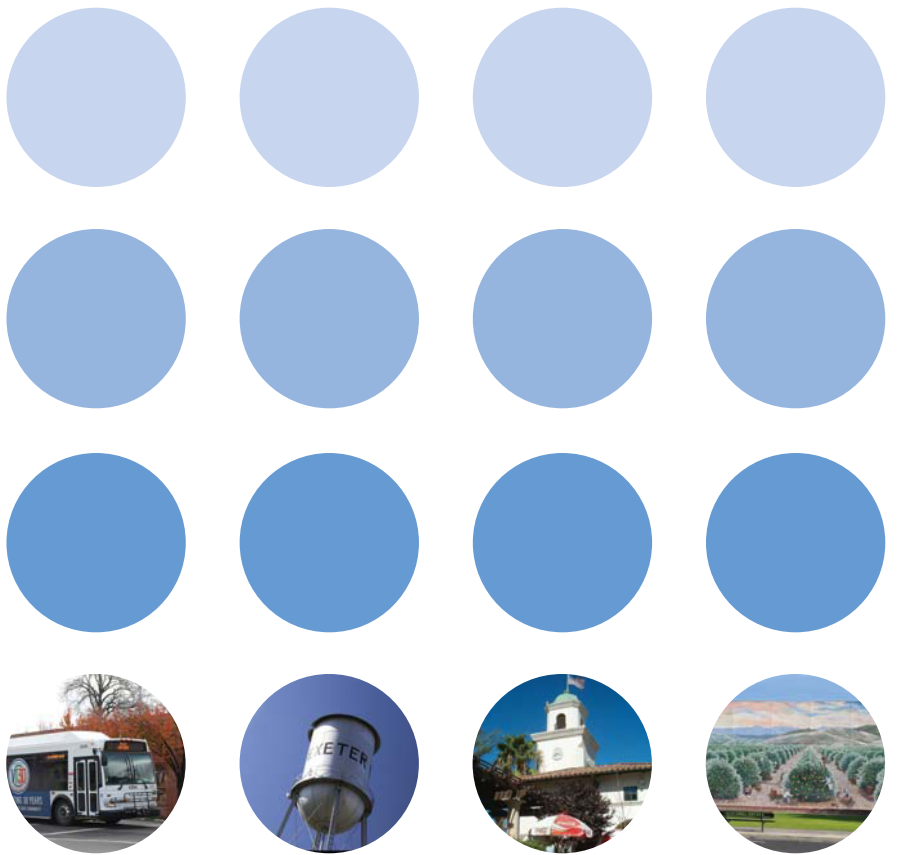




TULARE COUNTY ASSOCIATION OF GOVERNMENTS

CITY OF EXETER TRANSIT DEVELOPMENT PLAN

FINAL REPORT

JUNE 2014



CITY OF EXETER

2014 Transit Development Plan

FINAL REPORT

June 2014

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1

EXECUTIVE SUMMARY

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CHAPTER 1 – EXECUTIVE SUMMARY

Home to approximately 10,300 residents in an area of approximately 2.5 square miles, the city of Exeter is located in the central portion of Tulare County. Exeter lies within the Visalia Urbanized Area (UZA) which encompasses a population of approximately 220,000 and includes three incorporated cities (Visalia, Exeter, and Farmersville) as well as portions of unincorporated Tulare County.

Exeter arose as a result of the Southern Pacific Railroad's expansion in 1888. Its economy has since been comprised predominately of agricultural, processing and packaging industries. Key employers include Waterman Industries and Svenhard's Swedish Bakery. Exeter residents take pride in their small community which is home to 28 murals painted on local buildings depicting the town's rich history.

Today, the Cities of Exeter and Visalia work collaboratively to provide quality public transit services within and through Exeter. Local fixed-route transit service in Exeter is provided by Visalia Transit, and includes two routes which operate in bidirectional congruent loops along Exeter's major arterial roads. Intra-city and weekday Dial-A-Ride services are provided by Exeter Dial-A-Ride, while early morning, week night, and weekend coverage is provided by Visalia Transit's Dial-A-Ride service.

Key Findings

- Among Exeter Dial-A-Ride's service attributes, "drivers" was the most highly rated criteria.
- Increased marketing and outreach efforts are recommended to increase awareness/use of public transit options.
- The City's farebox recovery has increased steadily across the last four years, while ridership has remained largely unchanged.

Report Overview

The City's Transit Development Plan (TDP) presents operational, financial, and capital improvements for supporting and implementing its public transit program. The TDP, covering a five-year horizon, includes strategies to enhance service efficiency and effectiveness as well as how to finance implementation of those strategies. These strategies reflect findings from rider and non-rider (community) input as well as a quantitative assessment of transit system performance.

The report includes the following:

1. Executive Summary,
2. Overview and Population Analysis,
3. Existing Service Evaluation,
4. Operations Plan,
5. Financial and Capital Plans,
6. Implementation Plan,

Appendices

- a. Survey Instruments, and
- b. Proposed Dial-A-Ride Trip Manifests.

The [Overview and Population Analysis](#) chapter describes Exeter's socio-economic population characteristics, with a focus on those population groups most relevant to transit planning. It includes a Transit Needs Index map, which provides an illustration of the geographic distribution of Exeter residents most likely to depend on public transportation for personal mobility. In addition, it links Visalia Transit's Routes 9 and 12 with resident transit-dependent populations to illustrate the effectiveness of current transit services in addressing the mobility needs of said populations.

The [Existing Services Evaluation](#) chapter evaluates Exeter Dial-A-Ride services as well as Visalia's fixed-route service, providing an objective snapshot of current transit usage and program performance. Among the data analyzed are Exeter Dial-A-Ride ridership and important trip generators as well as stop activity along Visalia Transit Routes 9 and 12. Also included is discussion of several performance measurements including riders/service hour and farebox recovery by mode and system. System performance is presented in Exhibit 1.1 below.

