



City of Dinuba 2014-2019 Transit Development Plan

Final Report
August 2014



CITY OF DINUBA 2014-2019 TRANSIT DEVELOPMENT PLAN

Final Report: August 2014

Resolution No. 2014-39

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EXECUTIVE SUMMARY

The Tulare County Association of Governments (TCAG) prepared this five-year Transit Development Plan (TDP) for the City of Dinuba, as an update to the existing TDP that was developed for the City in 2009. This TDP represents the fourth five-year plan prepared for the City of Dinuba's public transit system, and covers fiscal years (FY) 2014/15 through 2018/19.

The City of Dinuba operates the Dinuba Area Regional Transit (DART) system. DART consists of a flexroute (combined fixed route and dial-a-ride) service, trolley circulator, and regional fixed route service to the neighboring city of Reedley. This TDP presents a summary of the existing conditions related to the DART system, defines (or updates) goals, objectives and service standards for the system, and presents a five-year service, capital, and financial plan for the system.

PLAN OBJECTIVES

This TDP serves as the primary planning document for Dinuba's transit services. This TDP was developed to:

1. Evaluate current DART operations;
2. Elicit input from DART riders and the community;
3. Identify and resolve service issues;
4. Recommend strategies for the delivery of public transportation within the City of Dinuba over the next five years; and,
5. Identify the capital needs and funding sources needed to operate the recommended DART services.

PLAN APPROACH

The development of the TDP focused on seeking input and data related to Dinuba's transit system that would provide a solid base from which to plan the most efficient use of DART services. Efforts centered on garnering input from those people directly involved in the day-to-day operations of the service (both transit employees and riders), as well as potential riders. Information was collected in a variety of ways, including:

- A review of current and past operational and financial data;
- An assessment of current and planned City development;
- City and service contractor staff interviews;
- Stakeholder meetings; and,
- Passenger and community surveys.

Public involvement is key to the success of transit planning within any community. Public involvement was incorporated into each stage of the TDP process. On-board passenger surveys and community surveys were administered to ascertain passenger and public perceptions about the DART system. The surveys revealed that the average DART user is transit dependent, with no access to a vehicle. Furthermore, most non-riders responded that they choose not to use transit because they have access to a personal vehicle. Overall, public awareness and support of DART services is very high.

TCAG also worked closely with City staff and a Transit Development Plan Committee comprised of transit users and representatives of current and potential transit users, to gain valuable insight into local transit needs.

SUMMARY OF KEY ISSUES

Several service issues were identified during the preparation of this TDP. Following are summaries of the key issues that need to be addressed over the five-year planning horizon of this TDP:

Low Farebox Recovery Ratios

The State Transportation Development Act (TDA) mandates a farebox recovery ratio of 10% for fixed route and demand-response operators that provide service within non-urbanized areas (such as the City of Dinuba) as a requirement for receiving TDA funding. DART is not currently meeting its 10% farebox recovery mandate; DART's farebox recovery ratio in FY 2012/13 was 7.9%. This is due to a combination of factors, including low fares and increasing operating costs. Failure to maintain the minimum required farebox ratio over a two-year period would result in the reduction of TDA funding. TDA funds accounted for approximately 37% of DART's annual operating budget in FY 2012/13.

Dial-A-Ride Passenger Loads

Passenger demands on the dial-a-ride component of the flexroute system are compromising the on-time performance of the fixed route component. Dial-a-ride services are intended to provide door-to-door complementary paratransit service to any individual whose disability prevents independent access to, and use of, DART's fixed route bus service, or general public riders (such as seniors) who prefer the convenience of curb-to-curb service over waiting at a designated bus stop. Dial-a-ride services are costly to operate as a stand-alone service. Dinuba's fixed route and dial-a-ride services were combined in 2007 in an effort to eliminate service duplication and reduce operating costs, but there has been an increased shift of general public riders over time from the fixed service to the dial-a-ride component. Today, almost half (45%) of DART's dial-a-ride passengers are students who are capable of using the fixed route system.

SYSTEM RECOMMENDATIONS

A preliminary list of service scenarios were developed to address the farebox ratio issues identified through the development of this TDP. A preferred alternative was then developed in response to discussions with City Council and City staff regarding the preliminary scenarios and current transit issues. Final recommendations focus on providing efficient services that meet the required farebox ratios, address service constraints, and maintain the City's vision for their transit services.

This TDP recommends that the following service recommendations be implemented over the next five years:

Flexroute Service (Fixed Route and Dial-A-Ride)

- Increase the fixed route general fare from 25¢ to \$1.00 over a two-year period (fiscal year as opposed to calendar year), to help bring fares in line with system growth and other area service providers.
- Reconfigure local routes to eliminate duplication of service and add additional stops.
- Number local fixed routes to allow for the addition of future routes (North Route and South Route to Routes 1, 2, etc.).
- Educate school children (and the general public) on the benefits of using the fixed route service over the dial-a-ride service (less costly, no reservations, etc.).
- Purchase additional buses to improve reserve vehicle ratios.

Jolly Trolley Service

- Maintain service as a shopping circulator.
- Reroute to eliminate safety concerns and add additional service along west El Monte (new stop at Dollar Tree).
- Subsidize trolley fare revenues through a combination of marketing techniques, such as advertising revenues and transit sponsorships.

Dinuba Connection Service

- Implement minor route changes to adjust to ridership demand as needed. In the first year, this would include adding additional stops in Reedley at Save Mart and the DMV.

Other (General)

- In lieu of implementing a fare increase on the Jolly Trolley service, the City will commit to subsidizing fare revenues with General Fund revenues in order to meet the 10% farebox ratio required by the TDA.
- Implement the use of trip tickets for purchase by social service agencies for their clients.
- Focus marketing efforts to increase ridership and improve service efficiency.
- Ensure that all promotional materials are available in Spanish.

- Revise data management procedures per the most recent Triennial Performance Audit recommendations.
- Purchase and install electronic fare boxes systemwide to promote the use of regional electronic fare media.

CHAPTER 1 – INTRODUCTION

The 2014 Transit Development Plan (TDP) represents the fourth five-year plan prepared for the City of Dinuba's public transit system, Dinuba Area Regional Transit (DART), since its inception in June of 1981. The first TDP was prepared for the City in 1997 and covered Fiscal Years (FY) 1997/98 through 2001/02. The previous TDP was completed in 2009 and covered FY 2009/10 through FY 2013/14. This 2014 TDP will evaluate current transit services provided within the Dinuba area, and provide recommendations for improving the efficiency and effectiveness of these services over the next five years (FY 2014/15 through FY 2018/19).

PURPOSE OF THE TDP

A TDP is a blueprint for the delivery of transportation services provided to the general public. The Dinuba TDP will serve as a guide for improving public transit services within the Dinuba area over a five-year planning horizon. The TDP will provide the community, policy makers, and city staff an opportunity to understand current transit conditions, define the future demand for service within the area, and establish an operational and capital plan to meet those demands.

A TDP also serves as the primary justification for receipt of federal, state and local funding for transit operations and capital projects. As such, the Dinuba City Council and city staff will use this TDP to help guide the planning, policy making, programming, and budgeting of transit activities over the next five years. The Tulare County Association of Governments (TCAG) will use this document to provide the basis for inclusion of Dinuba's transit operations and capital projects in programming documents such as the Federal Transportation Improvement Program (FTIP), as documentation to support projects included in the Regional Transportation Plan (RTP), and as the basis for use of Measure R transit funds. The Federal Transit Administration (FTA) and the California Department of Transportation (Caltrans) will use the TDP as documentation for supporting the use of federal and state funds.

CONTENTS OF THE TDP

Chapter 1 continues with a community profile of the Dinuba transit service area.

Chapter 2 describes the history and organizational structure of the DART system. It also provides a description of the current flexroute and fixed route services, as well as a fleet inventory and financial profile.

Chapter 3 presents a summary of public input garnered through stakeholder meetings and on-board passenger surveys.

Chapter 4 provides an operational analysis of the existing system. This section also includes future ridership demand estimates, a fare analysis, and reviews of compliance with the Americans with Disabilities Act and the Transportation Development Act.

Chapter 5 outlines DART’s system goals, objectives and service standards.

Chapter 6 outlines the direction the system should take over the next five years. It includes a discussion of the proposed service strategies and associated fare structure. It also includes an administrative plan, marketing plan, and service implementation schedule.

Chapter 7 outlines DART’s five-year capital purchase program.

Chapter 8 presents a five-year financial plan for the DART system, which includes estimates of operating and capital expenditures, and projections of revenue by source for the proposed services. This section also includes a discussion of potential funding sources.

COMMUNITY PROFILE/SERVICE AREA

Geographic Area

Dinuba is located in northwestern Tulare County, which is part of the Central San Joaquin Valley of California. The San Joaquin Valley is a rich agricultural area, and Tulare County is recognized as the largest agricultural-producing county in the world.

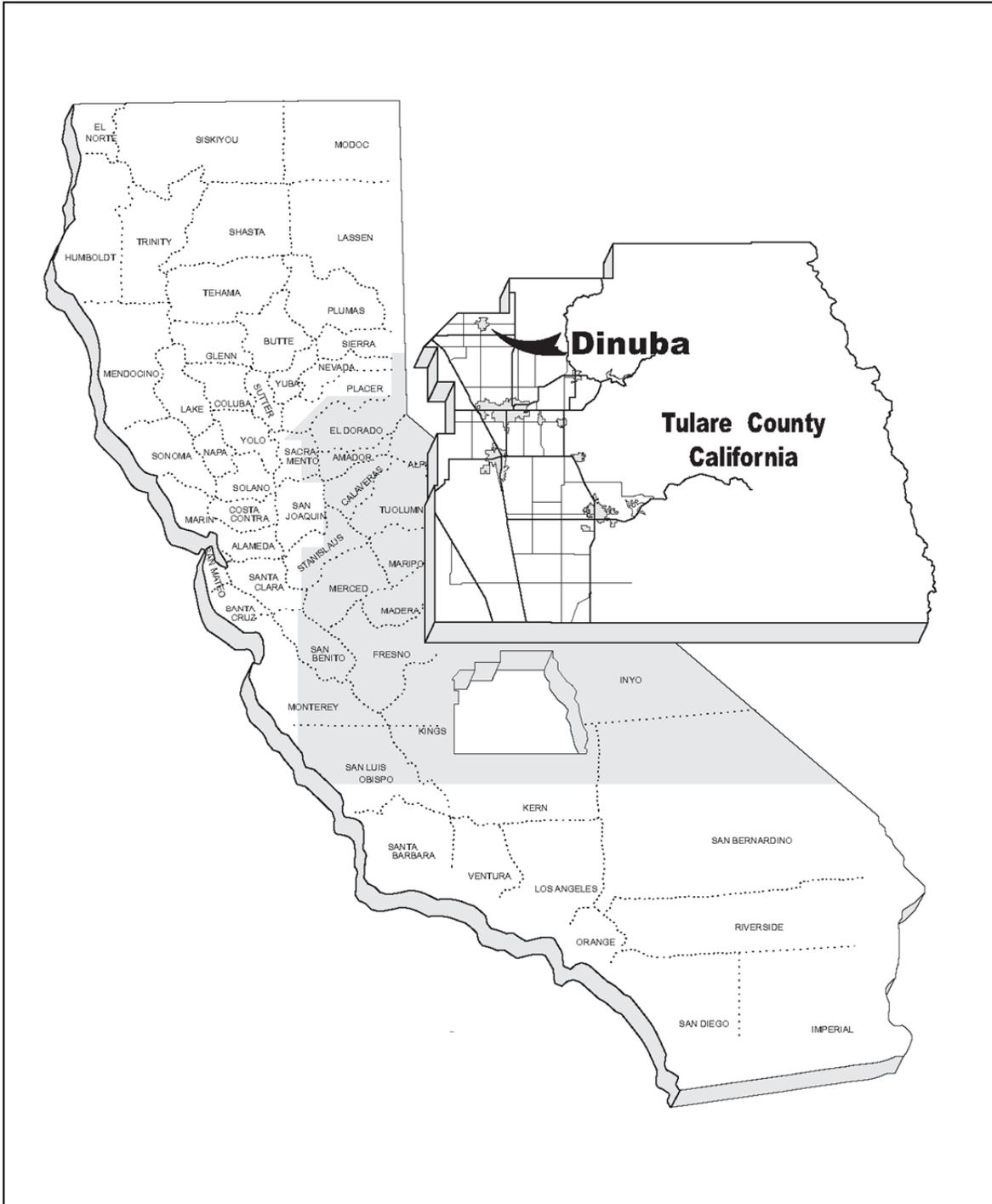
According to the U.S. Census Bureau, Dinuba has a total land area of 6.47 square miles. The City is situated approximately 200 miles south of San Francisco; 180 miles north of Los Angeles, and approximately 15 miles north of Visalia, the County seat (see Figure 1 – Location Map). Two major county roads, Avenue 416 (El Monte Way) and Road 80 (Alta Avenue), bisect the community (see Figure 2 – Service Area Map), providing access to State Route 99 and 198.

Government and Community

The City of Dinuba was founded in 1888, incorporated in 1906, and became a Charter City in 1994. The City operates under a Council-Manager form of government. The City Mayor is chosen by the council from among its members. The City’s goal and motto is “Together, A Better Community.” As such, City staff and elected officials work closely with Dinuba citizens to achieve community goals and aspirations.

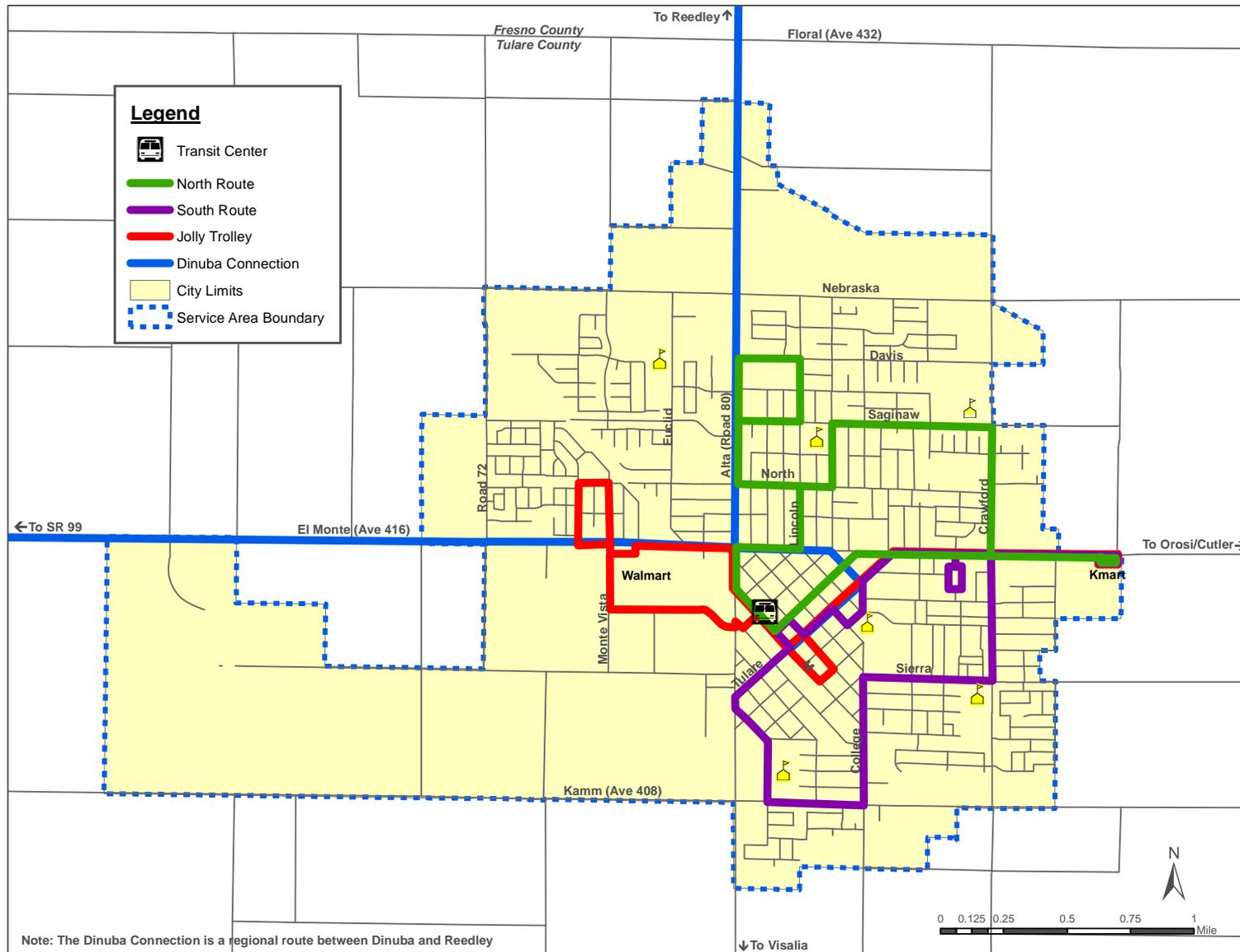
Through its steady growth Dinuba has maintained its small-town traditions. Many of Dinuba’s community organizations have roots dating back more than a century, and events such as the annual Spring Fling and Fall Harvest Fling, Raisin Harvest Festival, Christmas Parade and Tree Lighting, and Dinuba Main Street Car Show provide year-round opportunities for community interaction.

Figure 1 - Location Map



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Figure 2 – Service Area Map



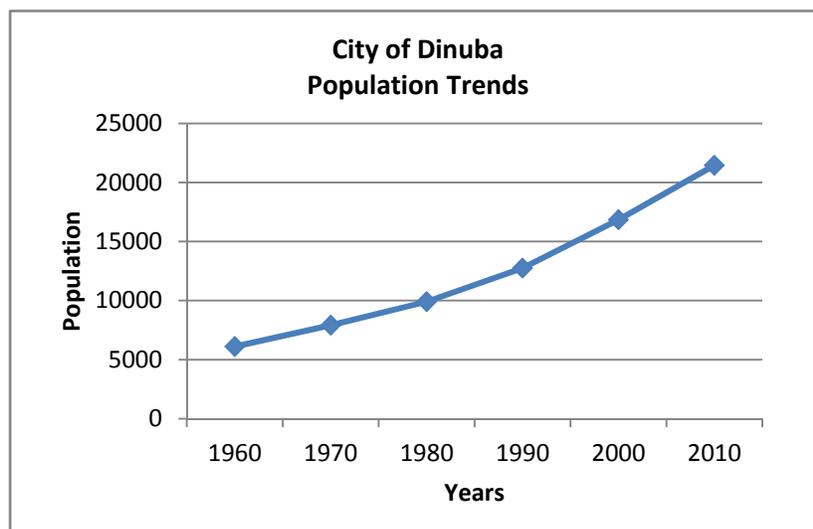
The public school system consists of six elementary schools (Grand View, Jefferson, Lincoln, Kennedy, Roosevelt and Wilson Elementary), one middle school (Washington Intermediate), one high school (Dinuba High), one alternative high school (Ronald Reagan Academy), and one independent high school (Sierra Vista). The State of California Department of Education has honored four of these schools as California Distinguished Schools. The Dinuba Unified School District also offers adult education through an adult school and independent-study program.

Career assistance is available through Proteus Inc. Proteus is a full-service employment agency that provides training, education, and community services within the San Joaquin Valley. Proteus provides job seekers with the skills needed to compete in the local workforce, and also provides hiring and training assistance to local employers. The Proteus Dinuba Service Center is located on Tulare Street, at the corner of Tulare and O Street.

Demographics

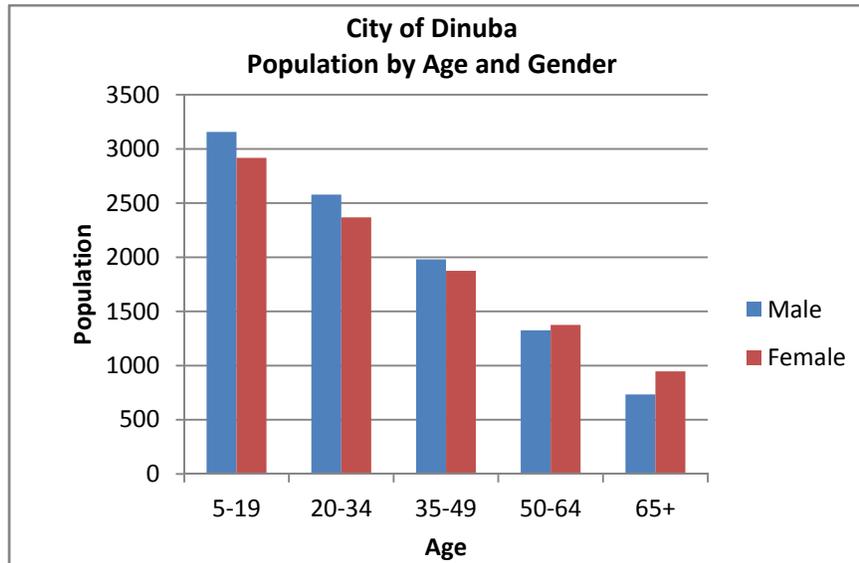
A detailed demographic profile helps to better understand the transportation needs of a community. The demographic data contained herein was taken from the 2010 U.S. Census, and the U.S. Census Bureau's 2009-2011 American Community Survey (ACS) 3-Year Estimates unless otherwise denoted.

At approximately 23,000 residents, the City of Dinuba is one of the fastest growing cities in Tulare County. Between 2000 and 2010 the population of Dinuba increased by 27.4% with an average annual growth rate of 2.7%. According to the 2010 U.S. Census, the population of the City of Dinuba was approximately 21,453. As of January 1, 2013, the California Department of Finance (DOF) estimated the City's population at 23,082, which represents a 7.6% increase over the 2010 total. According to the *City of Dinuba General Plan Update (2008)*, the City is expected to grow at an annual growth rate of 3% through 2030, resulting in a 2030 population of 38,813 residents. At the current growth rate, the City's 2030 population will be closer to 36,300.



Source: California Department of Finance

Dinuba's population distribution is shown in Figure 3. The 2010 Census revealed that 51% of Dinuba's population is male (10,902) and 49% is female (10,551). Of the total population, 28% are youth between the ages of 5 and 19, 23% are between the ages of 20 and 34, 18% are between the ages of 35 and 49, 13% are between the ages of 50 and 64, and 8% of the population is 65 years of age or older. The median age is 27.2. The following chart shows this distribution by gender.

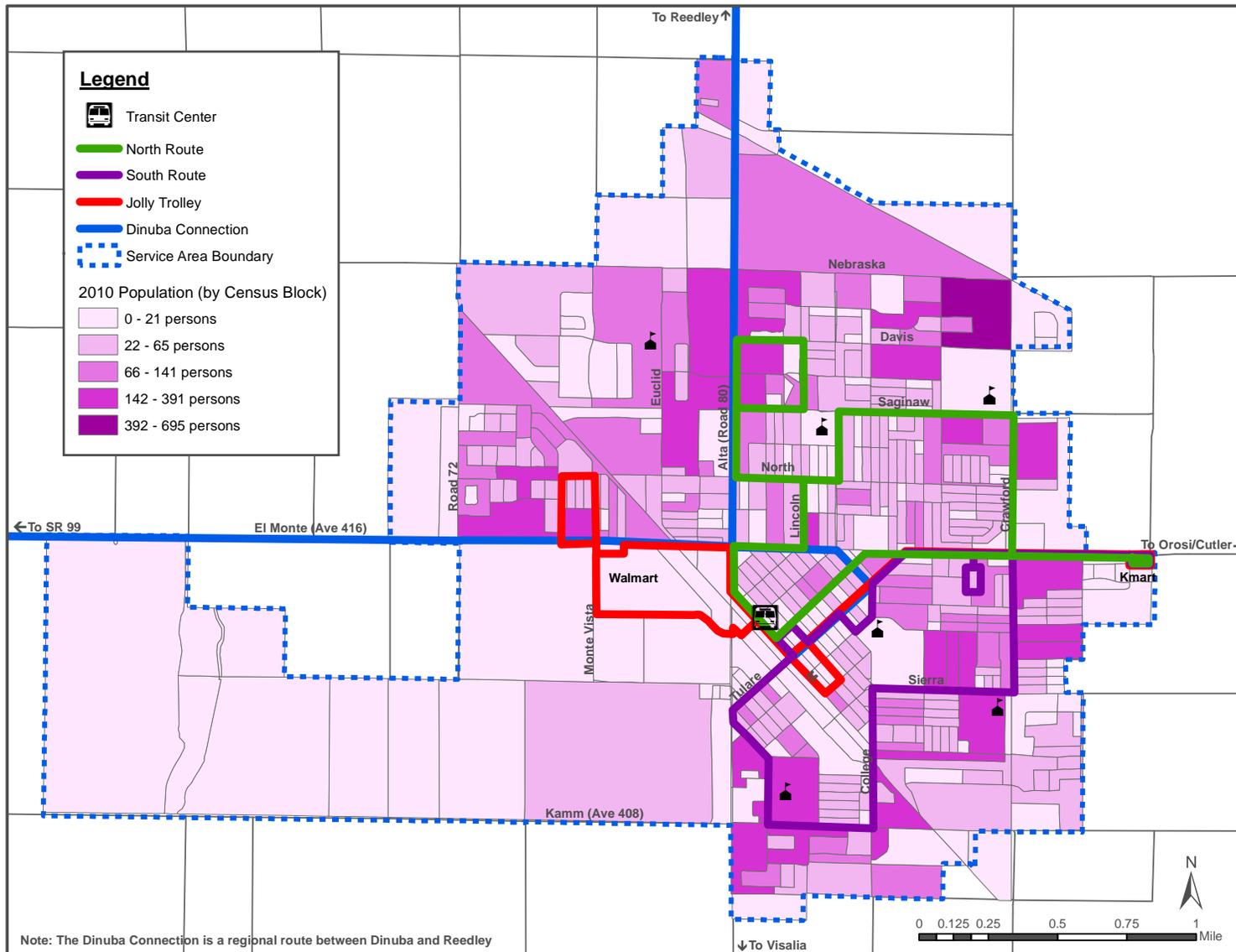


Source: 2010 U.S. Census

According to the 2009-2011 ACS survey, Dinuba's population is dispersed throughout approximately 5,374 households/housing units within the City. Dinuba's housing distribution is shown in Figure 4. The average household size is 3.97 persons, while the average family size is 4.27 persons. During the survey period, occupied housing units comprised 93% of total available housing units. Available housing units consist of single family houses (69%), multi-unit housing (27%), and mobile home units (4%). Residential density is a good indicator of transit use, so areas of multi-family residential structures (medium to high residential) should be closely examined when introducing or expanding transit services. Figure 5 (General Plan Land Use and Circulation) shows the location of Dinuba's current and planned residential areas.

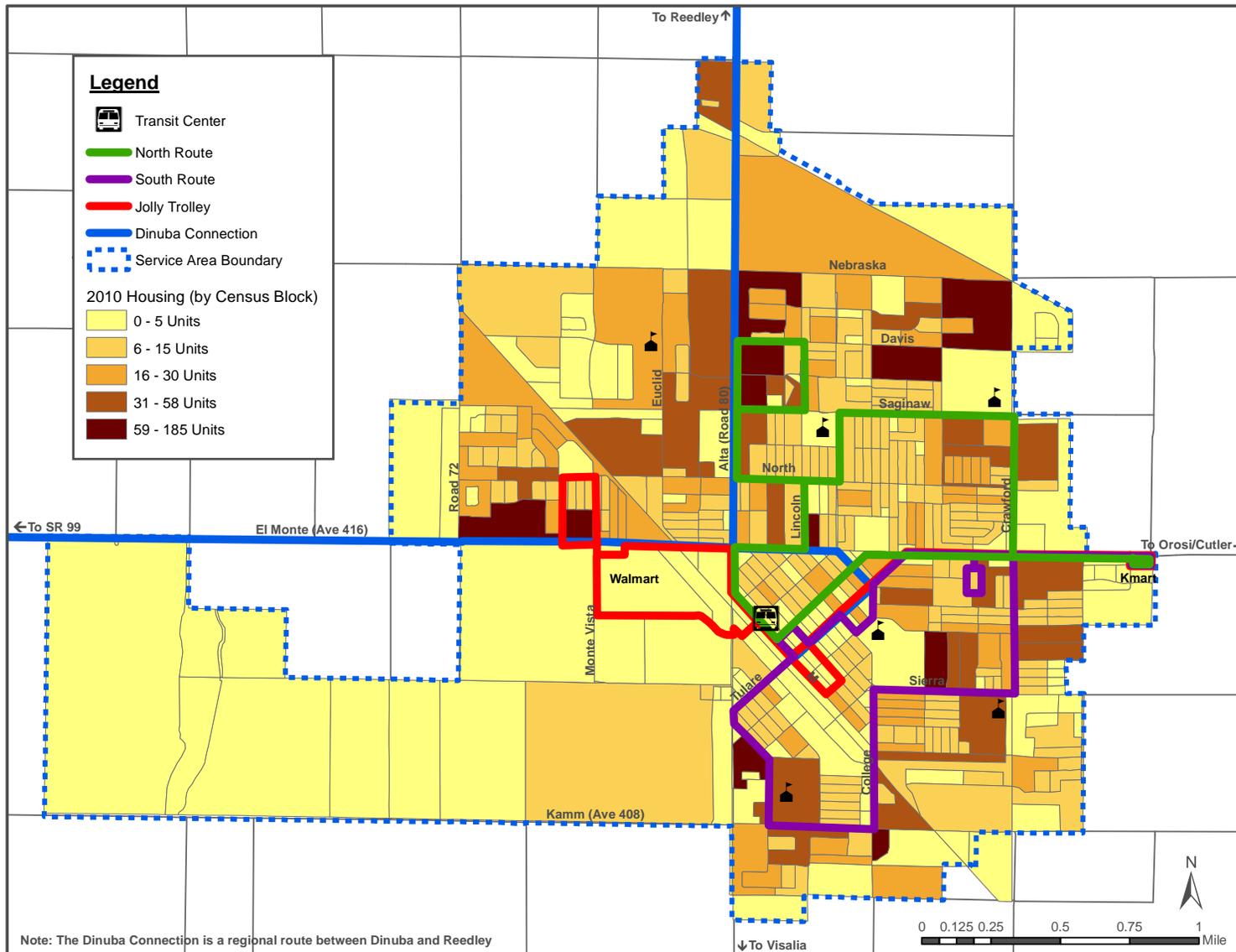
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Figure 3 - Population Distribution by Census Block



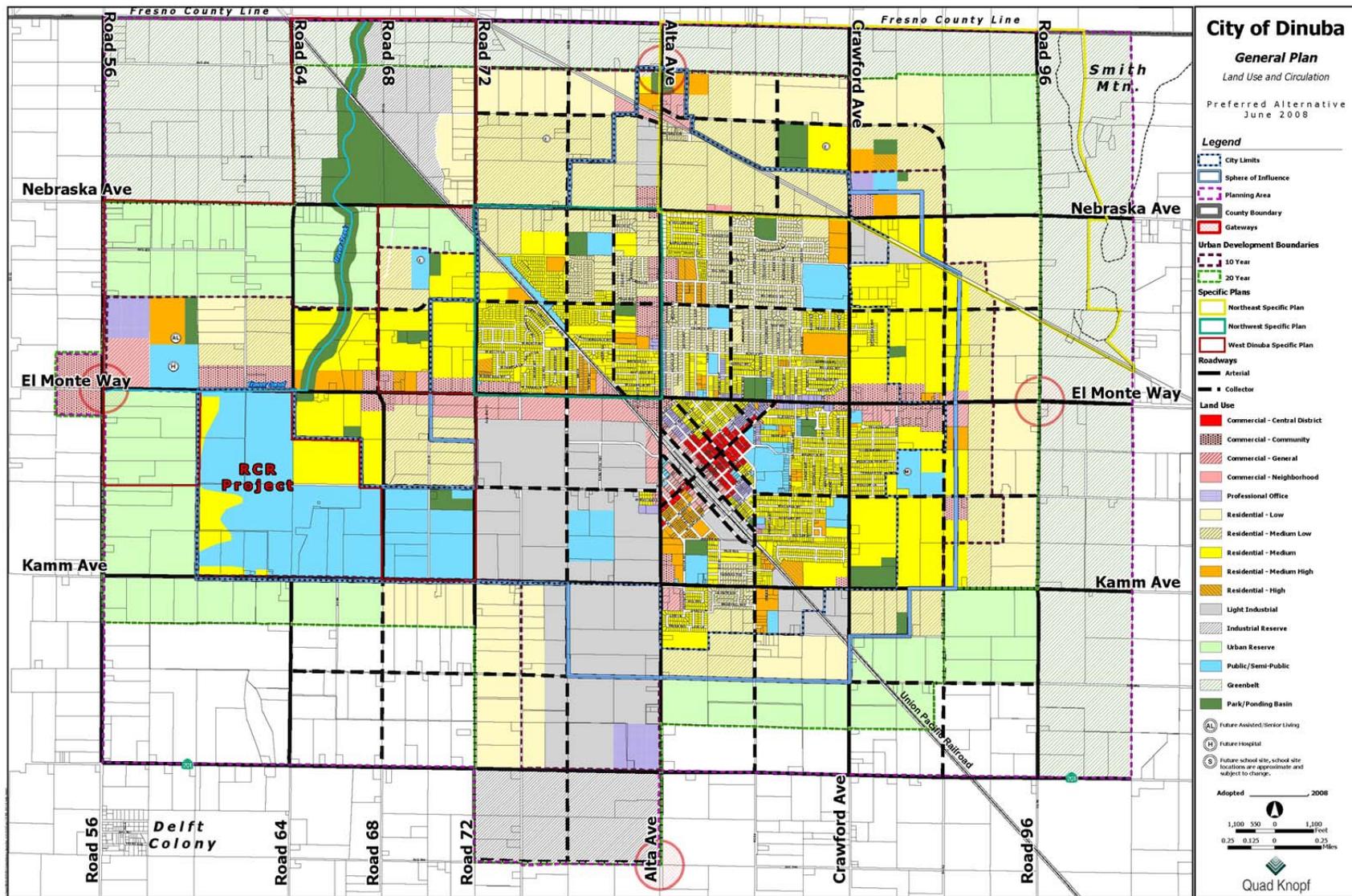
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Figure 4 - Housing Distribution by Census Block



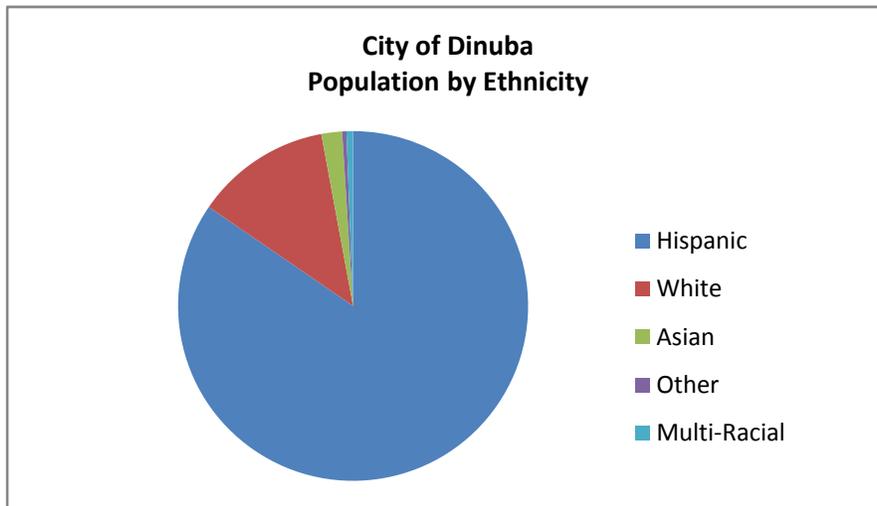
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Figure 5 – General Plan Land Use & Circulation



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The majority of the population within the City of Dinuba is Hispanic (84%). Based on reported census counts, White (Non-Hispanic) persons make up 13% of Dinuba's population. The following graph depicts Dinuba's ethnic breakdown.



