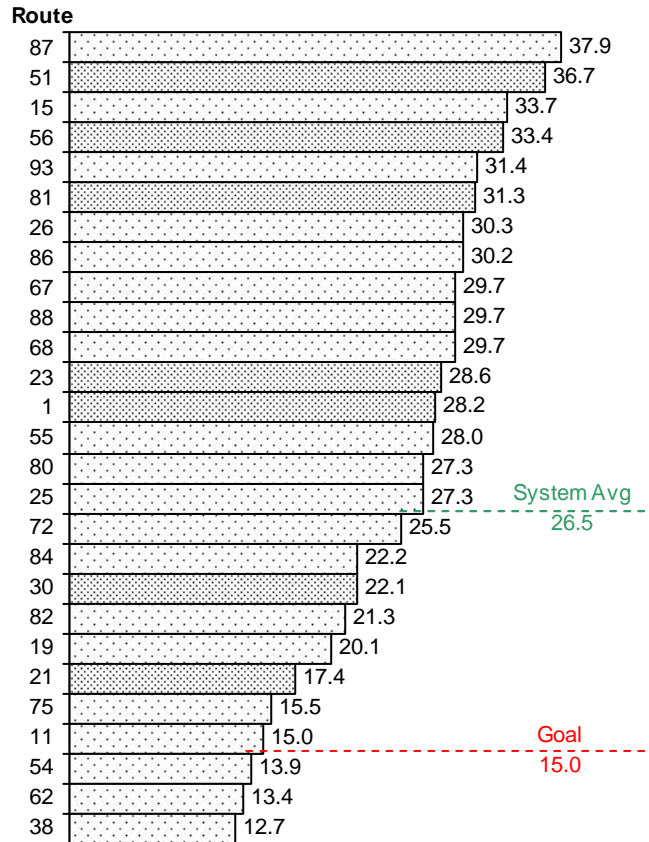
Routes Below Standard

Route	Name	Quarters
38	P/Q Streets	6 qtrs
54	Center Pkwy	5 qtrs
62	Freeport	6 qtrs

Notes:

- Routes 11 and 54 were added on Saturdays in September 2012 and are subject to RT's route sunset process.
- Route 11 Saturday service met RT's productivity goal for the first time.
- Please see Attachments 2 and 3 for detailed assessments of Routes 11 and 54.
- Route 75 was below standard previous quarter but met standards this quarter.

Boardings Per Revenue Hour



Quarterly Ridership Report
 Period Ending December 31, 2013

Performance Monitoring

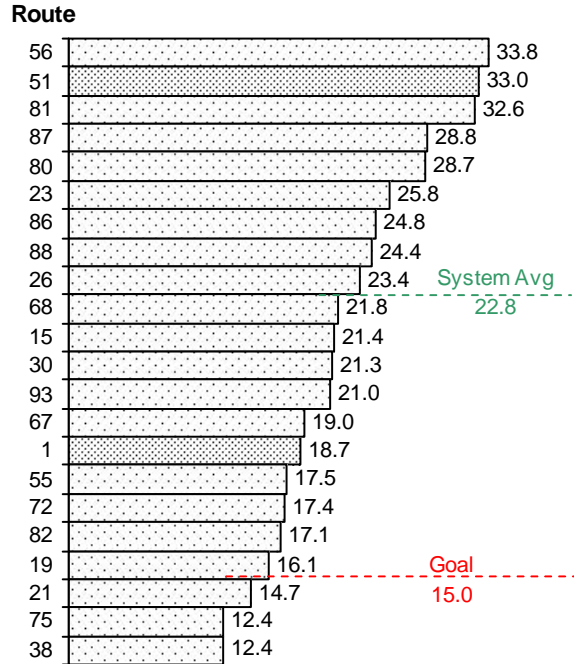
Sunday/Holiday

Minimum productivity standards for Sunday/Holiday bus routes are **15.0 boardings per revenue hour**. Low-productivity routes are reviewed by staff for possible corrective action. Newly created routes that do not meet minimum productivity standards within two years are subject to automatic elimination pursuant to RT's route sunset process.

Routes Below Standard

Route	Name	Quarters
21	Sunrise/Citrus Heights	5 qtrs
75	Mather	6 qtrs
38	P/Q Streets	6 qtrs

Boardings Per Revenue Hour



Quarterly Ridership Report
Period Ending December 31, 2013

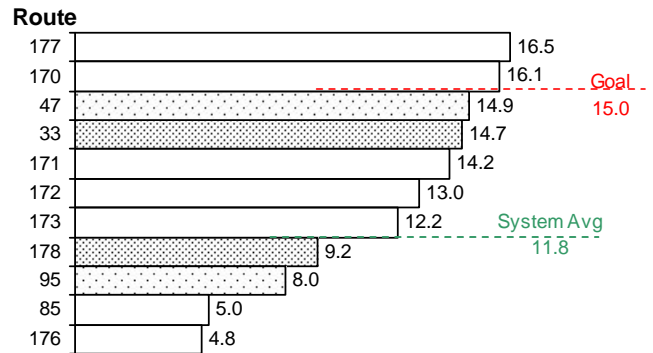
Performance Monitoring

Community Bus Service

Minimum productivity standards for CBS routes are **15.0 boardings per revenue hour**. CBS routes supported by a third-party subsidy are considered to be meeting standards if the net operating cost does not exceed **\$9.74 per passenger**. Low-productivity routes are reviewed by staff for possible corrective action. Newly created routes that do not meet minimum productivity standards within two years are subject to automatic elimination pursuant to RT's route sunset process.

Route	Name	Contract	Quarters
33	Dos Rios	No	2 qtrs
47	Phoenix Park	No	3 qtrs
85	McClellan Shuttle	Yes	6 qtrs
95	Citrus Hts - Antelope Rd	No	5 qtrs
176	Cordovan - Anatolia	Yes	6 qtrs
178	Granite Shuttle	Yes	6 qtrs

Boardings Per Revenue Hour



10/1/13 - 12/31/13

Notes:

- Route 33 ridership had been reported much lower than historical averages. Investigation determined issues related to passenger counting hardware. Correction of these issues has resulted in reported ridership returning to historical levels in December and January.
- Routes 85, 170-173, and 176-178 are operated according to agreements with outside parties.
- Routes 171-173 do not meet productivity standards but meet net operating cost goals due to third-party subsidy.
- Route 95 is subject to RT's route sunset process and is not currently on pace to meet productivity goals by the two year deadline (9/1/14). See Attachment 2 for more information

Quarterly Ridership Report
Period Ending December 31, 2013

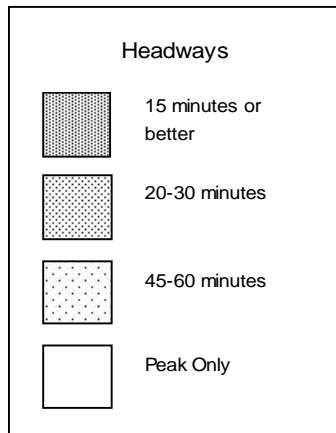
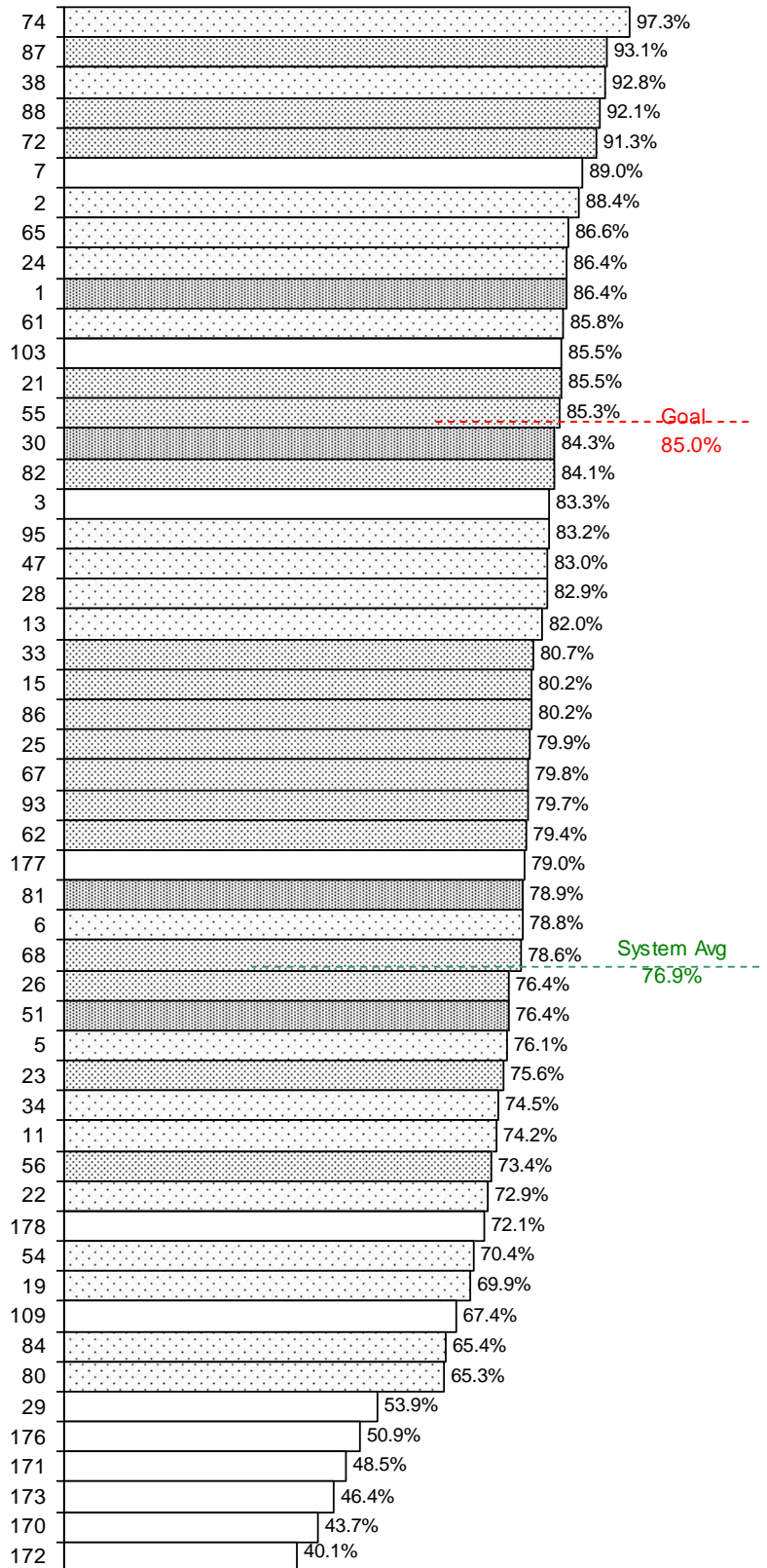
Weekday Bus and CBS Routes

On-time performance is measured at time points, which are major stops shown on the public schedule (usually 4-6 per route).

A bus is considered on-time if it leaves its time point 0-5 minutes late. On-time performance indicates the percent of time points where the bus was on-time according to this definition.

Weekday on-time performance continues to be about 8 percent below RT's goal of 85.0 percent. Systemwide on-time performance was 76.9 percent, down from last period.

Period	On-Time Performance
Q1 2013	79.2%
Q2 2013	79.5%
Q3 2013	79.1%
Q4 2013	76.9%


On-Time Performance


Quarterly Ridership Report
Period Ending December 31, 2013

Saturday Bus Routes

On-time performance is measured at time points, which are major stops shown on the public schedule (usually 4-6 per route).