Exhibit 1.1 System Performance

Performance Measure	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13
Operating Cost	\$142,762	\$122,936	\$118,316	\$148,513
<i>percent change</i>		-13.9%	-3.8%	25.5%
Fare Revenue	\$14,653	\$15,619	\$17,262	\$22,565
<i>percent change</i>		6.6%	10.5%	30.7%
Vehicle Service Hours	1,898	1,760	1,881	2,020
<i>percent change</i>		-7.3%	6.9%	7.4%
Vehicle Service Miles	17,691	15,036	14,558	17,694
<i>percent change</i>		-15.0%	-3.2%	21.5%
Ridership	13,059	11,264	9,311	11,839
<i>percent change</i>		-13.7%	-17.3%	27.2%
Performance Indicator				
Operating Cost/VSH	\$75.22	\$69.85	\$62.90	\$73.52
<i>percent change</i>		-7.1%	-9.9%	16.9%
Operating Cost/VSM	\$8.07	\$8.18	\$8.13	\$8.39
<i>percent change</i>		1.3%	-0.6%	3.3%
Operating Cost/Passenger	\$10.93	\$10.91	\$12.71	\$12.54
<i>percent change</i>		-0.2%	16.4%	-1.3%
Passengers/VSH	6.88	6.40	4.95	5.86
<i>percent change</i>		-7.0%	-22.7%	18.4%
Passengers/VSM	0.74	0.75	0.64	0.67
<i>percent change</i>		1.5%	-14.6%	4.6%
Farebox Recovery	10.3%	12.7%	14.6%	15.2%
<i>percent change</i>		23.8%	14.8%	4.1%
Fare/Passenger	\$1.12	\$1.39	\$1.85	\$1.91
<i>percent change</i>		23.6%	33.7%	2.8%

Source: Exeter City Budget for Fiscal Year 2013 and City-provided operating data.

Supplementing discussion of system performance (based chiefly on City-provided data) is extensive primary survey data. Public involvement efforts included Dial-A-Ride customer surveys, onboard rider surveys (Visalia Transit Routes 9 and 12), community surveys, and stakeholder surveys. Key findings stemming from these efforts include:

1. **A desire for increased service hours.** Dial-A-Ride customer surveys as well as community surveys revealed a joint desire for extended weekend operating hours as well as increased service frequency.
2. **Exeter resident's use of transit by operator.** Transit riders within Exeter reported a comparatively equal patronage of Exeter Dial-A-Ride and Visalia fixed-route services. However, no Exeter Dial-A-Ride customers reported use of Visalia Dial-A-Ride services.

3. **Cost an important factor.** Eighty-two percent of riders identified cost as an important factor in their selection/use of public transit.

The **Operations Plan** was developed based on findings from Chapters 2 and 3 as well as discussions with City and TCAG staff. Recommendations for service enhancements and increased marketing, as well as the potential transfer of day-to-day operations are discussed within the chapter. The following list highlights each of the service.

A. Preferred Scenario Recommendations

- Improve City of Exeter's Dial-A-Ride data collection and performance tracking.
- Continue to enhance bus stop amenities/appearance within Exeter.
- Reduce City staff oversight of safety-related responsibilities.
- Promote Visalia fixed-route service at all Exeter schools.
- Increase local stakeholder/community outreach.
- Increase the number of transit fare media sales locations throughout Exeter.

B. Transition Scenario Recommendation

- Shift responsibility for day-to-day Exeter Dial-A-Ride operations to the City of Visalia.

C. Community Circulator Recommendation

- Establish a peak-hour community circulator linking residential clusters with key retail centers.

Following the Operations Plan is the **Financial and Capital Plan** chapter. This chapter balances operating expenses with revenue projections for each of the recommended scenarios. The chapter then identifies potential funding sources throughout the next five years using a combination of fare revenues, local subsidies, and federal grants. Finally, the **Implementation Plan** develops a hierarchy among the recommendations and a proposed timeframe for possible implementation of the proposed recommendations.

The appendices include copies of the survey instruments used during public outreach involvement efforts as well as proposed Dial-A-Ride trip manifest templates.

2

OVERVIEW AND POPULATION ANALYSIS

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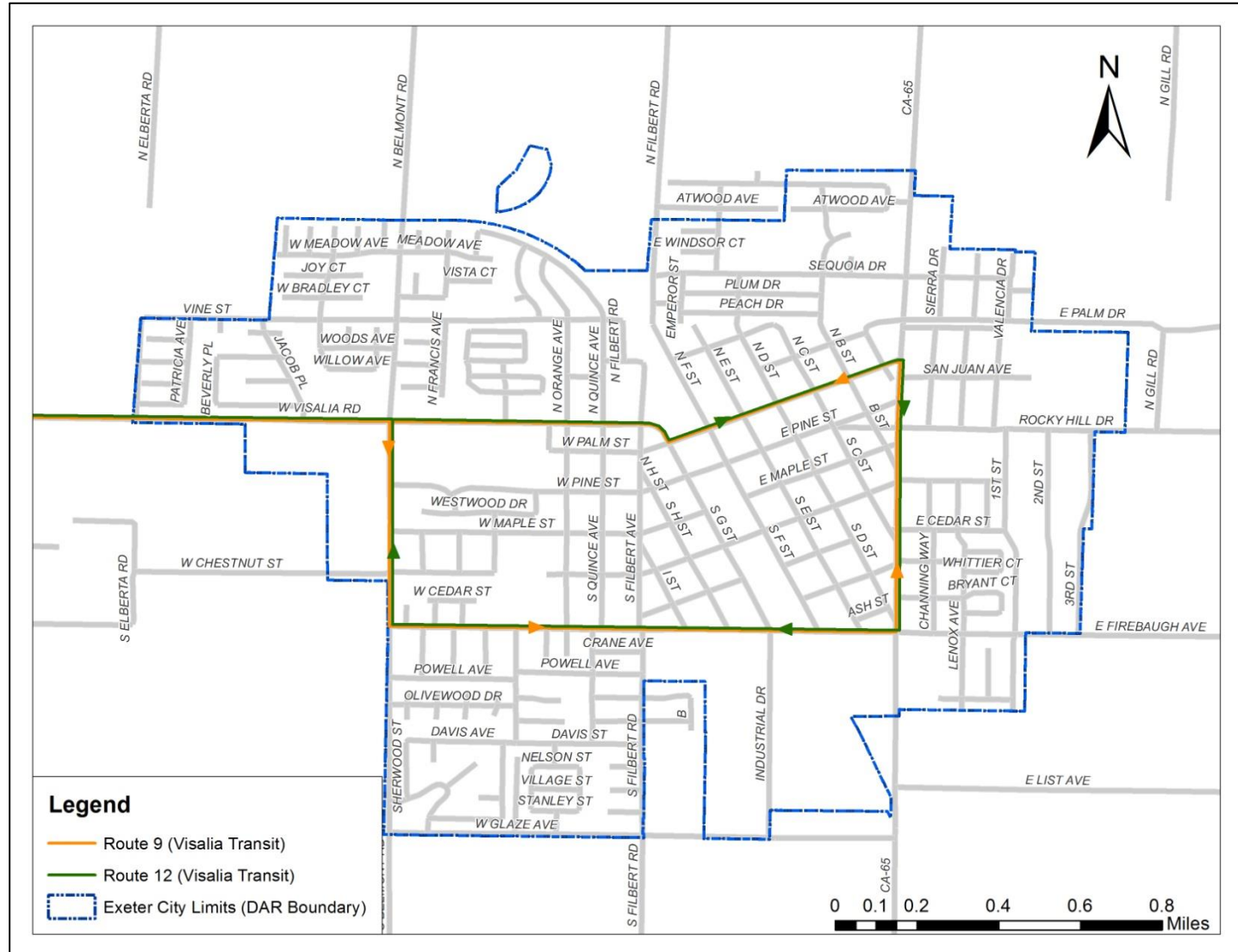
CHAPTER 2 – OVERVIEW AND POPULATION ANALYSIS