Source: 2010 U.S. Census

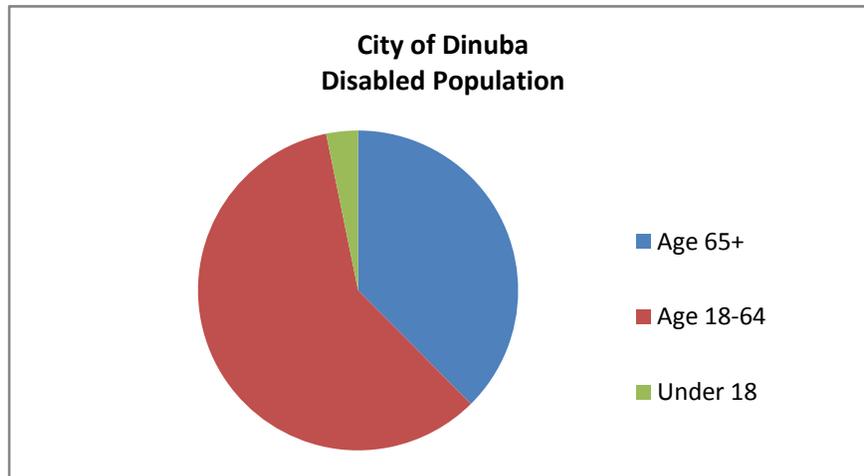
Youth (typically students over the age of 10) and seniors are less likely to have access to a vehicle making them more dependent on transit for their travel needs. Dinuba has a relatively youthful population, making primary school and college students a target market for transit ridership. Census data from the ACS indicates that approximately 6,233 residents (age three years or older) were enrolled in school during the survey period (2009-2011).

During the ACS survey period 56% of those twenty-five years of age or older in Dinuba had at least a high school diploma; 7% of the adult population had an Associate's degree, 5% had a Bachelor's degree, and 1% had a Graduate or professional degree. Conversely, 44% of persons twenty-five years of age or older did not have a high school diploma, with 29% having less than a 9th grade education.

The median household income for the City of Dinuba during the ACS survey period was \$40,853, while the per capita income was \$13,466¹. Twenty-eight percent (28%) of total households earned less than \$25,000 annually. Fourteen percent (14%) of households earned between \$25,000 and \$34,999, 19% fell into the \$35,000 to \$49,999 range, and 39% of households earned more than \$50,000 annually. In 2011 the official poverty level was an annual income of \$23,021 for a family of four; approximately 23% of all families in Dinuba lived below the poverty level in 2011. According to current census data, approximately 54% of single mothers residing in Dinuba live below the poverty level.

¹ Per capita income is derived by dividing the total income of a people 15 years old and over in a geographic area by the total population in that area.

Along with age and income, mobility and access to a vehicle are key population characteristics to explore when determining transit dependent populations within an area. These characteristics produce physical, financial, legal, and self-imposed limitations that generally preclude individuals from driving, leaving public transit as a viable mode of transportation. According to the 2009-2011 ACS survey, 1,675 residents, or 8% of Dinuba’s non-institutionalized population has a disability. Thirty-eight percent 38% of Dinuba’s disabled population is sixty-five years of age or older.



Source: U.S. Census, 2009-2011 American Community Survey 3-Year Estimates

Of the 5,374 reported occupied households within Dinuba during the ACS survey period, roughly 7% had no vehicle available for use, while 32% of households had only one vehicle. The following table sums up the transit dependent populations living within Dinuba.

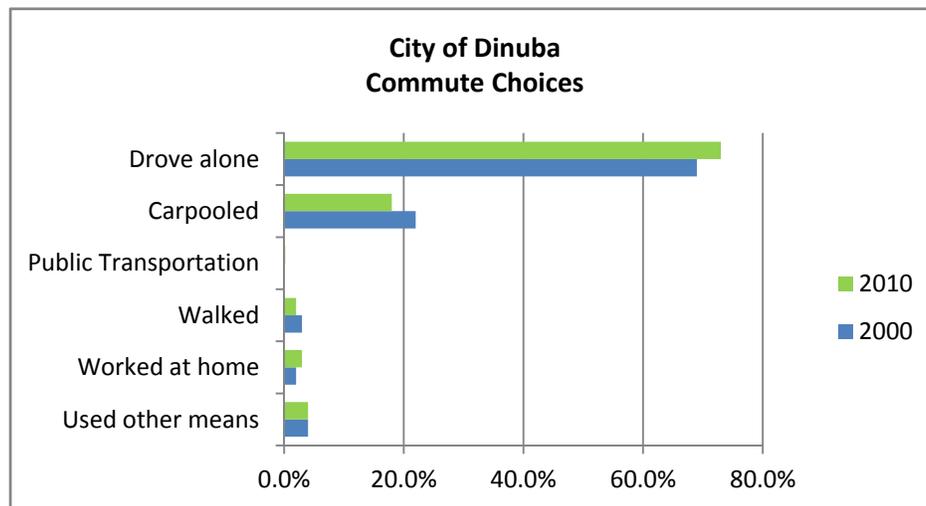
Transit Dependent Populations	Population	%
Total Population in Dinuba	21,453	100%
Age 10-24 (student age)	5,709	27%
Age 65 or older (seniors)	1,681	8%
Low-income families (living below poverty level)	N/A	23%
Households without an automobile	5,374	7%
Individuals with a disability	1,675	8%

Source: 2010 U.S. Census and 2009-2011 American Community Survey 3-Year Estimates

Employment and Economy

According to California Employment Development Department (EDD), Labor Market Information Division, approximately 10,100 Dinuba residents were part of the labor force in 2010. Of these eligible workers 7,600 were employed, and 2,500 were unemployed, resulting in a 24.5% unemployment rate. This represents the peak of unemployment for Dinuba during the recent recession. EDD figures for August 2013 show the City's current unemployment rate at 19.5%, the lowest it's been since 2008. Unemployment rates for Tulare County as a whole were 16.9% in 2010, and 13.1% as of August 2013.

According to the 2009-2011 ACS survey, 97% of Dinuba workers commute to work; 3% of the population works from home. Seventy-three percent (73%) of the working population drive alone to work, 18% carpool, and 2% walk to work. Less than 1% of Dinuba's workforce uses public transportation to commute to work. The median travel time to work is 24 minutes, indicating that many workers live on the outskirts of town, or commute to neighboring communities for agriculture or industrial-related employment. The following chart shows that commute choices within Dinuba did not significantly change between 2000 and 2010.



Source: 2000 U.S. Census and 2009-2011 American Community Survey 3-Year Estimates

Dinuba's economy is driven by agriculture, as well as a strong commercial and industrial base. The City's centralized location and access to major shipping routes make it a prime location for manufacturing and shipping facilities. The City's business friendly attitude includes various business incentives to help attract new businesses; in recent years, the City has annexed additional parcels of land to expand its industrial park. Table 2 lists Dinuba's largest employers.

Employer	Type of Business	Number of Employees (2012 data)
Ruiz Foods Products, Inc.	Frozen Food	1,540
Dinuba Public Schools	Education	639
Family Tree Farms	Produce Packing	500
Walmart	Retail	400
Best Buy Stores, Inc.	Distribution Center	330
Odwalla, Inc.	Fruit Juices	210
City of Dinuba	Local Government	151
Surabian and Sons	Produce/Packing	125
Kmart	Retail	98
Patterson Dental	Wholesaler	92

Source: City of Dinuba, 2013 Adopted Budget

According to the 2007-2011 ACS, 16% of employed Dinuba residents over the age of 16 are employed in education and/or health services industries, 14% are employed in manufacturing, and 12% in retail. Agriculture comprises the largest industry within Dinuba, providing jobs to 22% of the employed population.

Twenty-six percent (26%) of Dinuba's employed population works in production, transportation, and material moving occupations. Natural resource, construction, and maintenance occupations account for another 25% of local jobs. The remainder of the City's employed residents work in management, business, science, or the arts (17%), in sales and office occupations (17%), or in service positions (15%).

The majority of current and planned industrial uses are located within the City's southwest quadrant, west of Alta Avenue (Road 80) and south of El Monte Way (Avenue 416) (see Figure 5, page 1-13). Industrial parks located close to downtown areas create the potential for transit to serve work-related trips. Commercial and retail areas are primarily located within the downtown business district and along the major arterials (El Monte Way and Alta Avenue).

Transportation System Overview

Highways

The City of Dinuba is bisected by two major county roads, Road 80 (Alta Avenue) and Avenue 416 (El Monte Way). Road 80 is a north-south roadway that connects the city with the county seat of Visalia and State Route 198 to the south, and the City of Reedley (Fresno County) to the north. Avenue 416 runs through the city in an east-west fashion, connecting the city with California's central corridor, State Route 99, to the west, and with the valley community of Orsi to the east.

Truck

Several trucking companies transport agriculture and manufacturing goods within the Dinuba area. Many of these freight companies are located within the city limits.

Rail

Rail freight service is provided along the San Joaquin Valley Railroad (SJVR) lines that run through the city. Passenger rail service is provided by Amtrak, with stations located in Hanford (southwest of Dinuba) and Fresno (north of Dinuba).

Air

Air passenger and freight service is available through the Visalia Municipal Airport and the Fresno Yosemite International Airport. Two smaller air fields are located east of Dinuba. Sequoia Field, located in Visalia, is a county-owned, public-use airport with both general fixed base operators and private aircraft.

Bus

Along with the City's transit system, Dinuba residents are served by Tulare County Area Transit (TCaT). These services will be discussed in more detail in Chapter 2.

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CHAPTER 2 – SYSTEM DESCRIPTION

HISTORY

City transit services operate collectively under the banner of the Dinuba Area Regional Transit (DART) system. DART services are provided within the city limits and to the neighboring city of Reedley (in Fresno County). DART provides Dinuba residents and visitors with direct, affordable, and reliable transportation to destinations in and around Dinuba.

The City of Dinuba has been providing public transit service since 1981. The original fixed route and dial-a-ride services were provided under contract by Dinuba Transit Inc., the then local taxi service operator. The scope of these services has been revised over the years to better serve ridership demand, and they are currently being provided together as a flexroute service.

In May of 2006 the City initiated a free circulator service to popular shopping destinations and locations throughout the city. The City purchased a trolley bus in 2008 for use along this route, which is now known as the Jolly Trolley route.

In August of 2008 the City launched an intercity service in partnership with the Fresno County Rural Transit Agency (FCRTA). This fixed route provides regional service between Dinuba and the neighboring city of Reedley located just across the county line in Fresno County. This route operates as the Dinuba Connection.

ORGANIZATIONAL STRUCTURE

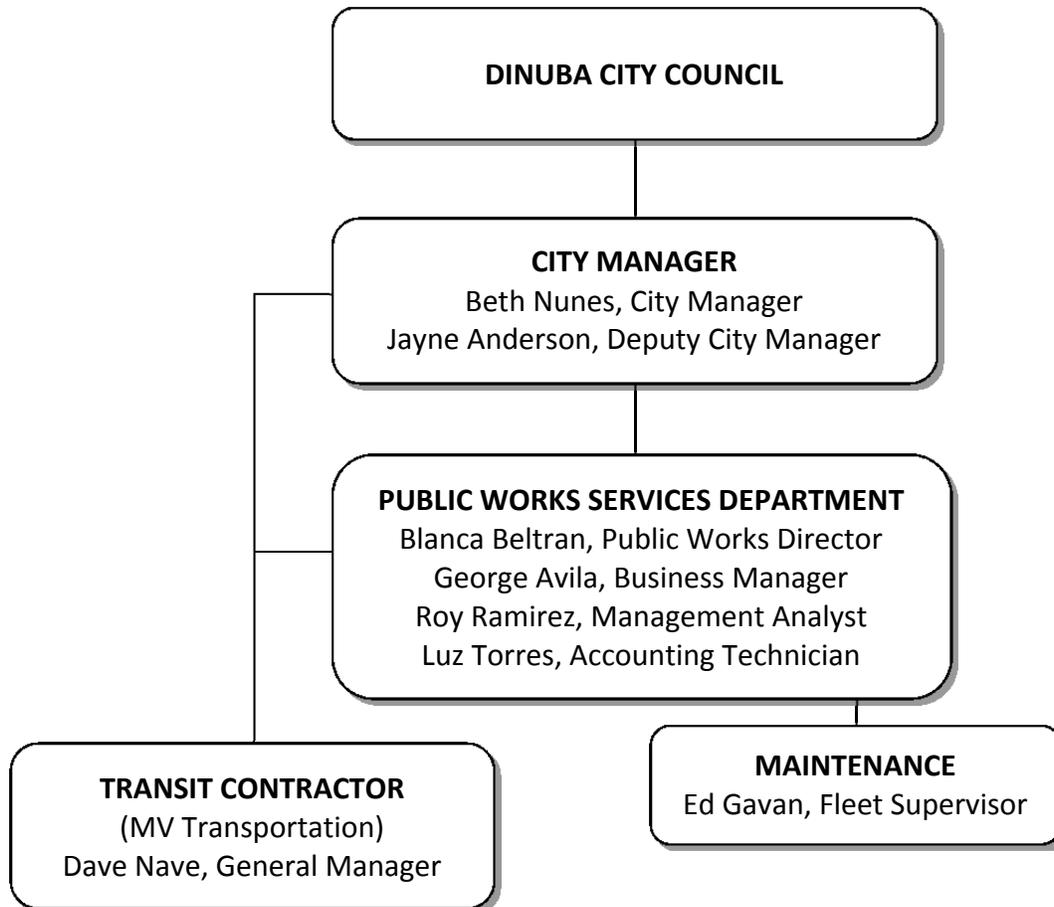
The Dinuba City Council is the policy-making body for the DART system. It adopts the Transit Development Plan, and through the City's annual budgetary process establishes operational and funding levels for the system. The City Council also sets operational policies and parameters for the DART services.

Management of DART is an integrated function of the City of Dinuba. The City's Public Works Services Department is responsible for the overall management and maintenance of the system. The City's Public Works Director oversees all transit functions. Program management is provided by the City's Business Manager with assistance from a newly appointed Management Analyst position. Together, they are responsible for the overall planning, monitoring, and marketing of the system. They also act as liaisons to TCAG, Caltrans and the FTA. The department's Accounting Technician assists them with day-to-day operations. The Public Works Services Department is also responsible for the maintenance and fueling of all transit vehicles.

The City has contracted with MV Transportation, Inc., a private contractor, to perform the daily operations of DART since January of 2007. They were originally hired in April of 2006 to operate the then new circulator service on a trial basis, alongside the services provided by Dinuba

Transit Inc. MV is responsible for the provision and management of day-to-day operations, including the hiring, testing, training and supervision of all drivers and dispatch staff; service data collection; and the operation of DART vehicles in accordance with City policies and all state and federal regulations. MV's current contract is in effect through December 31, 2014.

DINUBA AREA REGIONAL TRANSIT ORGANIZATIONAL STRUCTURE



FLEXROUTE SERVICE OVERVIEW

Description of Current Flexroute Service

The City's flexroute service offers the advantages of a fixed route plus the convenience of curbside service. The flexroute service was initiated in January of 2007 in response to recommendations outlined in the *City of Dinuba Transit Development Plan (June 2004)*. Flex routes are comprised of a system of designated transportation services for which a public transportation vehicle is operated along a prescribed route according to a fixed schedule, but can deviate from this route to accommodate door-to-door passengers in-between route stops.

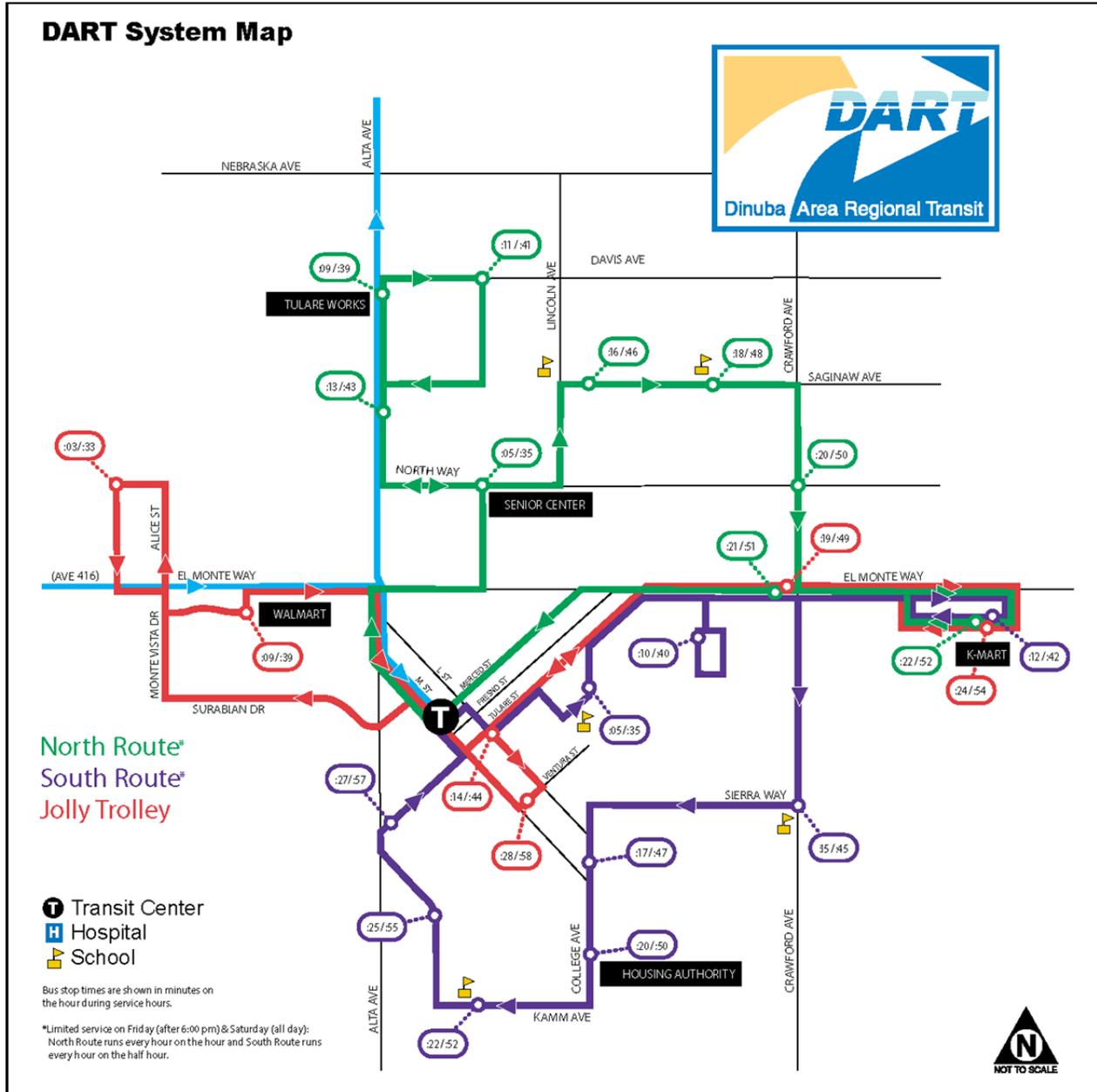
The fixed route portion of the service is a general public transit service. The dial-a-ride service provides complementary paratransit service to any individual whose disability prevents independent access to, and use of, DART's fixed route bus service. This service is provided in response to the Americans with Disabilities Act (ADA), as specified in 49CFR37. Door-to-door service is provided to ADA passengers if needed, while curb-to-curb service is provided to general public passengers.

The flexroute service operates within the city limits. The flexroute consists of two routes serving the northern and southern portions of Dinuba respectively. Both routes begin and end at the Dinuba Transit Center. The service combines fixed route stops on 30-minute headways with deviations for dial-a-ride service. A separate dial-a-ride bus is put into service on weekdays between the hours of 7:00 am to 10:00 am, 11:30 am to 4:00 pm, or when needed, to accommodate excess passengers (usually school children). Fixed route (walk-on) passengers may board the route at any designated bus stop. Walk-on passengers do not require a reservation, but anyone requiring a route deviation must call in advance for a pick up. Telephone requests are accommodated from 30 minutes to one day in advance, between the hours of 5:45 am and 9:00 pm.

The flexroute service operates on a timed-transfer system; both routes are scheduled to arrive at and depart from the Dinuba Transit Center at approximately the same time. A timed-transfer system allows passengers the ability to interchange from one route, or transit vehicle, to another route within a specified time period (i.e. half an hour) in order to continue a trip.

Figure 6 depicts DART's current flexroute service. The North Route serves north Dinuba, with stops at the Senior Center, Tulare Works, United Market, and Kmart. The South Route serves south Dinuba, with stops at Dinuba High School, the public library, Parks and Recreation Center, and Tulare County Housing Authority.

Figure 6 – Flexroute & Jolly Trolley



Flexroute Service Days and Hours

DART provides flexroute service Monday through Saturday during the following hours:

Monday – Thursday	7:00 am to 6:00 pm
Friday	7:00 am to 9:00 pm
Saturday	9:00 am to 9:00 pm

The service runs limited headways on Friday (between 6 pm and 9 pm) and Saturday (all day), using one bus for both routes instead of two; the North Route runs every hour on the hour, and the South Route runs every hour on the half hour. Reservations are required for curb-to-curb service, and must be made at least 30 minutes in advance by calling the dial-a-ride dispatch number. Dispatching is conducted between the hours of 5:45 am and 9:00 pm.

The flexroute service does not operate on Sundays, New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day or Christmas Day.

Flexroute Fare Structure

The current flexroute fixed route fare structure is as follows:

<u>Category</u>	<u>Fares</u>
General Public	25¢/one-way trip
Children (5 and younger; first 2 with an adult)	Free
T-Pass (county-wide monthly pass)	\$50/good for unlimited fixed route rides

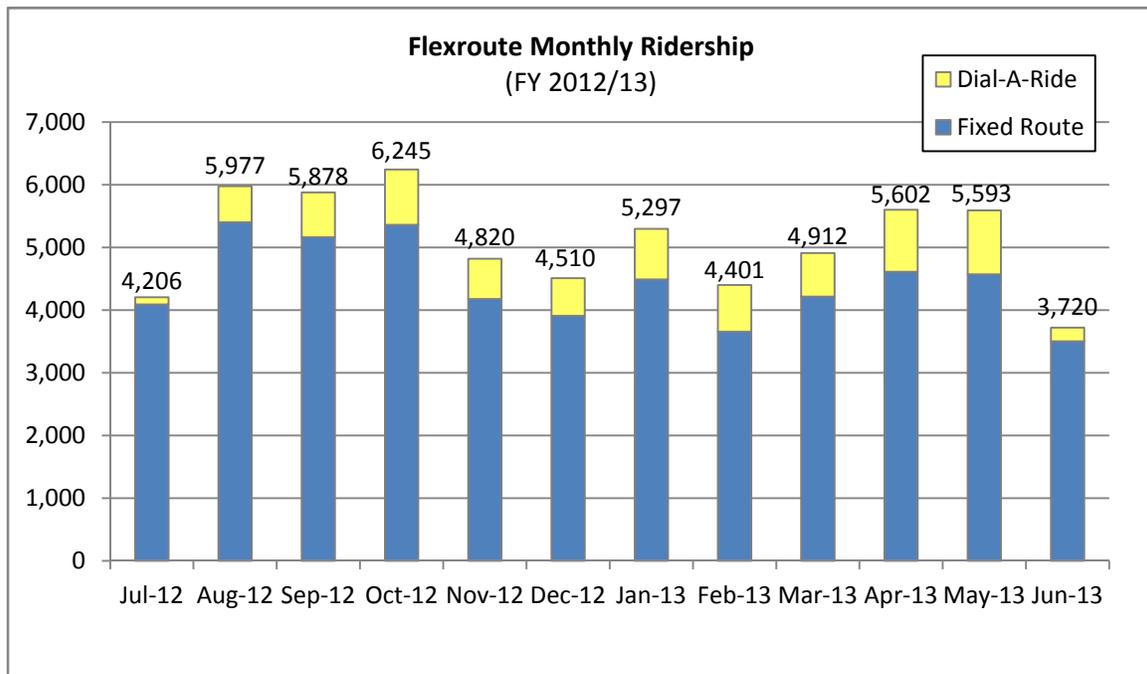
The current flexroute dial-a-ride fare structure is as follows:

<u>Category</u>	<u>Fares</u>
General Public	\$1.50/one-way trip
Seniors (age 62+)	\$1.25/one-way trip
Students (age 6-17; ID required)	\$1.25/one-way trip
Children (5 and younger; first 2 with an adult)	Free
Disabled (with ADA ID card)	50¢/one-way trip
Student/Senior Punch Pass	\$25/good for 20 rides

Children must be at least 6 years of age to ride the bus without adult supervision. Timed transfers are free for fixed route passengers continuing a one-way trip within Dinuba, but are not valid for return trips, stop-overs, or to the Dinuba Connection service. Passes can be purchased at the Dinuba Transit Center (Student/Senior Pass and T-Pass) and Reedley College (Student/Senior Pass).

Flexroute Ridership Profile

In FY 2012/13, the DART flexroute served 61,161 passengers (53,151 on the fixed routes, and 8,010 on dial-a-ride). This is roughly a 1% increase from the FY 2011/12 total of 60,620 passengers (53,151 on the fixed routes, and 7,467 on dial-a-ride). Monthly ridership in FY 2012/13 peaked during the month of October 2012, with a reported 6,245 passengers. The month of June 2013 saw the lowest reported ridership for the fiscal year, with 3,720 passengers. The average monthly flexroute ridership for FY 2012/13 was 5,097 passengers. The following chart shows monthly ridership totals on the DART flexroute service over the last reported fiscal year.



Source: City of Dinuba Fiscal Year Transit Reports

JOLLY TROLLEY SERVICE OVERVIEW

Description of Current Jolly Trolley Service

The City’s Jolly Trolley operates as a city circulator. The Jolly Trolley service was started in May of 2006. The service uses a classic trolley bus to transport passengers along a fixed route that stops at Dinuba’s most popular shopping destinations and locations, including Walmart, Kmart and Entertainment Plaza. The 30-minute route operates within the city limits, and begins and ends at the Dinuba Transit Center. The service is timed to arrive at and depart from the transit center at the same time as the DART flexroute services, to allow for easy transfers between routes.

The trolley service is open to the general public. The Jolly Trolley route is depicted in Figure 6 (see page 2-4).

Jolly Trolley Service Days and Hours

The Jolly Trolley service runs Monday through Saturday during the following hours:

Monday – Thursday	9:00 am to 6:00 pm
Friday - Saturday	9:00 am to 9:00 pm

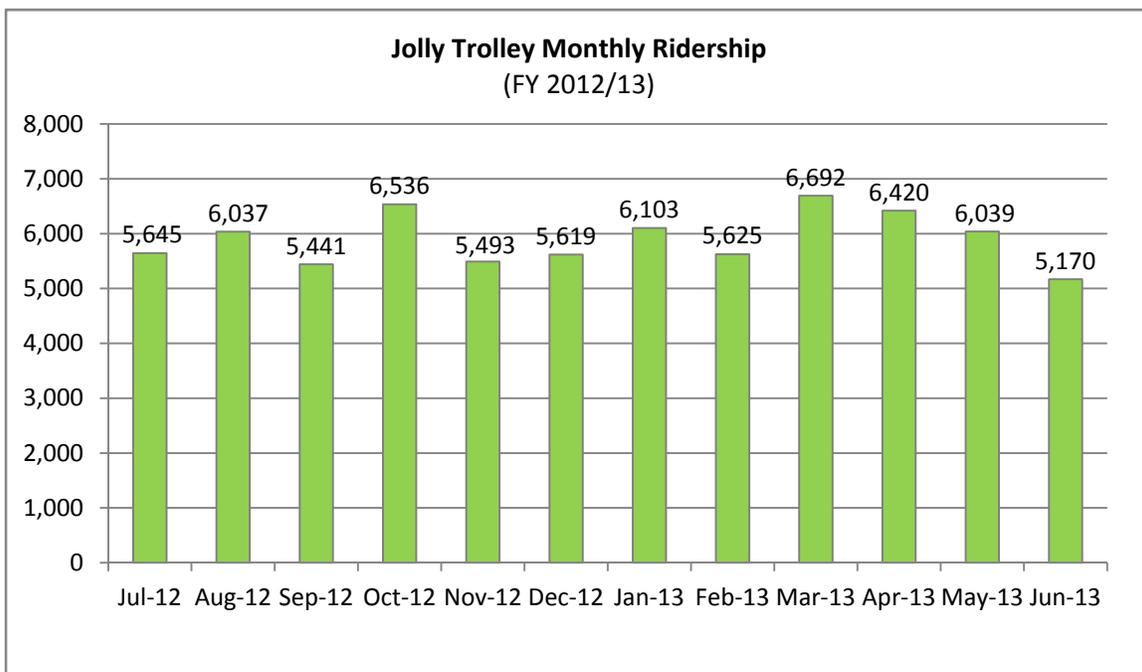
The Jolly Trolley service does not operate on Sundays, New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day or Christmas Day.

Jolly Trolley Fare Structure

There is no fare for the trolley; service is free. Timed transfers to the flexroute (fixed route) services are free to continue a one-way trip within Dinuba.

Jolly Trolley Ridership Profile

In FY 2012/13 the Jolly Trolley served 70,820 passengers (9,659 more than the combined flexroute services). This is a 2.6% increase from the FY 2011/12 total of 69,031 passengers. Monthly ridership in FY 2012/13 peaked during the month of March 2013, with a reported 6,692 passengers. The month of September 2012 saw the lowest reported ridership for the fiscal year, with 5,441 passengers. The average monthly trolley ridership for FY 2012/13 was 5,902 passengers. The following chart shows monthly ridership totals on the Jolly Trolley service over the last reported fiscal year.



Source: City of Dinuba Fiscal Year Transit Reports

DINUBA CONNECTION SERVICE OVERVIEW

Description of Current Dinuba Connection Service

The Dinuba Connection, initiated in August of 2008, provides regional fixed route service to the general public. Developed in partnership with the Fresno County Rural Transit Agency (FCRTA), the service operates between the City of Dinuba and the City of Reedley (located in neighboring Fresno County). The route operates on 60-minute headways, beginning and ending at the Dinuba Transit Center, and stopping at Reedley College midway between.

The Dinuba Connection service was designed to provide commuter access to medical services and school/job training, and provides low-cost transportation for Dinuba residents attending Reedley College, and for local nursing students who are required to attend on-site classes at the hospital in Reedley. Stops include the Dinuba Vocational Center, Adventist Medical Center, Reedley College, Palm Village Retirement Community, and Walmart. Figure 7 depicts the Dinuba Connection service.