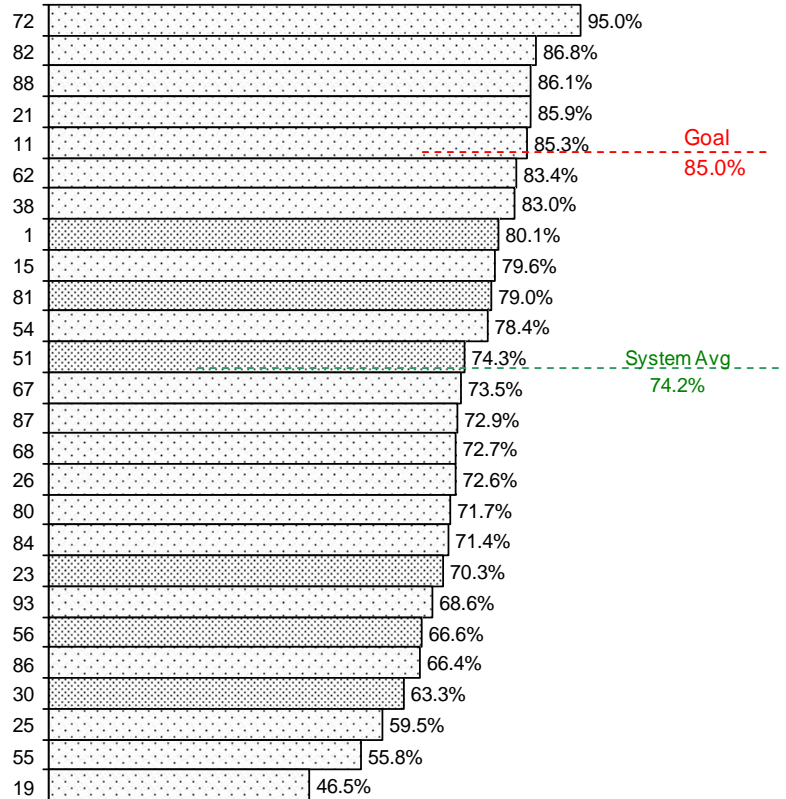
A bus is considered on-time if it leaves its time point 0-5 minutes late. On-time performance indicates the percent of time points where the bus was on-time according to this definition.

Saturdays continued to be RT's most difficult day for on-time performance. Systemwide on-time performance was 74.2 percent, slightly down from 74.4 percent last quarter but up from January - March.

Period	On-Time Performance
Q1 2013	72.0%
Q2 2013	75.1%
Q3 2013	74.4%
Q4 2013	74.2%

Notes:

- Route 19 improved from 36.4 to 45.5 percent
- Route 30 worsened from 73.8 to 63.3 percent
- Route 86 worsened from 76.7 to 66.4 percent
- Route 23 worsened from 81.7 to 70.3 percent
- Route 68 improved from 57.2 to 72.7 percent
- Route 67 improved from 56.7 to 73.5 percent
- Route 26 improved from 61.5 to 72.6 percent

On-Time Performance


Quarterly Ridership Report
Period Ending December 31, 2013

Sunday/Holiday Bus Routes

On-time performance is measured at time points, which are major stops along the route and shown on the public schedule (usually 4-6 per route).

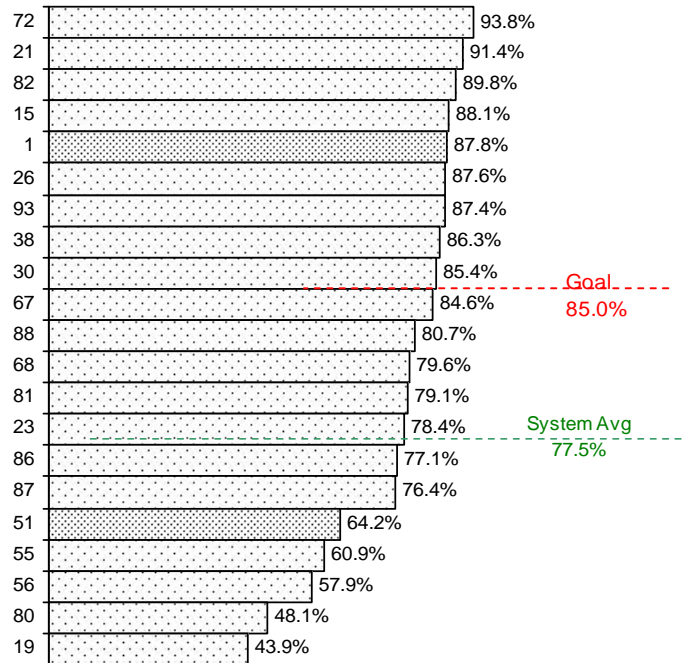
A bus is considered on-time if it leaves its time point 0-5 minutes late. On-time performance indicates the percent of time points where the bus was on-time according to this definition.

Sunday/Holiday on-time performance was 77.5 percent, down slightly from 77.8 percent last quarter.

Period	On-Time Performance
Q1 2013	78.6%
Q2 2013	78.3%
Q3 2013	77.8%
Q4 2013	77.5%

Notes:

- Route 80 decreased from 58.6% to 48.1%.
- Route 51 decreased from 76.1% to 64.2%.
- Route 68 improved from 69.7% to 79.6%
- Route 67 improved from 72.7% to 84.6%.

On-Time Performance


10/1/13 - 12/31/13

Light Rail On-Time Departures

Light rail on-time performance is measured at trip start points. A one-way trip is considered on-time if it departs 0-5 minutes late.

Blue Line on-time performance improved from 98.4 to 98.8 percent. Gold Line on-time performance improved from 98.0 percent to 99.4 percent. Green Line on-time performance improved from 96.9 percent to 99.8 percent.

On-Time Departures 0-5 minutes late	
Blue Line	98.8%
Gold Line	99.4%
Green Line	99.8%
Goal =	97.0%



Quarterly Ridership Report
Period Ending December 31, 2013



Weekday Bus Ridership

10/1/13 - 12/31/13

Route	Name	Boardings Per Day	Trips Per Day	Rev Hrs Per Day	(Goal = 20)	(Goal < \$6.98)	Full Cost Per Psgr	Net Cost Per Psgr	Net Cost Per Rev Hr	Farebox Recovery	Below Standards
					Psgr Per Rev Hr	Psgr Per Rev Mile					
1	Greenback *	3,495	121	100.1	34.9	2.9	\$4.00	\$2.90	\$101.15	28%	
2	Riverside	510	26	25.3	20.1	1.8	\$6.93	\$5.83	\$117.45	16%	
3	Riverside Express	216	8	5.6	38.8	2.2	\$3.59	\$2.49	\$96.83	31%	
5	Meadowview-Valley Hi *	306	31	16.0	19.2	1.6	\$7.27	\$6.17	\$118.47	15%	X
6	Land Park	379	27	25.0	15.2	1.3	\$9.19	\$8.09	\$122.90	12%	X
7	Pocket Express	136	6	4.1	33.1	2.1	\$4.22	\$3.12	\$103.21	26%	
11	Truxel Road *	751	39	29.8	25.2	2.1	\$5.54	\$4.44	\$111.88	20%	
13	Northgate	403	33	21.2	19.0	1.9	\$7.35	\$6.25	\$118.71	15%	X
15	Rio Linda Blvd-O Street	1,534	56	53.2	28.8	2.5	\$4.85	\$3.74	\$107.88	23%	
19	Rio Linda *	977	29	40.6	24.1	1.7	\$5.80	\$4.69	\$113.09	19%	
21	Sunrise	1,532	70	67.7	22.6	1.7	\$6.17	\$5.07	\$114.71	18%	
22	Arden *	365	28	13.4	27.3	2.8	\$5.11	\$4.01	\$109.55	22%	
23	El Camino	2,440	62	80.7	30.3	2.6	\$4.62	\$3.51	\$106.30	24%	
24	Madison-Greenback	182	27	13.0	14.0	1.4	\$9.96	\$8.86	\$124.19	11%	X
25	Marconi *	1,225	55	53.6	22.9	1.9	\$6.11	\$5.01	\$114.46	18%	
26	Fulton *	1,517	52	50.7	29.9	2.7	\$4.66	\$3.56	\$106.64	24%	
28	Fair Oaks-Folsom	271	33	25.2	10.7	1.1	\$12.99	\$11.89	\$127.80	8%	X
29	Arden-California Avenue	139	4	3.9	35.7	2.2	\$3.91	\$2.81	\$100.30	28%	
30	J Street (DASH) *	2,215	116	84.5	26.2	4.0	\$5.33	\$4.23	\$110.76	21%	
34	McKinley *	282	27	26.3	10.7	1.3	\$13.00	\$11.90	\$127.80	8%	X
38	P/Q Streets	586	31	29.9	19.6	2.3	\$7.11	\$6.01	\$117.99	16%	X
51	Broadway-Stockton *	4,810	143	132.2	36.4	3.8	\$3.84	\$2.74	\$99.54	29%	
54	Center Parkway *	669	31	26.2	25.5	2.3	\$5.47	\$4.37	\$111.53	20%	
55	Scottsdale *	931	49	35.4	26.3	2.6	\$5.31	\$4.21	\$110.65	21%	
56	Pocket-C.R.C.	2,276	66	50.6	45.0	4.1	\$3.10	\$2.00	\$90.05	36%	
61	Fruitridge	691	32	30.9	22.3	2.1	\$6.25	\$5.15	\$115.03	18%	
62	Freeport	1,474	60	61.3	24.1	2.3	\$5.81	\$4.70	\$113.13	19%	
65	Franklin South	380	28	26.9	14.1	1.8	\$9.88	\$8.78	\$124.06	11%	X

Cost figures based on fully allocated cost of \$139.64 per revenue hour (FY14 budget)

Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)

* Indicates route with substantial changes in September 2012



Quarterly Ridership Report
Period Ending December 31, 2013



Weekday Bus Ridership

10/1/13 - 12/31/13

Route	Name	Boardings Per Day	Trips Per Day	Rev Hrs Per Day	(Goal = 20)	(Goal < \$6.98)	Full Cost Per Psgr	Net Cost Per Psgr	Net Cost Per Rev Hr	Farebox Recovery	Below Standards
					Psgr Per Rev Hr	Psgr Per Rev Mile					
67	Franklin	1,503	57	62.9	23.9	2.2	\$5.85	\$4.74	\$113.32	19%	
68	44th Street	1,581	58	65.1	24.3	2.3	\$5.74	\$4.64	\$112.85	19%	
72	Rosemont-Lincoln Village	1,249	62	50.0	25.0	2.9	\$5.60	\$4.49	\$112.14	20%	
74	International	267	29	15.5	17.2	1.9	\$8.11	\$7.01	\$120.66	14%	X
75	Mather Field	205	14	6.4	32.2	2.8	\$4.34	\$3.24	\$104.21	25%	
80	Watt-Elkhorn	1,315	32	40.8	32.3	2.5	\$4.33	\$3.23	\$104.10	25%	
81	Florin-65th Street	3,763	119	104.3	36.1	3.4	\$3.87	\$2.77	\$99.87	28%	
82	Howe-65th Street	2,293	66	80.3	28.6	2.7	\$4.89	\$3.79	\$108.17	23%	
84	Watt Avenue-North Highlands	1,135	28	38.2	29.7	2.5	\$4.70	\$3.59	\$106.87	23%	
86	San Juan-Silver Eagle	1,674	61	57.1	29.3	2.5	\$4.76	\$3.66	\$107.33	23%	
87	Howe	1,195	55	41.5	28.8	3.3	\$4.85	\$3.75	\$107.90	23%	
88	West El Camino	1,104	59	39.1	28.3	2.5	\$4.94	\$3.84	\$108.50	22%	
93	Hillsdale	1,180	54	47.5	24.9	2.1	\$5.62	\$4.52	\$112.25	20%	
103	Auburn Blvd	108	8	4.2	25.4	1.5	\$5.49	\$4.39	\$111.63	20%	
109	Hazel Express	99	4	3.8	26.0	1.0	\$5.38	\$4.28	\$111.04	20%	

Cost figures based on fully allocated cost of \$139.64 per revenue hour (FY14 budget)

Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)