Home to approximately 10,300 residents in an area of nearly 2.5 square miles, the city of Exeter is located in the western portion of Tulare County. Exeter lies within the Visalia Urbanized Area (UZA) which encompasses a population of approximately 220,000 and includes a number of communities such as Visalia, Tulare, Farmersville, as well as parts of unincorporated Tulare County.

Exeter developed as a result of the Southern Pacific Railroad's expansion in 1888. Its economy has historically been comprised predominately of agricultural, processing and packaging industries. Its major employers include Waterman Industries and Svenhard's Swedish Bakery. Exeter residents pride themselves on their community which is home to 28 murals painted on local buildings depicting the town's rich history.

Today, the cities of Exeter and Visalia work collaboratively to provide quality public transit services within and through Exeter city limits. Local fixed-route transit service in Exeter is provided by Visalia Transit, and includes two routes which operate in bidirectional congruent loops along Exeter's major arterial roads. Intra-city and weekday Dial-A-Ride services are provided by Exeter Dial-A-Ride, while early morning, week night, and weekend services are provided by Visalia Transit Dial-A-Ride.

Exhibit 2.0.1 Exeter Service Area and Route Map



2.1 DEMOGRAPHIC OVERVIEW

To effectively balance demand (defined as current as well as near-term mobility needs of the Exeter community) with current and likely transit resources, we begin with a population analysis to see where individuals who are most likely to utilize public transit (aka transportation-disadvantaged individuals) reside. This chapter seeks to provide a foundation of how well the City's current transit services link potential users with those destinations deemed most important (healthcare, housing, education, employment, etc.).

A community's demographic profile provides insight into mobility supply and demand. Traditionally ride-dependent populations include individuals who lack the physical or economic means to transport themselves and therefore are more likely to rely on other modes of travel such as transit to address their mobility needs. Historically, such groups include low-income individuals, seniors, youth, persons with disabilities, and persons with limited or no access to a personal vehicle. Identifying areas with significant ride-dependent populations can help identify gaps between existing service (e.g., coverage, frequency) and demand. Maps illustrating the distribution and density of such populations are presented on the following pages.

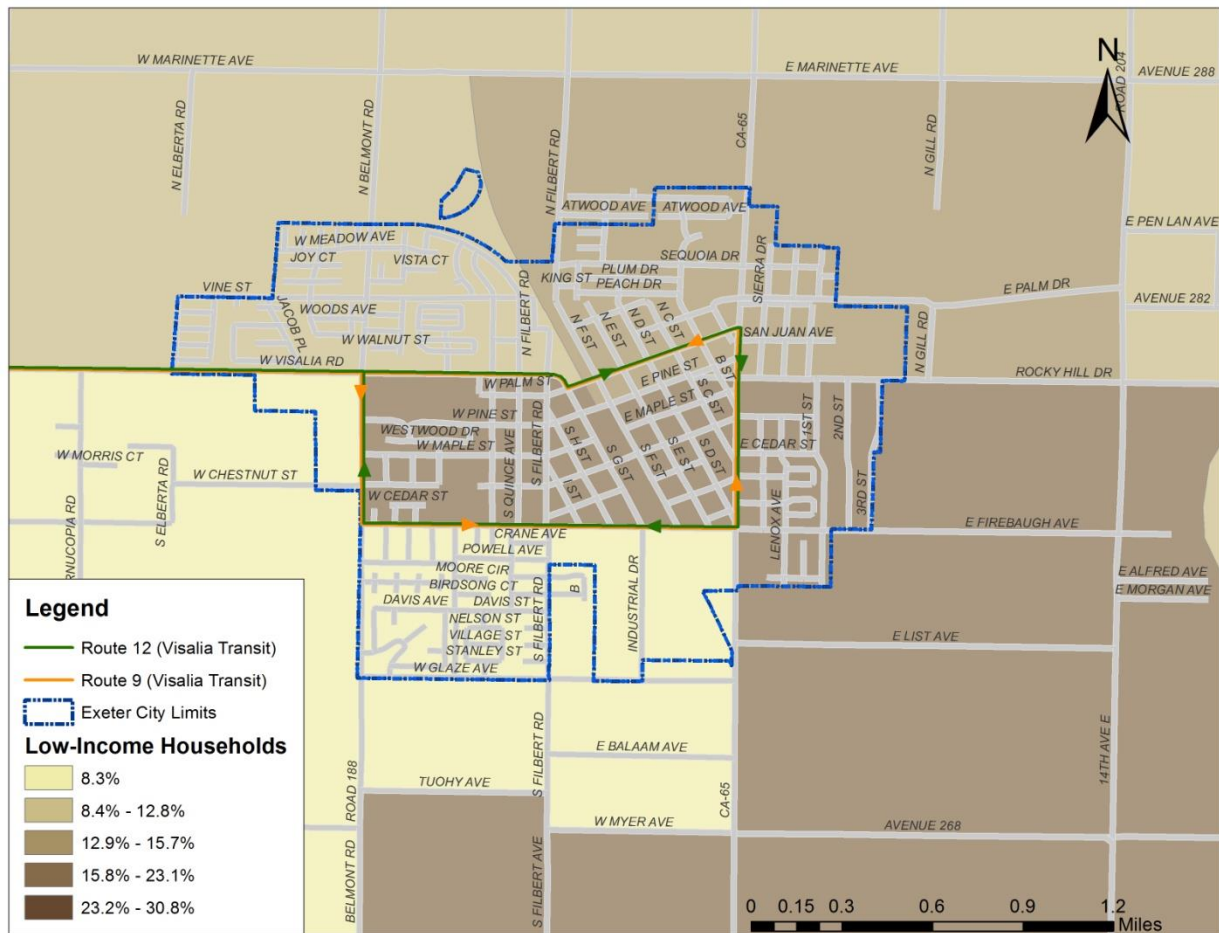
The demographic overview on the following pages includes maps based on census data at the census block level. A census block is a statistical area defined by physical and cultural features (such as streets, roads, and geographic features) as well as legal boundaries. The minimum size of a census block is 30,000 square feet, or 0.69 acres.¹ A block group is the aggregation of individual blocks and typically contains a population between 600 and 3,000 individuals. Data grouped at the block group level is the most precise level of information made available to the public by the United States Census Bureau. Use of census block group data in demographic analysis allows demographic differentiation by neighborhood, which is of particular importance in assessing demand for transit service.