Dinuba Connection Service Days and Hours

The Dinuba Connection service runs Monday through Friday during the following hours:

School Year Schedule (mid-August through mid-June)

Monday – Friday 7:00 am to 9:00 pm

Summer Schedule (mid-June through mid-August)

Monday – Friday 7:00 am to 3:00 pm

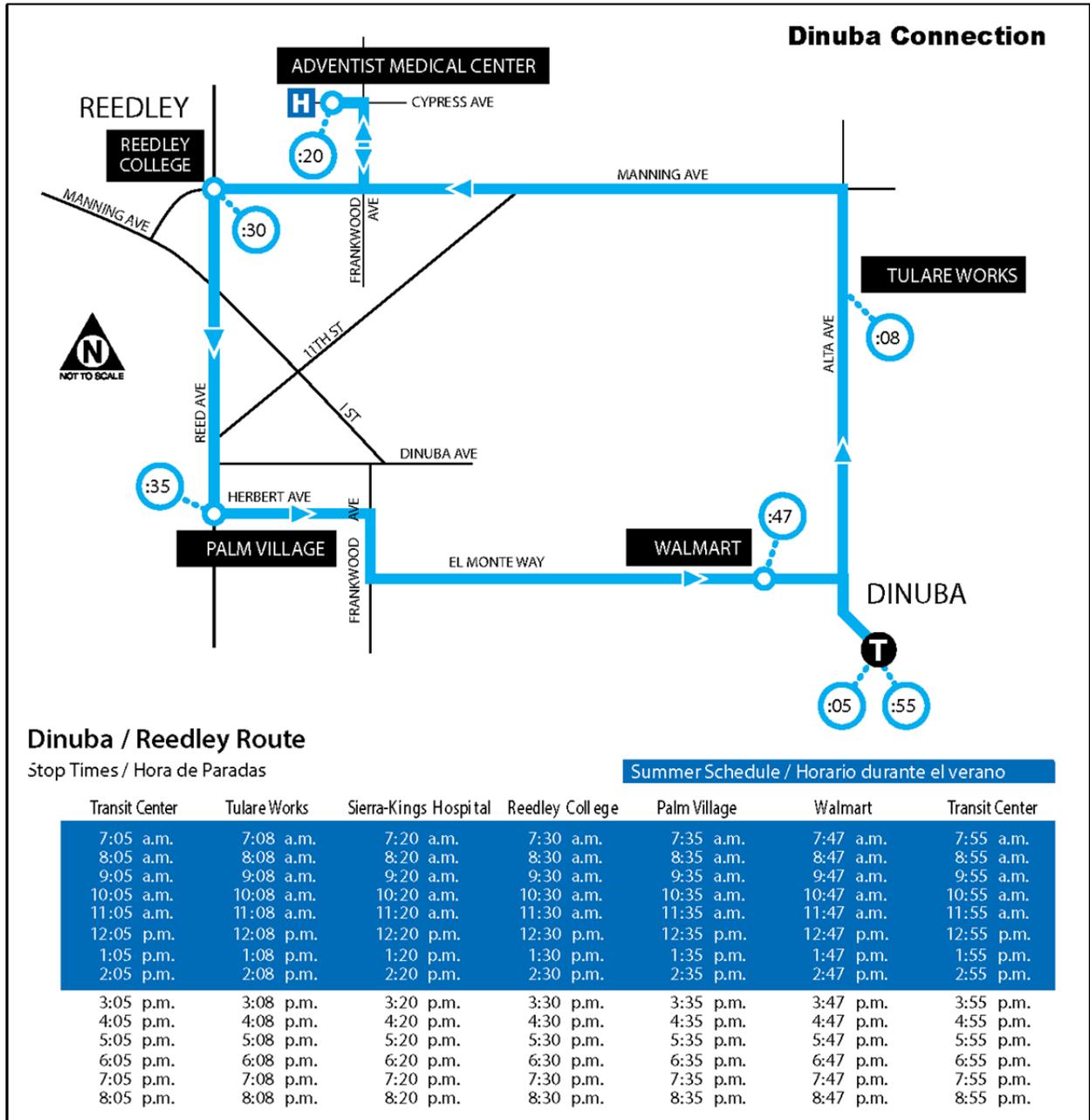
The Dinuba Connection service does not operate on weekends, New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day or Christmas Day.

Dinuba Connection Fare Structure

The current Dinuba Connection fare structure is as follows:

<u>Category</u>	<u>Fares</u>
General Public	\$1.50/one-way trip
Seniors (age 62+)	\$1.25/one-way trip
Students (age 6-17; ID required)	\$1.25/one-way trip
Children (5 and younger; first 2 with an adult)	Free
Disabled (with ADA ID card)	50¢/one-way trip
Student/Senior Punch Pass	\$25/good for 20 rides
T-Pass (county-wide monthly pass)	\$50/good for unlimited fixed route rides

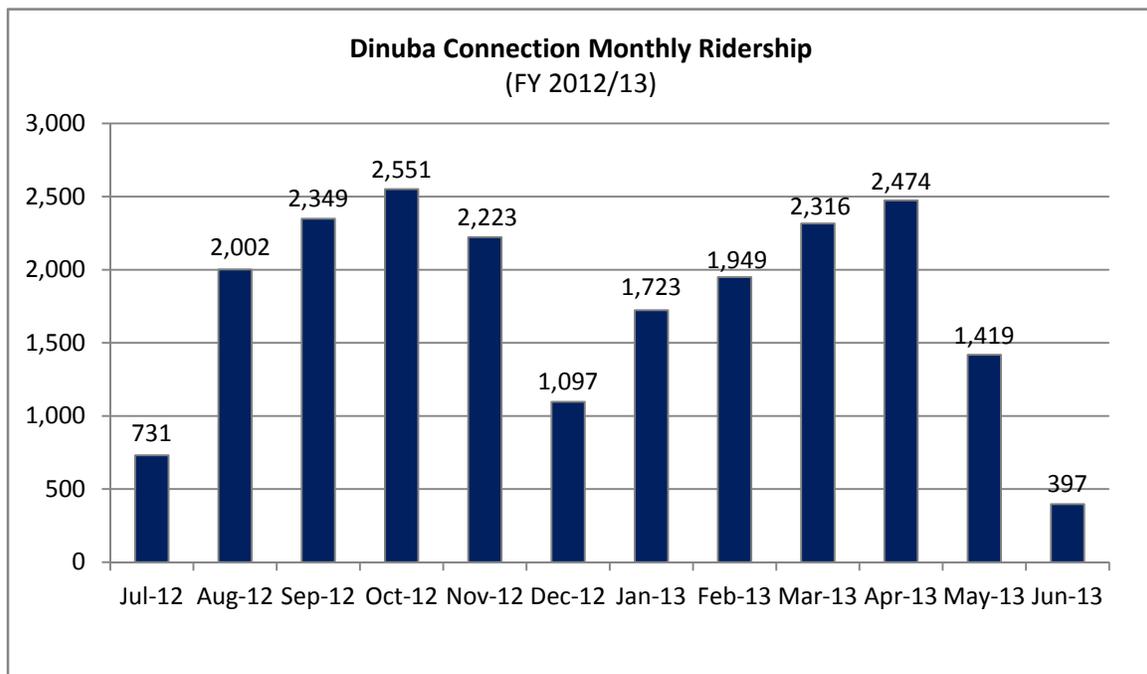
Figure 7 – Dinuba Connection



Children must be at least 6 years of age to ride the bus without adult supervision. Passes can be purchased at the Dinuba Transit Center (Student/Senior Pass and T-Pass) and Reedley College (Student/Senior Pass).

Dinuba Connection Ridership Profile

In FY 2012/13 the Dinuba Connection served 21,231 passengers. This is a negligible increase from the FY 2011/12 total of 21,163 passengers. Monthly ridership in FY 2012/13 peaked during the month of October 2012, with a reported 2,551 passengers. The month of June 2013 saw the lowest reported ridership for the fiscal year, with 397 passengers. The average monthly Dinuba Connection ridership for FY 2012/13 was 1,769 passengers. The following chart shows monthly ridership totals on the Dinuba Connection service over the last reported fiscal year. It should be noted that the service runs a limited schedule during non-school months (mid-June through mid-August).



Source: City of Dinuba Fiscal Year Transit Reports

DART VEHICLE PROFILE

The DART fleet consists of eight (8) vehicles; seven (7) buses and one (1) trolley. Up to six (6) DART vehicles are used daily to achieve full service requirements. All DART vehicles are equipped with a wheelchair lift and securement system to better serve passengers who are physically challenged. The following table shows the DART fleet inventory as of April 2014.

Table 3 - DART Fleet Inventory (April 2014)

Unit #	Year	Make/Model	Capacity	Fuel Type	Service
1	2002	Ford/E450 Cutaway	19	CNG	Dial-A-Ride
2	2002	Ford /E450 Cutaway	19	CNG	Dial-A-Ride
4	2008	Freightliner/Trolley	27	CNG	Jolly Trolley
5	2008	Chevrolet Aero Elite/ C5500 Cutaway	31	CNG	Dinuba Connection
6	2009	Chevrolet Aero Elite/ C5500 Cutaway	27	CNG	Jolly Trolley
7	2011	Ford Aero Tech/E450 Cutaway	19	CNG	South Flexroute
8	2011	Ford Aero Tech/E450 Cutaway	19	CNG	North Flexroute
9	2012	Ford Aero Elite/F550 Cutaway	31	CNG	Dinuba Connection

Source: City of Dinuba

The City recently purchased an additional trolley to replace the existing trolley bus. The new trolley is expected to be ready for service by October of 2014.

DART FINANCIAL PROFILE

DART cost a total of \$547,363 to operate in FY 2012/13. Passenger fare revenues totaled \$44,850 during the same time period, which equates to 8.2% of total operating costs. FTA Section 5311 (non-urbanized area funding), Transit Development Act (TDA) funds, Tulare County Measure R funds, and farebox revenues are the main sources of revenue for DART. FTA 5311 funds comprise a significant portion of total operating revenues. Fresno County Measure C funds cover the regional DART service provided to Fresno County residents.

DINUBA TRANSIT CENTER

All DART transit services begin and end at the newly constructed Dinuba Transit Center located at 180 W Merced Street (on the southeast corner of M and Merced Streets) near the downtown center of Dinuba. The Transit Center was built to establish a centralized location for the routing of local transit buses, to coordinate interfacing between local and regional bus service, and to attract revenue-generating enterprises related to the center. Prior to its opening in April of 2014, the City of Dinuba did not have an integrated transit center. Buses were routed through a transfer site located in the city parking lot adjacent to (southeast) the new transit center (at the corner of M and Fresno Streets).

The new transit center houses DART's administrative functions, along with the City's Housing Program services (including the 1st Time Homebuyer Program and Housing Rehabilitation Program). The Dinuba Transit Center offers free WiFi, and serves as a Cooling Center for local residents during the summer months.

The Dinuba Transit Center project was made possible by combining a variety of funding sources and investing significant City staff resources. A major component of the project's budget was a \$2.4 million Proposition IC Infill Incentive Grant. This state housing grant was created to fund housing-related infill infrastructure projects including those that include or are accessible to a transit station or major transit stop. In partnership with the Chelsea Investment Corporation, extensive infrastructure improvements benefitting a 62-unit Senior Housing Project (Emperor Estates) and a transit oriented development project (Dinuba Transit Center) were completed. The scope of this project included neighborhood improvements and upgrades, such as landscaping, sidewalks, and pedestrian pathways that interconnect Emperor Estates, the Transit Center, the Dinuba Vocational Center, and the downtown; street improvements adjacent to the Transit Center with pedestrian cross walks and wheelchair ramps; alley way improvements extending from the Transit Center to the Vocational Center; storm drain system and pump station improvements; utility service improvements; installation of four-passenger sun-shade transit shelters; pedestrian friendly transit plaza; and improvements to the Transit Center parking lot. Emperor Estates is located on M Street, between Merced and Mariposa Streets (across from the Transit Center). The Dinuba Vocational Center is a City-owned training/educational facility located at the corner of L and Fresno Street, southeast of the Transit Center. The Transit Center was also funded with State Proposition 1B-PTMISEA (Public Transportation Modernization, Improvement, and Service Enhancement Account) and local Measure R funds.



The Dinuba Transit Center project was a public facility rehabilitation project. The City-owned commercial site housed a 4,000 square foot engineered metal building previously owned and used as a mechanic shop for the Alta Irrigation District. The City acquired the property and building in conjunction with the construction of the Dinuba Vocational Training Center. The building was subsequently used as a storage facility for maintenance equipment used for vocational training courses. With the exception of the foundation and some structural elements, this metal building was completely reconstructed to include a rider waiting/lobby area; conference room, reception desk and possible future dispatch center, transit manager and contractor offices, public restrooms, additional space for possible commercial opportunities, outdoor courtyard plaza with benches and sitting areas, decorative lighting, fountain, landscaping, custom bus shelters, and a park and ride lot.

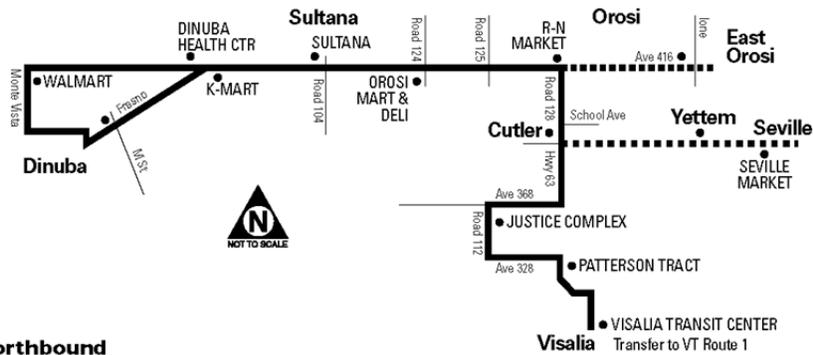
EXISTING INTERFACE BETWEEN TRANSIT SYSTEMS

The County of Tulare operates one inter-city transit route and one local circulator route that serve Dinuba (see Figures 8 and 9). TCaT's North County route (Route 10) provides service seven days a week between Visalia, Cutler, Orosi, Sultana and Dinuba. Route 50 circulates between Dinuba and the communities of London, Traver and Delft Colony, Monday through Saturday. In Dinuba, TCaT services can be accessed at the Dinuba Transit Center, Kmart, Walmart and the Dinuba Health Center. Separate fares are required to transfer between systems, but Tulare County residents can purchase a monthly pass (T-Pass) good for unlimited rides on all fixed route transit systems within Tulare County.

DART's regional service to Reedley, the Dinuba Connection, provides transfer opportunities to destinations within Fresno County via Orange Cove Transit. Orange Cove Transit provides service through Orange Cove, Reedley, Parlier and Sanger to the Fresno-Clovis Metropolitan Area, Monday through Friday. The service is operated by The Fresno County Rural Transit Agency (FCRTA).

Figure 8 – TCaT Route 10

Route 10/North County



Northbound

WEEKDAY SERVICE										
VISALIA* Transit Center	VISALIA Justice Complex	SEVILLE Seville Market	CUTLER Rd. 128 & School Ave.	EAST OROSI Ave. 416 & Lone Rd.	OROSI R-N Market	OROSI Orosi Mart & Deli	SULTANA Ave. 416 & Rd. 104	DINUBA K-Mart	DINUBA Walmart	DINUBA M St. & Fresno Ave.
6:15	6:34	—	6:44	—	6:48	6:50	6:54	6:57	7:04	7:08
7:15	7:34	—	7:44	—	7:49	7:51	7:55	7:58	8:05	8:09
8:15	8:34	—	8:44	8:49	8:53	8:55	8:59	9:02	9:09	9:13
9:05	9:24	9:35	9:45	—	9:49	9:51	9:55	9:58	10:05	10:09
10:15	10:34	—	10:44	10:51	10:55	10:57	11:01	11:04	11:11	11:15
11:15	11:34	—	11:44	—	11:48	11:50	11:54	11:57	12:04	12:08
1:15	1:34	—	1:44	—	1:48	1:50	1:54	1:57	2:04	2:08
2:10	2:29	2:40	2:49	—	2:53	2:55	2:59	3:02	3:10	3:15
3:15	3:34	—	3:44	—	3:48	3:50	3:54	3:57	4:04	4:08
4:15	4:34	—	4:44	—	4:48	4:50	4:54	4:57	5:04	5:08
5:15	—	—	5:40	—	5:44	5:46	5:50	5:53	6:00	6:04
6:15	—	6:36	6:45	—	6:49	6:51	6:55	6:58	7:05	7:09
WEEKEND SERVICE										
10:25	10:44	—	10:54	—	10:58	11:00	11:04	11:07	11:14	11:18
1:05	1:24	—	1:34	—	1:38	1:40	1:44	1:47	1:54	1:58
2:58	3:18	—	3:28	—	3:32	3:34	3:38	3:41	3:48	3:52
4:53	5:12	—	5:22	—	5:26	5:28	5:32	5:35	5:42	5:46

Southbound

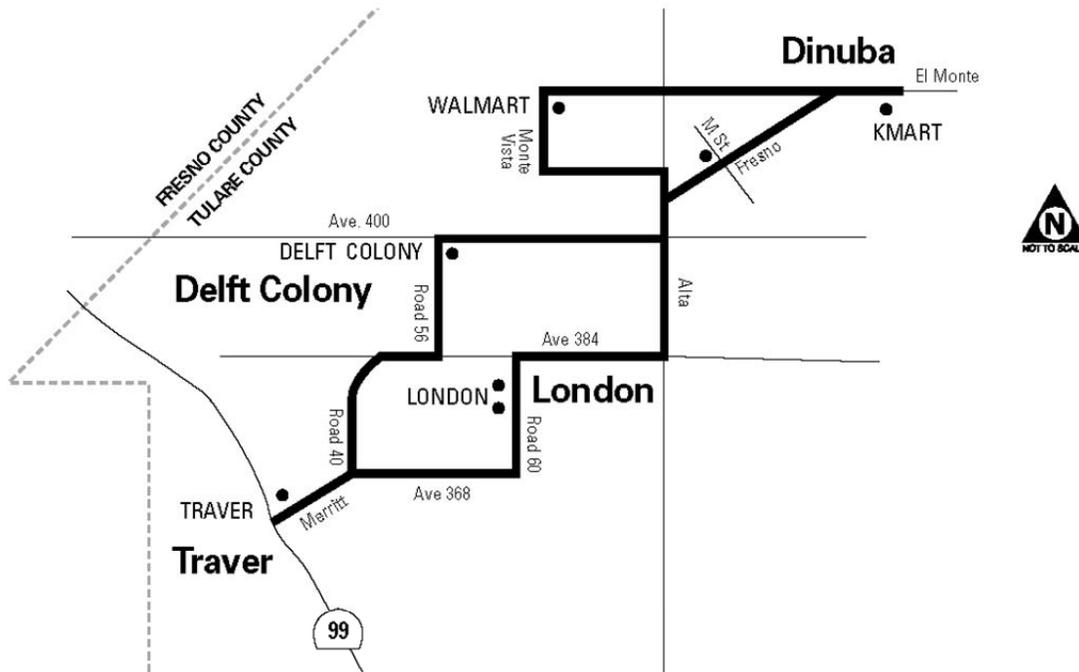
WEEKDAY SERVICE										
DINUBA M St. & Fresno Ave.	DINUBA K-Mart	SULTANA Ave. 416 & Rd. 104	OROSI Orosi Mart & Deli	OROSI R-N Market	EAST OROSI Ave. 416 & Lone Rd.	CUTLER Rd. 128 & School Ave.	SEVILLE Seville Market	VISALIA Justice Complex	VISALIA*	VISALIA*
6:15	6:21	6:24	6:28	6:30	—	6:34	—	6:45	7:05	7:05
7:10	7:17	7:20	7:24	7:26	—	7:30	7:40	7:51	8:10	8:10
8:15	8:21	8:24	8:28	8:30	—	8:34	—	8:45	9:05	9:05
9:15	9:21	9:24	9:28	9:30	—	9:34	—	9:45	10:05	10:05
10:15	10:21	10:24	10:28	10:30	—	10:34	—	10:45	11:05	11:05
11:15	11:21	11:24	11:28	11:30	—	11:34	—	11:45	12:05	12:05
1:10	1:16	1:20	1:22	1:24	1:28	1:35	—	1:46	2:06	2:06
2:15	2:21	2:24	2:28	2:30	—	2:34	—	2:45	3:05	3:05
3:15	3:21	3:24	3:28	3:30	3:34	3:41	—	3:52	4:12	4:12
4:15	4:21	4:24	4:28	4:30	—	4:34	—	4:45	5:05	5:05
5:15	5:21	5:24	5:28	5:30	—	5:34	5:47	—	6:10	6:10
6:15	6:21	6:24	6:28	6:30	6:34	6:41	—	—	7:05	7:05
WEEKEND SERVICE										
9:30	9:36	9:39	9:43	9:45	—	9:49	—	10:00	10:20	10:20
11:24	11:30	11:33	11:35	11:39	—	11:43	—	11:54	12:05	12:05
2:03	2:09	2:12	2:16	2:18	—	2:22	—	2:33	2:53	2:53
3:57	4:03	4:06	4:10	4:12	—	4:16	—	4:27	4:47	4:47

Light type = AM
Bold type = PM

*Free transfer to VT Route 1
**Accept transfer from VT Route 1 with additional fee

Figure 9 - TCaT Route 50

Route 50/Dinuba • London • Traver • Delft Colony



WEEKDAY SERVICE									
DINUBA	SOUTHBOUND			LONDON / TRAVER			NORTHBOUND		DINUBA
DINUBA K-Mart	DINUBA Walmart	DINUBA M & Fresno	LONDON London Market	LONDON Ave. 377 & Rd. 57	TRAVER Tri M's Market 3920 Merritt	DELFT COLONY Lawrence & Rd. 57	DINUBA M & Fresno	DINUBA Walmart	DINUBA K-Mart
—	—	8:20	8:35	8:40	8:50	9:00	9:10	9:17	9:25
—	—	9:30	9:45	9:50	10:00	10:10	10:20	10:25	10:33
12:45	12:53	12:58	1:13	1:18	1:28	1:38	1:48	1:53	2:01
5:00	5:08	5:13	5:28	5:33	5:43	5:53	6:03	6:08	6:16

SATURDAY SERVICE									
DINUBA	SOUTHBOUND			LONDON / TRAVER			NORTHBOUND		DINUBA
DINUBA K-Mart	DINUBA Walmart	DINUBA M & Fresno	LONDON London Market	LONDON Ave. 377 & Rd. 57	TRAVER Tri M's Market 3920 Merritt	DELFT COLONY Lawrence & Rd. 57	DINUBA M & Fresno	DINUBA Walmart	DINUBA K-Mart
—	9:30	—	9:45	9:50	10:00	10:10	—	10:20	—
—	10:30	—	10:45	10:50	11:00	11:10	—	11:20	—
—	1:30	—	1:45	1:50	2:00	2:10	—	2:20	—
—	2:30	—	2:45	2:50	3:00	3:10	—	3:20	—

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CHAPTER 3 – PUBLIC OUTREACH

STAKEHOLDER MEETINGS

Stakeholder involvement is critical to the successful development and implementation of a transit plan. The Dinuba City Council approved the formation of a Transit Development Plan Committee to provide stakeholder input during development of the TDP. The committee was comprised of a broad cross-section of the community, and included transit users, representatives of transit-dependent populations, community leaders, school representatives, social service providers, and transportation employees (see Table 4).

A series of stakeholder meetings were held in order to educate the Transit Development Plan Committee on the TDP process, and to generate input on plan findings and recommendations. Three stakeholder meetings were held in total. All meetings were held in the early evening hours to foster attendance. The first meeting took place on January 23, 2014. This initial meeting provided stakeholders with an overview of the TDP process and the current DART system by mode. The meeting culminated in a group discussion on current transit issues and concerns.

The second meeting took place on March 13, 2014, and provided stakeholders with the results of the system analysis, and a first-look at preliminary service recommendations. These service options were then further refined, with direction from City staff, and presented as a preferred service alternative at the final stakeholder meeting held on May 8, 2014.

TCAG staff facilitated the meetings in cooperation with City staff. Meeting participants were encouraged to share their thoughts, perceptions and experiences on the strengths and weakness of the City's current transit system. An informal atmosphere was maintained throughout the meetings to encourage participation.

Organization/Affiliation	Name
Dinuba City Council	Scott Harness, Council Member
Dinuba Chamber of Commerce	Sandy Sills, Executive Director
Dinuba Planning Commission	Rick Olesky, Commissioner
Dinuba Unified School District	Enrique Moreno, Transportation Director
Dinuba Senior Center	Ann Day, President DSCI
Tulare Works (Tulare County HHSA)	Angelina Stanfill
Reedley College (Vocational Training)	Dr. Michael White, Vice President of Student Services
ADA/Disabled Resident	Ray Millard
City of Dinuba	Roy Ramirez, Management Analyst
Transit Contractor (MV Transportation, Inc.)	Dave Nave, General Manager

ON-BOARD RIDER SURVEY

On-board surveys are one of the most reliable and cost effective means of gathering information about current transit users, including who rides the system (demographics), and how they feel about the service they receive. Rider surveys are often the only direct source of information about trip purpose and mode choice. Surveys can also be used to identify service needs, and to help define policies.

Methodology

On-board surveys were administered on DART buses during the last two weeks of January (2014). The surveys were conducted subsequent to the winter break for local schools and Reedley College to ensure that the surveys captured a “typical” ridership period. The survey form was printed in both English and Spanish (see Appendix A).

Each of the DART services was represented during the survey process. Posters were placed inside each DART bus advertising the survey, and bus drivers announced the availability of survey forms during scheduled bus trips. Riders were asked to fill out the survey during the course of their trip, with driver assistance, if needed.

Survey Results

Fifty-three (53) riders completed the survey. This small sample does not constitute a statistically valid representation of DART riders, but it does provide a snapshot-in-time of current transit users. Most of the surveys (81%) were filled out in English, and the majority were completed on-board the fixed route portion of the flexroute and the Jolly Trolley. Results of the survey are summarized on the following pages.

Rider Characteristics

According to survey results, the average DART rider is female, between the ages of 20 and 34, with an average household income below \$10,000, and no access to an automobile. Over one-third of respondents (37%) were employed, 31% were unemployed, 16% were retired, and another 16% were students.

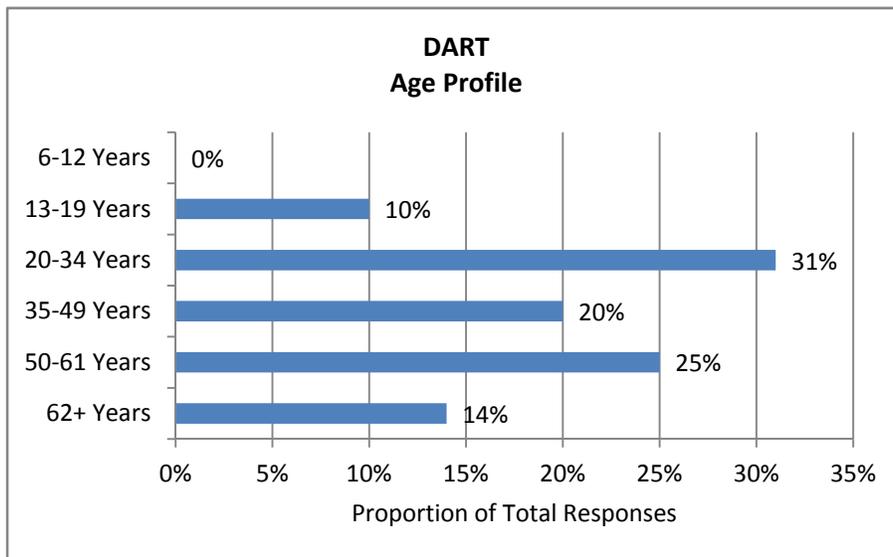
Gender

The majority of respondents indicated they were female; seventy-three percent (73%) of respondents were female, while 27% were male.

Age

The majority of respondents were working-age adults between the ages of 20 and 61, with the largest group being between the ages of 20 and 34. This figure is in line with the 2010 Census counts which show the median age of Dinuba residents as 27.2 years. Approximately 14% of respondents were age 62 or older. School-age riders between the ages of 13 and 19 accounted for 10% of respondents. The system has historically served a significant number of school-aged

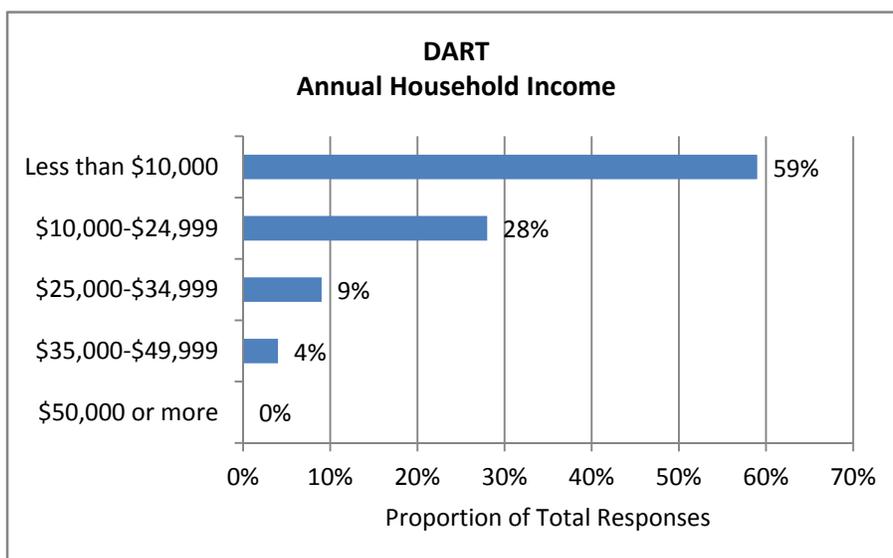
passengers, especially on the Jolly Trolley, but young riders typically do not take part in voluntary surveys.



Income

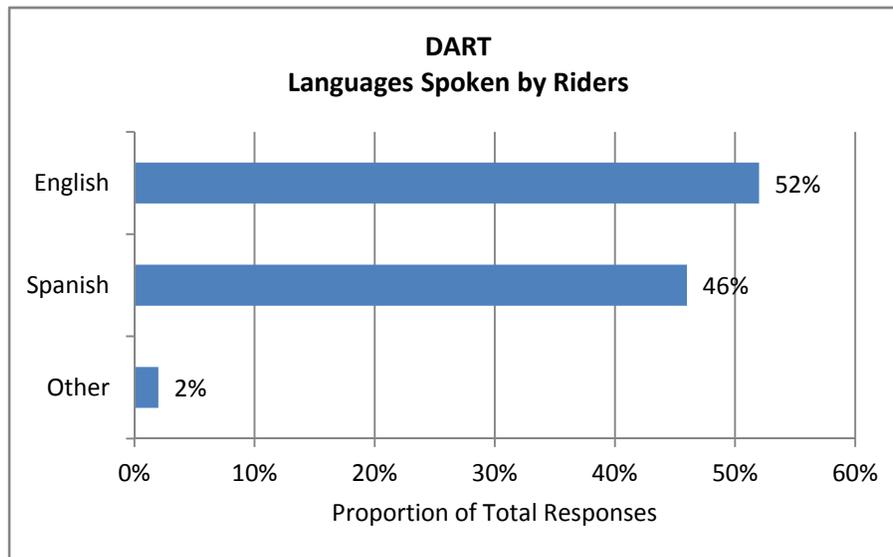
Income typically plays an important role in determining transit ridership within the Central Valley. Generally, as income levels and available transportation options increase, the demand for transit services decreases. This correlation is apparent in Dinuba’s ridership.

The majority of respondents (59%) reported household incomes below \$10,000. Another 28% reported household incomes between \$10,000 and \$24,999. Although household size is not known, it is likely that many of these households are at, or near the poverty level.



Languages Spoken at Home

Almost half of respondents (46%) indicated that Spanish is spoken in their homes, underscoring the need for all transit information to be made available in both English and Spanish. Another language indicated was Arabic.

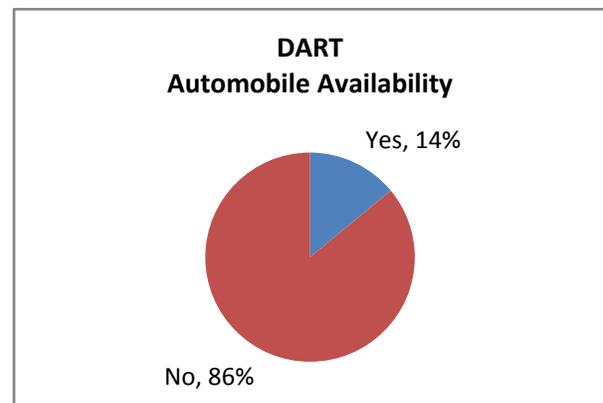
Disability Status

Twenty-three percent (23%) of riders surveyed answered “yes” to having a handicap or disability, while the other 77% indicated that they did not.

Passengers that responded “yes” to having a disability were asked to answer a series of related questions. Answers to these questions were only tallied if the respondent claimed to have a handicap or disability; all other answers were dismissed. From these questions it was ascertained that 17% of disabled passengers need a wheelchair lift to complete their trip. Ninety-two percent (92%) of these respondents feel that DART services adequately meet their mobility needs.

Automobile Availability

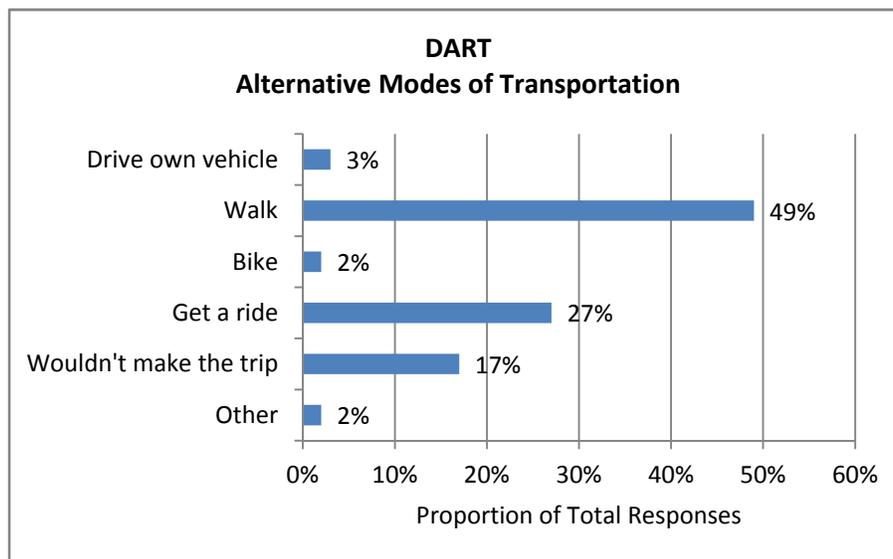
Respondents were asked whether they had access to an automobile for their particular trip. Almost all (86%) of the riders who responded indicated that they did not have a car available for their trip, underscoring the importance of transit service to Dinuba’s core riders.