* Indicates route with substantial changes in September 2012



Quarterly Ridership Report
Period Ending December 31, 2013



Saturday Bus Ridership

10/1/13 - 12/31/13

Route	Name	Boardings Per Day	Trips Per Day	Rev Hrs Per Day	(Goal = 15)	(Goal < \$9.30)	Full Cost Per Psgr	Net Cost Per Psgr	Net Cost Per Rev Hr	Farebox Recovery	Below Standards
					Psg'r Per Rev Hr	Psg'r Per Rev Mile					
1	Greenback	1,224	63	43.5	28.2	2.3	\$4.96	\$3.86	\$108.61	22%	
11	Truxel Road *	319	26	21.3	15.0	1.3	\$9.32	\$8.22	\$123.13	12%	X
15	Rio Linda Blvd-O Street	751	29	22.3	33.7	2.4	\$4.15	\$3.05	\$102.54	27%	
19	Rio Linda *	427	20	21.2	20.1	1.1	\$6.94	\$5.84	\$117.47	16%	
21	Sunrise	796	42	45.6	17.4	1.8	\$8.01	\$6.91	\$120.42	14%	
23	El Camino	1,746	50	61.0	28.6	2.2	\$4.88	\$3.78	\$108.09	23%	
25	Marconi *	559	21	20.5	27.3	1.6	\$5.12	\$4.02	\$109.59	22%	
26	Fulton	432	21	14.3	30.3	2.5	\$4.60	\$3.50	\$106.20	24%	
30	J Street (DASH)	639	53	28.9	22.1	2.5	\$6.31	\$5.21	\$115.24	17%	
38	P/Q Streets	245	25	19.3	12.7	1.2	\$10.98	\$9.88	\$125.63	10%	X
51	Broadway-Stockton	2,210	64	60.3	36.7	3.9	\$3.81	\$2.71	\$99.22	29%	
54	Center Parkway *	177	24	12.7	13.9	1.3	\$10.02	\$8.92	\$124.28	11%	X
55	Scottsdale	335	19	12.0	28.0	2.4	\$4.98	\$3.88	\$108.73	22%	
56	Pocket-C.R.C.	1,173	53	35.1	33.4	2.7	\$4.18	\$3.08	\$102.82	26%	
62	Freeport	438	29	32.8	13.4	1.4	\$10.46	\$9.36	\$124.93	11%	X
67	Franklin	824	28	27.8	29.7	2.5	\$4.70	\$3.60	\$106.91	23%	
68	44th Street	834	28	28.1	29.7	2.5	\$4.70	\$3.60	\$106.93	23%	
72	Rosemont-Lincoln Village	358	23	14.1	25.5	2.2	\$5.48	\$4.38	\$111.56	20%	
75	Mather Field	128	11	8.3	15.5	2.2	\$9.02	\$7.92	\$122.58	12%	
80	Watt-Elkhorn	868	26	31.8	27.3	2.0	\$5.11	\$4.01	\$109.56	22%	
81	Florin-65th Street	1,781	58	57.0	31.3	2.8	\$4.47	\$3.36	\$105.19	25%	
82	Howe-65th Street	653	31	30.7	21.3	1.7	\$6.56	\$5.46	\$116.18	17%	
84	Watt Avenue-North Highlands	550	20	24.8	22.2	1.7	\$6.30	\$5.20	\$115.22	17%	
86	San Juan-Silver Eagle	665	28	22.0	30.2	2.1	\$4.62	\$3.51	\$106.31	24%	
87	Howe	545	29	14.4	37.9	2.9	\$3.69	\$2.58	\$97.90	30%	
88	West El Camino	441	26	14.9	29.7	2.3	\$4.70	\$3.60	\$106.92	23%	
93	Hillsdale	466	22	14.8	31.4	2.1	\$4.44	\$3.34	\$105.00	25%	

Cost figures based on fully allocated cost of \$139.64 per revenue hour (FY14 budget)

Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)

* Indicates route with substantial changes in September 2012



Quarterly Ridership Report
Period Ending December 31, 2013



Sun/Hol Bus Ridership

10/1/13 - 12/31/13

Route	Name	Boardings Per Day	Trips Per Day	Rev Hrs Per Day	(Goal = 15)	(Goal < \$9.30)	Full Cost Per Psgr	Net Cost Per Psgr	Net Cost Per Rev Hr	Farebox Recovery	Below Standards
					Psg Per Rev Hr	Psg Per Rev Mile					
1	Greenback	829	63	44.3	18.7	1.6	\$7.47	\$6.36	\$119.03	15%	
15	Rio Linda Blvd-O Street	484	26	22.7	21.4	1.8	\$6.53	\$5.43	\$116.07	17%	
19	Rio Linda *	327	20	20.3	16.1	0.8	\$8.69	\$7.59	\$121.93	13%	
21	Sunrise	471	30	32.1	14.7	1.4	\$9.52	\$8.42	\$123.47	12%	X
23	El Camino	1,016	28	39.3	25.8	2.3	\$5.40	\$4.30	\$111.15	20%	
26	Fulton	258	20	11.1	23.4	1.6	\$5.97	\$4.87	\$113.88	18%	
30	J Street (DASH)	314	28	14.8	21.3	2.3	\$6.57	\$5.47	\$116.22	17%	
38	P/Q Streets	185	20	14.9	12.4	1.1	\$11.24	\$10.14	\$125.95	10%	X
51	Broadway-Stockton	1,381	50	41.9	33.0	3.2	\$4.23	\$3.13	\$103.29	26%	
55	Scottsdale *	191	16	10.9	17.5	1.6	\$7.96	\$6.86	\$120.32	14%	
56	Pocket-C.R.C.	642	27	19.0	33.8	2.9	\$4.13	\$3.03	\$102.38	27%	
67	Franklin	527	28	27.8	19.0	1.6	\$7.35	\$6.25	\$118.70	15%	
68	44th Street	611	28	28.1	21.8	1.8	\$6.42	\$5.32	\$115.67	17%	
72	Rosemont-Lincoln Village	233	22	13.4	17.4	1.5	\$8.04	\$6.94	\$120.51	14%	
75	Mather Field	96	11	7.8	12.4	1.7	\$11.24	\$10.14	\$125.95	10%	X
80	Watt-Elkhorn	703	23	24.5	28.7	1.8	\$4.86	\$3.76	\$108.00	23%	
81	Florin-65th Street	928	29	28.5	32.6	2.9	\$4.28	\$3.18	\$103.72	26%	
82	Howe-65th Street	470	28	27.5	17.1	1.3	\$8.17	\$7.07	\$120.81	13%	
86	San Juan-Silver Eagle	395	21	15.9	24.8	1.7	\$5.64	\$4.54	\$112.35	20%	
87	Howe	300	21	10.4	28.8	2.2	\$4.85	\$3.74	\$107.89	23%	
88	West El Camino	315	26	12.9	24.4	1.6	\$5.73	\$4.62	\$112.77	19%	
93	Hillsdale	310	22	14.8	21.0	1.4	\$6.65	\$5.55	\$116.51	17%	

Cost figures based on fully allocated cost of \$139.64 per revenue hour (FY14 budget)

Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)

* Indicates route with substantial changes in September 2012



Quarterly Ridership Report
 Period Ending December 31, 2013



CBS Ridership

10/1/13 - 12/31/13

Route	Name	Boardings Per Day	Trips Per Day	Rev Hrs Per Day	(Goal > 15)		(Goal < \$9.74)			Farebox Recovery	Contract Service	Below Standards
					Psg'r Per Rev Hr	Psg'r Per Rev Mile	Full Cost Per Psg'r	Net Cost Per Psg'r	Net Cost Per Rev Hr			
33	Dos Rios	169	60	11.5	14.7	2.1	\$11.06	\$9.96	\$146.45	10%		X
47	Phoenix Park	202	24	13.5	14.9	1.3	\$10.89	\$9.78	\$146.19	10%		X
85	McClellan Shuttle	32	14	6.4	5.0	0.2	\$32.26	\$31.16	\$157.10	3%	X	X
95	Citrus Heights-Antelope Rd *	85	23	10.8	8.0	0.6	\$20.46	\$19.36	\$153.90	5%	X	X
170	Eastside Flyer	112	8	7.0	16.1	1.1	\$10.11	\$4.39	\$70.60	57%	X	
171	Westside Flyer	69	6	4.9	14.2	5.4	\$11.47	\$5.12	\$72.69	55%	X	
172	Central Flyer	95	8	7.3	13.0	5.5	\$12.48	\$5.67	\$73.95	55%	X	
173	Square Flyer	20	2	1.6	12.2	4.6	\$13.30	\$6.12	\$74.84	54%	X	
176	Cordovan - Anatolia	31	18	6.5	4.8	0.3	\$33.74	\$16.05	\$77.38	52%	X	X
177	Rancho Cordovan	117	58	7.1	16.5	1.2	\$9.85	\$3.90	\$64.48	60%	X	
178	Granite Shuttle	107	41	11.6	9.2	1.6	\$17.67	\$11.96	\$110.05	32%	X	X

Routes 85, 95, 170, 171, 172, 173, 176, 177, and 178 are operated according to service agreements
 Contract revenue has been treated as fare revenue, reducing net cost and increasing farebox recovery
 Fixed and indirect overhead costs are included in all financial figures
 CBS cost figures based on fully allocated cost of \$162.66 per revenue hour (FY14 budget)
 Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)
 List excludes CityRide dial-a-ride service launched 10/29/12
 * Indicates route with substantial changes in September 2012



Quarterly Ridership Report
 Period Ending December 31, 2013

Trend Analysis

Oct. 1 - Dec. 31

Average Daily Boardings

		Boardings Per Day				Revenue Hours Per Day				Boardings / Rev Hour	
		FY 2013	FY 2012	Variance	%	FY 2013	FY 2012	Variance	%	FY 2013	FY 2012
BUS 	Mon-Fri	49,361	48,410	950	2.0%	1,789	1,755	34	1.9%	27.6	27.6
	Saturday	19,584	18,357	1,227	6.7%	739	739	0	0.0%	26.5	24.8
	Sun/Hol	10,988	10,243	745	7.3%	483	483	0	0.0%	22.8	21.2
	CBS (Mon-Fri)	1,039	1,073	-34	-3.1%	88	88	0	0.0%	11.8	12.2
RAIL 	Mon-Fri	45,958	49,516	-3,558	-7.2%	263	263	0	0.0%	174.8	188.4
	Saturday	18,731	17,689	1,042	5.9%	159	159	0	0.0%	117.9	111.3
	Sun/Hol	13,528	12,574	954	7.6%	138	138	0	0.0%	97.8	90.9
ADA 	Paratransit	843	835	9	1.0%	597	548	49	8.9%	1.41	1.52
		FY 2013	FY 2012	Variance	%	FY 2013	FY 2012	Variance	%	FY 2013	FY 2012
Blue Line	Mon-Fri	24,316	26,266	-1,950	-7.4%	117	117	0	0.0%	208.2	224.9
	Saturday	9,250	8,256	994	12.0%	75	75	0	0.0%	124.0	110.7
	Sun/Hol	6,751	6,837	-86	-1.3%	65	65	0	0.0%	104.6	105.9
Gold Line	Mon-Fri	21,298	22,981	-1,683	-7.3%	131	131	0	0.0%	162.2	175.1
	Saturday	9,481	9,433	48	0.5%	84	84	0	0.0%	112.4	111.9
	Sun/Hol	6,777	5,738	1,040	18.1%	74	74	0	0.0%	91.8	77.7
Green Line	Mon-Fri	344	269	75	27.9%	15	15	0	0.0%	23.2	18.1

ADA paratransit data is for September, October, and November.
 In Sept. 2012 weekday light rail service hours were increased by 5.5 percent (additional two hours evening service)
 In Sept. 2012 Saturday light rail service hours were increased by 11.2 percent (additional two hours evening service)
 In Sept. 2012 weekday bus service was increased 6.2 percent (major service changes)
 CBS statistics exclude City Ride