¹Chapter 11, "Census Blocks and Block Groups," *Geographical Areas Reference Manual*, U.S. Census Bureau, www.census.gov.

Low-Income Households

The 2012 American Community Survey identified 21.5 percent of families and 26.8 percent of individuals in Exeter as living below the poverty level.² This translates to approximately 2,721 residents living in poverty. Low-income households are often dependent upon public transit as they often do not have access to a personal vehicle, need to share a single vehicle, or may lack the financial resources to safely/legally operate said vehicle. Of note is central and eastern Exeter as the three block groups which constitute these sections of the city exhibit an average poverty rate of 20 percent.

Exhibit 2.1.1 Low-Income Households



² The United States Department of Health and Human Services poverty guidelines define a four-person household with an annual income of \$23,550 or less as living below the poverty level.
(Source: aspe.hhs.gov/poverty/13poverty.cfm.)

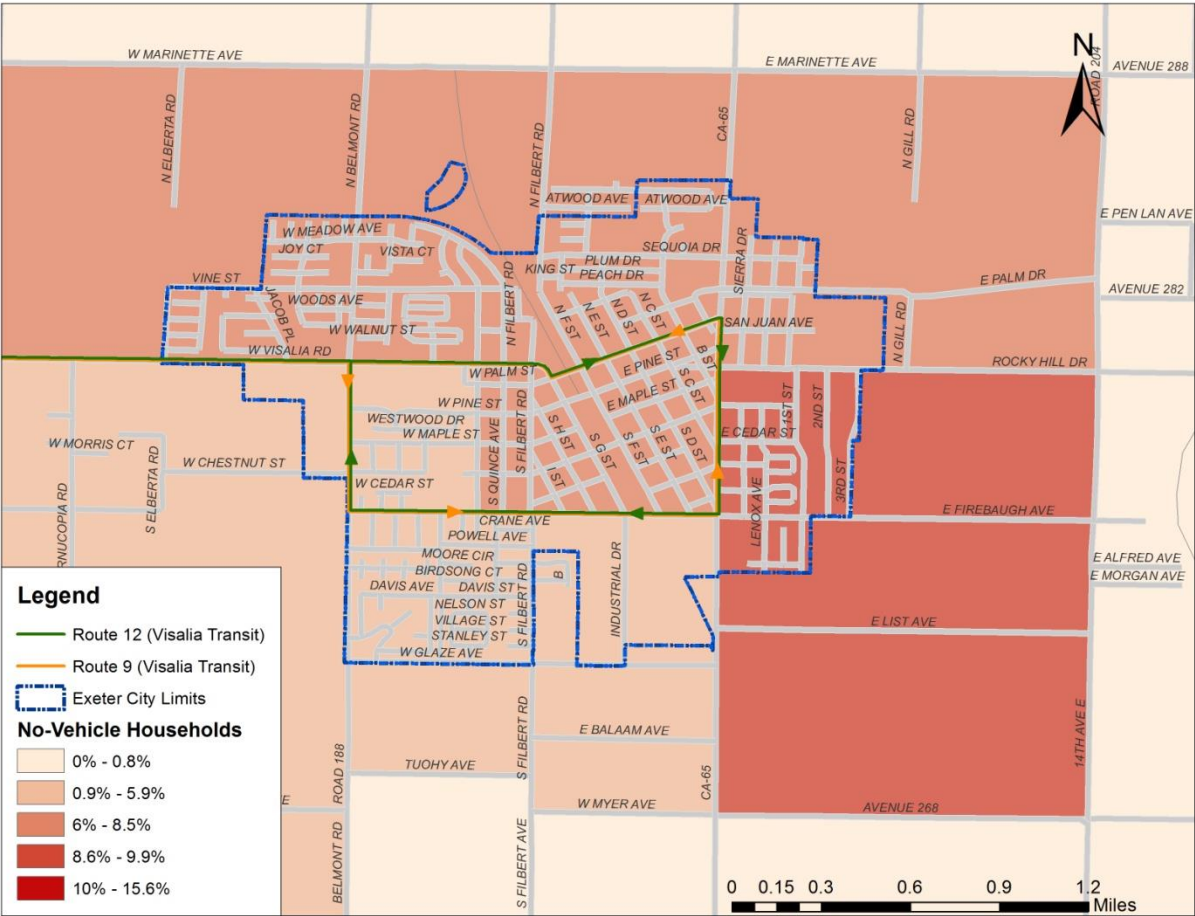
No-Vehicle Households

According to the 2012 American Community Survey, nearly one-third (29.5 percent) of all Exeter households are single-vehicle households, while a further seven percent do not have access to a personal vehicle at all. On an aggregate basis, this “limited vehicle accessibility” is greater than that of the county at-large.

Exhibit 2.1.2 shows the distribution of such households as a percentage of total households. All mapping reflects the block group level. As Exhibit 2.1.2 shows, the block group with the largest number of no-vehicle households (ten percent) lies chiefly outside the southeast border of Exeter. Additionally, Exeter’s central and northern neighborhoods are comprised of three block groups which average nearly eight percent no-vehicle ownership. The south-western neighborhood limits of Exeter report having greater access to personal vehicles.

The location of no-vehicle households is often congruent with that of low-income households. Exhibit 2.1.2 reflects findings similar to Exhibit 2.1.1, most notably in the block group along the south-eastern boarder of Exeter. Interestingly, despite central Exeter having exhibited a high poverty rate in Exhibit 2.1.1, it’s residents reported a relatively low incidence of no-vehicle access. This is likely the result of households sharing vehicles, which still denotes a significant dependence on alternative modes of transportation.