Alternative Modes

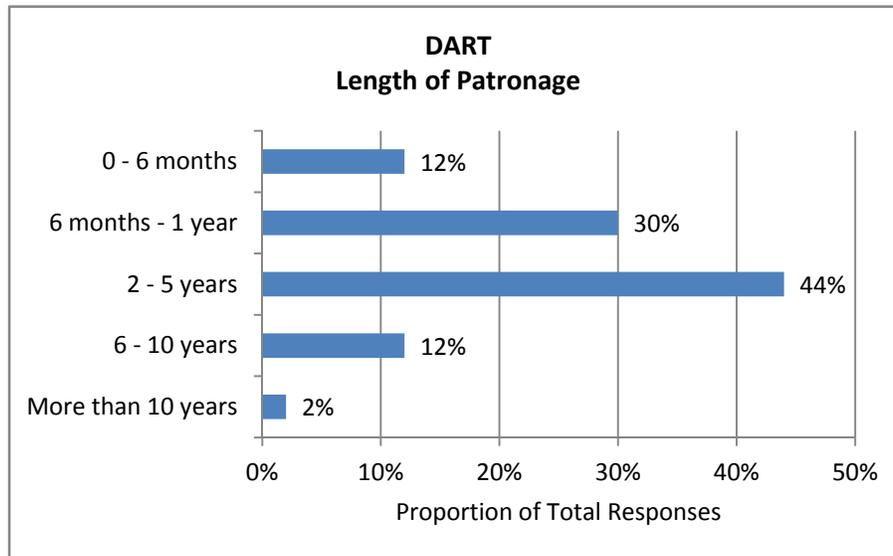
Another question asked riders how they would have traveled to and from their destination if transit service had not been available. Forty-nine percent (49%) of respondents reported that they would have walked; possibly indicating that many riders are using transit for relatively short trips. Twenty-seven percent (27%) of respondents would have gotten a ride from someone else.

Overall, 83% of respondents would have used alternate means to make their trip, while 17% reported that they would not have made the trip if the transit bus was not available. Many respondents included multiple answers; percentages are based on total responses received.



Length of Patronage

Just under half of respondents (44%) indicated that they have been using the service for at least two years, indicating that DART has an established ridership base. Another 42% of respondents have used the service for less than one year. This new segment of riders can most likely be attributed to the slow-growing economy.



Use of Tulare County Area Transit (TCaT) Services

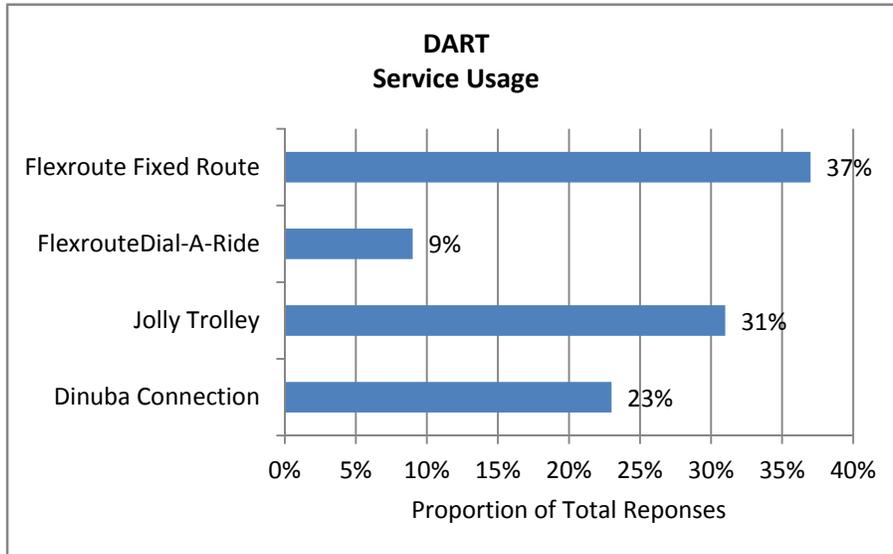
Passengers were asked to indicate whether or not they also use the transit services provided to Dinuba residents through TCaT, and if so, how often they use the service. Over two-thirds (69%) of respondents indicated that they use the County transit service to get to Orosi, Visalia, Traver, and areas just outside of Dinuba's city limits (service area boundary), thus indicating the importance of coordination between service providers. Twenty-nine percent (29%) of these DART riders use TCaT on a monthly basis, 24% on a weekly basis, and 16% on a daily basis.

Trip Characteristics

The average DART trip is taken daily to get to and from shopping destinations, medical appointments, and for personal business. Information regarding DART services is most often obtained by asking a DART driver or consulting the Tulare County Transit Guide.

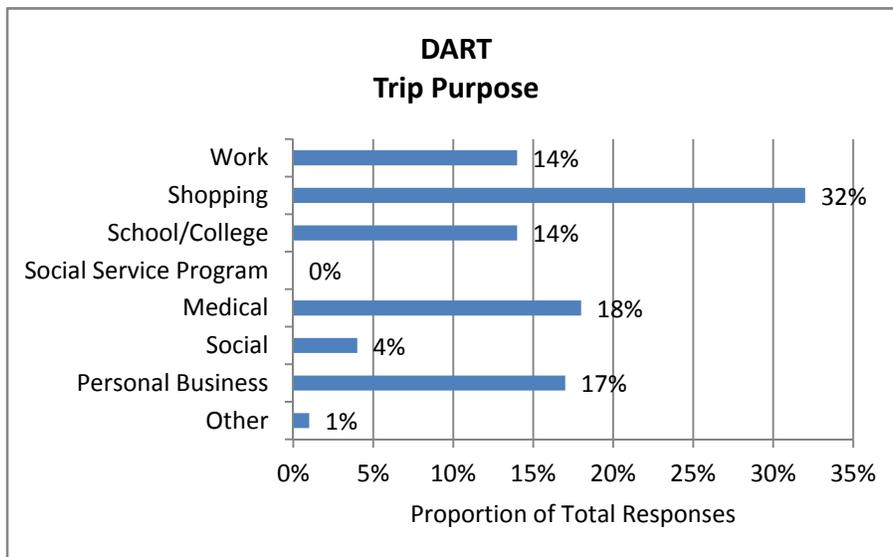
Service Used

Passengers were asked to indicate which DART services they were using on the day of the survey. Many respondents included multiple answers, indicating that they were transferring between services. More than one-third of respondents (37%) indicated that they were using the fixed route portion of the flexroute service, while another 31% indicated they were riding the Jolly Trolley. These figures correspond with current ridership data.

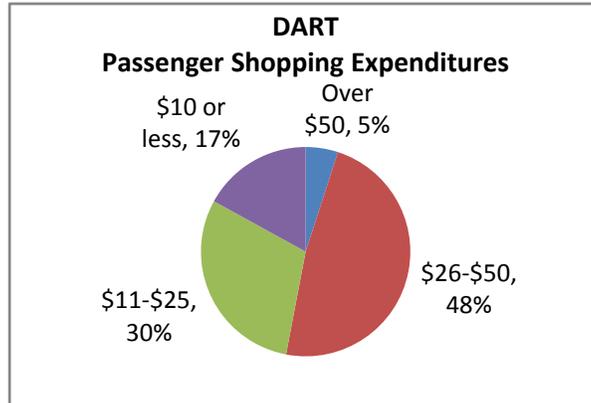


Trip Purpose

Passengers were asked to indicate the purpose of their trip. Respondents reported a variety of trip purposes, indicating that DART serves a variety of transportation needs. Almost one-third of respondents (32%) reported using the service of shopping trips. Other frequently mentioned trips were medical appointments (18%) and personal business (17%). Work trips and school trips made up 14% of responses respectively. Given the age profile of respondents, it is safe to assume that most of the school trips are college students traveling to Reedley College via the Dinuba Connection route. Many respondents included multiple answers; percentages are based on total responses received.

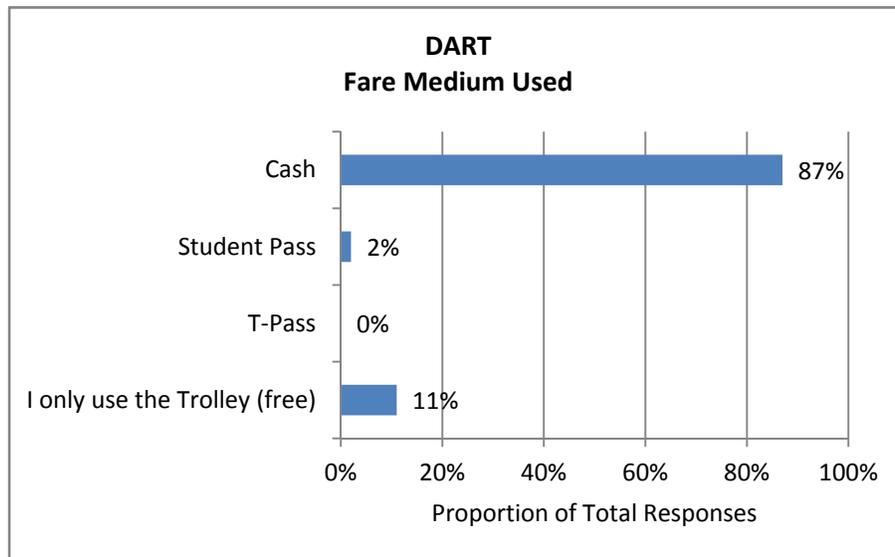


Those passengers whose trip purpose was reported as “shopping” were also asked how much money they had spent or expected to spend during their shopping trip. The average expenditure was \$28 per shopper. Based on survey data, DART riders spend approximately \$686,000 within the community annually.



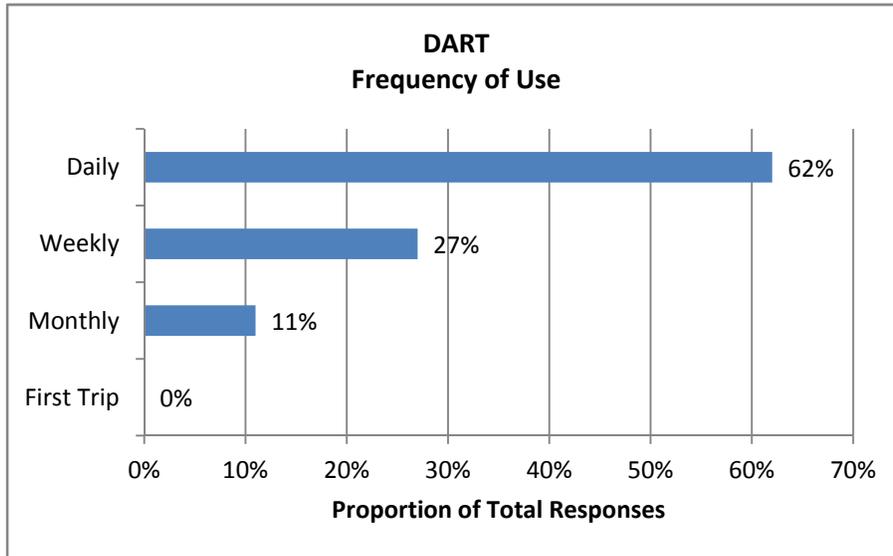
Fare Medium

Passengers were asked to indicate how they usually pay for their bus trip. The majority of respondents (87%) indicated that they use cash.



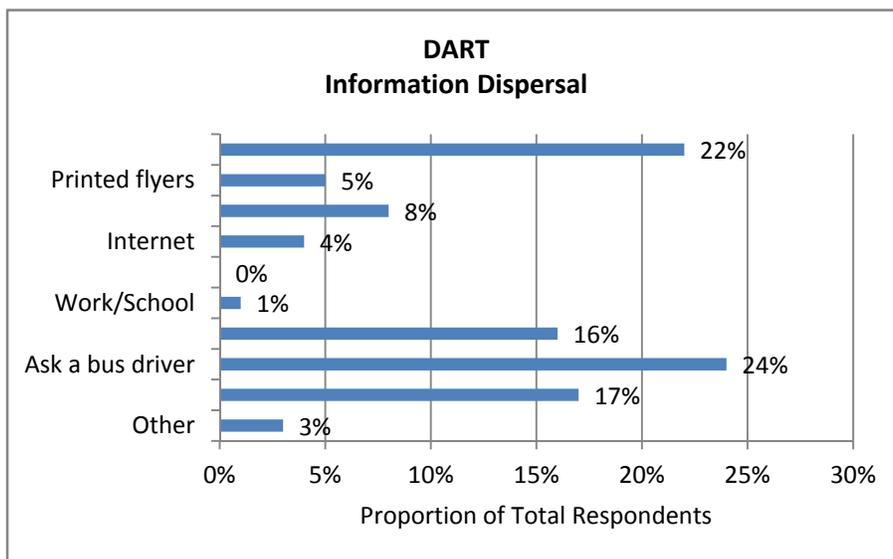
Frequency of Use

Over half (62%) of the DART riders surveyed, use the service daily (3 to 6 days a week). Another 27% reported that they use it weekly (1 to 2 days a week). No riders indicated that they were new users.



Information Dispersal

Respondents were asked to indicate how they usually get information about the transit system. Twenty-four percent (24%) usually ask a bus driver for information. This is not unusual for a small system where drivers and riders typically know each other by name. Another 22% of respondents indicated that they would consult the Tulare County Transit Guide. Multiple answers were allowed; percentages are based on total responses received.

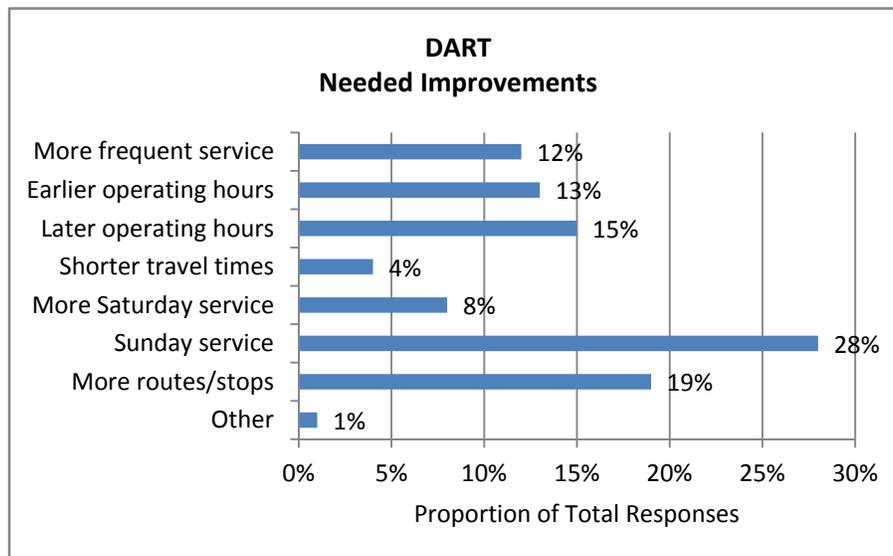


Rider Attitudes and Opinions

The DART riders surveyed would like to see a few service improvements, but are generally very happy with the current system's performance.

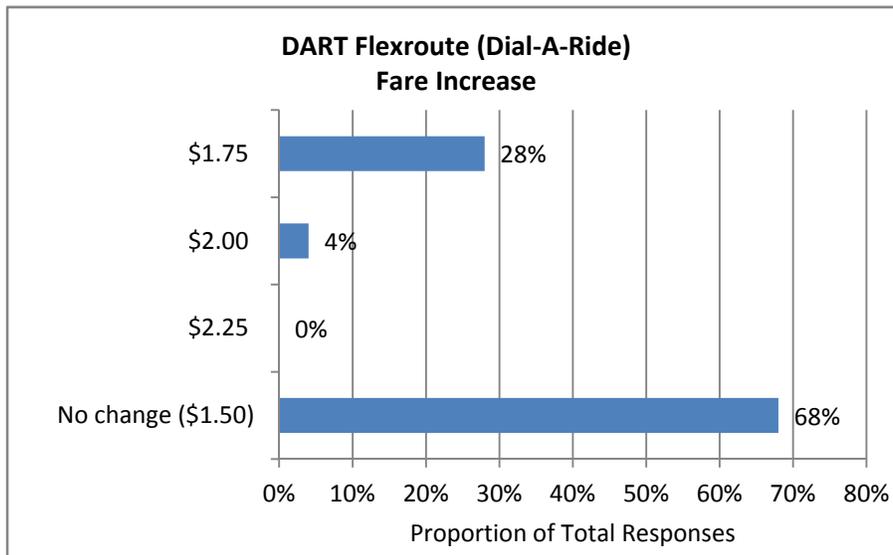
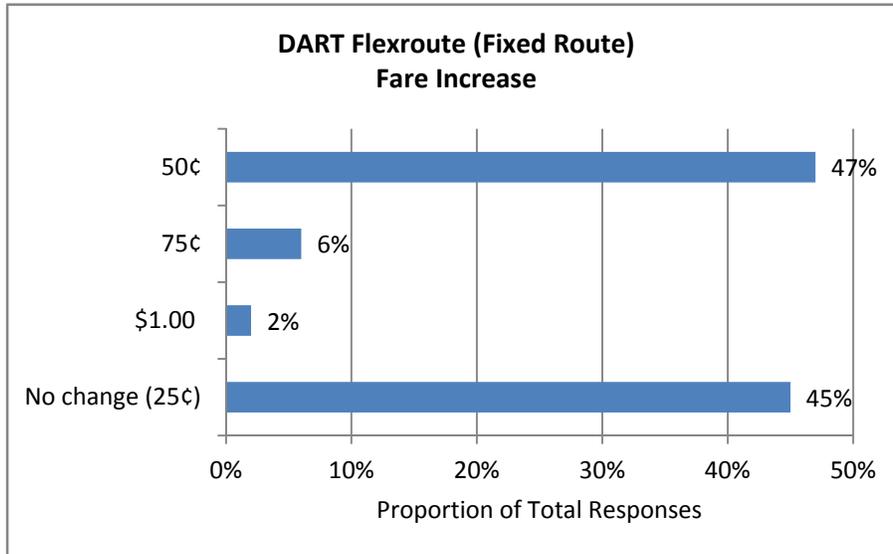
Needed Improvements

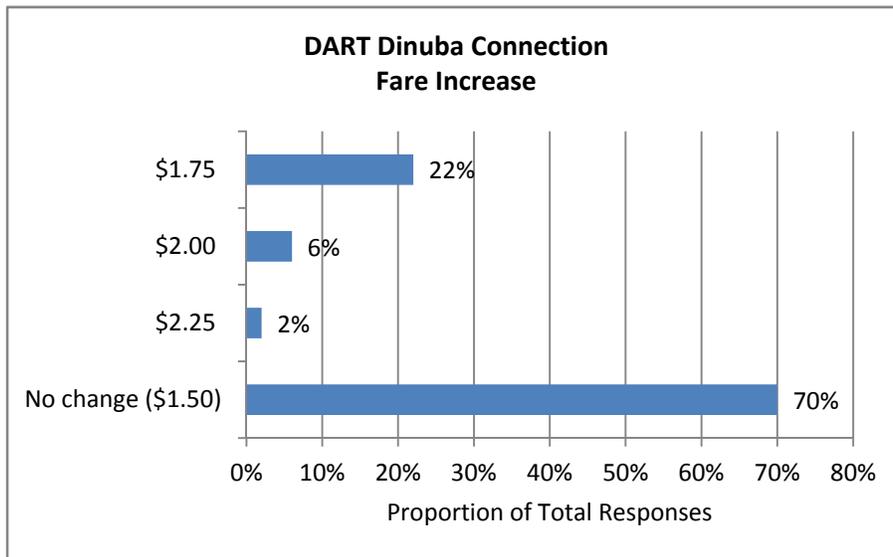
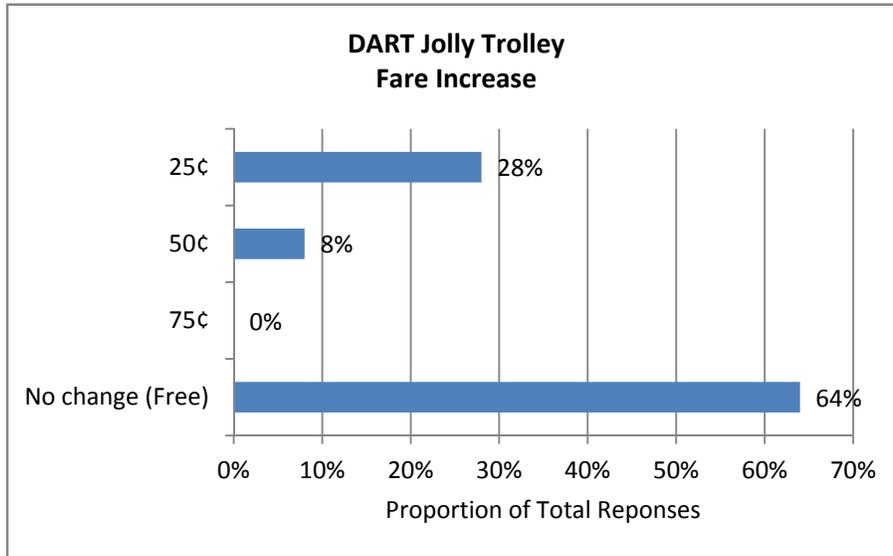
Survey respondents were asked to choose from a list of system improvements that they would most like to see addressed. Twenty-eight percent (28%) would like to see service implemented on Sundays. Another 19% indicated that they would like to see more stops and/or routes to places like the Dollar Tree on west El Monte Way, the 99¢ Store on Alta Avenue, and the outskirts of town (such as the area around Crawford and Nebraska Avenues). One respondent indicated that they would like to see bus schedules posted at each stop. Multiple answers were allowed; percentages are based on total responses received.



Fare Increase

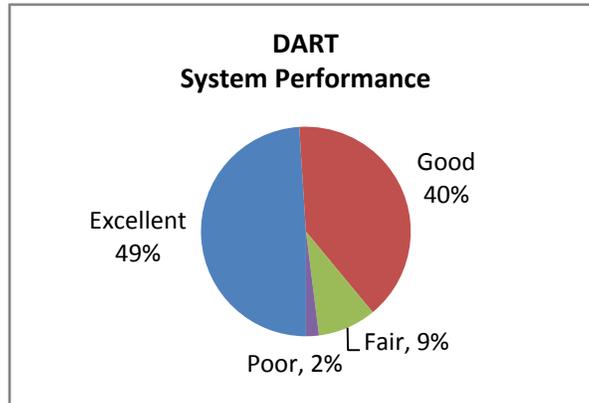
The survey also asked respondents to indicate the amount they would be willing to pay for service if the City needed to raise DART fares. Respondents did not seem opposed to a slight increase on the fixed route portion of the flexroute service, but were not as responsive to an increase on the other DART services. Survey results are presented by service below.





System Performance

In general, the majority of respondents (89%) are happy with DART’s overall system performance. Forty-nine percent (49%) indicated that DART is currently doing an “Excellent” job.



COMMUNITY SURVEY

Community surveys were conducted to obtain information from the community at large about their perceptions and knowledge of the local transit system. Community surveys can also help determine potential transit markets and unmet transit needs within the service area.

Methodology

Community surveys were conducted during late January and early February (2014). The surveys were available online and in hard-copy form. Both formats were available in English and Spanish (see Appendix B). Survey forms, as well as posters advertising the survey, were placed at City Hall, Dinuba Chamber of Commerce, and the Dinuba Community Center. A link to the online survey was posted on the City's website and Facebook page, and was included in a message on the City's utility bills that went out in February. Community members were asked to complete a survey regardless of whether or not they had knowledge of the transit system.

Survey Results

A total of fifty-three (53) useable surveys were completed through this process. Fifty-two (52) of these surveys were completed online, while only one (1) hard-copy survey form was returned. Only one (1) of the surveys was completed in Spanish (an online survey). Results of the survey are summarized on the following pages. All percentages are based on the total number of responses gathered for each question.

Respondent Eligibility

The first section of the community survey asked basic screening questions to determine if the respondent was eligible to complete the survey. Only responses from adults and youth age 16 or older were accepted. Online respondents were only allowed to continue with the survey if they answered "yes" to being age 16 or older. In order to determine which category of questions to ask, the respondent was also asked about their familiarity with the local transit service and whether or not they knew the official name of the system.

More than half of the community survey respondents (64%) indicated that they were Dinuba residents. The rest came from surrounding cities and communities. More than three-fourths (81%) of respondents indicated that they are familiar with the transit system, but only 37% knew the official name of the system (Dinuba Area Regional Transit). Almost a quarter (23%) of respondents thought the name to be Dinuba Transit, the name of the City's previous service provider. The final screening question asked whether or not the respondent had personally used the DART or Tulare County Area Transit (TCaT) services during the last year. Only 9% of respondents indicated that they had, and the majority of them had used the County service.

What is your residential zip code?

Dinuba	64%
Orosi	2%
Orange Cove	2%
Reedley	11%
Kingsburg	2%
Fresno	4%
Madera	2%
Visalia	9%
Tulare	2%
Exeter	2%

Are you familiar with the transit system in the Dinuba area?

Yes	81%
No	19%

Do you know the official name of the Dinuba transit system?

Dinuba Transit	23%
Dinuba Connection	23%
Dinuba Area Regional Transit	37%
Jolly Trolley	10%
I don't know	7%
Other	0%

Have you used either Dinuba's transit service or the Tulare County (TCaT) transit service during the last year?

Yes	9%
No	91%

If yes, which services have you used?

Dinuba Fixed Route	25%
Dinuba Dial-A-Ride	25%
Jolly Trolley	25%
Dinuba Connection	0%
Tulare County Area Transit	50%

Non-Riders

The second section of the community survey targeted those people not familiar with the DART service, or those that haven't used the system within the past year. Fifty-five percent (55%) of non-riders indicated that they were open to the idea of using Dinuba transit services in the future. Of these respondents the majority indicated that they would use transit for shopping trips, followed by work and social trips. Reasons cited for using transit in the future included a broken down personal vehicle, to travel to Reedley, to spare the air, to explore Dinuba, and as a fun outing for children. The main reason cited for not using the transit services was the availability of other transportation. Other reasons provided for not using transit included not living within the Dinuba area, and "too many unsupervised juveniles" on the bus.

Is there a possibility that you might choose to use Dinuba transit services in the future?

Yes	16%
No	45%
Maybe	39%

For what purpose would you ride the bus?

Work	19%
Shopping	27%
School/College	5%
Medical	14%
Social	19%
Other	16%

Why haven't you used transit services in the past?

I didn't know there was a bus service in town	2%
The bus doesn't go <u>where</u> I need to go	12%
The bus doesn't go <u>when</u> I need to go	7%
The bus doesn't stop near me	13%
The bus takes too long	4%
I don't know how to use it	4%
I have other transportation	54%
Other	4%

If your employer offered discounted transit passes, would you consider using transit?

Yes	36%
No	64%

All Respondents

The third section of the community survey targeted all respondents. Only thirty-four percent (34%) of respondents had a transit guide on hand, but 68% knew the location of the bus stop nearest to their home. Over half (56%) of respondents did not recall having seen any advertising for Dinuba transit services within the past three months. Those that had seen

advertising indicated that it was at City Hall and other City facilities, at the Dinuba Vocational Center, at the Chamber of Commerce, on the City website, in the Dinuba Sentinel (local newspaper), on the buses and at bus stops.

Do you have a transit guide on hand?

Yes	34%
No	66%

Do you know the location of the bus stop nearest to your home?

Yes	68%
No	32%

Have you seen any advertising for Dinuba transit services in the past 90 days?

Yes	16%
Yes, but I don't remember where	28%
No	56%

To help make assessments regarding changes to the existing fare structure, respondents were asked what they thought would be a reasonable fare to ride each of the Dinuba transit services if the current fares needed to be raised. Respondents were generally open to fare increases, especially on the fixed route services. Current fares were disclosed for comparison.

If the City needs to raise transit fares in order to continue providing service, what would you consider a reasonable general fare for the fixed route service?

50¢	55%
75¢	4%
\$1.00	23%
No Change (25¢)	18%

If the City needs to raise transit fares in order to continue providing service, what would you consider a reasonable general fare for the Dial-A-Ride service?

\$1.75	23%
\$2.00	32%
\$2.25	11%
No Change (\$1.50)	34%

If the City needs to raise transit fares in order to continue providing service, what would you consider a reasonable general fare for the Jolly Trolley service?

25¢	30%
50¢	36%
75¢	16%
No Change (Free)	18%

If the City needs to raise transit fares in order to continue providing service, what would you consider a reasonable general fare for the Dinuba Connection (Reedley service)?

\$1.75	18%
\$2.00	39%
\$2.25	16%
No Change (\$1.50)	27%

Respondent Profile

The final section of the community survey provided a profile of survey respondents. The majority of respondents were English-speaking (84%) females (60%). Most were working-age adults between the ages of 20 and 61, with household incomes above \$50,000 annually.

What is your gender?

Male	40%
Female	60%

What is your age?

16-19	2%
20-34	28%
35-49	42%
50-61	26%
62+	2%

What languages are spoken in your home?

English	84%
Spanish	16%
Other	0%

What is the approximate annual income of your household?

Less than \$10,000	2%
\$10,000 - \$24,999	5%
\$25,000 - \$34,999	9%
\$35,000 - \$49,999	14%
\$50,000 or more	70%

Are you:

Employed	93%
Unemployed	5%
Retired	0%
A Student	2%

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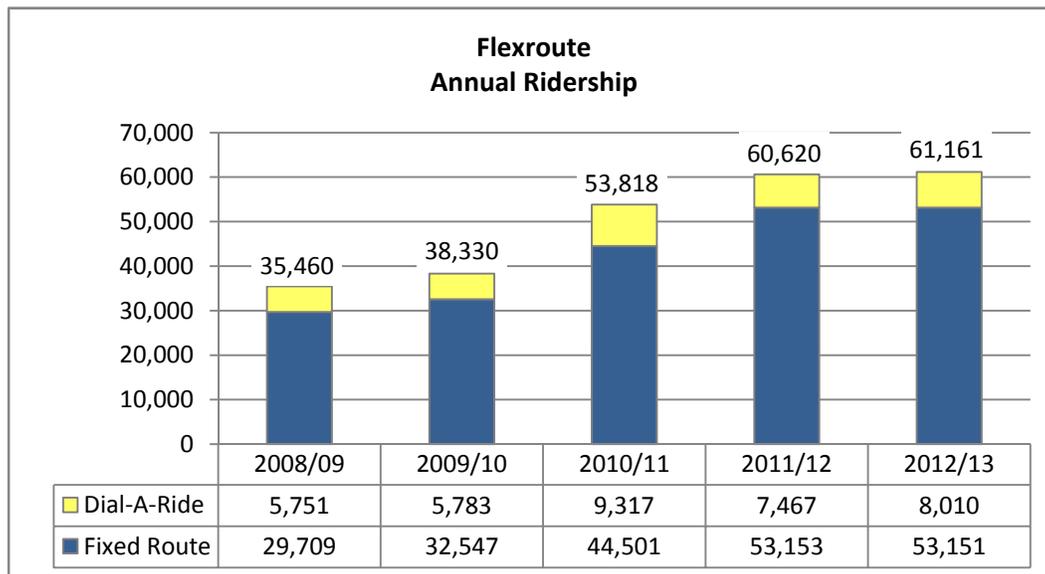
CHAPTER 4 – SYSTEM ANALYSIS

This section will review various components of the DART system. Analyzing service performance and operational trends provides a better understanding of the overall operation of the system. The results of the analysis will help identify performance issues that should be addressed over the next five years.

This chapter will begin by looking at the overall service performance of the existing DART services. The analysis will include performance measures required by the Transportation Development Act (TDA) such as total passengers, operating cost, operating cost per passenger, and farebox recovery ratio for each service. This data will be compared with the adopted performance standards established in the *2009 City of Dinuba Transit Development Plan*. In addition, this chapter will include an estimate of future transit demand based on current performance, and present an analysis of the system's fare structure, and compliance with various transit requirements.

FLEXROUTE SERVICE PERFORMANCE

Using operating data and performance indicators, a series of assessments were completed to provide a better understanding of the operations and productivity of the flexroute service. The following graphs show a comparison of annual ridership, operating costs, fare revenues, farebox recovery ratios, and costs per passenger over the last five fiscal years. Annual data is separated into fixed route and dial-a-ride totals for comparative purposes.



Source: City of Dinuba Public Transportation Usage Reports

Ridership on Dinuba’s fixed route and dial-a-ride services combined has increased annually over the last five fiscal years; ridership increased by approximately 73% between FY 2008/09 and FY 2012/13. The flexroute system experienced its greatest ridership jump (a 40% increase) between FY 2009/10 and FY 2010/11, due to the expansion of service hours. In May of 2010, flexroute service hours were increased as follows:

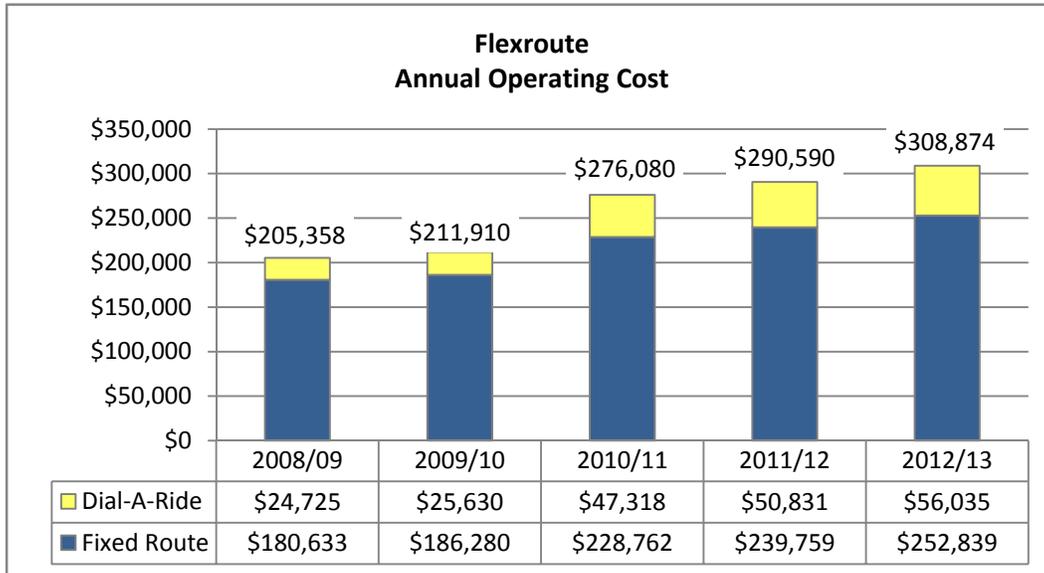
	<u>Previous Schedule</u>	<u>Current Schedule</u>
Monday – Thursday	7:30 am to 4:30 pm	7:00 am to 6:00 pm
Friday	7:30 am to 4:30 pm	7:00 am to 9:00 pm
Saturday	No service	9:00 am to 9:00 pm

The service expansion increased service hours on the flexroute system by an additional 33 hours per week; from 90 base hours per week to 123 base hours per week. These totals account for limited service on Fridays (6 pm to 9 pm) and Saturdays (all day), but they do not account for the use of additional buses during peak hours. “Limited hours” refers to the use of one bus on both the North and South routes instead of two, with service every 60 minutes on each.