Quarterly Ridership Report
 Period Ending December 31, 2013

Trend Analysis

Bus - Weekdays

Average Daily Ridership

Route	Name	10/1/13 - 12/31/13			10/1/12 - 12/31/12			Variance		Boardings	Rev Hrs
		Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs		
1	Greenback *	3,495	100	35	3,309	100	33	186	6%	0	0%
2	Riverside	510	25	20	548	25	22	-38	-7%	0	0%
3	Riverside Express	216	6	39	227	6	41	-11	-5%	0	0%
5	Meadowview-Valley Hi *	306	16	19	277	16	17	30	11%	0	0%
6	Land Park	379	25	15	386	25	15	-8	-2%	0	0%
7	Pocket Express	136	4	33	143	4	35	-8	-5%	0	0%
11	Truxel Road *	751	30	25	754	30	25	-4	0%	0	0%
13	Northgate	403	21	19	373	21	18	30	8%	0	2%
15	Rio Linda Blvd-O Street	1,534	53	29	1,580	54	29	-46	-3%	0	-1%
19	Rio Linda	977	41	24	1,026	41	25	-49	-5%	0	0%
21	Sunrise	1,532	68	23	1,394	67	21	138	10%	0	1%
22	Arden *	365	13	27	350	13	26	15	4%	0	0%
23	El Camino	2,440	81	30	2,579	80	32	-138	-5%	0	0%
24	Madison-Greenback	182	13	14	140	9	15	42	30%	4	41%
25	Marconi *	1,225	54	23	1,136	54	21	89	8%	0	0%
26	Fulton *	1,517	51	30	1,426	51	28	91	6%	0	0%
28	Fair Oaks-Folsom	271	25	11	279	25	11	-8	-3%	0	0%
29	Arden-California Avenue	139	4	36	143	4	37	-5	-3%	0	0%
30	J Street (DASH) *	2,215	85	26	2,151	85	25	64	3%	0	0%
34	McKinley *	282	26	11	334	26	13	-51	-15%	0	1%
38	P/Q Streets	586	30	20	624	30	21	-38	-6%	0	0%
51	Broadway-Stockton *	4,810	132	36	4,829	132	37	-19	0%	0	0%
54	Center Parkway *	669	26	26	632	26	24	37	6%	0	0%
55	Scottsdale *	931	35	26	784	35	22	147	19%	0	0%
56	Pocket-C.R.C.	2,276	51	45	2,139	51	42	138	6%	0	0%
61	Fruitridge	691	31	22	709	31	23	-18	-3%	0	0%
62	Freeport	1,474	61	24	1,471	61	24	3	0%	0	0%

* Indicates routes with major changes in September 2012



Quarterly Ridership Report
Period Ending December 31, 2013

Trend Analysis

Bus - Weekdays

Average Daily Ridership

Route	Name	10/1/13 - 12/31/13			10/1/12 - 12/31/12			Variance			
		Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Boardings	Rev Hrs
65	Franklin South	380	27	14	388	27	14	-9	-2%	0	0%
67	Franklin	1,503	63	24	1,473	58	25	30	2%	5	9%
68	44th Street	1,581	65	24	1,627	58	28	-46	-3%	7	12%
72	Rosemont-Lincoln Village	1,249	50	25	1,227	50	25	21	2%	0	1%
74	International	267	16	17	310	16	20	-43	-14%	0	0%
75	Mather Field	205	6	32	202	6	32	4	2%	0	0%
80	Watt-Elkhorn	1,315	41	32	1,287	41	32	28	2%	0	0%
81	Florin-65th Street	3,763	104	36	3,450	102	34	313	9%	2	2%
82	Howe-65th Street	2,293	80	29	1,946	66	30	347	18%	15	22%
84	Watt Avenue-North Highlands	1,135	38	30	1,148	38	30	-14	-1%	0	0%
86	San Juan-Silver Eagle	1,674	57	29	1,680	57	29	-6	0%	0	0%
87	Howe	1,195	41	29	1,426	44	32	-231	-16%	-3	-6%
88	West El Camino	1,104	39	28	1,042	37	28	62	6%	2	5%
93	Hillsdale	1,180	47	25	1,235	47	26	-55	-4%	0	1%
103	Auburn Blvd	108	4	25	123	4	29	-15	-12%	0	0%
109	Hazel Express	99	4	26	105	4	28	-6	-6%	0	0%
TOTAL		49,361	1,789	28	48,410	1,755	28	950	2.0%	34	1.9%

* Indicates routes with major changes in September 2012



Quarterly Ridership Report
Period Ending December 31, 2013

Trend Analysis

Bus - Saturday

Average Daily Ridership

Route Name	10/1/13 - 12/31/13			10/1/12 - 12/31/12			Variance			
	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Boardings	Rev Hrs
1 Greenback	1,224	43	28	1,226	43	28	-3	0%	0	0%
11 Truxel Road *	319	21	15	271	21	13	48	18%	0	n/a
15 Rio Linda Blvd-O Street	751	22	34	714	22	32	37	5%	0	0%
19 Rio Linda *	427	21	20	386	21	18	41	11%	0	0%
21 Sunrise	796	46	17	743	46	16	53	7%	0	0%
23 El Camino	1,746	61	29	1,691	61	28	54	3%	0	0%
25 Marconi *	559	21	27	467	21	23	92	20%	0	0%
26 Fulton	432	14	30	356	14	25	76	21%	0	0%
30 J Street (DASH)	639	29	22	611	29	21	28	5%	0	0%
38 P/Q Streets	245	19	13	233	19	12	12	5%	0	0%
51 Broadway-Stockton	2,210	60	37	2,118	60	35	91	4%	0	0%
54 Center Parkway *	177	13	14	169	13	13	8	5%	0	0%
55 Scottsdale	335	12	28	264	12	22	71	27%	0	0%
56 Pocket-C.R.C.	1,173	35	33	1,135	35	32	38	3%	0	0%
62 Freeport	438	33	13	419	33	13	19	5%	0	0%
67 Franklin	824	28	30	789	28	28	35	4%	0	0%
68 44th Street	834	28	30	789	28	28	45	6%	0	0%
72 Rosemont-Lincoln Village	358	14	25	339	14	24	19	6%	0	0%
75 Mather Field	128	8	15	134	8	16	-6	-5%	0	0%
80 Watt-Elkhorn	868	32	27	826	32	26	42	5%	0	0%
81 Florin-65th Street	1,781	57	31	1,589	57	28	192	12%	0	0%
82 Howe-65th Street	653	31	21	585	31	19	68	12%	0	0%
84 Watt Avenue-North Highlands	550	25	22	524	25	21	26	5%	0	0%
86 San Juan-Silver Eagle	665	22	30	620	22	28	45	7%	0	0%
87 Howe	545	14	38	479	14	33	66	14%	0	0%
88 West El Camino	441	15	30	406	15	27	35	9%	0	0%
93 Hillsdale	466	15	31	472	15	32	-6	-1%	0	0%
TOTAL	19,584	739	26	18,357	739	25	1,227	7%	0	0%



Quarterly Ridership Report
Period Ending December 31, 2013

Trend Analysis

Bus - Sun/Hol

Average Daily Ridership

Route	Name	10/1/13 - 12/31/13			10/1/12 - 12/31/12			Variance			
		Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Boardings	Rev Hrs
1	Greenback	829	44	19	795	44	18	34	4%	0	0%
15	Rio Linda Blvd-O Street	484	23	21	464	23	21	20	4%	0	0%
19	Rio Linda *	327	20	16	307	20	15	20	7%	0	0%
21	Sunrise	471	32	15	432	32	13	39	9%	0	0%
23	El Camino	1,016	39	26	990	39	25	26	3%	0	0%
26	Fulton	258	11	23	220	11	20	39	18%	0	0%
30	J Street (DASH)	314	15	21	314	15	21	0	0%	0	0%
38	P/Q Streets	185	15	12	169	15	11	16	9%	0	0%
51	Broadway-Stockton	1,381	42	33	1,329	42	32	52	4%	0	0%
55	Scottsdale	191	11	18	163	11	15	28	17%	0	0%
56	Pocket-C.R.C.	642	19	34	624	19	33	19	3%	0	0%
67	Franklin	527	28	19	511	28	18	16	3%	0	0%
68	44th Street	611	28	22	572	28	20	39	7%	0	0%
72	Rosemont-Lincoln Village	233	13	17	208	13	15	25	12%	0	0%
75	Mather Field	96	8	12	105	8	14	-9	-8%	0	0%
80	Watt-Elkhorn	703	24	29	574	24	23	128	22%	0	0%
81	Florin-65th Street	928	28	33	814	28	29	114	14%	0	0%
82	Howe-65th Street	470	28	17	414	28	15	56	14%	0	0%
86	San Juan-Silver Eagle	395	16	25	370	16	23	24	6%	0	0%
87	Howe	300	10	29	264	10	25	36	14%	0	0%
88	West El Camino	315	13	24	267	13	21	48	18%	0	0%
93	Hillsdale	310	15	21	335	15	23	-25	-8%	0	0%
TOTAL		10,988	483	23	10,243	483	21	745	7%	0	0%

* Indicates routes with major changes in September 2012



Quarterly Ridership Report
Period Ending December 31, 2013

Trend Analysis

CBS - Weekdays

Average Daily Ridership

Route	Name	10/1/13 - 12/31/13			10/1/12 - 12/31/12			Variance			
		Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs		
33	Dos Rios	169	11	15	255	11	22	-86	-34%	0	0%
47	Phoenix Park	202	14	15	217	14	16	-15	-7%	0	0%
85	McClellan Shuttle	32	6	5	35	6	5	-3	-8%	0	0%
95	Citrus Heights-Antelope Rd *	85	11	8	59	11	5	27	45%	0	0%
170	Eastside Flyer	112	7	16	110	7	16	2	2%	0	0%
171	Westside Flyer	69	5	14	50	5	10	20	39%	0	0%
172	Central Flyer	95	7	13	126	7	17	-31	-25%	0	0%
173	Square Flyer	20	2	12	6	2	4	14	245%	0	0%
176	Cordovan - Anatolia *	31	7	5	26	7	4	5	19%	0	0%
177	Rancho Cordovan *	117	7	17	103	7	14	14	14%	0	0%
178	Granite Shuttle	107	12	9	86	12	7	20	23%	0	0%
TOTAL		1,039	88	12	1,073	88	12	-34	-3%	0	0%

* Indicates routes with major changes in September 2012



Quarterly Ridership Report
 Period Ending December 31, 2013



Light Rail Ridership Trends

Blue Line - Weekdays

Average Daily Ridership

BLUE LINE - TOTAL	Year Ended ¹ 6/30/09		Year Ended ² 6/30/10		Year Ended 6/30/11		Year Ended 6/30/12		Year Ended 6/30/13		FY14 Q4 10/1/13 - 12/31/13		Percent Change FY13 to FY14 Q4	
	On	Off	On	Off	On	Off	On	Off	On	Off	On	Off	On	Off
WATT / I-80	2,487	2,295	2,111	2,087	1,785	1,825	2,164	2,108	2,157	2,088	2,140	2,121	-1%	2%
WATT I-80 WEST	96	216	102	161	143	150	116	116	131	127	135	177	3%	39%
ROSEVILLE RD	699	1,178	634	1,035	677	713	633	736	633	635	585	671	-8%	6%
MARCONI / ARCADE	1,262	934	999	928	827	716	916	870	1,057	959	1,007	1,125	-5%	17%
SWANSTON	416	417	313	267	271	294	269	299	313	304	353	492	13%	62%
ROYAL OAKS	751	707	547	437	429	398	515	417	588	539	585	539	0%	0%
ARDEN / DEL PASO	1,644	1,917	1,605	1,777	1,186	1,366	1,361	1,606	1,297	1,457	1,455	1,431	12%	-2%
GLOBE AVENUE	317	374	309	320	243	253	296	301	297	288	364	304	23%	6%
ALKALI FLAT / LA VALENTINA	1,805	1,402	1,256	1,199	920	948	949	978	1,086	1,020	1,132	1,055	4%	3%
12TH & I STREETS	732	711	639	677	512	551	612	662	504	591	568	576	13%	-3%
CATHEDRAL SQUARE	1,203	1,295	998	1,111	885	893	846	939	743	927	777	749	5%	-19%
7TH / 9TH & K	3,136	2,972	2,629	2,156	1,825	1,652	2,022	1,887	1,921	1,890	1,968	1,846	2%	-2%
7TH / 8TH & CAPITOL	1,061	955	967	753	701	616	673	629	611	637	637	634	4%	0%
8TH & O STREETS	891	714	855	653	754	668	763	679	675	693	704	684	4%	-1%
ARCHIVES PLAZA	730	521	619	511	478	484	519	487	489	491	482	463	-1%	-6%
13TH STREET	398	541	446	496	346	392	429	416	508	472	553	450	9%	-5%
16TH STREET	2,758	2,850	2,454	2,564	1,767	1,982	2,213	2,396	2,008	2,225	2,091	2,312	4%	4%
BROADWAY	1,218	1,503	1,073	1,127	863	924	1,030	930	1,034	1,012	1,039	951	0%	-6%
4TH/WAYNE HULTGREN	677	812	850	656	637	570	760	577	684	594	718	542	5%	-9%
CITY COLLEGE	1,795	1,896	1,923	2,061	1,433	1,393	1,757	1,682	1,689	1,789	1,793	1,744	6%	-3%
FRUITRIDGE	822	762	654	633	535	552	675	682	642	618	601	514	-6%	-17%
47TH AVE	673	718	626	721	649	576	717	728	763	682	697	719	-9%	5%
FLORIN	2,322	2,085	1,672	1,902	1,383	1,341	1,508	1,723	1,606	1,631	1,618	1,772	1%	9%
MEADOWVIEW	3,456	3,575	3,050	3,098	2,443	2,437	2,813	2,706	2,774	2,542	2,347	2,484	-15%	-2%
	31,349	31,349	27,331	27,331	21,693	21,692	24,555	24,555	24,209	24,210	24,350	24,352	1%	1%