Exhibit 2.1.2 No-Vehicle Households

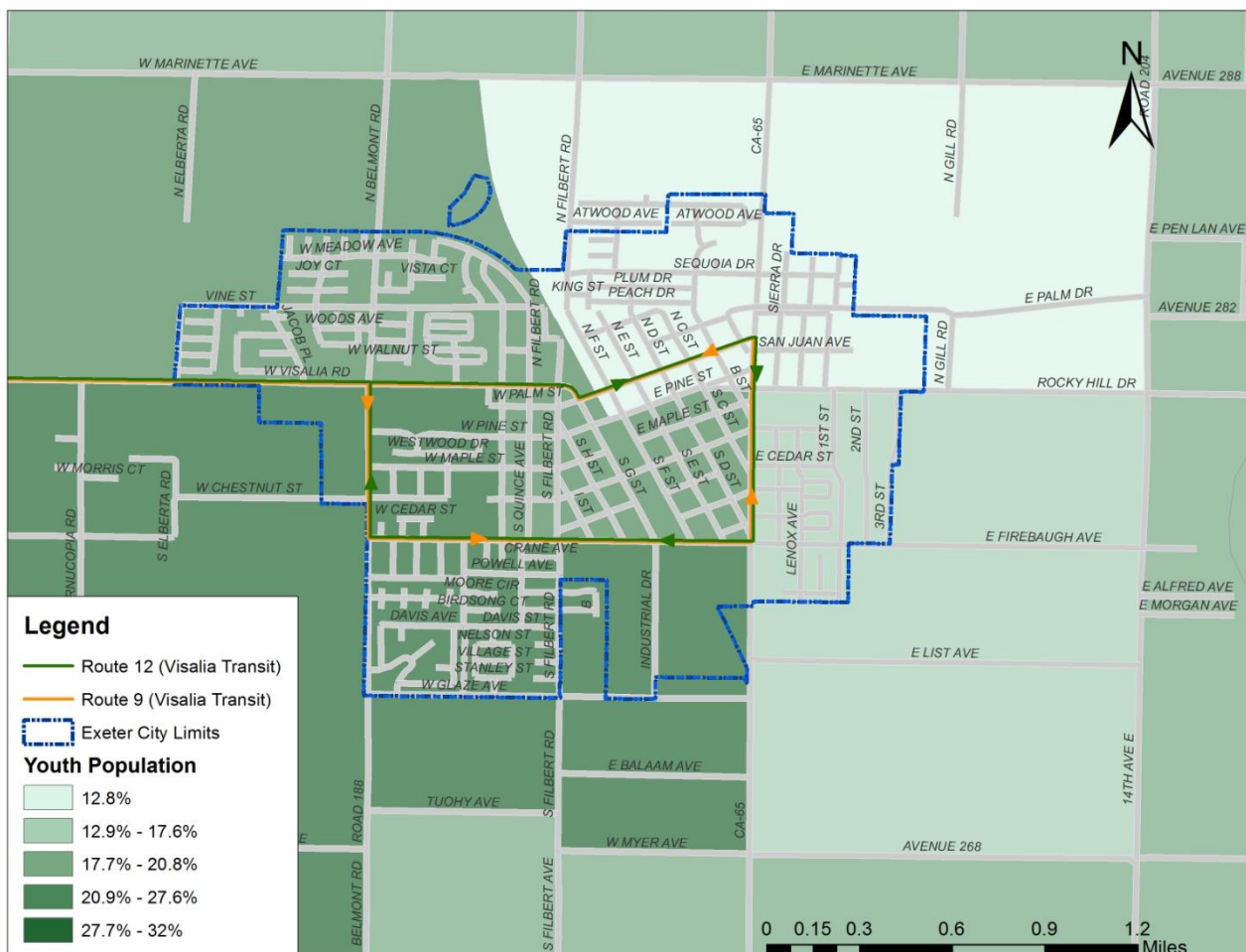


Youth

The 2012 American Community Survey identified approximately 2,643 individuals (or 25.6 percent of the city's population) as being under the age of 18. Youth often constitute a significant portion of public transit ridership either because they are not yet of driving age or do not have ready access to a personal vehicle.

Exeter's youth population is dispersed relatively evenly throughout the city (as shown in Exhibit 2.1.4), with the exception of the eastern and north-eastern city limits where youth population is markedly lower. Current Visalia fixed-route service appears to operate within reasonable walking distance (three-quarters of a mile or less) of the more densely youth-populated census block groups, which suggests the current balance between transit "supply and demand" is appropriate.

Exhibit 2.1.4 Youth Population



2.2 TRANSIT NEED WITHIN THE CITY OF EXETER

To aid in the identification of ride-dependent populations within the city of Exeter, our project team prepared the Transit Needs Index (TNI) map (Exhibit 2.2.1) using 2010 Decennial Census and 2012 five-year American Community Survey data.

The TNI provides a visual representation of estimated transit demand within census block groups. The TNI is an estimated regression model wherein the effect that each population group has on the overall demand for public transit within each block group is controlled by multipliers. These multipliers are developed in-house and based on transit industry research as well as past analyses completed by Moore & Associates. The formula developed for this particular map is as follows:

$$\begin{aligned} TNI = & \text{percent low-income households} + \text{percent of persons commuting via public transit} \\ & + (1.25 * \text{percent zero vehicle households}) + (0.5 * \text{percent of persons over 65}) + \\ & (0.25 * \text{percent of persons under 19}) \end{aligned}$$