The North and South routes carry roughly an equal proportion of the total fixed route passengers each year. In FY 2012/13 the North Route carried a total of 28,005 passengers or 53% of total fixed route passengers, while the South Route carried a total of 25,146 passengers or 47% of total fixed route passengers.

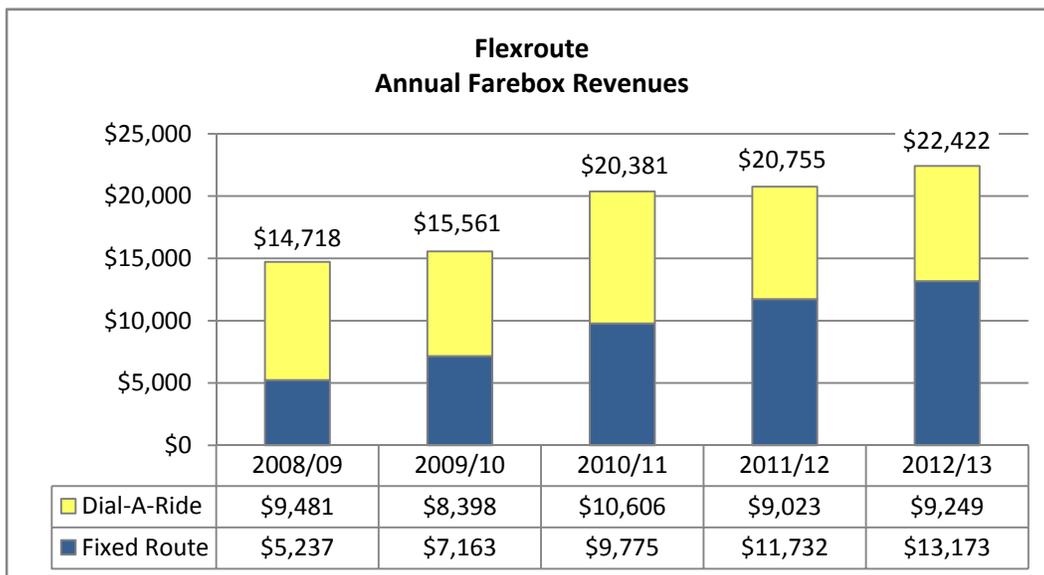
Over the last five fiscal years, the dial-a-ride component of the flexroute service has carried, on average, less than 15% of the service’s total ridership (12% in FY 2011/12 and 13% in FY 2012/13). However, the majority of the dial-a-ride riders are school-age children; during FY 2012/13 over three-quarters (76%) of the total dial-a-ride ridership was comprised of youth between the ages of 6 and 12. This long-standing trend stems from DART’s history; prior to the initiation of the flexroute service in January of 2007, Dinuba’s stand-alone dial-a-ride service was targeted towards school-age riders. The current flexroute service includes designated fixed-route stops near each of Dinuba’s schools for the convenience and safety of DART’s school-age patrons, but parents either don’t understand the dynamics of the flexroute system, or are unwilling to give up the convenience of curb-to-curb service for a lower fare. During FY 2012/13 seniors made up 3% of the dial-a-ride service’s total ridership, and ADA passengers accounted for 0.3% of total ridership.

Ridership on both services seems to have flattened out during the last two reported fiscal years (between FY 2011/12 and FY 2012/13).



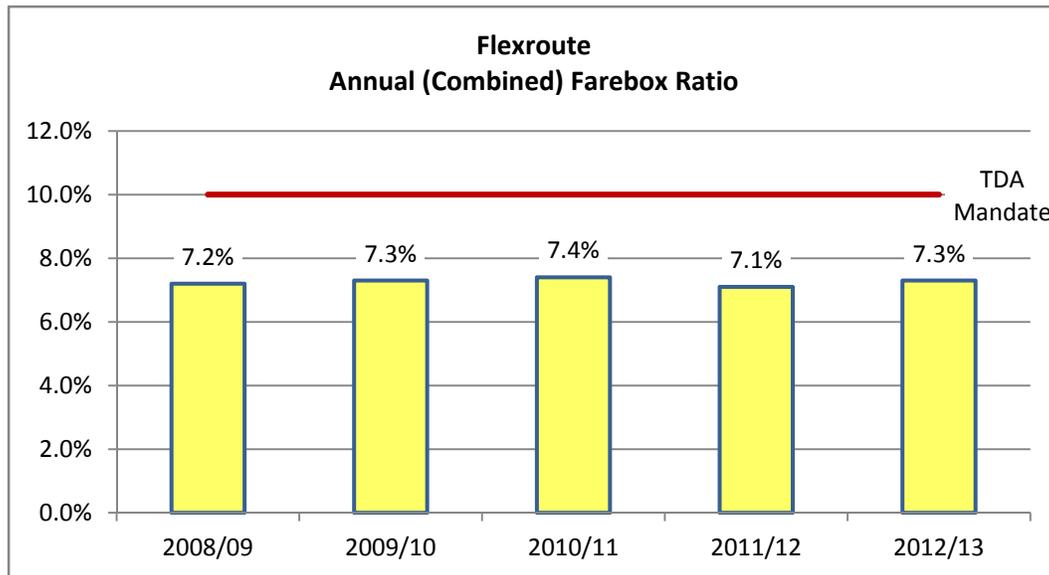
Source: Annual State Controller's Reports

The annual cost of providing the flexroute service has increased at an average rate of 5.8% per year since the service was introduced in 2010. Dial-a-ride cost increases have outpaced fixed route costs increases, due to the use of an additional bus to accommodate excess dial-a-ride passengers during peak school service hours. The most marked increase (30%) occurred between FY 2009/10 and FY 2010/11 due to the expansion of service hours; base service hours were increased by approximately 38% in May of 2010.



Source: City of Dinuba Public Transportation Usage Reports

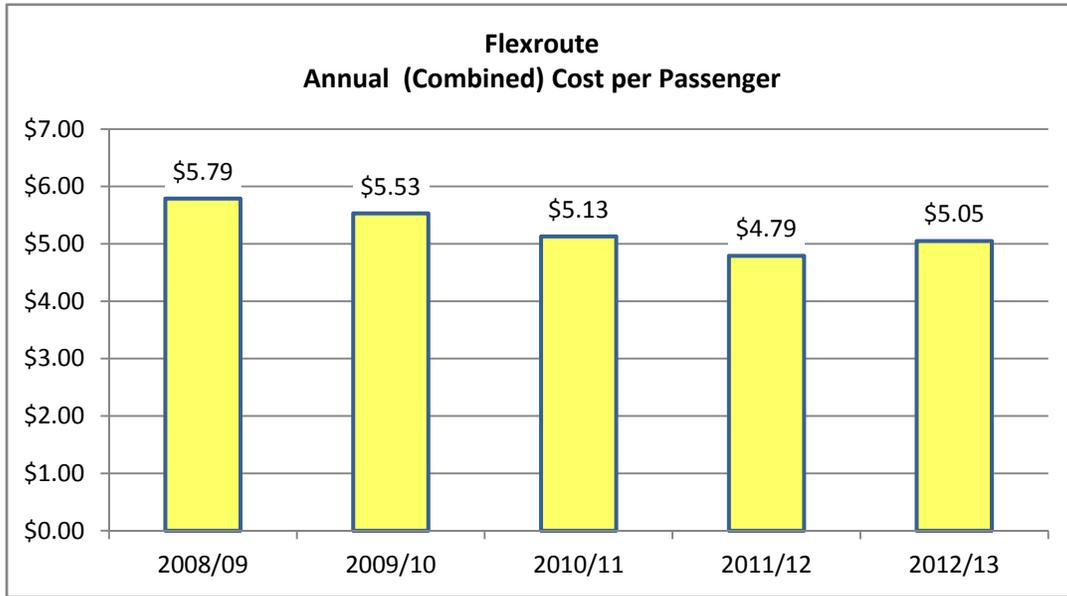
Flexroute farebox revenues have increased annually over the last five fiscal years; flexroute farebox revenues increased 8% between FY 2011/12 and FY 2012/13. Total farebox revenue increases are not proportional to total ridership increases, however, due to the disparity between fare rates on each service. In FY 2012/13 the average fare on the dial-a-ride service was \$1.15, while the average fare on the fixed route service was 25¢.



Source: Annual State Controller's Reports & City of Dinuba Public Transportation Usage Reports

Farebox ratios are calculated by dividing all farebox revenue by total operating costs. The TDA mandates that transit services operating in non-urbanized areas maintain a combined (system-wide) farebox recovery of 10% for all services, in order to receive state funding. DART's combined fixed route and dial-a-ride farebox ratio has remained steady over the last five fiscal years, but has remained below 10% since the inception of the flexroute service in 2007. Although ridership increases on the flexroute service outpaced cost increases over the last five fiscal years (ridership increased by 73%, while the cost of operating the service only increased by 50%), low passenger fares kept the farebox ratio from improving.

The annual cost per passenger on the flexroute system decreased by 74¢ between FY 2008/09 and FY 2012/13. This decrease can be attributed to a higher total increase in ridership than in operating costs. However, the cost per passenger increased by 26¢ between the last two reported fiscal years (FY 2011/12 and FY 2012/13) due to a disproportionate increase in operating costs to ridership.



Source: Annual State Controller’s Reports & City of Dinuba Public Transportation Usage Reports

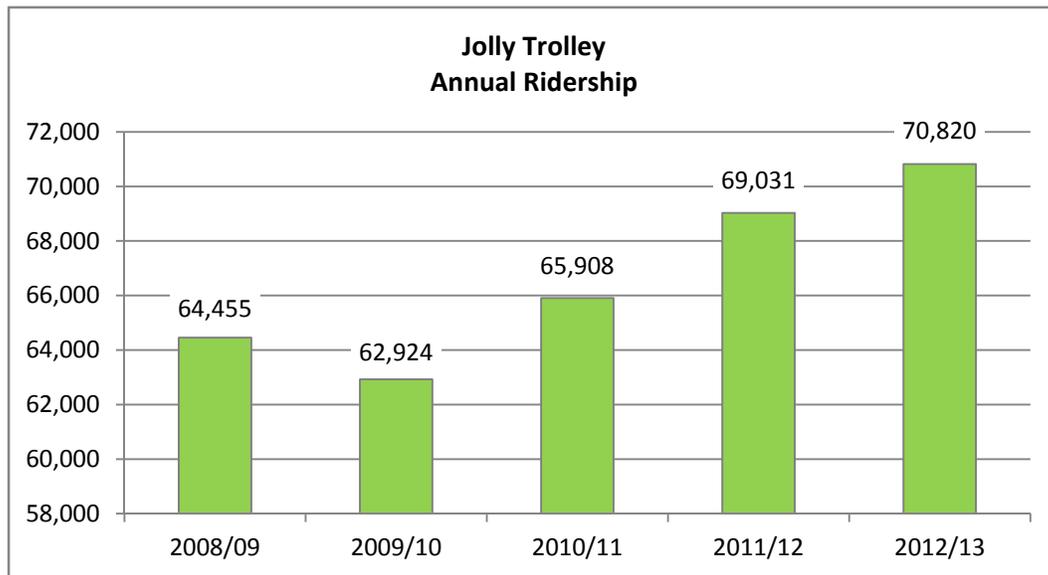
Operational performance data for FY 2012/13 indicates that the flexroute service is not currently achieving any of the adopted service standards. The following table compares the overall performance of the flexroute service for FY 2012/13 with the performance standards that were established in the 2009 City of Dinuba Transit Development Plan.

Standard	Benchmark	FY 2012/13
Operating Cost per Passenger	\$4.25	\$5.05
Operating Cost per Revenue Hour	\$40.00	\$41.23
Passengers per Revenue Hour	9.4	8.2
Farebox Recovery Ratio	10.0%	7.3%

Source: Annual State Controller’s Reports & City of Dinuba Public Transportation Usage Reports

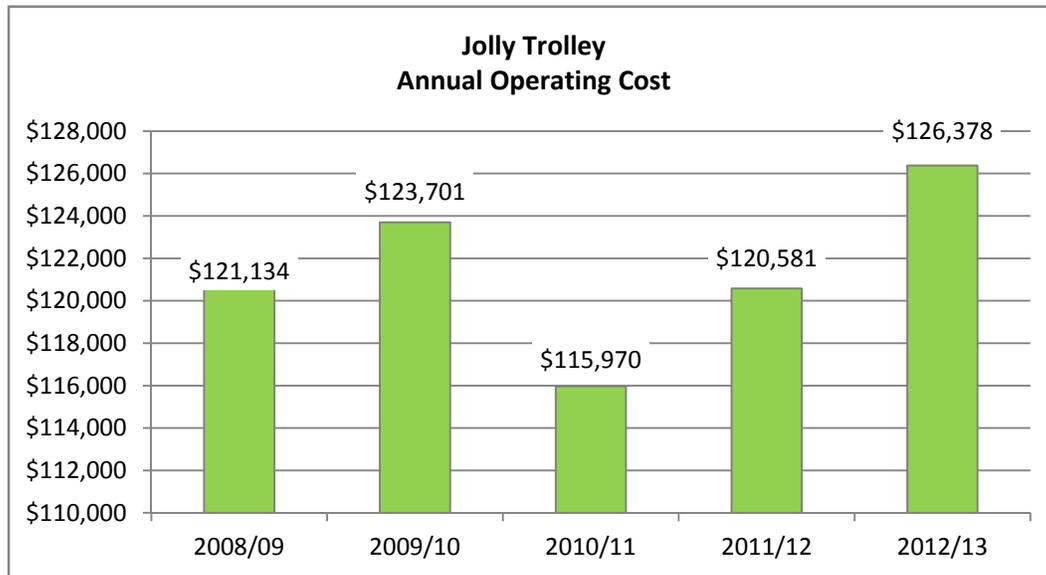
JOLLY TROLLEY SERVICE PERFORMANCE

Using operating data and performance indicators, a series of assessments were completed to provide a better understanding of the operations and productivity of the trolley service. The following graphs show a comparison of annual ridership, operating costs, and costs per passenger over the last five fiscal years.



Source: City of Dinuba Public Transportation Usage Reports

Ridership on the Jolly Trolley service has increased annually over the last five fiscal years with the exception of FY 2009/10 which showed a slight decrease (2%) in ridership. This may be attributed to the declining economy; the Jolly Trolley is a shopping circulator, and fewer people were spending money during that time. Overall, ridership increased by approximately 10% between FY 2008/09 and FY 2012/13; however ridership seems to have flattened out during the last two reported fiscal years (between FY 2011/12 and FY 2012/13).



Source: Annual State Controller's Reports

The annual cost of providing the Jolly Trolley service increased marginally (by approximately 4%) between FY 2008/09 and FY 2012/13. Although this operating increase was lower than the service's ridership increase, the Jolly Trolley has no fare revenues to help offset this increase. The trolley service is free to the public, and fare revenues are subsidized by the City.

The drop in operating costs during FY 2010/11 can be attributed to the addition of service hours on the flexroute system in 2010 or the way costs were allocated throughout the system (Dinuba's contract with MV was renegotiated in May of 2010); operating costs per service are determined by spreading out total operating costs by the vehicle service hours (VSH) operated by each service, so the annual cost of providing the trolley service decreased slightly because overall operating costs didn't increase in proportion to overall VSH. While analyzing DART data by service is useful for determining the efficiency of each service, it does not accurately portray the health of the overall system.



Source: Annual State Controller’s Reports & City of Dinuba Public Transportation Usage Reports

The annual cost per passenger on the Jolly Trolley service decreased by 10¢ over the last five fiscal years (between FY 2008/09 and FY 2012/13), due to ridership increases outpacing operating cost increases. However, as mentioned previously, the rest of the DART system must absorb these costs.

The DART operational performance data for FY 2012/13 indicates that the Jolly Trolley service is achieving or exceeding one of the adopted service standards. The following table compares the overall performance of the trolley service for FY 2012/13 with the performance standards that were established in the 2009 City of Dinuba Transit Development Plan.

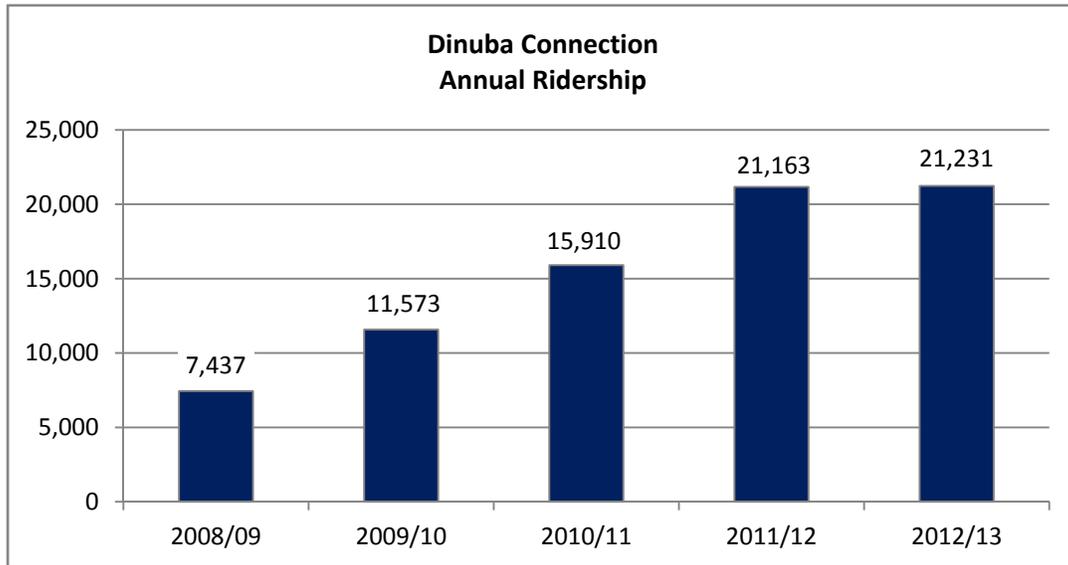
Standard	Benchmark	FY 2012/13
Operating Cost per Passenger	\$4.25	\$1.78*
Operating Cost per Revenue Hour	\$40.00	\$41.23
Passengers per Revenue Hour	9.4	23.1
Farebox Recovery Ratio	10.0%	0%

*Achieved standard

Source: Annual State Controller’s Reports & City of Dinuba Public Transportation Usage Reports

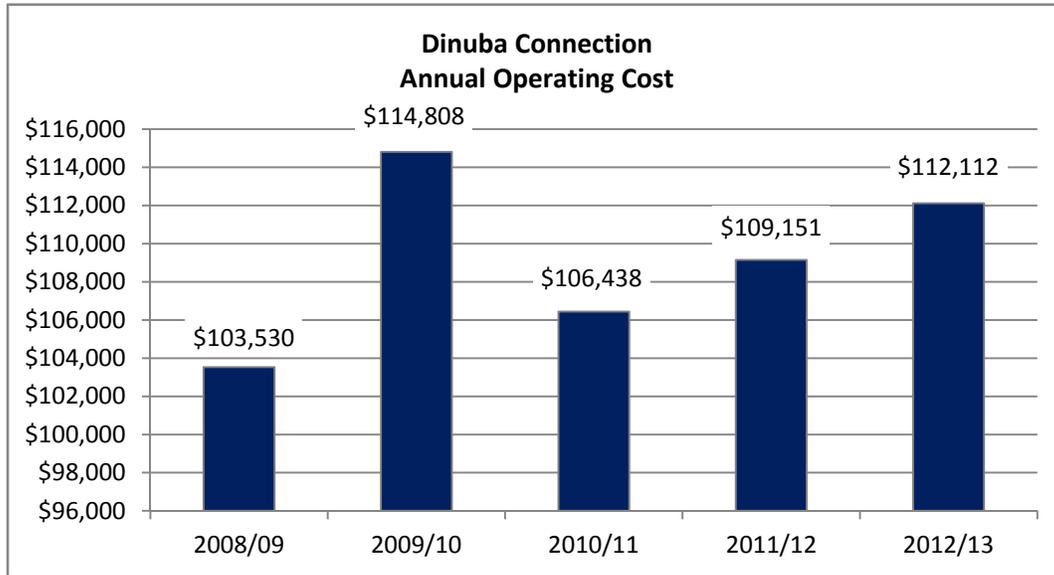
DINUBA CONNECTION SERVICE PERFORMANCE

Using operating data and performance indicators, a series of assessments were completed to provide a better understanding of the operations and productivity of the Dinuba Connection service. The following graphs show a comparison of annual ridership, operating costs, fare revenues, farebox recovery ratios, and costs per passenger over the last five fiscal years.



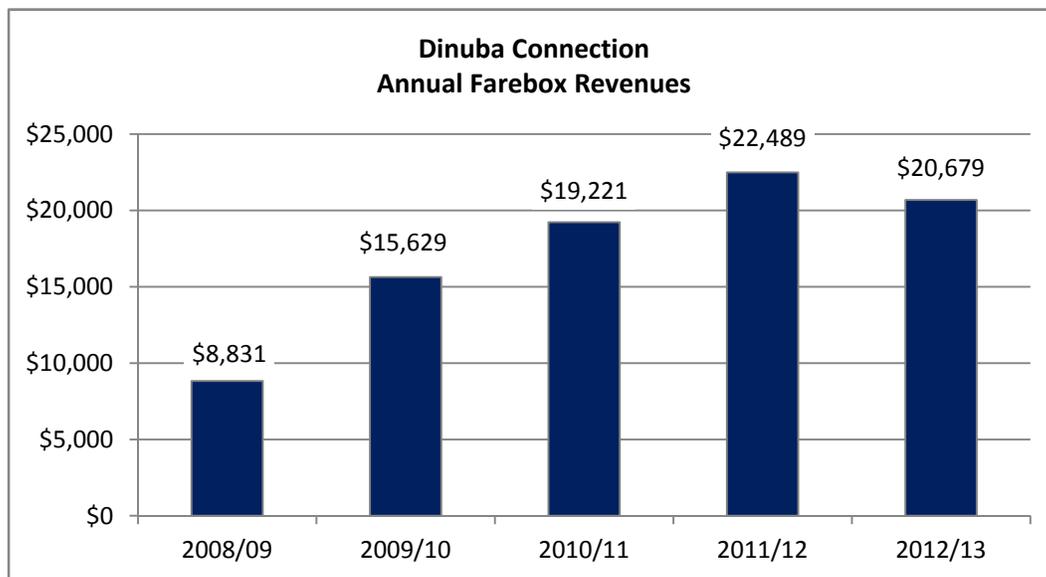
Source: City of Dinuba Public Transportation Usage Reports

Ridership on the Dinuba Connection has steadily increased since its inception in August of 2008; ridership increased by approximately 186% between FY 2008/09 and FY 2012/13. Ridership seems to have flattened out during the last two reported fiscal years (between FY 2011/12 and FY 2012/13). This drop is likely due to the fact that Reedley College no longer offers college courses at the Vocational Center in Dinuba.



Source: Annual State Controller's Reports

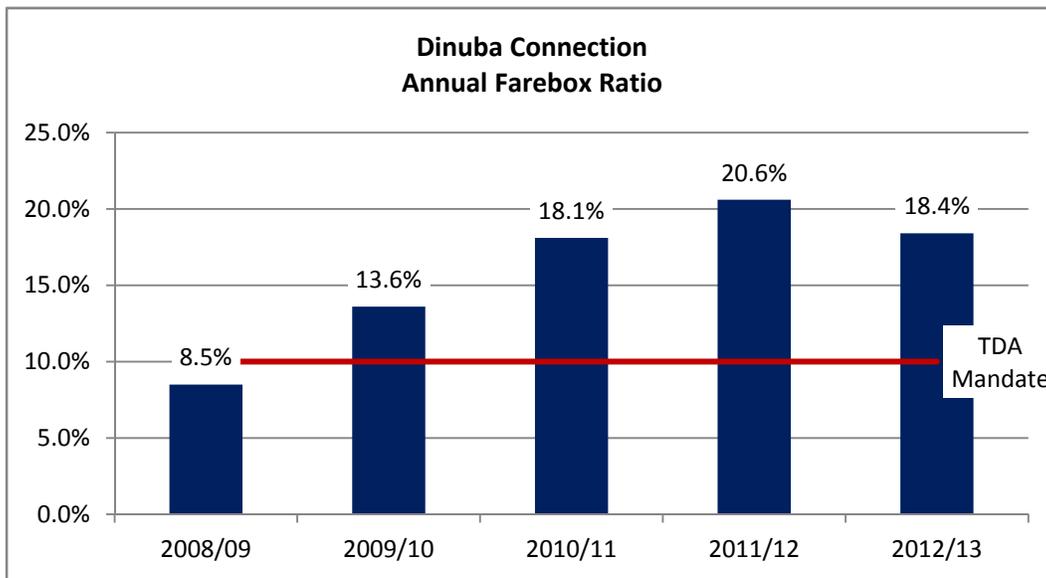
The annual cost of providing the Dinuba Connection service increased marginally (by approximately 8%) between FY 2008/09 and FY 2012/13. The spike in operating costs shown for FY 2009/10 is likely due to a number of factors; the fact that FY 2009/10 was the first full year of operation for the service, as well as the way that costs were allocated across the system.



Source: City of Dinuba Public Transportation Usage Reports

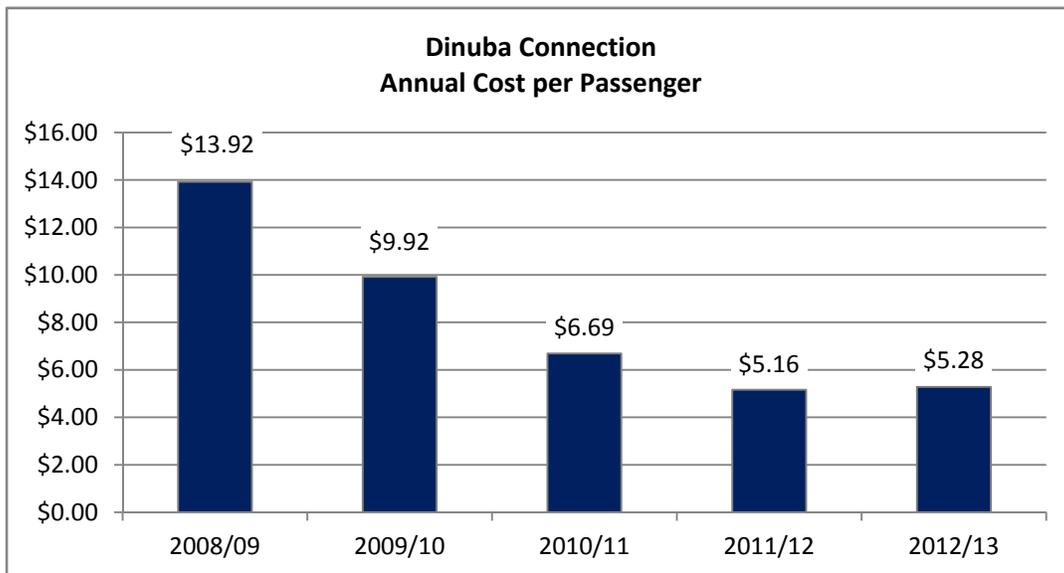
Dinuba Connection farebox revenues have increased annually since the start of service in 2008, with the exception of the last reported fiscal year (FY 2012/13) during which revenues fell by

8% from the previous fiscal year, due to operating costs outpacing ridership increases. Overall, farebox revenues have increased by 134% since the start of service.



Source: Annual State Controller’s Reports & City of Dinuba Public Transportation Usage Reports

Farebox ratios on the Dinuba Connection service have remained well above the TDA mandate since its first full year of service (FY 2009/10). These high farebox recovery rates help to bolster the required system-wide 10% farebox ratio, but don’t compensate for the revenue discrepancies associated with the trolley service.



Source: Annual State Controller’s Reports & City of Dinuba Public Transportation Usage

The annual cost per passenger for the Dinuba Connection service has steadily decreased since its inception in 2008. While the service exhibits the highest cost per passenger of all the DART services due to its regional nature, these costs are supported by higher passenger fares.

The DART operational performance data for FY 2012/13 indicates that the Dinuba Connection service is achieving or exceeding one of the adopted service standards. The following table compares the overall performance of the current regional service with the performance standards that were established in the *2009 City of Dinuba Transit Development Plan*.

Standard	Benchmark	FY 2012/13
Operating Cost per Passenger	\$4.25	\$5.28
Operating Cost per Revenue Hour	\$40.00	\$41.23
Passengers per Revenue Hour	9.4	7.8
Farebox Recovery Ratio	10.0%	18.4%*

*Achieved standard

Source: Annual State Controller's Reports & City of Dinuba Public Transportation Usage Reports

DART SERVICE QUALITY

The *2009 City of Dinuba Transit Development Plan* established a series of service standards for use in determining the efficiency and effectiveness of the DART system. The current DART service is achieving all but three of those standards (no data is currently tracked for on-time performance standards). The following table summarizes the service quality of the DART system in FY 2012/13 against the standards contained within the last 2009 TDP.

Standard	Benchmark	FY 2012/13
<u>On-time Performance</u>		
0-5 minutes (fixed route)	90%	No data
Pick-ups within 10 minutes of confirmed time (dial-a-ride)	90%	No data
<u>Passenger Complaints / Passengers Carried</u>		
1 complaint / 1,000 boardings	0.10%	0.01%*
<u>Preventable Accidents / Revenue Miles Operated</u>		
1 accident / 200,000 revenue miles	0.0005%	0.0024%
<u>Roadcalls / Revenue Miles Operated</u>		
1 roadcall / 10,000 revenue miles	0.01%	0.001%*
<u>Bus Trips Cancelled & ADA Trip Denials</u>		
Zero tolerance	0%	0%*

*Achieved standard

Source: Various monthly reports obtained from the City's service contractor

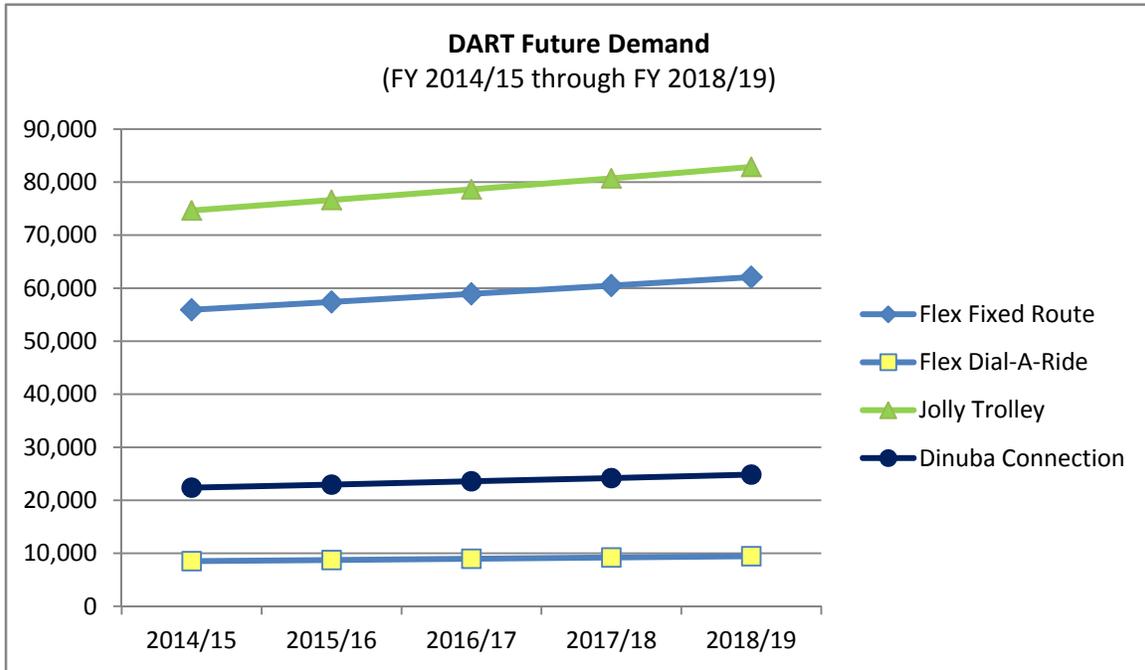
FUTURE TRANSIT DEMAND

Estimation of future demand for transit can be based on a number of factors including population, automobile ownership, income, service availability and historic ridership. An estimation of the five-year demand for transit service in Dinuba was completed based on the continuation of the existing type and scope of transit services. All calculations were computed using Department of Finance population projections and U.S. Census population data.

The future transit demand projections for continuation of services were calculated for each of the current DART services using the current annual per capita trip rate. The flexroute fixed route and demand-response services were separated for discussion purposes. Per capita trip rates reflect the transit trip-making characteristics of a community. The number of transit trips made per capita is reflective of the type and frequency of service, the fare structure and the socio-economic profile of the population. Each per capita estimate was multiplied by the estimated DART service area population to determine projected annual ridership.

- The estimation of future trips for continuation of the existing flexroute fixed route service was based on the current per capita trip rate of 2.30 trips per year, derived from FY 2012/13 data.
- The estimation of future trips for continuation of the existing flexroute demand-response service was based on the current per capita trip rate of 0.35 trips per year, derived from FY 2012/13 data.
- The estimation of future trips for continuation of the existing Jolly Trolley service was based on the current per capita trip rate of 3.07 trips per year, derived from FY 2012/13 data.
- The estimation of future trips for continuation of the existing Dinuba Connection service was based on the current per capita trip rate of 0.92 trips per year, derived from FY 2012/13 data.

The following chart outlines the future transit demand for DART in fiscal years 2014/15 through 2018/19. Ridership totals are based on current service parameters and population growth rates for the DART service area.



Using existing trip rates, all DART services are expected to see an increase in ridership over the next five fiscal years. Overall DART ridership is expected to increase approximately 17% over FY 2012/13 ridership if current population growth rates remain steady within the service area.