1 FY 2009 is actually FY 2009 Q4 data only. Full year total was 31,667.
 2 FY 2010 data ends on 6/20/10 when major service changes were adopted



Quarterly Ridership Report
Period Ending December 31, 2013



Light Rail Ridership Trends

Gold Line - Weekdays

Average Daily Ridership

GOLD LINE - TOTAL	Year Ended ¹ 6/30/09		Year Ended ² 6/30/10		Year Ended 6/30/11		Year Ended 6/30/12		Year Ended 6/30/13		FY14 Q4 10/1/13 - 12/31/13		Percent Change FY13 to FY14 Q4	
	On	Off	On	Off	On	Off	On	Off	On	Off	On	Off	On	Off
SAC VALLEY	749	951	741	619	490	561	504	482	387	363	455	328	18%	-10%
7TH & I	715	-	636	-	379	34	375	22	359	9	377	30	5%	225%
8TH & H	-	-	-	-	-	-	55	304	23	279	18	247	-22%	-12%
7TH & K	-	-	687	13	886	61	1,047	47	1,002	46	942	57	-6%	25%
8TH & K	-	1,922	-	1,972	80	1,585	71	1,567	39	1,351	41	1,232	4%	-9%
7TH / 8TH & CAPITOL	1,716	557	982	460	633	649	610	572	483	511	511	453	6%	-11%
8TH & O STREETS	1,165	672	946	632	911	767	871	832	732	714	780	572	7%	-20%
ARCHIVES PLAZA	1,085	618	897	628	723	745	691	699	628	660	674	589	7%	-11%
13TH STREET	780	648	718	526	536	460	524	484	627	538	528	511	-16%	-5%
16TH STREET	3,139	2,368	2,974	2,476	2,168	2,169	2,437	2,367	2,146	2,317	2,029	2,321	-5%	0%
23RD STREET	809	911	763	773	625	610	661	580	573	571	583	537	2%	-6%
29TH STREET	2,235	2,238	2,079	1,919	1,597	1,622	1,817	1,684	1,767	1,571	1,676	1,547	-5%	-2%
39TH STREET	504	525	386	340	355	310	353	307	396	321	354	312	-11%	-3%
48TH STREET	209	340	241	232	194	237	204	227	206	231	199	221	-3%	-5%
59TH STREET	391	259	365	291	255	294	303	245	308	287	277	206	-10%	-28%
65TH STREET	1,945	2,544	1,826	1,920	1,523	1,520	1,670	1,762	1,678	1,708	1,655	1,739	-1%	2%
POWER INN ROAD	1,108	1,321	1,181	1,201	832	806	846	806	796	770	684	750	-14%	-3%
COLLEGE GREENS	1,153	973	856	878	769	752	823	779	795	736	834	718	5%	-2%
WATT / MANLOVE	1,299	1,483	1,318	1,665	1,185	1,170	1,214	1,330	1,256	1,333	1,230	1,260	-2%	-5%
STARFIRE	575	889	605	628	439	358	511	388	480	416	363	390	-24%	-6%
TIBER	384	420	388	461	307	323	372	383	358	390	329	394	-8%	1%
BUTTERFIELD	817	664	741	790	677	662	737	705	690	719	797	726	16%	1%
MATHER FIELD / MILLS	2,581	2,279	2,048	2,350	1,600	1,632	1,762	1,914	1,814	1,844	1,881	1,827	4%	-1%
ZINFANDEL	1,034	1,064	1,236	1,201	878	833	942	921	1,040	1,010	1,118	1,186	7%	17%
CORDOVA TOWN CTR	654	638	788	781	652	601	684	698	661	602	624	626	-6%	4%
SUNRISE	823	938	972	1,111	836	825	840	909	883	862	832	835	-6%	-3%
HAZEL	189	285	187	445	199	190	215	239	209	192	207	182	-1%	-5%
IRON POINT	419	643	363	593	446	466	481	537	473	497	510	524	8%	5%
GLENN	264	436	256	360	325	308	289	294	284	247	270	299	-5%	21%
HIST FOLSOM	433	590	582	495	512	460	533	510	508	511	407	560	-20%	10%
	27,175	27,175	25,760	25,759	21,009	21,010	22,443	22,591	21,602	21,608	21,185	21,180	-2%	-2%

1 FY 2009 data is actually Q4 stop-level data adjusted to match full year totals.

2 FY 2010 data ends on 6/20/10 when major service changes were adopted



Quarterly Ridership Report
 Period Ending December 31, 2013



Light Rail Ridership Trends

Green Line - Weekdays

Average Daily Ridership

GREEN LINE - TOTAL	AM Peak (6:00 - 9:00a)		Midday (9:01a - 3:29p)		PM Peak (3:30 - 6:00p)		Other Weekday (<6:00a or >6:00p)		Total Weekday	
	On	Off	On	Off	On	Off	On	Off	On	Off
RICHARDS BLVD	17	18	50	45	21	24	5	9	93	97
7TH & I	1	1	7	11	4	8	0	1	13	21
7TH & K	3	6	16	23	6	9	2	2	28	39
7TH / 8TH & CAPITOL	2	4	13	8	3	2	2	1	20	14
8TH & O STREETS	6	3	15	13	6	5	1	3	28	24
ARCHIVES PLAZA	7	6	22	12	12	1	2	0	42	19
13TH STREET	8	10	32	47	13	18	1	5	54	80
8TH & K	6	3	21	23	11	10	5	3	44	39
8TH & H	5	2	9	4	4	6	4	0	22	12
	54	54	186	186	82	82	22	22	344	344

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DATE: February 11, 2014

TO: Service Review Committee

FROM: James Drake, Service Planner

SUBJ: Route 11 Saturday Service - Sunset Clause

Pursuant to RT's route sunset process, this memorandum provides an assessment and recommendations for corrective action for Saturday service on Route 11 - Truxel, which was created in September 2012, and which did not meet RT's productivity standards during its first year of operation.

Key Findings and Recommendations

For the quarter ended December 31, 2013, ridership for Route 11 Saturday service averaged 319 boardings per day, which is 15.0 boardings per revenue hour, which meets RT's productivity standards. This is sufficient to exempt the route from RT's sunset clause. No Board action is needed to prevent the route from being eliminated.

History

Route 11 was created in June 2003 with weekday-only service ending shortly after 5:00 p.m. Average daily boardings grew from approximately 450 in its first year to approximately 650 in FY 2012. In September 2012, evening hours were added on weekdays and Saturday service was introduced from 7:00 a.m. to 7:00 p.m.

Key Markets

Based upon stop-level ridership data, interviews with bus operators, and interactions with customers, Route 11's weekday service appears to primarily serve three major markets:

- Commuters residing in North or South Natomas working in Downtown Sacramento
- Students residing in North or South Natomas and enrolled at Natomas and Inderkum High Schools
- Students residing elsewhere and reverse-commuting on the Route 11 to American River College Natomas Center or to technical schools located on or near Del Paso Blvd., west of Truxel Road.

Weekend service, in contrast, is used primarily for shopping and errands, especially to Natomas Marketplace and Walmart on Truxel Road.

Popular Requests

Residents of North Sacramento and Del Paso Heights have requested restoration of Route 14 to provide more direct access to Natomas Marketplace and Walmart. Restoration of Route 14 is not advised at this time but could be a subject for follow-up study.

Assessment

Ridership is currently too low on Route 11 to justify extensions or headway improvements. Span of service appears to be adequate, at least compared to other routes. On-time performance recently averaged 85.0 percent, making it the fifth best RT route on Saturdays. Opportunities for increasing ridership internal to the route itself may be limited without increasing cost significantly, which is not justified at this point.

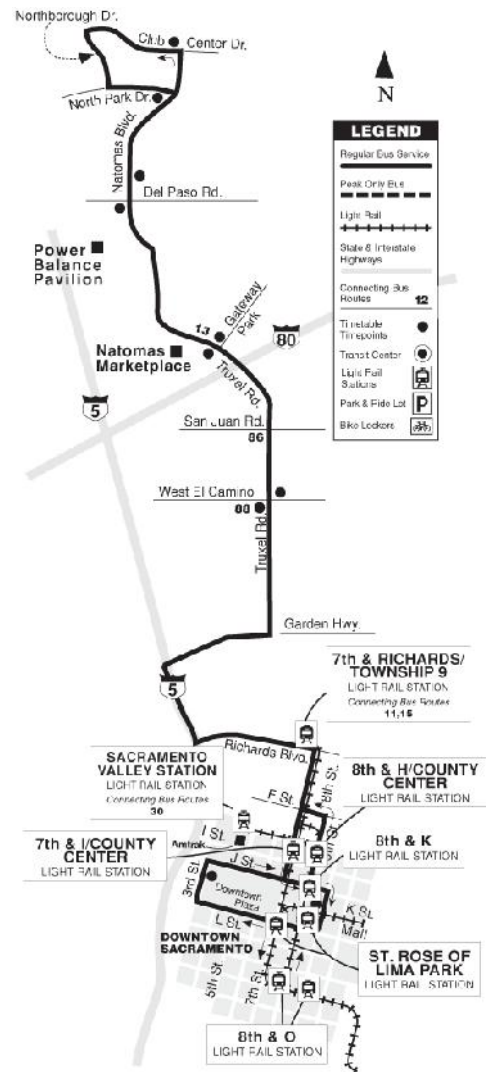
The best way to improve ridership would probably be to improve headways on connecting routes such as Routes 86 and 88. At 665 daily boardings, Route 86 is one of the highest-ridership routes on Saturday to have only hourly headways.

Introduction of Sunday/Holiday service, as called for in TransitRenewal, could reduce Saturday ridership by giving riders two different days to ride for shopping/recreational trips, which are the route's main uses on Saturday. On the other hand, seven-day service may be a tipping point for riders to justify a monthly pass purchase.

For Route 11 to be comparable to other routes that have Sunday/Holiday service that meets RT's minimum productivity standards, it needs to reach approximately 20 boardings per revenue hour on Saturdays. This would make it comparable to Routes 19 and 21 in productivity. These two routes tend to have productivity just slightly above or below 15.0 boardings per revenue hour on Sundays, barely meeting standards.

Recommendations

- No service changes recommended at this time
- New Sunday/Holiday service should be postponed until/unless Saturday service achieves 400 boardings per day, i.e., 20 boardings per revenue hour
- Headway improvements on Routes 86 and 88 on Saturdays should be prioritized to bolster Route 11 ridership



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Jeff Damon

DATE: February 11, 2014

TO: Service Review Committee

FROM: James Drake, Service Planner

SUBJ: Route 54 Saturday Service - Sunset Clause

Pursuant to RT's route sunset process, this memorandum provides an assessment and recommendations for corrective action for Saturday service on Route 54 - Center Parkway, which was created in September 2012, and which did not meet RT's productivity standards during its first year of operation.

Key Findings and Recommendations

Although ridership is not anticipated to meet productivity goals, Route 54 Saturday service should not be eliminated for several reasons, including (a) loss of coverage, (2) lack of clearly preferable alternatives, and (3) the complementary role the route will play with the future Blue Line extension. No action is needed at this time, but when the route reaches its two-year anniversary, if it is still not meeting productivity goals, staff will recommend that the RT Board exempt the route temporarily from RT's sunset clause.