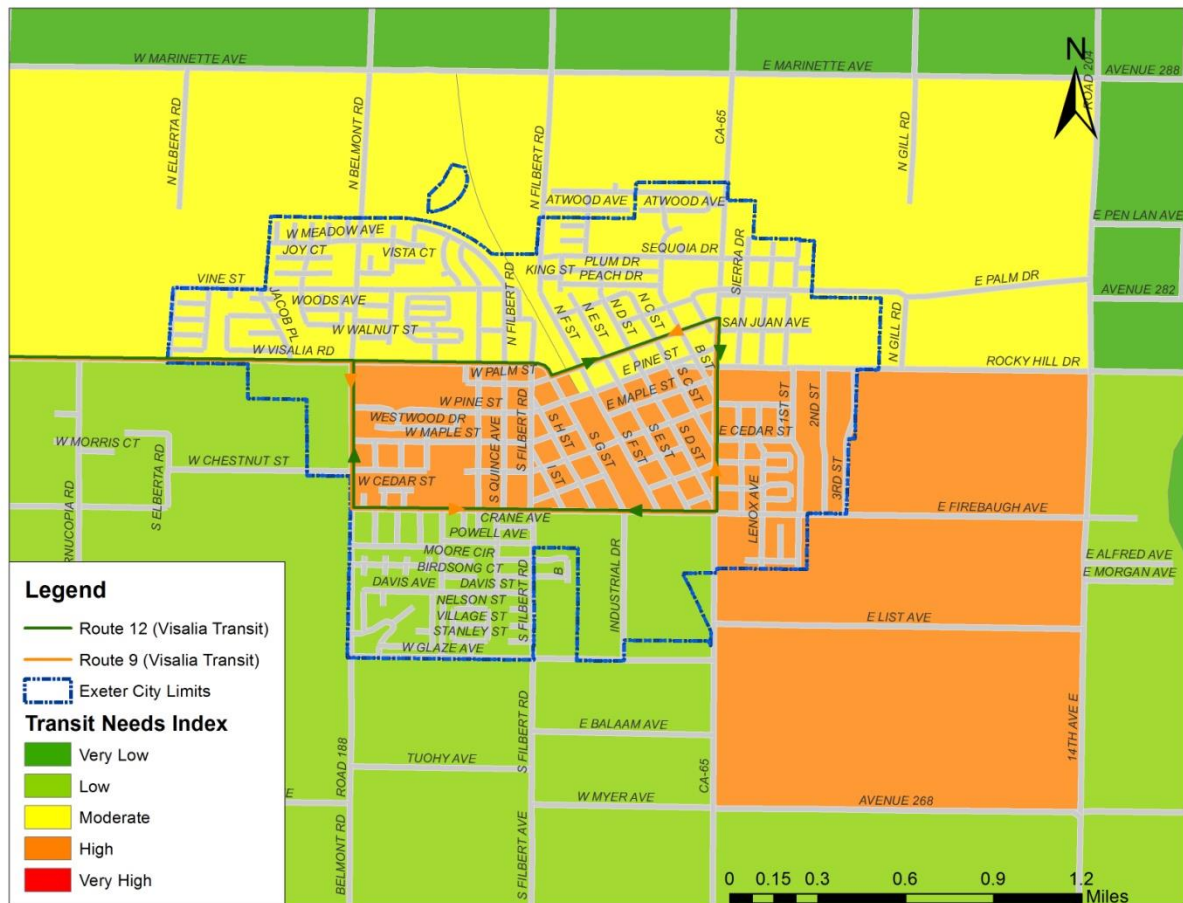
The formula above accounts for the demographic groups previously discussed in this chapter (low-income households³, households without access to a personal vehicle, seniors, and youth) as well as census-reported existing public transit ridership. As depicted in the model, the percent of low-income households is left untouched as it is traditionally a reasonable indicator for transit demand. However, households without access to personal vehicles are multiplied by 1.25 as this population group is typically heavily dependent upon public transit. Likewise, a multiplier value less than one is applied to senior and youth populations as they are typically less reliant upon public transit given their access to school buses, adult day health care transportation, etc.

A higher TNI score indicates that a census block has a higher proportion of residents belonging to one or more transit-disadvantaged groups. In Exhibit 2.2.1, darker colors denote areas with a higher TNI score and therefore a higher proportion of residents are more likely to use/need transit. Unlike the individual maps presented in Section 2.1, the index map provides a composite picture of the individual socio-demographic components/contributors indicating likely transit use.

Exhibit 2.2.1 presents the TNI map for the Exeter service area.

³ “Low-income” referred to households whose total income was less than \$25,000 annually.

Exhibit 2.2.1 Transit Needs Index



TNI Map Discussion

As seen in Exhibit 2.2.1, the central and eastern portions of the city of Exeter reflect the greatest need for public transit. This finding is in line with the prior individual demographic maps, as both areas were repeatedly identified as having particularly high percentages of transit-disadvantaged residents. As depicted in Exhibit 2.2.2, some census block groups are lightly populated, and therefore may suggest a higher-than-actual demand.

Given the results of the TNI, along with comments from City and TCAG staff, and community input as described in the Existing Service Evaluation chapter, current transit service within Exeter effectively meets the needs of residents. However, it should be noted that this finding is based solely on the delivery of said service. Improvements based on transit operations, oversight, and management are discussed in the Operations Plan.

TNI Map Limitations

The TNI map is used as a tool to identify potential markets based on predicted need, yet two points must be defined. First, “need” does not always translate to demand. This is true because while persons with no vehicle access are more likely to use transit than those with vehicles, persons without vehicle access still make the majority of their trips in a vehicle (either getting a ride from a friend, borrowing a car, etc.). However, the Transit Needs Index provides the best estimation of transit demand based purely on weighted demographic data, and therefore can assist in identifying where transit is more likely to succeed.

Second, the values used in the TNI are percents, and not absolute numbers. This means that while a large *proportion* of the population in a given census block may use transit, the *total number* of people using transit may be relatively low if the overall population of the census block is modest. In order to clarify this distinction, a map that denotes population is included (Exhibit 2.2.2), as well as a table which associates each individual block group with its respective transit-disadvantaged populations (Exhibit 2.2.3).