BASELINE SERVICE

The following data is presented to provide a baseline for the evaluation of future service. The data represents a snapshot of DART services based on current service parameters and future transit demand, or the status quo. All calculations are based on FY 2012/13 data, except operating costs. Operating costs were projected out from the City’s FY 2013/14 operating budget to account for cost increases associated with additional staffing and the opening of the transit center; DART’s operating budget for FY 2013/14 represents a 27% increase over the FY 2012/13 operating budget.

Service	Ridership*	Fare Revenues	Operating Costs**	Net Costs	Farebox Ratio
Flexroute Fixed Route	55,900	\$13,400	\$328,600	\$315,200	4.1%
Flexroute Dial-A-Ride	8,500	\$9,800	\$71,400	\$61,600	13.7%
Jolly Trolley	74,600	\$0	\$164,300	\$164,300	0.0%
Dinuba Connection	22,400	\$21,700	\$150,000	\$128,300	14.5%
Combined	161,400	\$44,900	\$714,300	\$669,400	6.3%

*Ridership totals include revenue and non-revenue passengers

**Operating costs assume a 3% annual inflation rate

Overall ridership on DART is projected to increase approximate 3% annually under the current service parameters. However, the combined farebox ratio for the DART system will decrease from a reported 8% in FY 2012/13 to a projected 6% in FY 2014/15 due to an increase in the operations budget. This combined farebox ratio is well below the 10% adopted performance standard, and the 10% minimum required by the TDA.

FARE ANALYSIS

DART Fares

DART offers its passengers the lowest fares within Tulare County, but the system's fare revenues have not kept pace with service expansion; the cost of providing transit service in Dinuba has steadily increased over the last few years, with the expansion of service hours, and the addition of transit facilities (transit center) and staff. DART's current fare structure does not support minimum required farebox ratios (without supplemental funding), and is not proportional to the service provided.

The current DART fare system is comprised of general cash revenues and passes, with the exception of the Jolly Trolley service which is free of charge. Seniors and students are offered fare incentives in the form of a punch pass. The student/senior pass is good for twenty one-way rides. The pass does not provide a price break over regular fares, but does allow for convenience of use; students and seniors need only present their pass to the bus driver upon boarding.

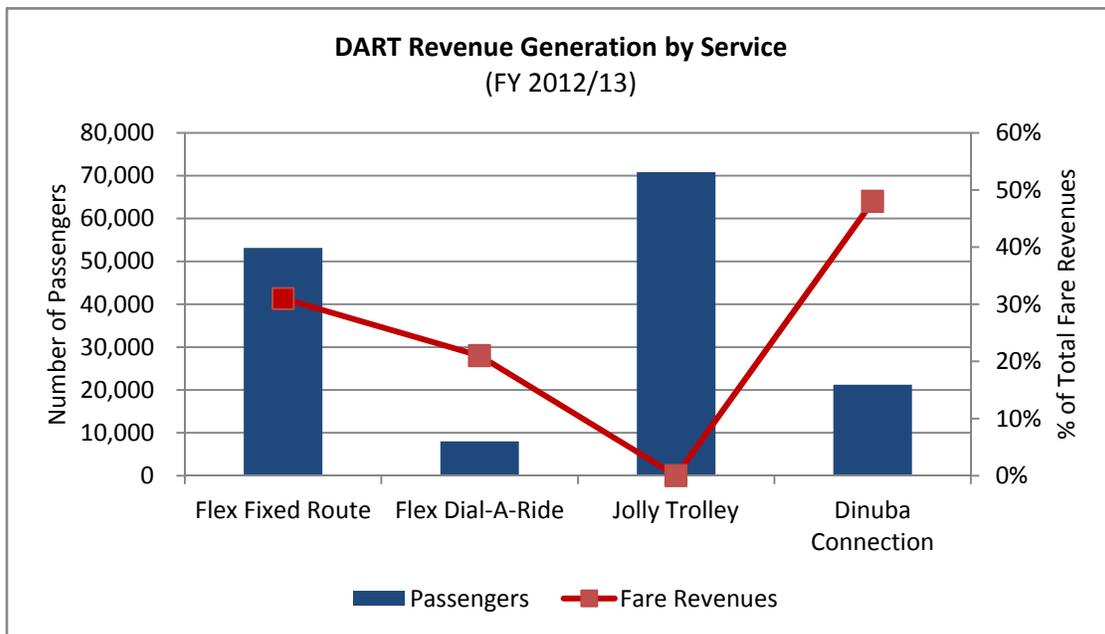
Provider	General Fare (fixed route)	General Fare (dial-a-ride)	ADA Fare (dial-a-ride)
DART (Local Service)	25¢	\$1.50	50¢
Porterville Transit (PT)	\$1.50	\$5.00	\$2.50
Tulare Intermodal Express (TIME)	\$1.50	\$3.25	\$2.00
Visalia Transit (VT)	\$1.50	\$4.00	\$2.25
Madera Area Express (MAX)	75¢	\$2.00	\$1.00
Kings Area Rural Transit (KART)	\$1.00	N/A	\$2.00
Fresno Area Express (FAX)	\$1.25	N/A	\$1.50
Clovis Stageline/Roundup	\$1.25	N/A	\$1.25
Merced County Transit (The Bus)	\$1.50	\$3.00	\$2.50
DART (Regional Service)	\$1.50	N/A	N/A
Tulare County Area Transit (TCaT)	\$1.50	\$2.25	\$1.50
KART (Hanford-Visalia)	\$1.50	N/A	N/A
Fresno County Rural Transit (FCRTA)**	75¢	75¢	50¢

***FCRTA fares are subsidized through direct Measure C funds (regional public transit expenditures); Measure C funds are directly allocated for regional public transit expenditures vs local program funds (like Measure R).*

A comparison of other Valley service providers showed that the general DART fares for in-city fixed route service are substantially lower than those charged by peer systems; regional fares are consistent with other area providers. Table 10 illustrates this fare comparison. All of the providers listed have increased their base fares within the last 5 years, except for Dinuba and Madera.

Healthy farebox revenues are necessary to maintain stable farebox recovery ratios. Farebox recovery ratios are the proportion of the amount of revenue generated through fares by a system’s paying customers as a fraction of the system’s total operating expenses. The TDA mandates a farebox recovery of 10% for fixed route and demand-response services operating in non-urbanized areas. Given current DART farebox ratios, the City should focus efforts on ways to increase farebox revenues during the lifespan of this plan. Failure to maintain the minimum required farebox ratio over a two-year period would result in a reduction of TDA funding (which currently comprises about 37% of DART’s annual revenues). A general fare increase is periodically necessary to bring fare revenues in-line with operating expenses and inflation.

With the exception of a reduced ADA required fare that was implemented in FY 2009/10, the last fare adjustment to the system was initiated in the mid-1990s when the one-way fixed route fare was decreased from 75¢ to the current 25¢ in an effort to encourage ridership. The system has since experienced a steady increase in overall ridership, but a large portion of this increase has shifted to the Jolly Trolley service since its inception in April of 2006; the Jolly Trolley carries roughly 46% of DART’s overall ridership, but contributes nothing to the system’s fare revenue collection (see chart below). DART fares should be standardized across service types to ensure an equitable distribution of fare revenues to service provided, and adjusted regularly to account for inflation.



Although fare increases are often required as a means of generating additional fare revenue, they often result in the loss of a portion of the system's pre-increase passenger base. John F. Curtin's 1968 study, *Effects of Fares on Transit Riding*, establish the Simpson-Curtin Rule which predicts the percentage decrease in ridership as a function of the percentage increase in fares. The rule states that for every 3% increase in fares, there will be a 1% decrease in ridership (or a 3.3% decrease in ridership for every 10% increase in fares). This fare elasticity principle was upheld in a more recent report from the Transportation Research Board, *TCRP Report 95 Transit Pricing and Fares*, which concluded a 0.4% decrease in ridership for every 1% increase in fares.

However, because transit serves a relatively captive market within Tulare County, the Simpson-Curtin Rule generally over predicts passenger loss when applied to local systems; according to Todd Litman's research for the Victoria Transport Policy Institute, *Transit Price Elasticities and Cross-Elasticities (3 April 2014)*, local factors such as type of user, type of trip and geographic conditions play into transit elasticity rates. Because DART passengers have very few transportation options available to them, we would expect fare induced ridership loss to be less than expected for systems operating within metropolitan areas (an elasticity of 2% or less, as opposed to 3.3%). Using existing service levels to project ridership for the 2014/15 fiscal year, the adjusted fare elasticity rate produced the projections shown in Table 11. Fare revenues were calculated based on an average fare per service, and operating costs were projected out from the City's FY 2013/14 operating budget to account for cost increases associated with additional staffing and the opening of the transit center.

Service	Fare Increase	Ridership*	Fare Revenues	Operating Costs**	Farebox Ratio
Flexroute Fixed Route	+25¢ (to 50¢)	44,700	\$21,300	\$328,600	6.5%
Flexroute Dial-A-Ride	N/A	8,500	\$9,800	\$71,400	13.7%
Jolly Trolley	+25¢ (to 25¢)	59,700	\$14,900	\$164,300	9.1%
Dinuba Connection	N/A	22,400	\$21,700	\$150,000	14.5%
Combined	N/A	135,300	\$67,700	\$714,300	9.5%

*Ridership totals include revenue and non-revenue passengers; fare revenues based on average fares

**Operating costs assume a 3% annual inflation rate

The above projections show that a 25¢ general fare increase on DART's fixed route services, and a 25¢ fare implementation on the Jolly Trolley service would help to elevate farebox ratios. However, depending on ridership and operating variables, this fare increase might not be substantial enough to raise DART farebox ratios to the minimum 10% required by the TDA. Fare options will be discussed further in Chapter 6.

Countywide Pass

In April of 2007, TCAG implemented the Tulare County Regional Pass (T-Pass). This \$50 regional pass allows for unlimited travel on all Tulare County fixed routes during the month of purchase (good for one calendar month). The T-Pass can be purchased at several locations throughout Tulare County, including the Dinuba Transit Center. Revenue generated through sales of the regional pass is distributed to participating providers based on usage of the pass aboard their systems. In FY 2012/13, the City of Dinuba generated \$2,970 in T-Pass sales, with a total of 2,174 riders using the pass on the DART system.

The regional T-Pass program fosters continued support of passenger transfer activity between the various Tulare County transit systems, and continued coordination between DART and TCaT services.

PARATRANSIT COMPLIANCE

The Americans with Disabilities Act of 1990 (ADA) requires that all public entities that operate fixed route transit services also provide paratransit service to individuals with disabilities who are unable to use the fixed route system. Paratransit service is defined as a demand-responsive service that does not operate along a fixed route. Paratransit service must be comparable to the level of fixed route service available to the general public.

Federal Regulation Title *49 of the Code of Federal Regulations (CFR), Title 37, Subpart F; Paratransit as a Complement to Fixed Route Service – 37.131 Service criteria for complementary paratransit* outlines six service criteria that apply to paratransit service under the ADA. These six criteria state that paratransit service must:

- Operate in the same service area as the fixed route system;
- Have a response time that is comparable;
- Have comparable fares;
- Meet requests for any trip purpose;
- Have comparable days and hours of service; and
- Not limit service availability because of capacity constraints.

The City of Dinuba provides paratransit service through the dial-a-ride component of its flexroute system. The dial-a-ride service provides door-to-door travel to ADA passengers if needed, while curb-to-curb service is provided to general public passengers. ADA passengers are required to apply for and carry an ADA ID card in order to receive a reduced fare on the service. All DART vehicles are wheelchair accessible.

The City of Dinuba currently meets all of the six service criteria as determined by the ADA. Table 12 outlines DART's compliance with ADA regulations.

Table 12 - ADA Compliance		
ADA Requirement	DART Performance	ADA Compliance
Service Area		
Paratransit service shall be provided in all areas located within ¼ mile of a fixed route.	The dial-a-ride component of the flexroute system provides paratransit service within the City limits. All DART bus stops lie within ¼ mile of the city limits.	DART meets ADA service area requirements.
Response Time		
Paratransit service shall be provided to any ADA eligible person at any requested time on a particular day in response to a request made for service the previous day.	DART passengers wishing to schedule a dial-a-ride trip must call at least 30 minutes in advance of the time that they would like to be picked up for same-day service. All dial-a-ride passengers (including paratransit passengers) can make advance bookings by calling DART's dedicated dispatch number.	DART meets ADA response time requirements.
Paratransit trips shall be accommodated within 60 minutes of the requested pick up time.	All paratransit trips are negotiated within an hour of the desired departure time.	
Fares		
Paratransit fares shall not exceed twice the full fare charged on the fixed route service.	Current general fixed route fares are 25c for a one-way trip. Current paratransit fares are 50c for a one-way trip, twice the fare charged on the fixed route service.	DART meets ADA fare requirements.
Trip Purpose Restrictions		
No restrictions or priorities shall be imposed on the paratransit service based on trip purpose.	All requests for paratransit service are met regardless of trip purpose.	DART meets ADA trip purpose requirements.
Hours and Days of Service		
Paratransit service shall be available during the same hours and days as the fixed route service.	DART flexroute (fixed route and dial-a-ride) service is provided Monday through Thursday from 7:00 am to 6:00 pm, Friday from 7:00 am to 9:00 pm, and Saturday from 9:00 am to 9:00 pm. The Jolly Trolley fixed route service operates Monday through Thursday from 9:00 am to 6:00 pm, and Friday/Saturday from 9:00 am to 9:00 pm.	DART meets ADA requirements for hours and days of service.
Capacity Constraints		
Paratransit trips may not be limited by: restrictions on the number of trips provided; waiting lists for access to service; or operational patterns that limit service availability, such as trip denials or missed trips.	Paratransit dial-a-ride trips are not currently denied due to service capacity issues. If/when space issues arise, another vehicle is temporarily placed into service to accommodate additional dial-a-ride (including paratransit) trips. Problems may arise in the future as ridership on the flexroute service increases, if capacity is not available to accommodate ADA passengers.	DART meets ADA capacity constraint requirements.

Federal Regulation Title 49 of the Code of Federal Regulations (CFR), Title 37, Subpart F; *Paratransit as a Complement to Fixed Route Service – 37.121 Requirement for comparable complementary paratransit service* states that “requirements for complementary paratransit do not apply to commuter bus, commuter rail, or intercity rail systems”. Therefore, ADA requirements have not been evaluated in relation to DART’s regional commuter service to Reedley (Dinuba Connection).

SERVICE COORDINATION

Tulare County Area Transit (TCaT) provides service into the City of Dinuba via two fixed routes. The North County route (Route 10) provides inter-city service seven days a week between Visalia, Cutler, Oroshi, Sultana and Dinuba (see route map on page 2-14). Route 50 circulates between Dinuba and the surrounding communities of London, Traver and Delft Colony, Monday through Saturday (see route map on page 2-15). Both routes stop in Dinuba at Kmart, Walmart and the Transit Center; DART also stops at these locations. Connections between TCaT and DART’s Dinuba Connection service to Reedley take place at the Transit Center. These shared bus stops serve to provide regional passengers with direct access to key destinations within Dinuba, and to provide multiple transfer points between the two services. Separate fares are required to transfer between systems, but Tulare County residents can purchase a monthly pass (T-Pass) good for unlimited rides on all fixed route transit systems within Tulare County. The higher regional fares charged on TCaT effectively discourage local residents from using TCaT services for local trips; TCaT charges a one-way general fare of \$1.50 for its fixed route services.

A review of scheduled stop times for both DART and TCaT at each of their shared bus stops indicates that wait times between the two systems vary (between one and twenty-two minutes). This is due to the fact that DART operates on fixed headways and TCaT schedules vary throughout the day based on coverage; TCaT routes do not provide service to every stop along each route on every run throughout the day.

DART’s regional service to Reedley, the Dinuba Connection, provides transfer opportunities to destinations within Fresno County via Orange Cove Transit (a service of FCRTA). Orange Cove Transit provides two round trips each weekday (Monday through Friday) through Orange Cove, Reedley, Parlier, Sanger and Fresno. Both the Dinuba Connection and Orange Cove Transit stop at Reedley College. Separate fares are required to transfer between systems. The FCRTA helps fund the portion of the Dinuba Connection service that travels through Fresno County.

TRANSPORTATION DEVELOPMENT ACT (TDA)

The following was taken from *Transportation Development Act (TDA) - Statutes and California Codes of Regulations (April 2013)*:

“The Mills-Alquist-Deddeh Act (SB 325) was enacted by the California Legislature to improve existing public transportation services and encourage regional transportation coordination. Known as the Transportation Development Act (TDA) of 1971, this law provides funding to be allocated to transit and non-transit related purposes that comply with regional transportation plans.” The TDA funds a wide variety of transportation programs. Counties (such as Tulare County) with a population under 500,000 may use LTF for local streets and roads, construction and maintenance if all transit needs are first met. The STA fund can only be used for transportation planning and mass transportation projects. The TDA provides funding from the following two sources:

1. Local Transportation Fund (LTF) – derived from a ¼ cent of the general sales tax collected statewide.
2. State Transit Assistance Fund (STAF) – derived from the statewide sales tax on diesel fuel.

TDA funds are distributed by regional planning agencies, such as TCAG. A Social Service Transportation Advisory Council (SSTAC) comprised of the transit dependent, including disabled, elderly and low-income representatives meets regularly to discuss unmet transit needs and develop criteria to guide project approval decisions. To ensure program compliance, fiscal and performance audits are conducted. Fiscal audits are conducted annually, and include a transit operator’s expense to revenue ratio known as farebox recovery. In order to qualify for funding under the TDA, a transit claimant must maintain a ratio of fare revenues to operating cost at least equal to 10% if the claimant operates in a non-urbanized area. If a claimant fails to meet its farebox recovery ratio, the claimant must use “local funds” money to meet the ratio, or risk a reduction (or loss) of TDA funding. “Local funds” are revenues derived from taxes imposed by the operator or by a county transportation commission.

Performance audits are conducted every three years and include performance measures that verify the efficiency and effectiveness of planning agencies and transit operators. The *FY 2010-2012 Triennial Performance Audit of Dinuba Area Regional Transit (June 2014)* was the last completed for the City of Dinuba. The audit covers the three-year fiscal period ending June 30, 2012 (fiscal year 2011/12). The audit found the City to be in full compliance with seven of the eleven TDA compliance requirements; the City was in partial compliance with two TDA requirements regarding the timely submittals of reports and audits, and two were not applicable to DART. Table 13 outlines the FY 2010-2012 TPA recommendations.

Table 13 - FY 2010-2012 Triennial Performance Audit (TPA) Recommendations

	Recommendation	Notes
1	Separate out operating costs and performance indicators for the Flexroute, Dial-A-Ride and Jolly Trolley service modes on the Public Transportation Usage spreadsheet.	By breaking out the cost data according to mode, the City would have a better grasp of how each mode is performing in relationship to the others, and would be able to make the appropriate adjustments to contain costs.
2	Ensure the State Controller Report data is verified and reported accurately in the appropriate boxes/columns. In addition, correctly report full-time employee equivalents (FTE).	The data reported to the State Controller help determine funding levels that transit operators receive from certain state sources. Therefore, it is suggested that transit staff work closely with the City's finance department to ensure that accurate data are being reported.
3	Ensure that the contractor forwards the indices report, which monitors and tracks accidents and complaints by mode. Dial-A-Ride no-shows should also be reported and tracked.	The City's contract operator should include this data with its monthly transit reports to the City, and the City should reflect this information on its Public Transportation Usage spreadsheet.
4	Ensure local Measure R support is reflected in the farebox recovery analysis in the annual fiscal and compliance audits.	The City's fiscal and compliance audits should include note of any "local support" revenues used to help meet farebox requirements.
5	Consider implementation of fare restructuring to sustain farebox recovery requirements.	The prior performance audit and the 2009 TDP recommended approaches that the city could consider in supporting its farebox recovery. The City should consider a fare restructuring and other sources of revenue, such as on-board advertising, to raise its farebox ratio.

Source: FY 2010-2012 TPA of Dinuba Area Regional Transit

In addition to the above recommendations, the TPA concluded (through verification of TDA performance indicators) that while the number of passenger per vehicle service hours increased during the audit period by 32.9%, DART's annual farebox recovery exhibited an overall decrease of 38.2% systemwide. This can be attributed to a systemwide increase in operating cost per vehicle service hour of 27.9%, and DART's low fares. This conclusion supports the fare analysis discussed earlier in this chapter.

Public participation is a key component of the TDA. Prior to making any allocation not directly related to public transportation services, specialized transportation services, or facilities provided for the exclusive use of pedestrians and bicycles, TCAG must annually identify the unmet transit needs of the County and those needs that are reasonable to meet. This process involves public outreach and a public hearing before the TCAG Board to solicit comments on unmet needs that might be reasonable to meet by establishing or expanding public transportation services, and the adoption by resolution of SSTAC findings related to public comments.

The City of Dinuba currently claims TDA allocations for both transit and streets/roads. A public hearing was held in Visalia during March of this year, as part of the 2014 unmet needs process. All unmet needs requests gathered during the process were submitted to SSTAC on June 24, 2014. The SSTAC findings were approved by the TCAG Board on July 21, 2014. No Unmet Transit Needs Reasonable to Meet were identified within the Dinuba service area during the 2014 unmet needs process. Two requests for extended weekend service were deemed Unmet Transit Needs Not Reasonable to Meet on the grounds that the expansion of service hours would further reduce the City's ability to meet the required 10% farebox recovery ratio.

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CHAPTER 5 – GOALS, OBJECTIVES & SERVICE STANDARDS

System Goals, Objectives, and Policies represent the attitudes, values and aspirations of the community for their public transit services. This section of the TDP will outline the various policies that control the operation of the DART system. In addition, this section will outline a set of service standards which can be used by the City to test the attainment of the specified policies.

Goals, objectives, policies and standards are not static and should be updated periodically; the City should continuously test the service to determine its success and to highlight any problems that may arise. The current transit goal, objectives, and policies were adopted as part of the *2009 City of Dinuba Transit Development Plan*. The proposed policies and standards contained within this chapter have been updated from the 2009 policies and standards to reflect changes in the community and proposed service changes.

A goal is defined as the direction toward which the service is expending its efforts; it is general and timeless. An objective is an action or point to be reached; it is attainable and measurable. A policy is a specific course of action chosen from among a set of alternatives.

There is a strong role for public transit service within the City of Dinuba. The critical role for transit is serving the mobility requirements and travel needs of the transit-dependent that have no or very limited access to a private vehicle. Low-income families, seniors, and persons with disabilities comprise the primary transit markets in Dinuba. Students, as represented by school ridership peaks around class start times and afternoon dismissal times, also make up a sizable market for DART.

Transit-dependent individuals have few travel choices and rely heavily on publicly provided community transportation to access jobs and those goods, services and activities within the community that influence social well-being and quality of life. The development of a transit system goal should recognize and focus on the importance of the system's primary markets and the importance of an affordable transit service to the mobility of this dependent market.

SYSTEM GOAL

“Provide affordable, reliable and efficient transit service that effectively meets the needs of Dinuba residents who have limited mobility options. Where practical, also serve the needs of Dinuba residents who choose transit for some or all of their local travel needs to improve air quality”.

“In support of Dinuba downtown revitalization, provide equitable access to the downtown from all residential neighborhoods in Dinuba.”

RECOMMENDED OBJECTIVES AND POLICY DIRECTIONS

Objective A: Maximize service reliability and convenience.

Policies:

1. Priority should be given to serving the general mobility needs of seniors, persons with disabilities, and low-income households.
2. Ensure sufficient service capacity to maximize service availability to all priority transit markets throughout the service day. Although service capacity is ultimately determined by funding, ensure that a reasonable level of service is available to all transit markets throughout the service day. Full ADA compliance is required on the flexroute service.
3. Ensure availability of sufficient safe and reliable in-service vehicles to meet the daily pullout requirements of DART service. Adhere to a zero tolerance standard for the cancellation of scheduled service due to the lack of service vehicles.
4. Ensure availability of wheelchair accessible buses that meet the maximum daily busload requirements. Buses must have sufficient capacity to avoid passenger pass-ups on scheduled trips.
5. Ensure adequate bus capacity to maintain passenger loads within the adopted maximum load standards established for DART service. Adhere to 1.25 maximum load standard for flexroute or fixed route service. (Under this standard, DART buses can carry one standee for every four seated passengers)
6. Ensure sufficient round trip travel times for all flexroute or fixed route service to facilitate on-time performance within an adopted on-time performance standard. Adhere to a 90% on-time performance standard for all scheduled flexroute or fixed route service.
7. Ensure that no scheduled flexroute or fixed route buses depart (or pass by) a time point before the published departure time.
8. Ensure dial-a-ride service will operate on schedule within an adopted on-time performance standard. Adhere to a 90% on-time performance standard for all scheduled dial-a-ride service.
9. Ensure adequate dial-a-ride wheelchair and ambulatory capacity to meet all confirmed ADA eligible trips within the adopted dial-a-ride wait time, maximum travel time and on-time performance standards. Establish full ADA compliance, full interior height and transit door van or small bus specifications for dial-a-ride service vehicles.
10. Provide subscription, advance booking and same day service on dial-a-ride services.

Objective B: Maximize operating efficiency without negatively impacting service quality.***Policies:***

1. Seek competitive bids for DART services every five years. Contracts should be for a set term with optional single year add-ons. Contract terms should be timed to end within one, or one and one half years after the scheduled completion of Dinuba TDPs.
2. Establish a medium-duty bus specification to increase the effective life span of DART buses for all fixed route only services. Medium-duty buses tend to be built for regular stop and go fixed route operations, and offer greater reliability over the effective life span of the vehicle than a light duty bus. Lighter duty cut-a-ways will be required for flexroute or dial-a-ride services to facilitate operation in residential neighborhoods.
3. Maintain a small bus fleet with a maximum spare bus to in-service bus ratio of one spare to every three or fewer in-service buses.
4. Establish and adhere to a vehicle retirement program that recognizes the effective life cycle of the various DART vehicle types. Maintain a five-year (or 150,000 miles) life cycle for light duty buses and a seven-year (or 200,000 miles) life cycle for medium duty buses.
5. If stand-alone dial-a-ride service is provided, minimize service overlap between the dial-a-ride and fixed route services.
6. If stand-alone dial-a-ride service is provided, utilize scheduling and trip assignment parameters and procedures that maximize ride sharing, linked trips and productive single passenger trip vehicle utilization.

Objective C: Operate a productive service that remains affordable to priority transit markets.***Policies:***

1. Maintain affordable fares for low-income persons, seniors, and persons with disabilities while adhering to required farebox recovery ratio standards.
2. Maintain lower fixed route fares than dial-a-ride fares to encourage a continual ridership shift from dial-a-ride to fixed route service.
3. Continue free transfers between DART intracity fixed routes.

Objective D: Promote the coordination of services with other regional transit operators.***Policies:***

1. Maintain and encourage DART connections with Tulare County Area Transit (TCaT) and Fresno County Transit Agency (FCRTA) services. Coordinate schedules to minimize wait times between the systems.
2. When electronic fareboxes are implemented, ensure card-reader/equipment compatibility with other Tulare County service providers in order to promote the use of an electronic regional pass (T-Pass).

Objective E: Promote public/private partnerships to market or operate transit services in support of City of Dinuba economic and land use development goals.***Policies:***

1. Actively participate in the City of Dinuba's development review process to ensure that transit operations and passenger facilities are considered as part of new developments in the initial planning stages.
2. Promote commuter service to and from major employment and service centers, and encourage employers to offer incentives for employees who use transit for their work commute.
3. Establish transit stops to encourage the interface between commercial centers, high density residential uses and the transit system.
4. Explore joint promotions with retailers and service organizations for transit service sponsorship, and exterior/interior bus advertising.
5. Work with local organizations to provide transit support to major public events.

SERVICE STANDARDS AND BENCHMARKS

Monitoring system performance remains an important task for transit operators. Standards can be set by federal, state and local regulatory requirements, as well as goal objectives and service priorities adopted by transit agencies. While specific standards vary, industry practice generally uses the following three categories for service performance and design:

- Efficiency (performance) standards;
- Service quality/reliability standards; and,
- Service design standards.

Recommended Performance Standards

Efficiency standards use operational performance data to measure the performance of a transit system. Monitoring operational efficiency and productivity requires data such as operating costs, farebox revenue recovery, vehicle revenue miles, vehicle revenue hours and boardings (passenger trips).

Many communities the size of Dinuba do not have the staff resources to collect and analyze a broad range of performance data. Therefore, efficiency performance standards have been limited to several key indicators that provide transit managers with a good picture of how well their service is doing. Recommended efficiency performance standards for DART include the following:

Operating Cost per Passenger: Calculated by dividing all operating and administrative costs by total passengers (with passengers defined as unlinked trips). The subsidy cost per passenger is a further refinement of this measure and is calculated by subtracting farebox revenue from gross operating and administrative costs and dividing by total passengers.

Operating Cost per Revenue Hour: Calculated by dividing all operating and administrative costs by the total number of vehicle revenue hours (with revenue hours defined as time when the vehicle is actually in passenger service). Operating cost per revenue hour measures system efficiency.

Passengers per Revenue Hour: Calculated by dividing the total number of passengers (unlinked trips) by the total number of vehicle revenue hours. The number of passengers per hour is a good measure of service productivity and is critical to the establishment of design standards and benchmarks for the expansion of transit service. Passengers per revenue hour should be calculated for each service type and for different time periods such as peak, midday, and Saturday.

Farebox Recovery Ratio: Calculated by dividing all farebox revenue by total operating and administrative costs. The California Transportation Development Act (TDA) mandates a farebox recovery of 10% for transit services operating in non-urbanized areas, or communities with an urbanized population of less than 50,000. Farebox recovery evaluates both system efficiency (through operating cost) and productivity (through boardings). Farebox recovery ratio benchmarks are critical to the establishment of passengers per revenue hour benchmarks and benchmarks for design standards.

The chosen indicators comply with the basic performance indicators required by the TDA and are consistent with operating and cost data already collected for DART. Cost and productivity standards based on revenue miles were not included in the set of recommended performance standards because most transit costs, as well as budget projections, are based on operating or revenue hours. Revenue mile-based performance standards would be more relevant than hour-based standards for paratransit contracts, such as taxis contracts, where contractor

compensation is based on travel distance. The operating cost per revenue hour for FY 2014/15 and beyond will be dependent on contractor bid prices beyond December 31, 2014, City administrative overhead, fuel costs, and fleet maintenance costs.

The following table summarizes the flexroute and fixed route performance standards for DART.

Standard	DART Benchmark
Operating Cost per Passenger	\$4.75*
Operating Cost per Revenue Hour	\$50.00*
Passengers per Revenue Hour	10.8*
Farebox Recovery Ratio	10%

*Benchmarks represent a base; benchmarks should be reviewed annually to account for inflation.

Recommended Service Quality/Reliability Standards

Service quality and reliability standards should reflect system goals and support the measurement of success in achieving specific objectives and policies. The *2009 City of Dinuba Transit Development Plan* established a series of service standards for use in determining the efficiency and effectiveness of the flexroute service. These standards have been updated to reflect current service conditions. The table on the following page summarizes the flexroute and fixed route service quality/reliability standards for DART. Please note that a zero tolerance applies to cancelled trips caused by equipment or manpower shortages and on-time performance. It does not apply to service cancellations resulting from conditions or circumstances beyond the control of the City or service contractor.

Table 15 - DART Service Quality/Reliability Standards	
Standard	DART Benchmark
On-Time Performance	<p>90% of all revenue bus trips must depart the route start point and arrive at the route end point within 5 minutes of the time published in the schedule.</p> <p>No bus shall depart a formal time point before the time published in the schedule.</p> <p>90% of all demand-response same-day service will occur within 60 minutes of call time (call time to drop off).</p>
Passenger Complaint per Passengers Carried	<p>The number of complaints shall not exceed 0.10% of the total boardings.</p> <p>Standard = 1 complaint per 1,000 boardings</p>
Preventable Accidents per Revenue Miles Operated	<p>While there should be no preventable accidents, a benchmark has been established to permit some flexibility in the evaluation of training efforts.</p> <p>The number of preventable accidents shall not exceed 0.0005% of total revenue miles operated.</p> <p>Standard = 1 preventable accident per 200,000 revenue miles</p>
Roadcalls per Revenue Miles Operated	<p>The number of roadcalls should not exceed 0.01% of total revenue miles operated.</p> <p>Standard = 1 roadcall per 10,000 revenue miles</p>
Bus Trips Cancelled	<p>No Scheduled bus trips shall be cancelled because of equipment or manpower shortages, or on-time performance.</p> <p>Standard = zero tolerance</p>
ADA Trip Denials	<p>No demand-response booking by ADA eligible passengers shall be denied.</p> <p>Standard = zero tolerance</p>

Recommended Service Design Standards

Service design standards are critical planning tools used to justify and prioritize the expansion of service to new areas and potential markets, and to guide the direction of service delivery. Transit service design incorporates a mix of interrelated social, political and economic factors. Generally these can include:

- The community's vision, goals, and objectives for transit;
- The marketability of the service(s) to be provided;
- Environmental and energy issues;
- Available technology;
- Budget limitations; and,
- Land use constraints and right-of-way design characteristics and limitations.

The 2009 *City of Dinuba Transit Development Plan* established a series of design standards for use as service planning tools. These standards have been updated to reflect current service conditions. The following table summarizes the DART service design standards.

Standard	DART Benchmark/Criteria
Maximum Walking Distance	75% of all activity centers in Dinuba will be within ¼ mile walking distance of a bus stop or served by dial-a-ride.
Bus Stop Spacing	Bus stops will be spaced at a minimum of 1,325 feet (¼ mile) along each route.
Bus Stop Location	Bus stops should be placed at the far side corner of intersections to allow clearer traffic view lines for pedestrians. Mid-block bus stops should be limited to major activity centers or high-density residential complexes.
Minimum Bus Stop Design	All bus stops should be clearly marked with proper signage. Benches and/or shelters should be considered for individual stops where the average daily boardings exceed 20 passengers. Priority should be given to bus stops serving senior residences or activity centers, or facilities which serve clients with mobility impairments.
Passenger Loads	Maximum passenger loads should not exceed 1.25 passengers per seat (one standee for every four occupied bus seats).
Service Headways	Service headways should be such that passenger load standards are not exceeded on a continual basis.
Timed Transfers	DART schedules should be designed to ensure timed transfers between routes at the transit center or at bus stops with planned connections.