History

Saturday service was introduced on Route 54 in 1996 and Sunday/Holiday service was introduced in 2000. Both services were funded by federal Job Access Reverse Commute grants. Saturday service averaged between 150 and 180 boardings per day and was eliminated in June 2010 due to RT's fiscal emergency.

Route 54 Saturday service was recommended for restoration in September 2012 as a replacement for Saturday service on Route 47.

Route 47 - Phoenix Park was recommended for elimination in September 2012 due to both low productivity and because it was also the only remaining route operating out of RT's Community Bus Services division on Saturdays. Eliminating Route 54 on Saturdays allowed RT to operate the entire CBS division on a strict Monday through Friday schedule, achieving significant overhead savings. Although Route 47 is not an exact duplicate of Route 47, it does provide basic connectivity to the Phoenix Park neighborhood, which was an important function of Route 47.

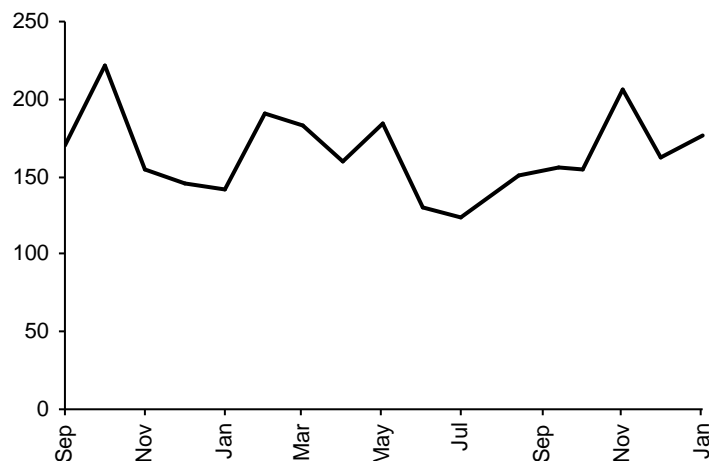
In September 2012, Route 54's eastern terminal was extended from Cosumnes River College (CRC) to the Elk Grove Unified School District

office on Gerber Road, east of Power Inn Road in Sacramento County; however, this change only affects weekday service. Saturday service still ends at CRC.

Current Performance

For the quarter ended December 31, 2013, Route 54 Saturday service averaged 177 boardings per day and 13.9 boardings per revenue hour. This is similar to the 150 to 180 daily boardings that the route averaged before it was eliminated; however, it still does not meet RT's productivity standard of 15.0.

**Route 54 - Saturdays
Average Daily Boardings
Sept 2012 - Jan 2014**



Key Markets

- Route 54 weekday ridership tends to be seasonal and very weekday-oriented.
- Valley High School, Cosumnes River College, and the Florin light rail station are the main sources of ridership for weekday service
- By virtue of having a light rail station at one end and a college at the other, the route tends to carry an equal number of people in both the inbound and the outbound directions.
- Without school ridership, Saturday service tends to lack a strong natural market

Assessment

Although Route 54 is not currently meeting RT's productivity standards, there are several reasons to exempt the route from RT's sunset process:

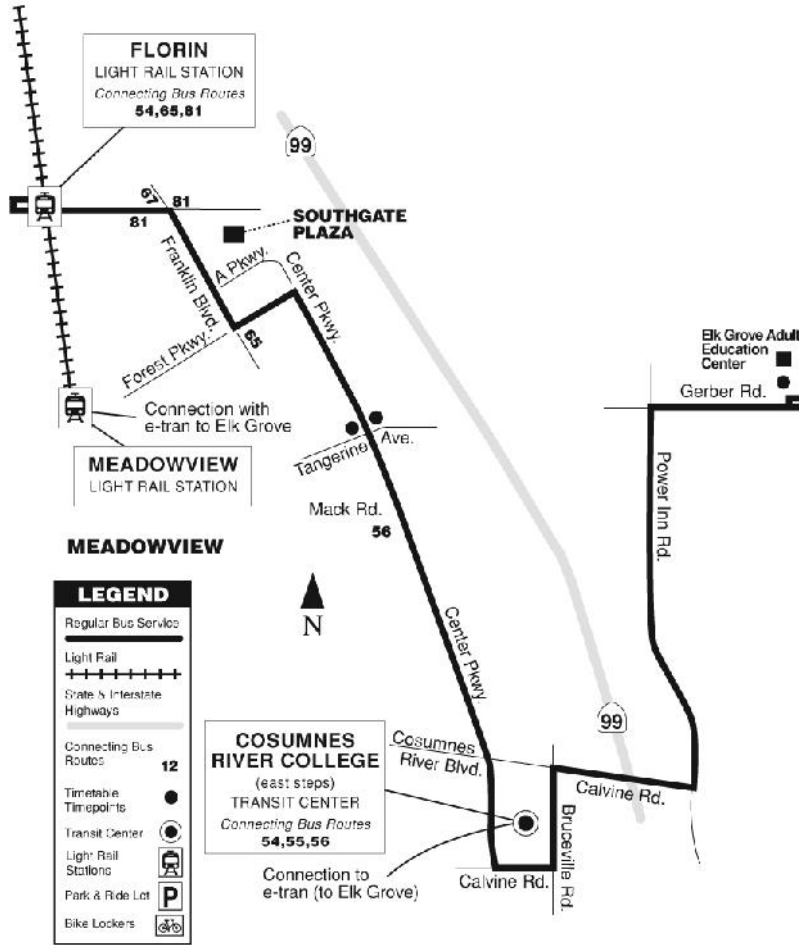
- Ridership is within 92 percent of minimum productivity standards and would only have to increase by 14 daily boardings to 191 boardings per day to meet standards

- Promotional work carried out at Cosumnes River College in January 2014 for changes to other routes revealed a lack of awareness about Route 54's Saturday service, suggesting there may be untapped demand.
- Route 54 Saturday service would play a complementary role when the Blue Line to CRC extension opens in September 2015
- Route 54 Saturday service provides basic connectivity for the Phoenix Park neighborhood
- Passenger loads on the weekday route sometimes reach 20 persons, so conversion to a smaller bus is not an option. Conversion to a smaller bus on Saturdays is not possible due to contract restrictions, nor is it desirable, due to the CBS division being closed on Saturdays.
- A staff estimate determined that if Route 54 Saturday service was eliminated and the resources were reallocated to high-priority improvements on a higher productivity route in the same vicinity, that there still would not necessarily be a significant change in overall RT ridership.
- Route 54 is anticipated to be complementary to the Blue Line to CRC extension, i.e., the two lines are expected to be mutually beneficial. If actual experience proves the light rail extension to be more competitive in nature with Route 54, and therefore to be harmful to Route 54 ridership, then a major restructuring of Route 54 may be in order. Given these uncertainties, and the disruption that major schedule changes cause to riders, it is probably best to postpone any major decisions on this route.
- Route 54's weekday service, although not the focus of this memorandum, has some acknowledged issues with schedule efficiency that are related to its interline with Route 65. For this reason, the entire route needs to be evaluated as a whole. This analysis may be more appropriate after the Blue Line extension is complete, so that demand for the route can be based on actual ridership, rather than speculative forecasts.

Conclusions

- No service changes are clearly justified at this time
- There are no clearly beneficial reallocation options for Route 54 Saturday resources that would be more productive than the existing service
- Route 54 Saturday service should be exempted from RT's sunset process (if still necessary in December 2014)
- Major decisions on Route 54 should be postponed until at least a year of ridership data has been collected following the opening of the Blue Line to CRC extension and until a full analysis can be conducted on the weekday service

Route 54 - Center Parkway



54 Florin Station - C.R.C. - Gerber				
Monday through Friday				
Florin	Southgate Florin & Franklin	Center Parkway & Tangerine	Cosumnes River College East Steps	EGUSD Student Support Center
LV	LV	LV	LV	APP / AR
6:39a	6:44	6:49	7:02	7:16
7:09a	7:14	7:19	7:32	7:46
7:39a	7:44	7:49	8:02	8:16
8:09a	8:14	8:19	8:32	8:46
8:39a	8:44	8:49	9:02	9:16
9:09a	9:14	9:19	9:32	9:46
10:09a	10:14	10:19	10:32	10:46
11:09a	11:14	11:19	11:32	11:46
12:09p	12:14	12:19	12:32	12:46
1:09p	1:14	1:19	1:32	1:47
2:09p	2:14	2:19	2:32	2:47
3:09p	3:14	3:19	3:32	3:47
4:09p	4:14	4:19	4:32	4:47
5:09p	5:14	5:19	5:32	5:47
5:39p	5:43	5:48	6:01	6:14
6:39p	6:43	6:48	7:01	7:14
7:39p	7:43	7:48	8:01	8:14

54 Gerber - C.R.C. - Florin Station				
Monday through Friday				
EGUSD Student Support Center	Cosumnes River College East Steps	Center Parkway & Tangerine	Southgate Florin & Franklin	Florin
LV	LV	LV	LV	APP / AR
6:36a	6:49	6:53	6:04	6:09
6:36a	6:17	6:21	6:33	6:39
6:34a	6:47	6:57	7:03	7:09
7:04a	7:17	7:27	7:33	7:39
8:05a	8:18	8:23	8:34	8:39
8:05a	8:10	8:20	8:34	8:39
10:05a	10:18	10:23	10:34	10:39
11:05a	11:18	11:23	11:34	11:39
12:04p	12:17	12:27	12:33	12:39
1:04p	1:17	1:27	1:33	1:39
2:04p	2:17	2:27	2:33	2:39
3:04p	3:17	3:27	3:33	3:39
4:04p	4:17	4:27	4:33	4:39
5:05p	5:18	5:23	5:34	5:39
6:05p	6:18	6:23	6:34	6:39

54 Florin Station to C.R.C.			
Saturday			
Florin	Southgate Florin & Franklin	Center Parkway & Tangerine	Cosumnes River College East Steps
LV	LV	LV	APP / AR
8:20a	8:24	8:29	8:42
9:20a	9:24	9:29	9:42
10:20a	10:24	10:29	10:42
11:20a	11:24	11:29	11:42
12:20p	12:24	12:29	12:42
1:20p	1:24	1:29	1:42
2:20p	2:24	2:29	2:42
3:20p	3:24	3:29	3:42
4:20p	4:24	4:29	4:42
5:20p	5:24	5:29	5:42
6:20p	6:24	6:29	6:42
7:20p	7:24	7:29	7:42

54 C.R.C. to Florin Station			
Saturday			
Cosumnes River College East Steps	Center Parkway & Tangerine	Southgate Florin & Franklin	Florin
LV	LV	LV	APP / AR
8:48a	8:58	9:04	9:18
9:48a	9:58	10:04	10:18
10:48a	10:58	11:04	11:18
11:48a	11:58	12:04	12:18
12:48p	12:58	1:04	1:18
1:48p	1:58	2:04	2:18
2:48p	2:58	3:04	3:18
3:48p	3:58	4:04	4:18
4:48p	4:58	5:04	5:18
5:48p	5:58	6:04	6:18
6:48p	6:58	7:04	7:18
7:48p	7:58	8:04	8:18

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DATE: February 5, 2014

TO: Service Review Committee

FROM: James Drake, Service Planner

SUBJ: Route 95 - Sunset Clause

Pursuant to RT's route sunset process, this memorandum provides an assessment and recommendations for corrective action for Route 95 Citrus Heights - Antelope Road, which was created in September 2012, and which is currently not on pace to meet RT's minimum productivity standards within the mandatory two years.

Recommendations

Based on RT's service level commitments in Citrus Heights, the lack of clearly superior alternatives, the lack of alternative routes on Antelope Road, and input from City of Citrus Heights staff, Route 95 should be exempted from RT's route sunset process and low-cost steps should be taken to improve ridership. These steps and several alternatives are discussed below.

Route Sunset Process

RT's Service Change Policies specify that any newly created route that does not meet RT's productivity standards within two years of creation should be automatically eliminated, absent action by the RT Board to exempt the route. The elimination process takes approximately six months, which provides time for riders to be notified.