Exhibit 2.2.2 Census Block Group Population

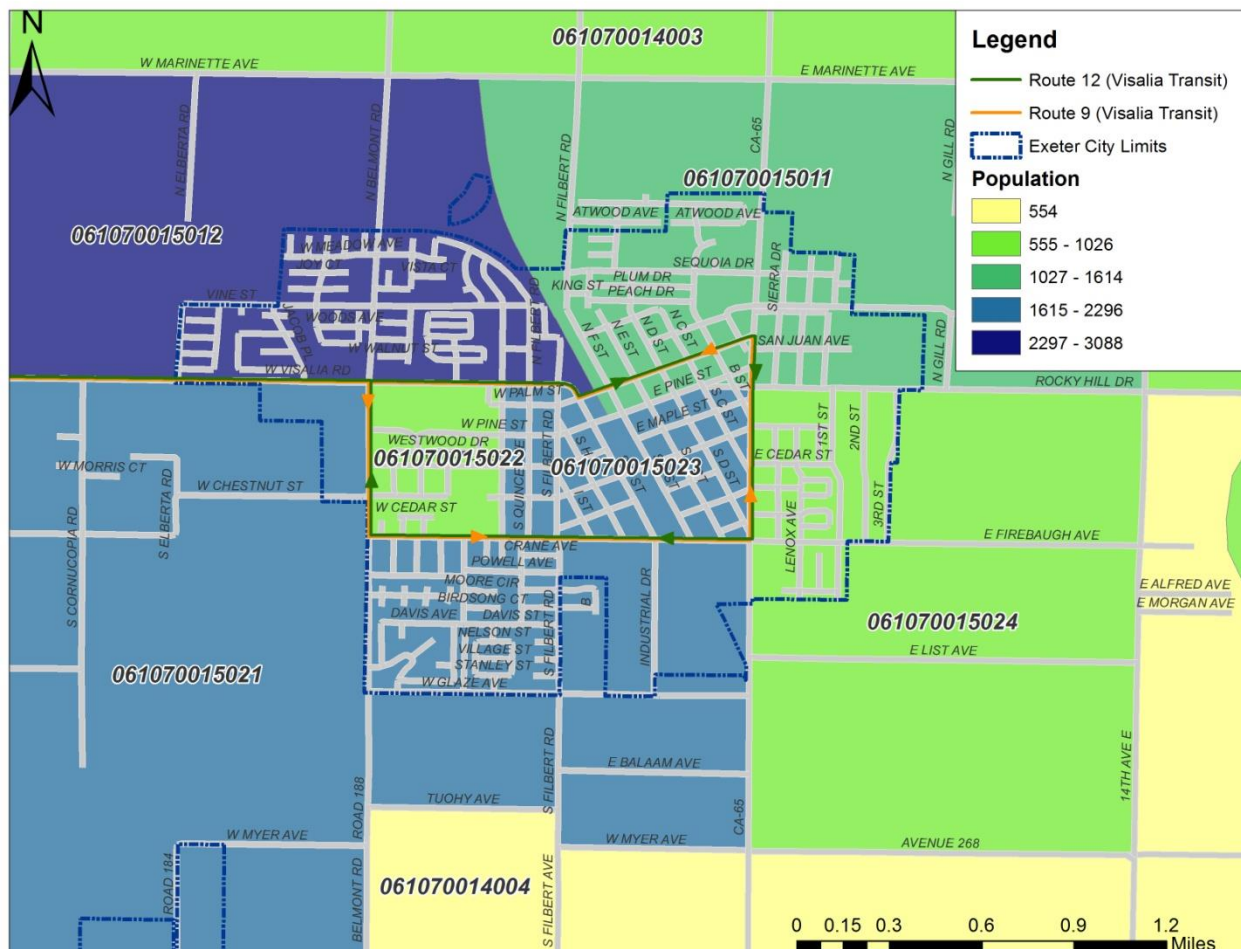


Exhibit 2.2.3 Transit-Dependent Populations by Block Group

Block Group	Population	Percent Youth	Percent Senior	Zero-Vehicle Households	Percent Low-Income Households	Percent Transit Ridership
061070015024	981	17.6%	16.3%	9.9%	19.6%	-
061070015022	993	31.4%	16.5%	4.3%	20.5%	-
061070015021	1995	32.0%	12.1%	5.9%	8.3%	3.1%
061070014003	1026	19.8%	19.0%	0.8%	10.6%	-
061070014004	554	20.8%	21.3%	-	19.0%	-
061070015012	3088	26.3%	17.1%	7.2%	12.8%	-
061070016023	1950	17.1%	19.3%	15.6%	30.8%	1.9%
061070015011	1614	12.8%	19.5%	8.5%	15.7%	0.3%
061070015023	2296	27.6%	7.2%	7.8%	23.1%	1.2%

3

EXISTING SERVICE EVALUATION

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CHAPTER 3 – EXISTING TRANSIT SERVICES

3.1 EXISTING TRANSPORTATION SERVICES

Exeter and Visalia Dial-A-Ride Services

The City of Exeter began operating its general public demand-response service in 1991. The program operates within Exeter city limits Monday through Friday from 8:00 am to 4:00 pm. Service originating or terminating outside Exeter limits, as well as additional/weekend service hours, is provided by the City of Visalia Dial-A-Ride as denoted in Exhibit 3.1.1.

In addition to Dial-A-Ride, fixed-route services are offered via Visalia Transit Routes 9 and 12. Both routes operate along the same alignment within Exeter, and provide access to Downtown Visalia and the Sequoia Mall, respectively. Operating hours and frequency are shown in Exhibit 3.1.1, while route alignments are shown in Exhibits 3.3.2 and 3.3.6.

Exhibit 3.1.1 Operating Hours and Frequencies

Service	Operating Hours	Frequency (minutes)
Exeter Dial-A-Ride	8:00 am-4:00 pm M-F	N/A
Visalia Transit Dial-A-Ride	6:00 am-9:30 pm M-F; 8:00 am-6:30 pm Weekends	N/A
Visalia Transit Route 9	6:00 am-10:57 pm M-F; 8:00 am-7:47 pm Weekends	30
Visalia Transit Route 12	6:00 am-9:45 pm M-F; 8:00 am-6:38 pm Weekends	22

Performance Analysis

Exhibit 3.1.2 summarizes Exeter Dial-A-Ride's performance between FY 2009-10 through FY 2012-13 utilizing several metrics assessing service efficiency and effectiveness. Despite a slight improvement in farebox recovery, performance metrics such as Operating Cost/VSM and Passengers/VSM have remained relatively unchanged. Given the Fare/Passenger metric showed a steady increase across the three-year period (no fare increases were implemented during that time), the most likely explanation is improved fare collection practices resulting in fewer instances of fare evasion and/or an increase in the percent share of general riders who pay full fare.

Exhibit 3.1.2 System Performance

Performance Measure	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13
Operating Cost	\$142,762	\$122,936	\$118,316	\$148,513
percent change		-13.9%	-3.8%	25.5%
Fare Revenue	\$14,653	\$15,619	\$17,262	\$22,565
percent change		6.6%	10.5%	30.7%
Vehicle Service Hours	1,898	1,760	1,881	2,020
percent change		-7.3%	6.9%	7.4%
Vehicle Service Miles	17,691	15,036	14,558	17,694
percent change		-15.0%	-3.2%	21.5%
Ridership	13,059	11,264	9,311	11,839
percent change		-13.7%	-17.3%	27.2%
Performance Indicator				
Operating Cost/VSH	\$75.22	\$69.85	\$62.90	\$73.52
percent change		-7.1%	-9.9%	16.9%
Operating Cost/VSM	\$8.07	\$8.18	\$8.13	\$8.39
percent change		1.3%	-0.6%	3.3%
Operating Cost/Passenger	\$10.93	\$10.91	\$12.71	\$12.54
percent change		-0.2%	16.4%	-1.3%
Passengers/VSH	6.88	6.40	4.95	5.86
percent change		-7.0%	-22.7%	18.4%
Passengers/VSM	0.74	0.75	0.64	0.67
percent change		1.5%	-14.6%	4.6%
Farebox Recovery	10.3%	12.7%	14.6%	15.2%
percent change		23.8%	14.8%	4.1%
Fare/Passenger	\$1.12	\$1.39	\$1.85	\$1.91
percent change		23.6%	33.7%	2.8%

Source: Exeter City Budget for Fiscal Year 2013 and City-provided operating data.