CHAPTER 6 – SERVICE PLAN

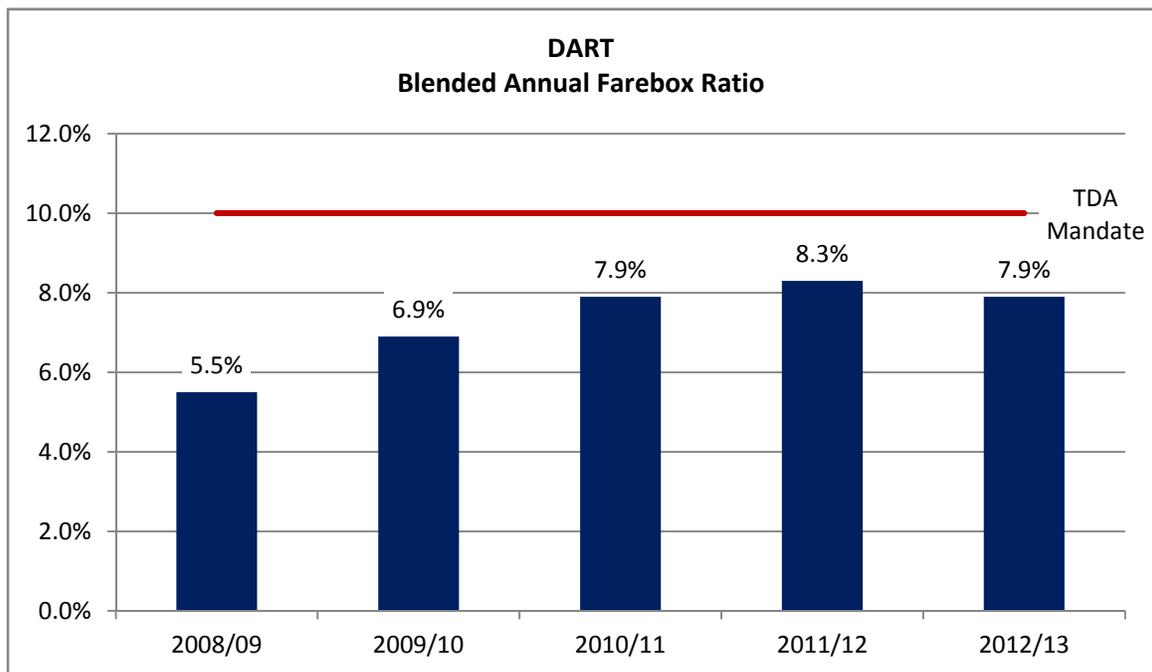
The service plan was developed to respond to current system constraints and transportation needs within the Dinuba service area. This service plan identifies key service issues and recommends strategies to address those issues over the next five years. This section also includes administrative and marketing recommendations.

KEY ISSUES

Both the City of Dinuba and their transit service contractor are committed to the provision of high quality service that meets local public transit needs. However, many certain operational aspects of the current system are limiting its service productivity and cost effectiveness. Following is a summary of the key issues impacting future service decisions.

Low Farebox Recovery Ratios

The TDA mandates a combined (systemwide) farebox recovery ratio of 10% for fixed route and demand-response operators that provide service within non-urbanized areas as a requirement for receiving TDA funding. TDA funding currently accounts for more than a quarter of DART's annual operating budget; TDA funds accounted for approximately 37% of DART's annual operating budget in FY 2012/13. Although the dial-a-ride component of the flexroute service and the Dinuba Connection service are meeting the 10% farebox ratio as independent services, DART's annual combined farebox ratios have consistently fallen below the 10% requirement during the five years analyzed for this plan.



Source: Annual State Controller's Reports & City of Dinuba Public Transportation Usage

This drop can be attributed to a number of factors associated with increasing operating costs, including the service provider contract rates (the contract is indexed annually), an aging fleet that requires additional maintenance, steadily rising fuel costs, additional rider amenities offered at the transit center, and the additional staff needed to administer the growing system. In addition, system growth (expansion) has occurred without any associated fare growth. The last fare adjustment which occurred in the mid 1990's, actually decreased the general fare from 75¢ to 25¢. Furthermore, the success of the free Jolly Trolley service is countering the cost effectiveness and efficiency of DART's overall performance. Since farebox ratio is the relationship of revenue to operating costs, all possible measures should be taken to increase fare revenues while containing operating costs, in order to correct farebox ratio problems before TDA funding is jeopardized. Failure to attain and maintain the minimum required farebox ratio over a two-year period, beginning in FY 2014/15, would result in the reduction of TDA funding pursuant to Chapter 4, Article 4, Section 99268.9 (Non-compliance with Required Revenue Ratios) of the Public Utilities Code.

Dial-A-Ride Passenger Loads

Passenger demands on the dial-a-ride component of the flexroute system are compromising the on-time performance of the fixed route component. Dial-a-ride services are intended to provide door-to-door complementary paratransit service to any individual whose disability prevents independent access to, and use of, DART's fixed route bus service, or general public riders (such as seniors) who prefer the convenience of curb-to-curb service over waiting at a designated bus stop. Dial-a-ride services are costly to operate as a stand-alone service. Dinuba's fixed route and dial-a-ride services were combined in 2007 in an effort to eliminate service duplication and reduce operating costs, but there has been an increased shift of general public riders over time from the fixed service to the dial-a-ride component. Today, almost half (45%) of DART's dial-a-ride passengers are students who are capable of using the fixed route system. This long-standing trend stems from DART's history prior to the flexroute service, when Dinuba's dial-a-ride service was targeted towards school-age riders. The current flexroute service includes designated fixed-route stops near each of Dinuba's schools for the convenience and safety of DART's school-age patrons, but parents either don't understand the dynamics of the flexroute system, or are unwilling to give up the convenience of curb-to-curb service for a lower fare.

Weekend passenger load problems appear to stem from the flexroute schedule itself. The service runs limited headways on Saturdays, using one bus for both routes instead of two; the North Route runs every hour on the hour, and the South Route runs every hour on the half hour (one-hour headways). The limited Saturday schedule was implemented as a cost-effective way to provide City-wide transit coverage to a smaller transit market (fewer passengers use transit on Saturdays than on weekdays). However, it appears that passengers that would normally use the fixed route service during the week are opting to use the dial-a-ride service on Saturdays; passengers would rather pay dial-a-ride fares than wait for the fixed route service. This trend is forcing the fixed route component of the system to run behind schedule. Adding additional service, whether through an additional bus to deal with dial-a-ride overflow, or an additional

bus to increase fixed route headways to every half-hour on Saturdays will ultimately increase overall operating costs and decrease farebox recovery ratios if no other parameters of the service are changed.

PROPOSED FARE STRUCTURE

Preliminary Fare Scenarios

Preliminary fare scenarios were developed to improve farebox ratios and attain farebox compliance. Seven fare increase scenarios were originally presented to City staff. Four of these scenarios were determined to be in-line with city and community goals for the system. These four scenarios were presented to the Dinuba City Council at their July 22, 2014 meeting. Each scenario assumed a fare increase to either the fixed route component of the flexroute service, and/or the implementation of a fare on the Jolly Trolley, as follows.

Service	General Fare	Ridership*	Fare Revenues	Operating Costs**	Farebox Ratio
Flexroute Fixed Route	25¢	55,900	\$13,400	\$328,600	4.1%
Flexroute Dial-A-Ride	\$1.50	8,500	\$9,800	\$71,400	13.7%
Jolly Trolley	25¢+ (to 25¢)	59,700	\$14,900	\$164,300	9.1%
Dinuba Connection	\$1.50	22,400	\$21,700	\$150,000	14.5%
Combined		146,500	\$59,800	\$714,300	8.4%
Fare Revenue Shortfall			\$11,600		
			\$71,400		10.0%

*Ridership totals include revenue and non-revenue passengers

**Operating costs were based on FY 2013/14 budget projections, and assume a 3% annual inflation rate

Under Scenario #1, a 25¢ fare would be implemented on the Jolly Trolley system. This fare implementation would increase fare revenues by approximately \$14,900, but would still leave a fare revenue shortfall of approximately \$11,600.

Service	General Fare	Ridership*	Fare Revenues	Operating Costs**	Farebox Ratio
Flexroute Fixed Route	25¢+ (to 50¢)	44,700	\$21,300	\$328,600	6.5%
Flexroute Dial-A-Ride	\$1.50	8,500	\$9,800	\$71,400	13.7%
Jolly Trolley	Free	74,600	\$0	\$164,300	0.0%
Dinuba Connection	\$1.50	22,400	\$21,700	\$150,000	14.5%
Combined		150,200	\$52,800	\$714,300	7.4%
Fare Revenue Shortfall			\$18,600		
			\$71,400		10.0%

*Ridership totals include revenue and non-revenue passengers

**Operating costs were based on FY 2013/14 budget projections, and assume a 3% annual inflation rate

Under Scenario #2, the flexroute fixed route base fare would be increased by 25¢ (to 50¢). This fare implementation would increase fare revenues by approximately \$7,900, but would still leave a fare revenue shortfall of approximately \$18,600.

Service	General Fare	Ridership*	Fare Revenues	Operating Costs**	Farebox Ratio
Flexroute Fixed Route	25¢+ (to 50¢)	44,700	\$21,300	\$328,600	6.5%
Flexroute Dial-A-Ride	\$1.50	8,500	\$9,800	\$71,400	13.7%
Jolly Trolley	25¢+ (to 25¢)	59,700	\$14,900	\$164,300	9.1%
Dinuba Connection	\$1.50	22,400	\$21,700	\$150,000	14.5%
Combined		135,300	\$67,700	\$714,300	9.5%
Fare Revenue Shortfall			\$3,700		
			\$71,400		10.0%

*Ridership totals include revenue and non-revenue passengers

**Operating costs were based on FY 2013/14 budget projections, and assume a 3% annual inflation rate

Under Scenario #3, the flexroute fixed route base fare would be increased by 25¢ (to 50¢) and a 25¢ fare would be implemented on the Jolly Trolley system. This fare scenario would increase fare revenues by approximately \$22,800, but would still leave a fare revenue shortfall of approximately \$3,700.

Service	General Fare	Ridership*	Fare Revenues	Operating Costs**	Farebox Ratio
Flexroute Fixed Route	50¢+ (to 75¢)	33,600	\$24,900	\$328,600	7.6%
Flexroute Dial-A-Ride	\$1.50	8,500	\$9,800	\$71,400	13.7%
Jolly Trolley	25¢+ (to 25¢)	59,700	\$14,900	\$164,300	9.1%
Dinuba Connection	\$1.50	22,400	\$21,700	\$150,000	14.5%
Combined		124,200	\$71,300	\$714,300	10.0%

*Ridership totals include revenue and non-revenue passengers

**Operating costs were based on FY 2013/14 budget projections, and assume a 3% annual inflation rate

Under Scenario #4, the flexroute fixed route base fare would be increased by 50¢ (to 75¢) and a 25¢ fare would be implemented on the Jolly Trolley system. This fare scenario would increase fare revenues by approximately \$26,400 and would allow the system to attain the required 10% farebox ratio.

Preferred Fare Scenario

The preferred fare scenario was developed in response to discussions with City Council and City staff regarding the previously outlined preliminary fare scenarios and current transit issues. The City of Dinuba takes great pride in providing the community with low-cost transportation services via its DART system, and while they understand the need to comply with farebox mandates, they are hesitant to do so at the expense of residents who rely on these services for their everyday transportation needs. This preferred alternative was developed to respond to federal mandates as well as the City's transit vision, by increasing local fixed route fares incrementally while maintaining the trolley as a free shopping circulator.

Under the TDA, as previously stated, a public transit entity operating in a non-urbanized area is required to maintain a 10% ratio of fare revenue to operating costs. If, however, fare revenues are insufficient to meet the applicable ratio of fare revenues to operating cost required by this article, an operator may satisfy that requirement by supplementing its fare revenues with local funds. "Local funds" means revenues derived from taxes imposed by the operator or by a county transportation commission created pursuant to Division 12 (commencing with Section 130000) of the Public Utilities Code, including General Fund revenues.

Under the preferred fare scenario the general fixed route fare on the flexroute service will be increased from the current 25¢ to \$1.00 in two phases. It is anticipated that farebox revenues will not be sufficient to maintain the required 10% farebox recovery ratio. Therefore, the City will commit to subsidizing fare revenues, as needed, through the use of local General Fund revenues. The following tables provide an overview of how the fare increase will be phased in over the next two fiscal years; operating budgets work off of fiscal years (July through June), so the phasing will actually take place during the same calendar year.

Table 21 - DART Preferred Fare Increase Scenario – FY 2014/15: Phase 1 (Increase in January 2015)

Service	General Fare	Ridership*	Fare Revenues	Operating Costs**	Farebox Ratio
Flexroute Fixed Route	50¢+ (to 75¢)	44,700	\$19,100	\$328,600	5.8%
Flexroute Dial-A-Ride	\$1.50	8,500	\$9,800	\$71,400	13.7%
Jolly Trolley	Free	74,600	\$0	\$164,300	0.0%
Dinuba Connection	\$1.50	22,400	\$21,700	\$150,000	14.5%
Combined		150,200	\$50,600	\$714,300	7.1%
Fare Revenue Shortfall			\$20,800		
			\$71,400		10.0%

*Ridership totals include revenue and non-revenue passengers

**Operating costs were based on FY 2013/14 budget projections, and assume a 3% annual inflation rate

Table 22 - DART Preferred Fare Increase Scenario – FY 2015/16: Phase 2 (Increase in July 2015)

Service	General Fare	Ridership*	Fare Revenues	Operating Costs**	Farebox Ratio
Flexroute Fixed Route	25¢+ (to \$1)	32,200	\$31,800	\$338,400	9.4%
Flexroute Dial-A-Ride	\$1.50	8,700	\$10,000	\$73,600	13.6%
Jolly Trolley	Free	76,600	\$0	\$169,200	0.0%
Dinuba Connection	\$1.50	23,000	\$22,300	\$154,500	14.4%
Combined		140,500	\$64,100	\$735,700	8.7%
Fare Revenue Shortfall			\$9,500		
			\$73,600		10.0%

*Ridership totals include revenue and non-revenue passengers

**Operating costs were based on FY 2013/14 budget projections, and assume a 3% annual inflation rate

The following table delineates the projected system-wide performance of the proposed fare increase over the next five years, assuming no additional operational changes. The City will be expected to make up between 1.3% and 2.9% of the annual fare revenue requirement. However, this subsidy could be significantly lower if ridership growth increases beyond expectations, if marketing revenues increase (this will be discussed in more detail in the marketing plan section of this chapter), or if overall operating costs are contained.

Table 23 - DART Proposed Fare Increase – FY 2014/15 through FY 2018/19

Fiscal Year	Ridership*	Fare Revenues	General Fund Revenues	Operating Costs**	Farebox Ratio
2014/15	150,200	\$20,800	\$31,800	\$714,300	10.0%
2015/16	140,500	\$64,100	\$9,500	\$735,700	10.0%
2016/17	144,200	\$65,900	\$9,900	\$757,800	10.0%
2017/18	148,000	\$67,600	\$10,500	\$780,500	10.0%
2018/19	151,900	\$69,400	\$11,000	\$803,900	10.0%

*Ridership totals include revenue and non-revenue passengers

**Operating costs were based on FY 2013/14 budget projections, and assume a 3% annual inflation rate

Proposed Fare Structure

The proposed fare increase will result in the following fare structure.

Flexroute Fixed Route	Existing	Proposed
General Public	25¢	\$1.00
Children (5 years & under; with an adult)	Free	Free
Jolly Trolley	Existing	Proposed
General Public	Free	Free
Flexroute Dial-A-Ride & Dinuba Connection (Reedley)	Existing	Proposed
General Public	\$1.50	\$1.50
Seniors (62 & older)/Students (6-17)	\$1.25	\$1.25
Children (5 years & under; with an adult)	Free	Free
ADA (certified)	50¢	50¢
Student/Senior Pass (good for 20 rides)	\$25	\$25

PROPOSED SERVICE STRATEGIES

Service strategies were developed to address the service issues and constraints identified through the TDP development process. Recommendations are listed by service.

Flexroute Service (Fixed Route and Dial-A-Ride)

- Increase the fixed route general fare from 25¢ to \$1.00 over a two-year period (fiscal year as opposed to calendar year), to help bring fares in line with system growth and other area service providers (as discussed previously in this chapter).
- Reconfigure local routes to eliminate duplication of service and add additional stops. The current DART route configuration includes the overlap of service along portions of east El Monte Way, including Kmart. The proposed routing (see map at end of this section) maintains all current stops served by the North and South routes, while adding at additional stop near Roosevelt School and eliminating the duplication of service. Final routing and time points will be determined by City and service contractor staff.
- Number local fixed routes to allow for the addition of future routes. For instance, under the proposed routing the North Route would become Route 1 and the South Route would become Route 2; the proposed routing does not readily conform to directional naming. As DART routes are added in the future they would take on the next sequential number, and would continue to be assigned a distinct color to further help riders identify them. These route numbers and colors would be used on all DART maps, route signs, on-board route markers, and at the transit center to designate route departure areas.

- Educate school children (and the general public) on the benefits of using the fixed route service over the dial-a-ride service (less costly, no reservations, etc.). This strategy will be discussed in more detail in the administrative plan section of this chapter.

Jolly Trolley

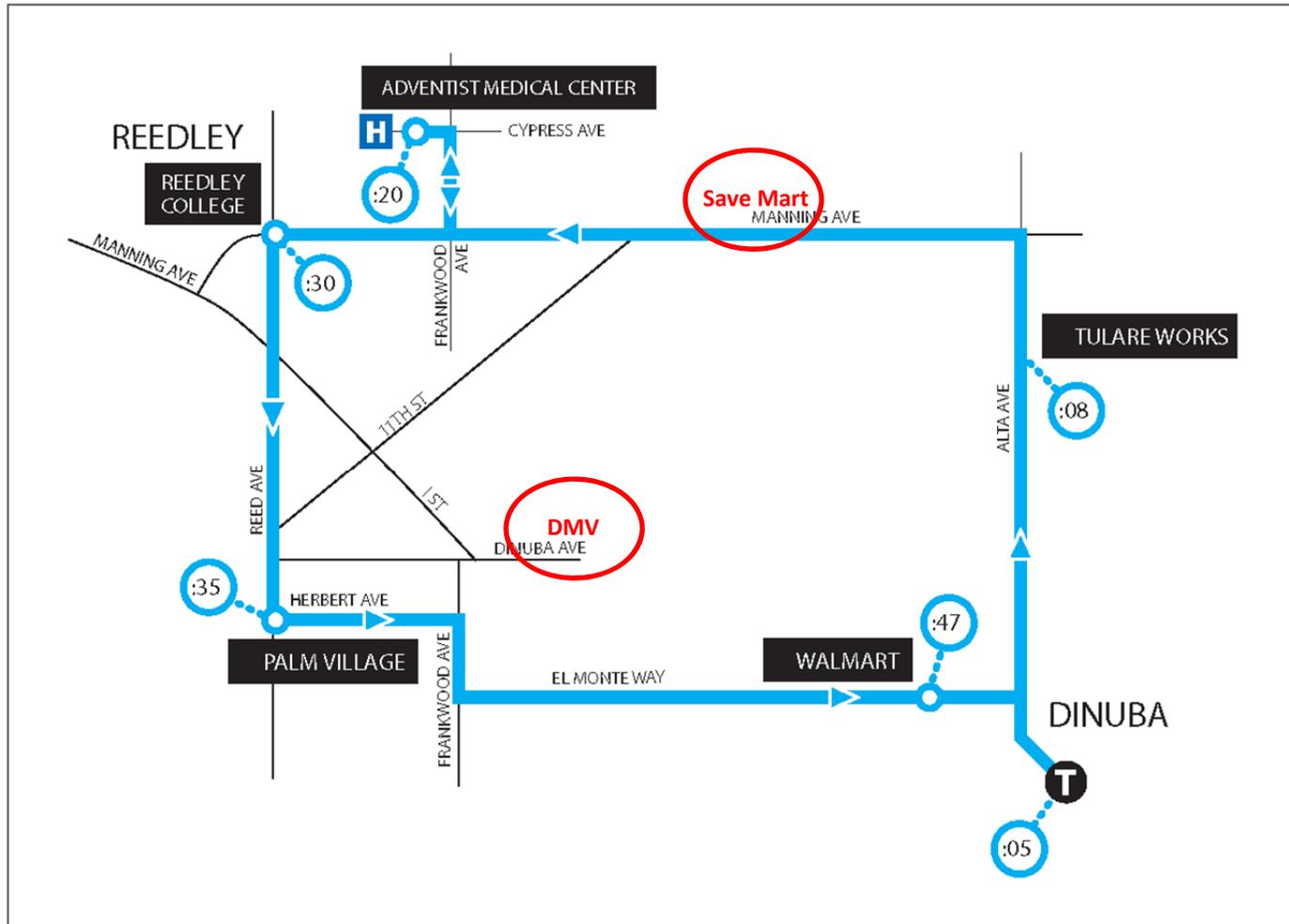
- Maintain service as a shopping circulator.
- Reroute to eliminate safety concerns downtown and add additional service along west El Monte Way. The proposed routing (see map at the end of this section) will maintain its current service corridor, while avoiding safety issues associated with sections of downtown Dinuba's angled parking stalls. Additional service will be added to the western portion of the route, including a stop at the new Dollar Tree on west El Monte Way. In addition, the trolley route will now be the only route servicing the Kmart shopping center on east El Monte Way. Final routing and time points will be determined by City and service contractor staff.
- Subsidize trolley fare revenues through a combination of marketing techniques, such as advertising revenues and transit sponsorships. This strategy will be discussed in more detail in the marketing plan section of this chapter.

Dinuba Connection

- Implement minor route changes to adjust to ridership demand as needed. Currently, this would include the addition of stops at Save Mart and the DMV in Reedley (see map at the end of this section). Final routing and time points will be determined by City and service contractor staff.
- Continue to work closely with Reedley College to ensure that transit service is available for students. Regional service should be expanded to cover extended class schedules if there is adequate ridership, and adequate Measure R funding available to cover any additional expenses.

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Figure 11 - Proposed Dinuba Connection Stops



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ADMINISTRATIVE PLAN

Many of the recommendations included in this section were carried over from the *2009 City of Dinuba Transit Development Plan*. They were not previously implemented due to funding and staffing shortages.

General Procedures

The City of Dinuba will continue to own and operate the DART system. The City Council will continue to act as the governing body for the system. The City will continue to own and maintain all transit equipment and intends to continue to use a contractor for the day-to-day operation of transit services. The service contractor will be responsible for the employment of drivers and dispatchers, plus the tracking of all necessary ridership and operations data. The next service contract will begin in January of 2015.

The City of Dinuba intends on continuing the contractual arrangement with Fresno County Rural Area Transit for DART's provision of service to the City of Reedley in Fresno County. That arrangement is expected to provide operating and capital assistance through Fresno County's Measure C program, for the continuation of DART's regional Dinuba Connection service to Reedley.

The City should continually seek opportunities to develop partnerships with local non-profit organizations, advocacy groups, and public agencies that provide assistance to minority, low-income, and Limited English Proficiency (LEP) clients. Such non-profits, advocacy groups, and agencies have insight into the transportation needs of their clients and prove invaluable in overcoming barriers to public participation. LEP persons are individuals for whom English is not their primary language and who have a limited ability to speak, understand, read, or write English. The largest LEP population within Dinuba is comprised of Spanish speakers. Therefore, per Title VI Civil Rights requirements, all vital DART documents should be translated into Spanish as outlined in the City's Federal Transit Administration Title VI Program (adopted June 10, 2014).

The City should continue to actively work with major employers within the community to develop commute alternatives for employees. Emphasis should be placed on the dissemination of transit information to employees, as well as development of service hours and operating parameters that meet the needs of industrial employees (if warranted and feasible).

Finally, the City should annually review and adjust the system's performance standards. The review should include an assessment of the service's achievement of performance standards to date. Changes should be made to reflect inflation, changes in operations, passenger demand and modifications to contractor agreements.

Data Collection Procedures

It is recommended that the City of Dinuba streamline its current data collection procedures. The City currently collects basic system information for use in monitoring the DART services, preparing annual budgets, filing grant applications, and preparing management reports for submittal to the City Council, TCAG, and the State Controller's Office. The service contractor provides the City with monthly summary reports of service data segregated by service mode.

The City's data collection process has greatly improved since the transition from the City's former private service contractor to its current service contractor, but deficiencies in tracking key performance indicators still exist, as noted within the previous TDA discussion. For instance, the contractor does not currently report information related to passenger complaints, preventable accidents, or dial-a-ride no-shows to the City. These types of data are important indicators of service quality and reliability.

In addition, the most recent Triennial Performance Audit (TPA) recommended that the City separate out operating costs and performance indicators for the flexroute fixed route, dial-a-ride, and Jolly Trolley service modes on the "Public Transportation Usage" spreadsheet, in order to be able to assess service performance by mode. It is also important that the spreadsheet include all transit expenditures, not just expenses incurred by the service contractor.

Accurate record keeping helps to ensure consistency between transit reports, such as the annual report to the State Controller's Office (Transit Operator Financial Transactions Report) and TDA claims. City transit staff should work closely with the City's finance department to resolve data inconsistencies and ensure that transit data is being accurately reported.

Transit Docent

Given the current workload of City transit staff the City should consider seeking a volunteer to act a Transit Docent. This person should be knowledgeable of all aspects of the local and regional transit systems, and understand local transit needs. The docent should be tasked with educating current and prospective riders on how to use the DART system (Rider Training Program) through presentations and on-the-bus assistance. For instance, the docent could work with the school district to help educate students and parents on the benefits of using the flexroute fixed route service (to help alleviate passenger loads on the dial-a-ride component), work with seniors at local retirement communities to help them understand how to get to their desired destination using DART or another local service provider, and work with local business to help build commute options for their employees.

MARKETING PLAN

Many of the recommendations included in this section were carried over from the *2009 City of Dinuba Transit Development Plan*. They were not previously implemented due to funding and staffing shortages. In addition to these recommendations, it should be noted that the City has

secured funding to hire a consultant to prepare a Transit Marketing/Branding Plan to help market the DART system.

A marketing plan should reflect the role that transit plays in the community by targeting current and potential users. Transit in Dinuba has historically had a very definitive market including students, seniors, and low-income residents with limited access to a vehicle. A marketing plan should focus on community outreach with this transit market in mind. By reaching target markets with published materials and literature, the community will gain a higher level of understanding of the current service, and passengers will receive valuable information to assist in their use of the system, potentially leading to an increase in ridership and service productivity. The marketing efforts proposed for the DART system include the following:

Transit Branding

Identity is a critical component of transit marketing. Lack of system unity leads to passenger confusion and tends to dissuade potential riders from using the services. Transit branding helps to unify transit services through the use of a common name and color scheme. The use of a system brand provides system recognition through visual identity, and creates a distinction between a system and its services. The current DART logo and color scheme should be updated or used more prominently; the logo and color scheme should be incorporated into all DART signage and all buses should be painted (or wrapped) accordingly.

Maps/Schedules

Transit route maps and schedules comprise the primary type of transit information required by existing and potential patrons. All transit maps and schedules should be as clear and simple to read as possible, and should be updated to reflect major service changes. Maps and schedules should also include information related to coordinating services, such as TCaT and Reedley transit.

A large-scale system map and schedule should be prominently displayed at the transit center.

Transit Information

Information on the transit system should be easily available and prominently displayed for all target markets. The availability of service information at the transit center, on buses, and at route stops (posted signage) is necessary to keep transit users informed, and to provide potential users with necessary information. Printed materials containing up-to-date information on routes, schedules and other transit services should be available at places frequented by target patrons; government centers, schools, shopping centers (including laundromats and discount stores), senior centers, social service agencies and medical clinics. Fliers and public announcements containing information regarding upcoming system changes should be made available to the public well in advance of the effective date, and workshops should be scheduled to educate the transit public about these changes. Additionally, the transit page of

the City's web site should be used to announce upcoming system changes and events, such as new service or special events. All transit information should be provided in English and Spanish.

Marketing Promotions

Marketing promotions involve efforts beyond printed information. Developing community-wide events to promote DART will help to keep transit in the minds of residents as a viable transportation option. Promotions could be self-sponsored or held in conjunction with other local/global events such as National Transit Week, Earth Day, or local civic events (such as the annual Raisin Day Festival). Promotions should include the distribution of transit guides and free bus passes (good for one round-trip) to attract potential riders. Transit personnel should be made available to answer service questions.

The Jolly Trolley should also be used as a marketing tool; trolleys are effective image building tools when used to promote civic activities. Free or low-cost transit service should be provided during selected special events to reduce event-related congestions, while promoting transit within Dinuba. Special events and holiday shuttles provide excellent potential for cross-promotion by participating organizations or merchants.

Free Advertising

Free advertising, in the form of press releases and media coverage, should be utilized whenever possible to promote transit services. Press releases should announce major service changes and improvements to the system, including the addition of new buses. Media coverage should be targeted to highlight the positive aspects of using the DART service including the flexibility, frequency of service, and low cost. All transit advertising should be provided in English and Spanish.

Enhanced Revenue

Through the adoption of this TDP, the City is making a commitment to subsidizing fare revenues, as needed, through the use of local General Fund revenues. However, the enhancement of advertising revenues could greatly reduce the amount of General Fund revenues needed to attain farebox ratio requirements.

One source of advertising revenue is the sale of on-bus advertising space. This marketing technique helps to promote transit within the business community, while generating marketing revenues. There are a number of companies that provide this service to transit operators for a share of the revenues. This advertising can be placed in the interior of the buses, on the exterior, or on bus shelters and/or benches provided at key bus stops.

The City may also wish to explore the potential for businesses to become Transit Sponsors. This program would target specific businesses along the Jolly Trolley route (downtown merchants) and seek direct sponsorships for the service. These sponsorships could be a little as \$500 per year with a goal of generating a minimum of \$15,000 per year. Special consideration would be

given for these businesses in the form of recognition on the trolley, placards at the entrances to their business and potential sponsorship signs along the trolley route. Sponsor merchants could also display brochures or fliers at the transit center.

Trip Tickets

Trip tickets are full-price, one-way fare tickets that are available for purchase wherever passes are sold. Trip tickets function like DART's current punch pass, but provide agencies (social service agencies, non-profit organizations, etc.) with the ability to purchase transit tickets to give out to their clients as needed. Many local agencies have expressed the need for trip tickets, according to the City's service contractor.

SAFETY AND SECURITY PLAN

On August 25, 2005, President Bush signed The Safe Accountable Flexible Efficient Transportation Act: A Legacy for Users (SAFETEA-LU), replacing the Transportation Equity Act for the 21st Century (TEA 21). The passage of SAFETEA-LU brought about increased attention to addressing the issues of safety and security as stand-alone factors with regards to public transportation systems. This focus on transit safety and oversight was carried forward with the current highway authorization, Moving Ahead for Progress in the 21st Century Act (MAP-21).

In an effort to ensure both the safety and security of its system, passengers, and employees, the City of Dinuba requires its service contractor to develop a Transit System Security and Emergency Preparedness Plan (TSSEPP) that covers passengers, employees, vehicles, and facilities. The TSSEPP must be developed in full compliance with California Law (SB 198), and must include a formal safety illness and prevention program including periodic safety meetings, participation in safety organizations, safety incentives offered by contractor to drivers and other employees, and participation in risk management activities under the auspices of contractor's insurance carrier or other organization.

Vehicle maintenance safety procedures and all safety issues related to DART mechanics is the sole responsibility of the City. The City has developed a Preventative Maintenance Inspection (PMI) program that conforms to state and industry standards, and all maintenance staff are subject to City safety procedures. The City of Dinuba implements all applicable local, state, and federal Security and Emergency Management plans.

In addition, security features are included on DART buses, shelters, and at the transit center. All DART buses are equipped with automatic vehicle locators (AVL), video surveillance, and fire extinguishers. All DART shelters were recently equipped with solar lighting, and the newly opened transit center has a video surveillance system. The City also has plans to install drive cams on all buses. Drive cams, or dash cams, are cameras that are programmed to record events in response to an accident or sudden stop, or when initiated by the driver (to record a passenger incident).

ADDITIONAL RECOMMENDATIONS/FUTURE CONSIDERATIONS

During the preparation of this plan, additional service options were identified for further evaluation. Given the City's current farebox issues and the additional costs associated with implementing these recommendations, the following recommendation is presented below for future consideration.

Additional Saturday Service

If marketing efforts aimed at educating passengers (primarily school children) on the benefits of riding the fixed route component of the flexroute service fail to alleviate demands on the dial-a-ride component, the City will need look into the addition of service during Saturday operating hours. As stated previously, adding additional service, whether through an additional bus to deal with dial-a-ride overflow, or an additional bus to increase fixed route headways to every half-hour on Saturdays will ultimately increase overall operating costs and decrease farebox recovery ratios; additional service will increase vehicle service hours with no associated increase in ridership.

Should the City choose to add additional Saturday service, it is recommended that the additional service hours be used to increase headways on the fixed route system. Saturday fixed route headways could be increased to mirror weekday schedules (half-hour headways during the day, and limited service in the evening). Increasing Saturday fixed route headways is the logical progression in the growth of the DART system, and a precursor to any future addition of Sunday service. All system growth going forward should focus on development of the fixed route components of the DART system, over the more costly dial-a-ride component. The dial-a-ride service should be aimed at providing service to seniors and the disabled, over the general public.

No associated costs have been included in the financial plan of this document for any additional service, but it is anticipated that any Saturday expansion costs would be covered by the City's local Measure R allocation. At current hourly service rates, the cost of increasing Saturday headways between 9:00 am and 6:00 pm (nine additional service hours per week) would be approximately \$18,000 per year.

Further analysis of Saturday passenger activity, including targeted passenger surveys, is required to pinpoint the actual cause of current passenger load problems. No additional service should be implemented unless there is adequate passenger need support a healthy farebox recovery ratio.

SERVICE IMPLEMENTATION PLAN

This section presents an action plan for implementing the DART services proposed in this chapter. The implementation plan outlines service parameters for each of the five years covered by this document. This schedule assumes the availability of all projected funding, but should be reviewed annually to reflect current funding scenarios. Capital and financial plans are included in Chapters 7 and 8.