Productivity standards are based on the day of the week and whether or not the route uses a full-size bus or a smaller bus from RT's Community Bus Services (CBS) division. For Route 95, a CBS route, minimum productivity standards are 15 boardings per revenue hour.

Corrective Action

Per RT's Service Standards, route productivity is reviewed quarterly, and corrective action for low-productivity routes may include the following:

- Promotional activities, if appropriate
- Conversion to smaller bus, if feasible
- Cost-sharing agreements with affected organizations, if feasible
- Route/schedule adjustments, including changes to span of service, changes to connections, and/or elimination, if appropriate

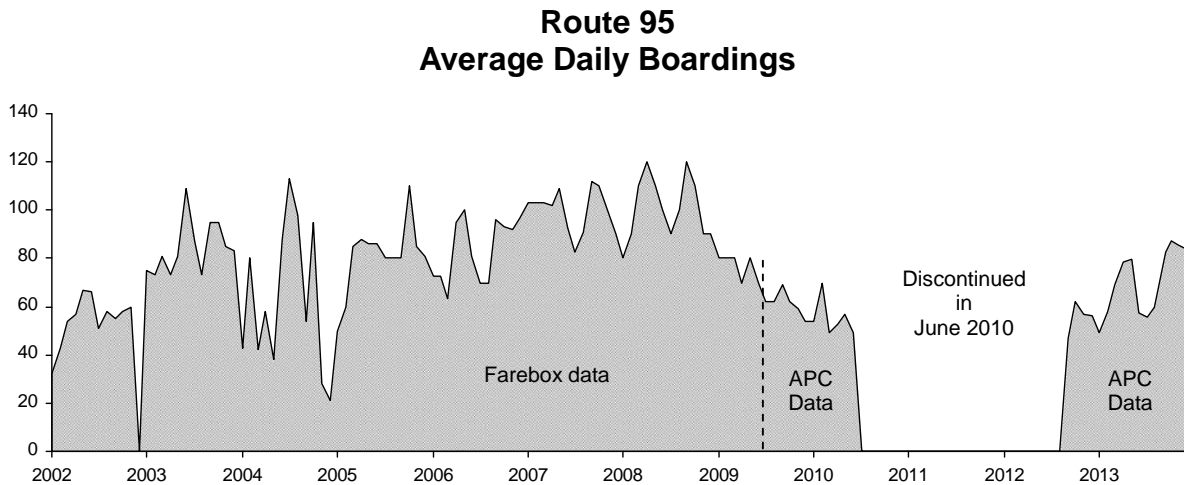
Route History

Route 95 was created in January 2002 as a Neighborhood Ride shuttle. Average daily ridership was approximately 60 boardings per day in its final year before it was discontinued in June 2010 as part of RT's major service reductions.

In accordance with RT's contractual relationship with the City of Citrus Heights, RT consults regularly with Citrus Heights staff regarding RT's service to Citrus Heights. Discussions between RT and the Citrus Heights regarding service levels and funding led to an agreement to increase RT service levels in Citrus Heights, which prompted the restoration of Route 95 in September 2012.

Ridership and Productivity

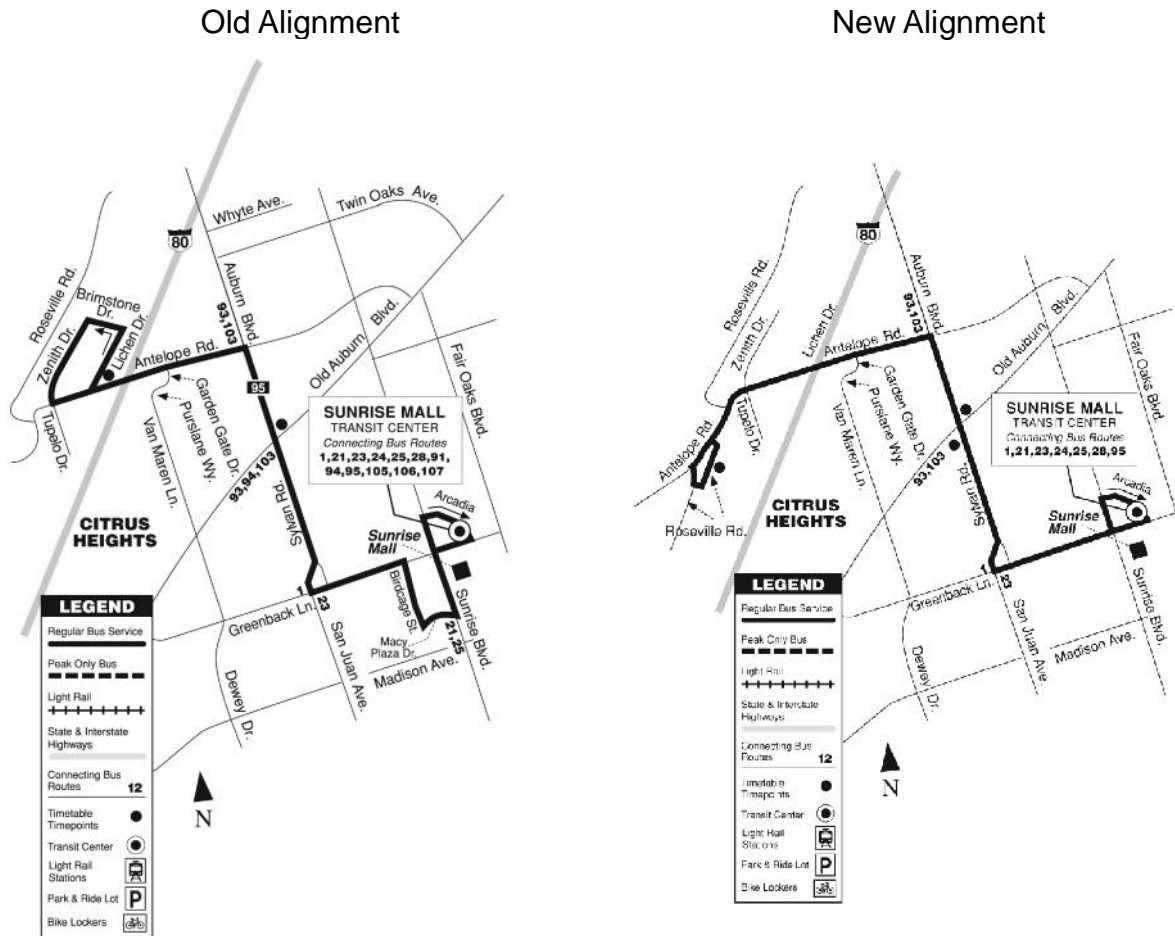
For Route 95 to meet RT's minimum productivity standards of 15 boardings per revenue hour for a CBS route, average daily ridership would need to reach 165 boardings per day. Since restoration, Route 95 average daily ridership has grown gradually to approximately 85 boardings per day. Productivity is currently 8.0 boardings per revenue hour. Although ridership has been growing, Route 95 is not currently on pace to meet or approach its productivity goal by September 2014.



Source: Farebox data (Jan 2002 - June 2009) and APC data (July 2009 to Present)

Route Description

The new Route 95 is very similar to the old Route 95, with minor variations. Route deviations, which were formerly allowed on Route 95 pursuant to RT's standard Neighborhood Ride deviation policy, were eliminated.



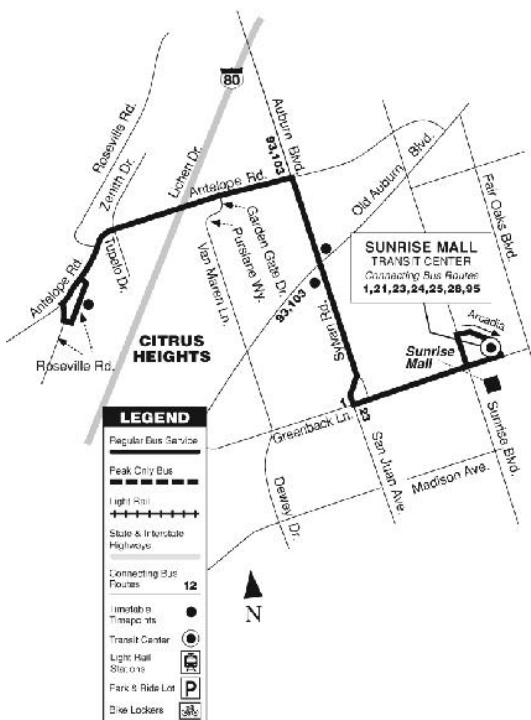
The problem with route deviations had been that the fixed-route schedule needed extra cushion to allow for deviations, so when there were no deviations, the route had a very inefficient schedule. Yet when there were deviations, they would take so long that the route would still run late, impacting regular riders who were hoping to arrive at their connection or destination on time.

The prior western terminal for Route 95 was the Summerville Plaza shopping center on Antelope Road, just west of I-80, which features a Raley's grocery store. Staff found that a great deal of the deviations were actually to one of the two mobile-home parks in the nearby area. The new Route 95 was designed to serve these mobile-home parks on a fixed-route and fixed-schedule basis, so that time could be built into the schedule and riders could consult a regular schedule rather than have to reserve a deviation.

Outreach Efforts

The following promotional activities were undertaken by RT to promote Route 95:

- Route 95 was included in general outreach activities for RT's September 2012 service changes, including web page announcements, email blasts to over 1,500 subscribers, announcements in all RT vehicles and at major stops/stations, and roving transit ambassadors on vehicles and at major stops/stations
- A promotional display and handouts were set up inside the Walmart store on Antelope Road, at the outer terminus of the route, for approximately two weeks during the start-up period for the route
- Route 95 schedules were provided to the property manager at Meadowbrook Mobile Home Park at 5700 Nott Lane in late 2012 for distribution to residents
- RT route checkers handed out approximately 300 schedules for Route 95 and RT's CityRide demand-response service to riders of connecting routes at Louis and Orlando and Sunrise Mall transit centers on May 1, 2013
- Route 95 schedules were mailed to the apartment manager at The Oaks at 6635 Sylvan Road in May 2013
- Planning and Marketing staff handed out approximately 50 schedules for Route 95 at Louis and Orlando and Sunrise Mall transit centers on January 15, 2014
- Approximately 50 schedules for Route 95 and 15 brochures for CityRide were provided to the property manager at Sierra Meadows Mobile Estates at 7600 Daly Avenue, near the route's western terminal
- Marketing staff brought promotional materials, spoke about, and fielded questions regarding Route 95 and CityRide at various public meetings in Citrus Heights throughout 2013



95 Antelope to Sunrise Mall		
Monday through Friday		
Antelope & Roseville	Auburn & Sylvan	Sunrise Mall Main Term
LV	LV	APP AR
6:34a	6:42	6:54
7:34a	7:42	7:54
8:34a	8:42	8:54
9:34a	9:42	9:54
10:34a	10:42	10:54
11:34a	11:42	11:54
12:34p	12:42	12:54
1:34p	1:42	1:54
2:34p	2:42	2:54
3:34p	3:42	3:54
4:34p	4:42	4:54
5:34p	5:42	5:54

95 Sunrise Mall to Antelope		
Monday through Friday		
Sunrise Mall Main Term	Auburn & Sylvan	Antelope & Roseville
LV	LV	APP AR
7:09a	7:20	7:29
8:09a	8:20	8:29
9:09a	9:20	9:29
10:09a	10:20	10:29
11:09a	11:20	11:29
12:09p	12:20	12:29
1:09p	1:20	1:29
2:09p	2:20	2:29
3:09p	3:20	3:29
4:09p	4:20	4:29
5:09p	5:20	5:29

Rider Information

RT participated in a regional system-wide on-board passenger survey in April 2013. A total of 57 riders responded to the survey. Notable results are as follows:

- Approximately 41 percent of ridership is for work purposes and 25 percent is for school purposes. This is similar to RT's overall system.
- Compared to the RT system, Route 95 is more frequently used for personal appointments and less-used for shopping and social/recreational trips.
- Approximately half of all riders are students of some kind, which is very comparable to RT's overall system; however, among student riders, about half of all Route 95 riders are high school or middle school students, whereas, on RT's overall system, 75 percent of student riders are community college students
- Just under 20 percent of riders are non-students and not employed. This is virtually identical with RT's overall system