The DART fare structure should be reviewed annually and recalibrated (if necessary) to reflect farebox recovery and operational cost issues. An annual route performance review should also be conducted, and when appropriate, corrective action taken to modify route alignments, and/or service schedules to adjust to changes in service demand and service area needs.

Service marketing and outreach should be ongoing throughout the life of the plan in an effort to increase ridership and improve service efficiency. A Marketing/Branding Plan should be undertaken as soon as possible to help initiate the expansion of marketing efforts.

Year One (FY 2014/15)

- Increase the flexroute fixed route general fare by 50¢ (from 25¢ to 75¢) in January of 2015.
- Reconfigure local routes to eliminate duplication of service and add additional stops at Roosevelt School and Dollar Tree. The new routing should be initiated in January of 2015 to correspond with the production schedule of the Tulare County Transit Guide.
- Reconfigure the Dinuba Connection route to incorporate stops at Save Mart and the DMV in Reedley.

Year Two (FY 2015/16)

- Increase the flexroute fixed route general fare by 25¢ (from 75¢ to \$1.00) in July of 2015.
- Implement marketing recommendations identified in the Marketing/Branding Plan.
- Review and adjust fare structure and services as needed to reflect funding and service demands.

Year Three – Year Five (FY 2016/17)

- Implement marketing recommendations identified in the Marketing/Branding Plan.
- Review and adjust fare structure and services as needed to reflect funding and service demands.

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CHAPTER 7 – CAPITAL PLAN

The capital plan has been developed to be consistent with the City's vehicle acquisition schedule. The five-year program for replacement of DART vehicles is designed to provide adequate equipment to meet the projected service demands, and to comply with California Air Resources Board (CARB) requirements, and all other applicable state and federal requirements. Funding for the listed projects will be discussed in more detail in Chapter 8 (Financial Plan).

CURRENT CAPITAL PROJECTS

Bus Shelters

Using FY 2012/13 funds allocated through Proposition 1B – the Public Transportation, Modernization, Improvement, and Service Enhancement Account Program (PTMISEA), the City has acquired additional bus shelters and installed solar lighting units on all DART shelters.

Bus Stop Signage

The City is also using Prop 1B funds to initiate a bus-stop improvement program. The funds are being used to install new bus stop signs that provide route and schedule information.

CNG Expansion

The City is currently in the process of expanding its transit fueling (CNG) and storage facility, which is located at the City's Public Works department. The project includes replacement of an existing compressor and upgrading the control system to operate the remaining and the new compressor in a coordinated manner; the addition of a buffer vessel for time fill applications; ten (10) new time fill hoses with a new time fill meter; canopy structure to weather-protect vehicles being time-filled; an upgrade card access device with new fuel management system; utility expansion; grading; paving; relocating the existing storm water retention basin; fencing; lighting and miscellaneous improvements. The project is entirely contained within the existing Public Works site, which is zoned Light Industrial.

FIVE-YEAR CAPITAL PROGRAM

Vehicle Replacement

The capital plan for the period from FY 2014/15 to FY 2018/19 is based upon planned services and current bus purchases. The vehicle replacement schedule is based upon planned services and providing sufficient spare vehicles to provide additional dial-a-ride service when necessary. The FTA recommends a five- to seven-year service life for the types of vehicles that comprise the DART fleet, although most transit agencies are able to keep their vehicles in service longer through effective maintenance programs; DART's previously adopted service policies (which have been carried through into this TDP) include adhering to a seven-year life cycle for light duty buses and a ten-year life cycle for medium duty buses.

There are currently eight vehicles in the DART fleet: four light-duty cutaways, ranging in age between three and twelve years, two medium-duty buses, ranging in age between two and six years, and one trolley. Two of the cutaways are used as back-up vehicles. The City currently has one medium-duty buses and one trolley programmed for this year (FY 2014/15) as replacement vehicles. Under the proposed five-year service plan, six vehicles will be needed to meet peak pullout requirements. Given this service scenario, at least three more vehicles should be cycled out of service within the parameters of this plan, and replaced with medium-duty buses to increase service reliability and maintain fleet policies. Furthermore, one additional trolley bus should be acquired to strengthen the fleet's reserve vehicle ratio.

All future vehicle purchases should be ADA accessible, and should provide sufficient fuel capacity for a full-day operation.

On-board Security Cameras

Using Prop 1B Safety and Security funds, the City will outfit or upgrade each DART bus with security cameras. The installation of on-board security cameras will provide increased safety for passengers and bus operators by providing video surveillance for criminal, safety and security investigations.

Bus Stop Amenities

The capital plan includes funds to pay for stop amenities, including bus stop signs, shelters and benches. Sign funds will cover the replacement of damaged or worn signs, and the installation of signs at new stops and along new routes (if implemented). Funds have also been budgeted for the installation of passenger shelters and/or benches. Shelters and benches should be placed at key passenger activity points along fixed routes. All shelters and benches will be placed in compliance with ADA specifications.

Electronic Fareboxes

The capital plan includes funds to pay for electronic fareboxes. The implementation of electronic fareboxes is a proven technique for increasing fare revenues. These fare collection systems collect fares, read passes, display information, print transfers, and collect and store information about riders by route and time. Electronic fareboxes increase fare collection accuracy, thus increasing farebox revenues by alleviating farebox abuse. They also help increase service productivity by refocusing driver efforts.

TCAG supports the coordination of intelligent transportation system (ITS) technologies between transit agencies through the adoption of the *2014-2019 Regional Transportation Plan & Sustainable Communities Strategy (RTP & SCS)*. Policies were incorporated within the RTP to ensure system compatibility between systems and to enable the use of uniform regional passes.

Capital Program

Following is DART's capital program for FY 2014/15 through FY 2018/19.

Year	Project	Cost
FY 2014/15	1 27-Passenger Classic Trolley	\$251,000
FY 2014/15	1 24-Passenger CNG bus	\$135,300
FY 2014/15	On-board Security Cameras	\$16,300
FY 2015/16	1 24-Passenger CNG bus	\$129,000
FY 2016/17	1 24-Passenger CNG bus	\$133,000
FY 2016/17	Bus Stop Signs/Poles	\$3,500
FY 2016/17	Bus Shelters/Benches	\$12,800
FY 2017/18	1 27-Passenger Classic Trolley	\$275,000
FY 2017/18	1 24-Passenger CNG Bus	\$137,000
FY 2018/19	Electronic Fareboxes	\$175,000
Total		\$1,251,600

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CHAPTER 8 – FINANCIAL PLAN

This financial plan includes estimates of operating and equipment expenditures and projections of revenues by source for each of the proposed service. Estimates are for the purposes of this study only, and represent approximations of the costs of operations and equipment. Actual values for annual operation and equipment will vary and will be determined through the City's annual budgeting process. The purpose of this data is to provide comparative information for the review of this TDP.

FUNDING SOURCES

Successful transit systems develop broad funding strategies to implement planned services and projects. Currently, Dinuba's primary revenue sources include FTA Section 5311 funds, Transportation Development Act funds, and local sales tax revenues (Measure R). Following is a brief description of these and other funding sources available to DART over the next five years.

Fare Revenues

Fare revenue collection is a necessary source of transit funding, but typically only accounts for 10-20% of the costs of transit operations. Fare collection incurs costs for farebox maintenance, cash management, and auditing.

Local Funding Sources

Measure R (sales tax)

In November of 2006, Tulare County voters approved Measure R, allowing TCAG to impose a ½ cent retail transaction and use tax between 2007 and 2037 (30 years). This tax will provide an estimated \$652 million in new revenues for transportation improvements within Tulare County over its 30-year lifespan. The *Measure R Expenditure Plan* sets aside 50% of generated revenues for regional projects, 35% for city and county local transportation systems, 14% for transit, bicycle, and environmental projects, and 1% for administration and planning purposes.

According to the *Final 2006 ½ Cent Transportation Sales Tax Measure Expenditure Plan*, the goal of Measure R's Multi-Modal Transportation Program (Transit/Bicycle/Environmental Program) is to expand or enhance public transit programs that address the transit dependent population, improve mobility through the construction of bike lanes and have a demonstrated ability to get people out of their cars and improve air quality and the environment. Funds can be used for all needed phases of project development and implementation. This funding program requires matching funds from the Congestion Mitigation and Air Quality (CMAQ) and Transportation Enhancement (TE) Programs administered locally through TCAG.

To accomplish this important goal, funding is provided to transit agencies within the County to expand transit services. Other uses include:

- New routes to enhance existing routes
- Low emission buses
- Night and weekend service
- Bus shelters and other capital improvements
- Safer access to public transit services

According to the *2007 Measure R Policies and Procedures*, priority will be given to Annual Transit Service Expansion projects listed on page 10 of the *Measure R Expenditure Plan*. The City of Dinuba's funds are listed for use as route expansion. In addition, all projects must be adopted by the local agency and presented to the Measure R Authority in an implementation plan, and included as part of the Measure R Bi-annual Strategic Work Plan, a five-year plan that will coincide with the Regional Transportation Improvement Program (RTIP).

The City of Dinuba is programmed to receive approximately \$1,500,000 in Measure R Transit revenues over the life of the tax, plus an additional \$1,560,000 (\$65,000 a year) in supplemental funding as of FY 2013/14. Measure R funds are currently being used to operate the new Dinuba Connection service between Dinuba and Reedley. As additional Measure R revenues are needed, the City will amend its Measure R Expenditure Plan to include additional projects.

State Funding Sources

Transportation Development Act (TDA)

The Transportation Development Act (TDA) provides two major sources of funding for public transportation: the Local Transportation Fund (LTF) and the State Transit Assistance fund (STA). These funds are for the development and support of public transportation needs that exist in California and are allocated to areas of each county based on population, taxable sales and transit performance.

The use of TDA funds for public transit is of critical importance to the City of Dinuba. Historically, a significant share of these funds has been used for street projects; Dinuba currently claims more than half of its annual TDA funds for streets and roads. State law requires that each year TDA funds first be made available for transit purposes. If no transit needs exist that can reasonably be met, the funds can then be used for street projects. DART's expenditure plan for the next five years assumes that TDA funds will continue to be available for both transit and street projects.

Proposition 1B (PTMISEA & CTSGP-CTAF)

The Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) was created through the passage of Proposition 1B, the Highway Safety,

Traffic Reduction, Air Quality, and Port Security Bond Act of 2006. Proposition 1B authorized \$19.925 billion in general obligation bonds for specific transportation purposes, of which \$3.6 billion dollars was allocated to PTMISEA to be available to transit operators over a ten-year period. PTMISEA funds may be used for transit rehabilitation, safety or modernization improvements, capital service enhancements or expansions, new capital projects, bus rapid transit improvements, or rolling stock (buses and rail cars) procurement, rehabilitation or replacement. Funds in this account are appropriated annually by the Legislature to the State Controller's Office (SCO) for allocation in accordance with Public Utilities Code formula distributions: 50% allocated to Local Operators based on fare-box revenue and 50% to Regional Entities based on population.

The Transit System Safety, Security & Disaster Response Account (TSSSDRA) provides \$1 billion over a ten-year period. TSSSDRA funds may be used for eligible capital expenditures to improve transit safety and security. The TSSSDRA is administered by the State Office of Homeland Security, and funds are allocated in accordance with Public Utilities Code formula distributions: 50% allocated to Local Operators based on fare-box revenue and 50% to Regional Entities based on population. Transit operators receive funding through the California Transit Security Grant Program, California Transit Assistance Fund (CTSGP-CTAF).

Federal Funding Sources

On July 6, 2012 President Obama signed into law a new two-year transportation authorization, entitled Moving Ahead for Progress in the 21st Century (MAP-21). MAP-21 replaced the Safe Accountable Flexible Efficient Transportation Act: A Legacy for Users (SAFETEA-LU). MAP-21 put new emphasis on strengthening the safety of our public transportation systems. MAP-21 funds are directed towards transit projects through several funding programs, including the following:

Section 5311 – Rural Area Formula Grants

The Section 5311 program provides capital, operating, and planning assistance for operators of public transportation in non-urbanized areas with populations less than 50,000. Activities previously eligible under the Job Access and Reverse Commute (JARC) program, which provided services to low-income individual to access jobs, are now available under this program. In California, the 5311 program is administered by Caltrans on behalf of the FTA. Section 5311 funds must be matched by state and local funds. Capital projects require a 20% local match. Operating projects require a 50% local match. Local match funds can be cash or cash-equivalent, depending upon the expenditure. Non-Department of Transportation (DOT) federal funds may be used as a match.

Section 5339 – Bus and Bus Facilities Program

The Section 5339 program provides funding to replace, rehabilitate, and purchase buses and related equipment, and to construct bus-related facilities. In California, the 5339 program is administered by Caltrans on behalf of the FTA. Funding under this program requires a 20% local match.

Congestion Mitigation and Air Quality Program (CMAQ)

CMAQ program funds are directed to projects and programs which improve or maintain National Ambient Air Quality Standards in non-attainment areas for ozone and carbon monoxide, such as the San Joaquin Valley, under the 1990 Clean Air Act. All CMAQ projects are coordinated and administered through TCAG. A diverse variety of projects and programs are eligible for CMAQ funds, including transit vehicles and CNG/LNG stations. All CMAQ projects must be included in the State Transportation Improvement Program (STIP).

PROJECTED EXPENDITURES

The expenditure plan shown below anticipates an outlay in FY 2014/15 of \$1,116,900 for operating and capital. Annual expenditures range between approximately \$865,000 and \$1,200,000. Buses account for the majority of capital expenditures. Operating expenses assume a 3% annual inflation rate.

Implementation of the previously outlined service plan (Chapter 6) and the capital plan outlined in Chapter 7 will result in the following five-year expenditure plan.

Expense	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	Total
Operating	\$714,300	\$735,700	\$757,800	\$780,500	\$803,900	\$3,792,200
Capital						
Buses	\$386,300	\$129,000	\$133,000	\$412,000	\$0	\$1,060,300
Signs/poles	\$0	\$0	\$3,500	\$0	\$0	\$3,500
Shelters	\$0	\$0	\$12,800	\$0	\$0	\$12,800
Cameras	\$16,300	\$0	\$0	\$0	\$0	\$16,300
Electronic Fareboxes	\$0	\$0	\$0	\$0	\$175,000	\$175,000
Subtotal	\$402,600	\$129,000	\$149,300	\$412,000	\$175,000	\$1,267,900
Total	\$1,116,900	\$864,700	\$907,100	\$1,192,500	\$978,900	\$5,060,100

PROJECTED REVENUES

Federal funds are projected to cover approximately 32% of total system costs over the next five years. These funds will be used primarily for operations. Local match funds for capital projects are currently show as coming from TDA funds. Prop 1B funds will be used to cover capital expenditures through FY 2016/17 when the grant program ends. Other funding sources, such as CMAQ, could potentially provide funding for capital purchases after that time, and should be pursued when and if they become available.

Passenger fares are projected to contribute approximately 8% of the total operating costs of the proposed DART services, with another 2% coming from the City's General Fund to make up the required 10% farebox recovery ratio. Approximately 9% of DART's annual operating expenses are expected to be covered by annual Measure R allocations, and the Fresno County Rural Transit Agency will continue to contribute half of the annual cost of operating the Dinuba Reedley Connection (through Measure C funds). TDA funds are projected to account for approximately 37% of all operating costs, unless additional FTA funds are acquired.

The five-year expenditure plan outlined in the previous section will require a mix of funding revenues as shown below.

Revenue	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	Total
FTA (5311)						
Operating	\$260,000	\$268,000	\$276,000	\$284,000	\$293,000	\$1,381,100
Capital	\$0	\$0	\$0	\$109,600	\$140,000	\$249,600
Subtotal	\$260,000	\$268,000	\$276,000	\$393,600	\$433,000	\$1,630,700
TDA (LTF & STA)						
Operating	\$261,100	\$268,700	\$276,800	\$285,400	\$293,400	\$1,385,400
Capital	\$0	\$4,000	\$0	\$27,400	\$35,000	\$62,400
Subtotal	\$261,100	\$272,700	\$276,800	\$312,800	\$328,400	\$1,451,800
Fares	\$50,600	\$64,200	\$65,900	\$67,600	\$69,400	\$317,700
General Fund	\$20,800	\$9,400	\$9,900	\$10,500	\$11,000	\$61,600
Measure R	\$60,900	\$62,700	\$64,600	\$66,500	\$69,600	\$324,200
FCRTA	\$60,900	\$62,700	\$64,600	\$66,500	\$67,500	\$322,200
PTMISEA (Prop 1B)	\$151,600	\$125,000	\$149,300	\$0	\$0	\$425,900
CMAQ	\$251,000	\$0	\$0	\$275,000	\$0	\$526,000
Total	\$1,116,900	\$864,700	\$907,100	\$1,192,500	\$978,900	\$5,060,100

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APPENDIX A – ON-BOARD RIDER SURVEY



City of Dinuba
2014 Transit Survey
(Español al revés)



1. What service are you using today?
 DART Fixed Route DART Dial-A-Ride Jolly Trolley Dinuba Connection
2. What is the primary purpose of your trip today?
 Work Shopping School/College Attending a Social Service program
 Medical Social Personal Business Other (specify) _____
3. If you answered "shopping" above (#2), about how much did you/will you spend during your shopping trip?
 \$10 or less \$11-\$25 \$26-\$50 Over \$50
4. Did you have a car available for this trip? Yes No
5. How would you have made this trip if a transit bus was not available?
 Drive own vehicle Walk Bike Get a ride
 Wouldn't make the trip Other (specify) _____
6. How do you usually get information about Dinuba transit services? (check all that apply)
 Transit Guide Printed flyers Greenline Internet Social Service provider
 Work/school Friend/family Bus driver Bus stop Other (specify) _____
7. How often do you use Dinuba transit services?
 Daily (3-6 days/week) Weekly (1-2 days/week) Monthly (1-3 days/month) This is my first trip
8. Do you also use the Tulare County (TCaT) transit services provided within the Dinuba area, and if so, how often and to where?
 Daily (3-7 days/week) Weekly (1-2 days/week) Monthly (1-3 days/month) Never
 Where to (town and/or route) _____
9. How long have you been using Dinuba transit services?
 0-6 months 6 months-1 year 2-5 years 6-10 years More than 10 years
10. Overall, how would you rate Dinuba transit services?
 Excellent Good Fair Poor
11. Which of the following improvements would you most like to see? (check all that apply)
 More frequent service Earlier operating hours Later operating hours
 Shorter travel time More Saturday service Sunday service
 More routes/stops (specify to where) _____ Other (specify) _____
12. How do you usually pay for your trip?
 Cash Student pass TPass (regional pass) I only use the Trolley (free)
13. If the City needs to raise transit fares in order to continue providing service, what would you be willing to pay? (general fare)

Fixed Route	<input type="checkbox"/> 50¢	<input type="checkbox"/> 75¢	<input type="checkbox"/> \$1.00	<input type="checkbox"/> No change (25¢)
Dial-A-Ride	<input type="checkbox"/> \$1.75	<input type="checkbox"/> \$2.00	<input type="checkbox"/> \$2.25	<input type="checkbox"/> No change (\$1.50)
Jolly Trolley	<input type="checkbox"/> 25¢	<input type="checkbox"/> 50¢	<input type="checkbox"/> 75¢	<input type="checkbox"/> No change (free)
Reedley Service	<input type="checkbox"/> \$1.75	<input type="checkbox"/> \$2.00	<input type="checkbox"/> \$2.25	<input type="checkbox"/> No change (\$1.50)

In order to better understand your transit needs, we need to know more about you:

14. What is your gender? Male Female
15. What is your age? 6-12 13-19 20-34 35-49 50-61 62+
16. What is your ethnicity?
 Hispanic/Latino Black/African American American Indian
 White Asian Other
17. What languages are spoken in your home? (check all that apply)
 English Spanish Other (specify) _____
18. What is the approximate annual income of your household?
 Less than \$10,000 \$10,000-\$24,999 \$25,000-\$34,999 \$35,000-\$49,000 \$50,000 or more
19. Are you: Employed Unemployed Retired A student
20. Do you have a handicap or disability? Yes No

If you answered "Yes" to question #20, please answer the following:

21. Do you need a wheelchair lift to complete your trip? Yes No
22. Do Dinuba transit services adequately meet your mobility needs? Yes No

THANK YOU for taking the time to complete this survey.



Ciudad de Dinuba
2014 Encuesta de Tránsito
(English on reverse)



1. ¿Qué servicio usó hoy?
 DART Ruta Fija DART Llame-un-Paseo Jolly Trolley Dinuba Connection
 2. ¿Cuál era el propósito de su viaje hoy?
 Trabajo Ir de compras Escuela/Colegio Asistir un programa social de servicio
 Medico Social Asunto personal Otro (especifique) _____
 3. ¿Si usted respondió "compras", cuánto gasto durante este viaje de compras?
 \$10 o menos \$11-\$25 \$26-\$50 Más de \$50
 4. ¿Tuvo usted un coche disponible para este viaje? Si No
 5. ¿Cómo habría hecho este viaje si no estaba disponible un autobús de tránsito?
 Condujera mi auto Caminaría Bicicleta Piediera "raite"
 No haría el viaje Otro (especifique) _____
 6. ¿Cómo consigue generalmente usted información sobre servicios de tránsito de Dinuba? (marque todo lo que aplique)
 Guía de tránsito Volantes impresos Greenline Internet
 Proveedor de Servicios Sociales Trabajo/Escuela Amigo/familia Conductor de autobús
 Parada de autobús Otro (especifique) _____
 7. ¿Con qué frecuencia utiliza usted servicios de tránsito de Dinuba?
 Diario (3-6 días/semana) Semanal (1-2 días/semana) Mensual (1-3 días/mes) Este es mi primer viaje
 8. ¿Utiliza los servicios de tránsito del Condado de Tulare (TCaT) que se ofrecen prestados en el área de Dinuba, y en caso afirmativo, con qué frecuencia y a dónde?
 Diario (3-7 días/semana) Semanal (1-2 días/semana) Mensual (1-3 días/semana) Nunca
 Donde (ciudad y/o ruta) _____
 9. ¿Cuánto tiempo ha estado utilizando servicios de tránsito de Dinuba?
 0-6 meses 6 meses-1 año 2-5 años 6-10 años Más de 10 años
 10. ¿Cómo evaluaría los servicios de tránsito de Dinuba?
 Excelente Bueno Aceptable Inaceptable
 11. ¿Cuál de los siguientes servicios le gustaría ver mejorado? (marque todo lo que aplique)
 Más frecuente servicio Horas de operación más temprano Horas de operación más tarde
 Menos duración de viaje Más servicio el Sábado Servicio de Domingo
 Más rutas/paradas (especifique a donde) _____ Otro (especifique) _____
 12. ¿Generalmente, como paga por su viaje?
 Efectivo Pase de estudiante TPass (pase regional) Yo sólo uso el trolebús (gratis)
 13. ¿Si la Ciudad tiene que subir las tarifas de tránsito para seguir proporcionando este servicio, qué estaría usted dispuesto a pagar? (tarifa general)

Ruta Fija	<input type="checkbox"/> 50¢	<input type="checkbox"/> 75¢	<input type="checkbox"/> \$1.00	<input type="checkbox"/> Ningún cambio (25¢)
Llame-un-Paseo	<input type="checkbox"/> \$1.75	<input type="checkbox"/> \$2.00	<input type="checkbox"/> \$2.25	<input type="checkbox"/> Ningún cambio (\$1.50)
Jolly Trolley	<input type="checkbox"/> 25¢	<input type="checkbox"/> 50¢	<input type="checkbox"/> 75¢	<input type="checkbox"/> Ningún cambio (gratis)
Servicio a Reedley	<input type="checkbox"/> \$1.75	<input type="checkbox"/> \$2.00	<input type="checkbox"/> \$2.25	<input type="checkbox"/> Ningún cambio (\$1.50)
- A fin de comprender mejor sus necesidades de transporte, necesitamos saber más sobre usted:**
14. ¿Es usted? Hombre Mujer
 15. ¿Que edad tiene? 6-12 13-19 20-34 35-49 50-61 62+
 16. ¿Cuál es origen étnico?
 Hispano/Latino Negro/Africano Norteamericano Indio Norteamericano
 Blanco Asiático/Isleño Pacifico Otro
 17. ¿Qué idiomas se hablan en su hogar? (marque todo lo que aplique)
 Inglés Español Otro (especifique) _____
 18. ¿Aproximadamente, cuál es su ingreso anual?
 Menos de \$10,000 \$10,000-\$24,999 \$25,000-\$34,999 \$35,000-\$49,000 \$50,000 o más
 19. ¿Es usted? Empleado Desempleado Jubilado Un estudiante
 20. ¿Tiene usted una discapacidad? Si No
- Si usted contesto "Si" a la pregunta #20, responda a las siguientes:**
21. ¿Necesita usted un ascensor de silla de ruedas para completar su viaje? Si No
 22. ¿Están los servicios de tránsito de Dinuba satisfaciendo adecuadamente sus necesidades a raíz de su incapacidad? Si No

GRACIAS por tomarse el tiempo para participar en esta encuesta.

APPENIDIX B – COMMUNITY SURVEY



City of Dinuba 2014 Community Transit Survey (Español al revés)



Thank you for participating in the City of Dinuba's 2014 Community Transit Survey. Your input will help us improve our transit services and ensure that our transit system meets the needs of all Dinuba residents.

1. Are you 16 years of age or older? Yes No
2. What is your residential zip code? _____
3. Are you familiar with the transit system in the Dinuba area? Yes No (*Skip to question 6*)
4. Do you know the official name of the Dinuba transit system?
 Dinuba Transit Dinuba Connection Other (specify) _____
 Dinuba Area Regional Transit Jolly Trolley I don't know
5. Have you used either Dinuba's transit service or the Tulare County (TCaT) transit service during the last year?
 Yes No (*Continue to question 6*)
 - 5a. If yes, which services have you used? (check all that apply & then skip to question 10)

<input type="checkbox"/> Dinuba Fixed Route	<input type="checkbox"/> Dinuba Dial-A-Ride	<input type="checkbox"/> Jolly Trolley
<input type="checkbox"/> Dinuba Connection	<input type="checkbox"/> Tulare County Area Transit	

Non-Riders Only:

6. Is there a possibility that you might choose to use Dinuba transit services in the future?
 Yes No (*Skip to question 8*) Maybe
7. For what purpose would you ride the bus? (check all that apply)

<input type="checkbox"/> Work	<input type="checkbox"/> Shopping	<input type="checkbox"/> School/College
<input type="checkbox"/> Medical	<input type="checkbox"/> Social	<input type="checkbox"/> Other (specify) _____
8. Why haven't you used transit services in the past? (check all that apply)

<input type="checkbox"/> I didn't know there was a bus service in town	<input type="checkbox"/> The bus doesn't go <u>where</u> I need to go
<input type="checkbox"/> The bus doesn't go <u>when</u> I need to go	<input type="checkbox"/> The bus doesn't stop near me
<input type="checkbox"/> The bus takes too long	<input type="checkbox"/> I don't know how to use it
<input type="checkbox"/> I have other transportation	<input type="checkbox"/> Other (specify) _____
9. If your employer offered discounted transit passes, would you consider using transit? Yes No

Riders & Non-Riders:

10. Do you have a Transit Guide on hand? Yes No
11. Do you know the location of the bus stop nearest to your home? Yes No
12. Have you seen any advertising for Dinuba transit services in the past 90 days, and if so, where?
 Yes (specify where) _____ Yes, but I don't remember where No
13. If the City needs to raise transit fares in order to continue providing service, what would you consider a reasonable general fare?

Fixed Route	<input type="checkbox"/> 50¢	<input type="checkbox"/> 75¢	<input type="checkbox"/> \$1.00	<input type="checkbox"/> No change (25¢)
Dial-A-Ride	<input type="checkbox"/> \$1.75	<input type="checkbox"/> \$2.00	<input type="checkbox"/> \$2.25	<input type="checkbox"/> No change (\$1.50)
Jolly Trolley	<input type="checkbox"/> 25¢	<input type="checkbox"/> 50¢	<input type="checkbox"/> 75¢	<input type="checkbox"/> No change (free)
Reedley Service	<input type="checkbox"/> \$1.75	<input type="checkbox"/> \$2.00	<input type="checkbox"/> \$2.25	<input type="checkbox"/> No change (\$1.50)

In order to better understand your transit needs, we need to know more about you:

14. What is your gender? Male Female
15. What is your age? 16-19 20-34 35-49 50-61 62+
16. What languages are spoken in your home? (check all that apply)

<input type="checkbox"/> English	<input type="checkbox"/> Spanish	<input type="checkbox"/> Other (specify) _____
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17. What is the approximate annual income of your household?
 Less than \$10,000 \$10,000-\$24,999 \$25,000-\$34,999 \$35,000-\$49,999 \$50,000 or more
18. Are you: Employed Unemployed Retired A Student

THANK YOU for taking the time to complete this survey.

Questions about this survey can be addressed to Jennie Miller at JLMiller@tularecoq.org or 559-623-0470.



Ciudad de Dinuba
2014 Encuesta Comunitaria de Tránsito
(English on reverse)



Gracias por participar en esta encuesta comunitaria que trata al transporte público en la Ciudad de Dinuba. Su contribución nos ayudará a mejorar nuestros servicios de transporte y integridad de nuestro sistema de transporte satisface las necesidades de todos los residentes de Dinuba.

1. ¿Tiene usted más de 16 años? Sí No
2. ¿Cuál es el código postal de su residencia? _____
3. ¿Está familiarizado con el sistema de tránsito en el área de Dinuba?
 Sí No *(En caso negativo pase a la pregunta 6)*
4. ¿Sabe usted el nombre oficial del sistema de tránsito de Dinuba?
 Dinuba Transit Dinuba Connection Otro (especifique) _____
 Dinuba Area Regional Transit Jolly Trolley No se
5. ¿Ha usado el servicio de tránsito de la Ciudad de Dinuba o el Condado de Tulare (TCaT) durante el año pasado? Sí No *(En caso negativo pase a la pregunta 6)*
 - 5a. ¿En caso afirmativo, qué servicios ha utilizado? (marque todo lo que aplique, y luego pase a la pregunta 10)

<input type="checkbox"/> Dinuba Ruta Fija	<input type="checkbox"/> Dinuba Llame-un-Paseo	<input type="checkbox"/> Jolly Trolley
<input type="checkbox"/> Dinuba Connection	<input type="checkbox"/> Tulare County Area Transit	

Solamente No-Pasajeros:

6. ¿Existe una posibilidad que usted puede optar por utilizar los servicios de tránsito de Dinuba en el futuro?
 Sí No *(En caso negativo pase a la pregunta 8)* Tal vez
7. ¿Con qué propósito viaja en el autobús? (marque todo lo que aplique)

<input type="checkbox"/> Trabajo	<input type="checkbox"/> Ir de compras	<input type="checkbox"/> Escuela/Colegio
<input type="checkbox"/> Medico	<input type="checkbox"/> Social	<input type="checkbox"/> Otro (especifique) _____
8. ¿Por qué no ha usado los servicios de tránsito en el pasado? (marque todo lo que aplique)

<input type="checkbox"/> No sabía que había un servicio de autobús en la ciudad	<input type="checkbox"/> El autobús no va a donde tengo que ir
<input type="checkbox"/> El autobús no pasa la hora que tengo que ir	<input type="checkbox"/> El autobús no se detiene cerca de mí
<input type="checkbox"/> El autobús tarda demasiado tiempo	<input type="checkbox"/> No sé cómo usarlo
<input type="checkbox"/> Tengo otro medio de transporte	<input type="checkbox"/> Otro (especifique) _____
9. Si su empleador le ofreciera pases de transporte reducidos, ¿consideraría el uso del tránsito?
 Sí No

Pasejeros y No-Pasejeros:

10. ¿Tiene usted un Guía de Tránsito a la mano? Sí No
11. ¿Sabe la ubicación de la parada de autobús más cercana a su casa? Sí No
12. ¿Ha visto algún anuncio para los servicios de tránsito de Dinuba en los últimos 90 días?
 Sí (especifique donde) _____ Sí, pero no me acuerdo donde No
13. ¿Si la Ciudad tiene que subir las tarifas de tránsito para seguir proporcionando este servicio, que consideraría una tarifa general razonable?

Ruta Fija	<input type="checkbox"/> 50¢	<input type="checkbox"/> 75¢	<input type="checkbox"/> \$1.00	<input type="checkbox"/> Ningún cambio (25¢)
Llame-un-Paseo	<input type="checkbox"/> \$1.75	<input type="checkbox"/> \$2.00	<input type="checkbox"/> \$2.25	<input type="checkbox"/> Ningún cambio (\$1.50)
Jolly Trolley	<input type="checkbox"/> 25¢	<input type="checkbox"/> 50¢	<input type="checkbox"/> 75¢	<input type="checkbox"/> Ningún cambio (gratis)
Servicio a Reedley	<input type="checkbox"/> \$1.75	<input type="checkbox"/> \$2.00	<input type="checkbox"/> \$2.25	<input type="checkbox"/> Ningún cambio (\$1.50)

A fin de comprender mejor sus necesidades de transporte, necesitamos saber más sobre usted:

14. ¿Es usted? Hombre Mujer
15. ¿Qué edad tiene? 16-19 20-34 35-49 50-61 62+
16. ¿Qué idiomas se hablan en su hogar? (marque todo lo que aplique)

<input type="checkbox"/> Ingles	<input type="checkbox"/> Español	<input type="checkbox"/> Otro (especifique) _____
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17. ¿Aproximadamente, cuál es su ingreso anual?

<input type="checkbox"/> Menos de \$10,000	<input type="checkbox"/> \$10,000-\$24,999	<input type="checkbox"/> \$25,000-\$34,999	<input type="checkbox"/> \$35,000-\$49,999	<input type="checkbox"/> \$50,000 o más
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18. ¿Es usted? Empleado Desempleado Jubilado Un estudiante

GRACIAS por tomarse el tiempo para participar en esta encuesta.

Preguntas acerca de esta encuesta se pueden dirigir a Jennie Miller en JLMiller@tularecog.org o 559-623-0470.