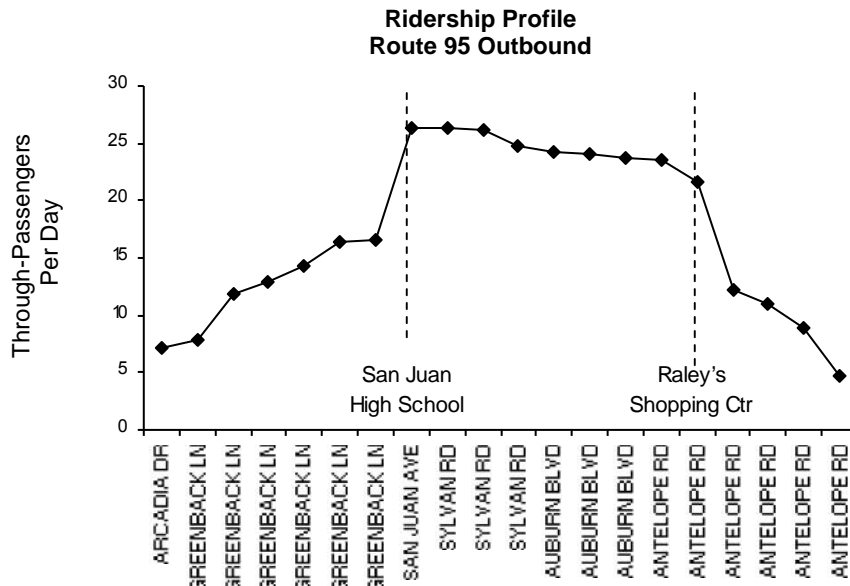
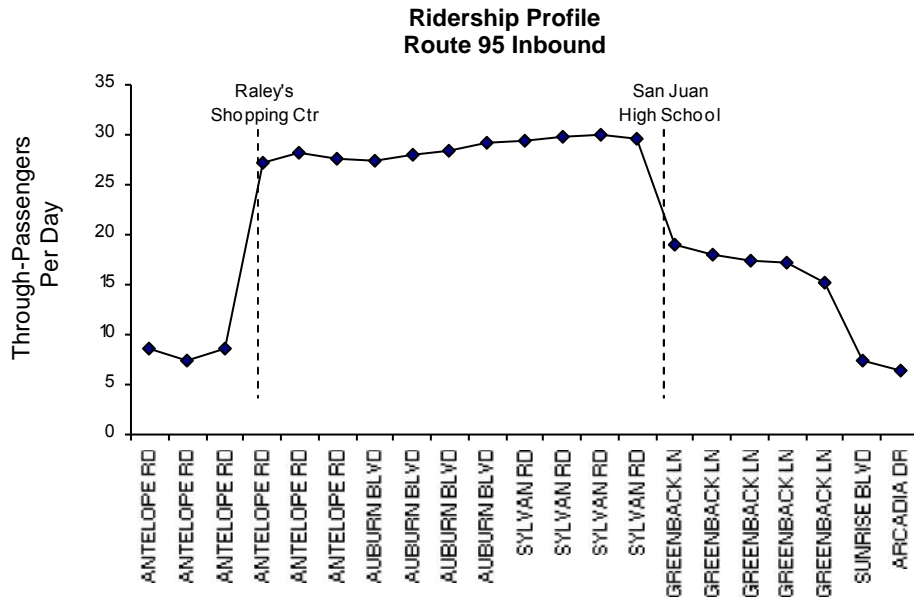
Route 95 Trip Purpose

	Route 95	RT System
Work	41%	38%
School/College	25%	24%
Appointments	18%	10%
Shopping	4%	8%
Social/Recreational	5%	9%
Other	7%	11%

Source: 2013 On-Board Survey

Ridership Profile

Passenger loads on Route 95 are heaviest between San Juan High School and the Raley's shopping center at Antelope Road and Tupelo Drive. Boardings and alightings tend to occur at either end of the route, with minimal activity in between these two points.



Operator Survey

A survey was conducted in January 2014 of Route 95 operators. Key suggestions included the following:

- Extend evening service by 1-2 hours
- Adjust time points to better match bell times at Sylvan Middle School
- Add Saturday service
- Because the route is operated with small buses, many potential riders think it is paratransit, medical transportation, etc., and do not realize that it is open to the general public
- Additional bus stops are needed on Antelope Road

The addition of evening service and adjustment of time points are both low-cost or cost-neutral options that could improve ridership. Additional bus stops would probably require street/sidewalk work and therefore may not be advisable unless there is a firm commitment to maintain service on Antelope Road.

Passenger Survey

As of this memo, staff is preparing a passenger survey to solicit ideas and suggestions from existing Route 95 riders. This survey is scheduled to be conducted on Route 95 during the week of February 17, 2014.

Customer Feedback

- Residents of the mobile-home parks off of Antelope Road have requested that Route 95 enter the property like it used to, when route deviations were allowed.
- The Walmart on Antelope Road is frequented more by residents of North Highlands and the Antelope community. Citrus Heights residents tend to want to go to the Walmart on Auburn Blvd.

Key Facts

- RT's agreement with the City of Citrus Heights requires RT to maintain service levels in Citrus Heights on par with payments from Citrus Heights to RT. Therefore, even if Route 95 is eliminated, overall service levels in Citrus Heights need to be maintained through increases to other routes.
- RT's contract with Citrus Heights requires RT to consult with Citrus Heights prior to making major changes to bus routes in Citrus Heights. RT staff has regular conference calls with Citrus Heights staff approximately twice per month.
- Route 95 is one of the few all-day routes at CBS, which is helpful for scheduling efficiency as well as contractual requirements regarding percentage of split runs

Assessment

- The route is not long enough to appeal to many riders with hourly headways.
- Ideally, the route should be combined with another route to provide direct connectivity to at least one or more major destinations, e.g., American River College or Watt/I-80 light rail station; however, there is no feasible way to do this without either substantially increased costs or substantial disruption to existing well-performing routes
- It does not run early or late enough in the day for people to use it to get to full-time jobs outside of the Citrus Heights area or to work non-traditional hours within Citrus Heights
- Additional morning and evening service might enable riders to use the route for work purposes in Carmichael, Fair Oaks, and Rancho Cordova
- Extension of the last outbound trip on Route 24 from 4:57 p.m. to 6:41 p.m. has proven effective in increasing ridership. Route 24 was performing slightly below RT's productivity standards, but now appears to actually be trending towards meeting standards.
- A direct connection to Roseville via the Louis & Orlando transit center would be beneficial but cannot be done without adding a bus to the schedule, essentially doubling cost
- Although Saturday service could have the effect of attracting more riders to the weekday service, new Saturday service is not usually recommended on routes that are performing well below weekday productivity standards.
- At the present time, there are also no Saturday routes operated out of RT's CBS division, so the addition of a single Saturday CBS route would result in significant inefficiencies.

Service Alternatives

Based on the available information, three alternatives were analyzed for feasibility:

- Eliminate Route 95 and reallocate resources to CityRide demand response service
- Eliminate Route 95 and reallocate resources to other nearby bus routes
- Proceed with minor adjustments and improvements to Route 95 as well as with additional promotional activities (recommended)

A fourth alternative would be to simply eliminate Route 95, pursuant to RT's sunset process; however, RT's service level commitment in Citrus Heights would still essentially require additional service be added in Citrus Heights.

Conversion to CityRide

Currently, Route 95 requires one bus in service for 10.5 hours (from 6:34 a.m. to 5:54 p.m.). This bus could be placed into service as a CityRide demand response bus during the same time period on a cost-neutral basis.

- Ridership would decrease from 80 boardings per day on Route 95 to approximately 20 per day as a CityRide bus. This is essentially the daily capacity for the bus as a demand response service.
- Although ridership and productivity would decrease by 75 percent, net cost to RT from would change from \$261,811 to \$278,575 per year, a difference of \$16,764 or only 6.4 percent.
- Currently, there are 35 boardings per day on Route 95 along Antelope Road. This is more than the bus could carry in a day if it was converted to CityRide. These riders would lose their Route 95 service, but RT would not have capacity to carry all of them on CityRide, and the new CityRide bus would have no excess capacity with which to carry new riders.
- Although productivity would be worse, and some existing riders would have to be turned away, geographical coverage would increase. For persons living in areas without fixed-route transit service, the option of taking CityRide might be a significant improvement in personal mobility.

Overall, this option would improve mobility for residents who are currently unserved, or minimally served by the existing CityRide service. Unfortunately, this would essentially require rationing of the service and therefore come at the expense of other existing riders.

This option is not recommended at this time.

Improvements to Other Routes

If Route 95 was eliminated, the savings from the route could be reallocated into other nearby bus routes serving Citrus Heights. This would allow RT to maintain consistent overall service levels in Citrus Heights. The list below shows a number of improvements to core Citrus Heights routes that could be achieved on a roughly cost-neutral basis by reallocating Route 95 resources into these routes.

**Potential Citrus Heights
Bus Improvements**

Route		Current Schedule	Proposed Change(s)
1	Greenback	M-F 5:02a - 9:52p (15m hwy) Sat 5:36a - 10:16p (30m hwy) Sun 5:40a - 8:46p (30m hwy)	- - Sun 5:40a - 9:46p
21	Sunrise	M-F 6:24a - 9:05p (30m hwy) Sat 10:57a - 6:03p (60m hwy) Sun 10:57a - 6:03p (60m hwy)	- Sat 7:52a - 8:03p Sun 7:57a - 7:03p
23	El Camino	M-F 5:07a - 10:45p (30m hwy) Sat 6:27a - 10:10p (30m hwy) Sun 6:39a - 8:12p (60m hwy)	- - Sun 6:39a - 9:12p Sun 30m hwys
93	Hillsdale	M-F 5:39a - 8:14p (30m hwy) Sat 8:35a - 6:14p (60m hwy) Sun 8:35a - 6:14p (60m hwy)	M-F 5:39a - 9:14p Sat 7:35a - 9:14p Sun 7:35a - 8:14p

Start time is assumed to be begin time of first inbound trip. End time is start time of last outbound trip.
Only trips to/from Louis/Orlando have been included in Route 21 analysis.

The changes shown above include a number of long-needed basic improvements to core Citrus Heights routes. Initial estimates show that these changes would be cost neutral compared to operating Route 95, but would carry almost twice as many riders annually, and would meet RT’s productivity standards.

The problem with this option, however, is that elimination of Route 95 would create a gap in coverage on Antelope Road that would not be filled by any of these routes, without even adding additional CityRide service as mitigation. RT’s on-board survey data also indicates that the majority of the new riders would not be Citrus Heights residents.

This option is not recommended at this time.

Improvements to Route 95

The RT Board can take action to exempt Route 95 from RT's route sunset process and to continue the route as-is. The Board would need to take this action in December 2014, when the quarterly ridership report is delivered for the period covering July through September 2014.

Although Route 95 is not meeting RT's productivity standards, none of the alternative services identified would be both more productive and equally beneficial to Citrus Heights residents.

Several low-cost options for improving Route 95 have been identified, including the following

- If feasible, adjust the Route 95 schedule to better time with Sylvan Middle School
- Add a bus stop on westbound Antelope Road at Lauppe Drive
- If feasible, add a bus stop on westbound Antelope Road in front of Wendy's and Raley's shopping center
- Conduct more focused outreach with mobile-home parks off of Antelope Road, e.g., custom handouts and/or mobility training
- Transition the focus of promotional activities at Citrus Heights special events away from CityRide (which is at capacity) to Route 95
- Add a trip leaving Sunrise Mall at 6:09 p.m., an inbound trip beginning at 6:34 p.m., and a final trip leaving Sunrise Mall at 7:09 p.m.

As mentioned above, even though Route 95 is under-performing, there is evidence that the addition of a small amount of evening service may not only increase ridership but also improve productivity.

Recommendations

Exempt Route 95 from RT's route sunset process if necessary and proceed with improvements to Route 95 as discussed above.

c: Mary Poole, City of Citrus Heights