3.2 EXETER DIAL-A-RIDE PERFORMANCE SUMMARY

Service Evaluation

Trip manifests were provided by the City of Exeter for the period September 19, 2013 to October 22, 2013 to support our evaluation of the Dial-A-Ride service. The manifests include information such as pick-up location, call-in time, pick-up time, and date. Although some of this information was incomplete or missing, it did provide a snapshot of travel demand and common trip generators. During the period covered by the trip manifests, an average of 16 trips per day was recorded. Exhibit 3.2.1 lists the most commonly requested pick-up locations based on the manifests.

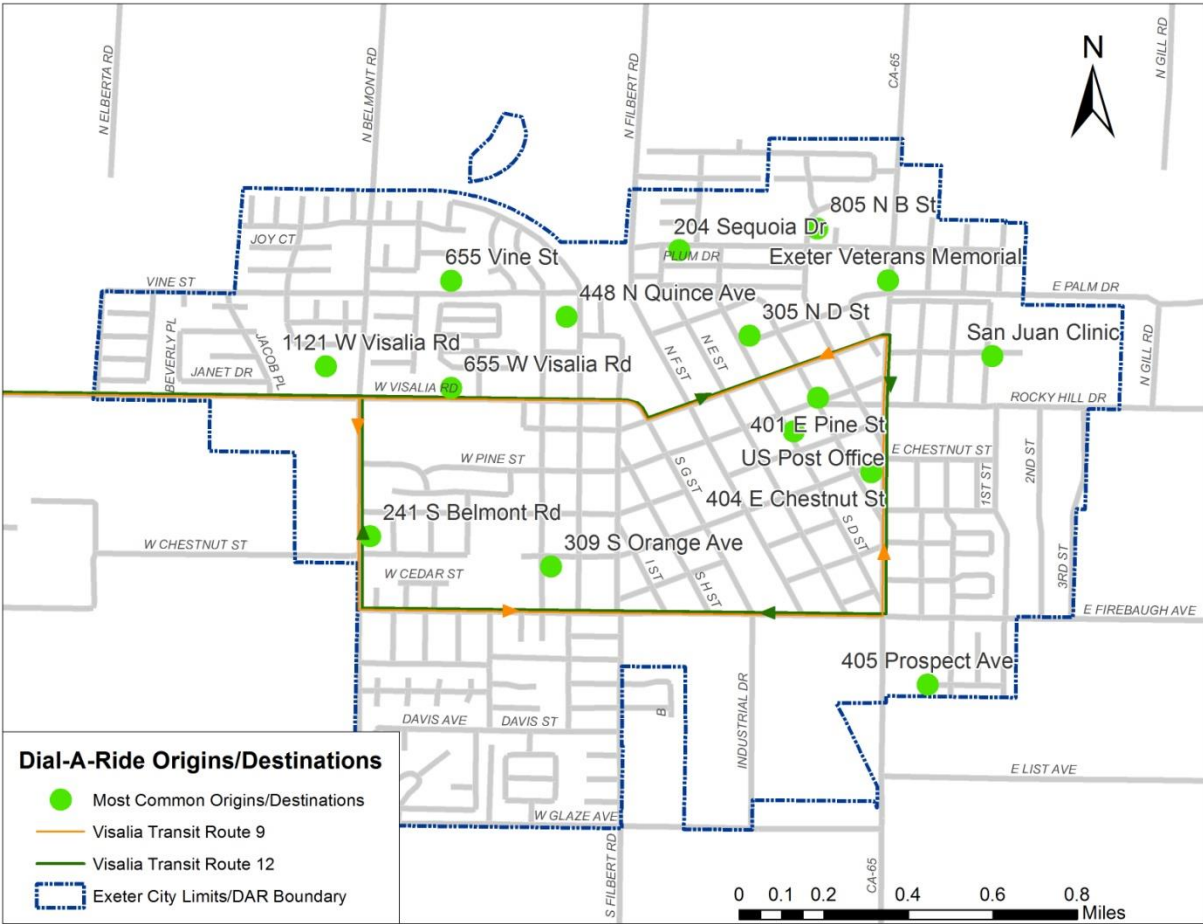
Exhibit 3.2.1 Destination Frequency

Stop	Pct Activity	Activity
401 E. Pine St. - Whistle Stop	7.0%	25
1121 Visalia Rd. - Save Mart	6.8%	24
655 W. Visalia Rd. - R & N Market	4.2%	15
Nellie (Private Residence)	3.9%	14
241 S. Belmont Rd	2.3%	8
448 N. Quince Ave.	1.7%	6
404 E. Chestnut St.	1.7%	6
805 N. B St.	1.4%	5
305 N. D St.	1.4%	5

While the data only lists the trip origins, many of these trips were assumed to be round trips. Therefore, Exhibit 3.2.1 shows a reasonable sampling of Dial-A-Ride trips provided by the City of Exeter. Six of the nine locations are two blocks or less from existing Visalia Transit stops as shown in Exhibit 3.2.2. Use of Exeter Dial-A-Ride may be due to physical limitations, lack of information regarding fixed-route services, fixed-route's lack of service to desired destination, or fixed-route service distance from intended destination.

While the trip manifests did not provide enough details to assess on-time performance, of seven service attributes, respondents to the Dial-A-Ride customer survey ranked on-time performance lowest (Exhibit 3.4.2).

Exhibit 3.2.2 Dial-A-Ride Trip Generators



Despite the City of Exeter’s Dial-A-Ride service being open to the general public, only one Dial-A-Ride customer reported being between the ages of 18 and 30 based on the Dial-A-Ride customer survey. In September of 2013 the California Highway Patrol requested the City discontinue Dial-A-Ride service to schools, which might account for the low ridership among the younger age group.

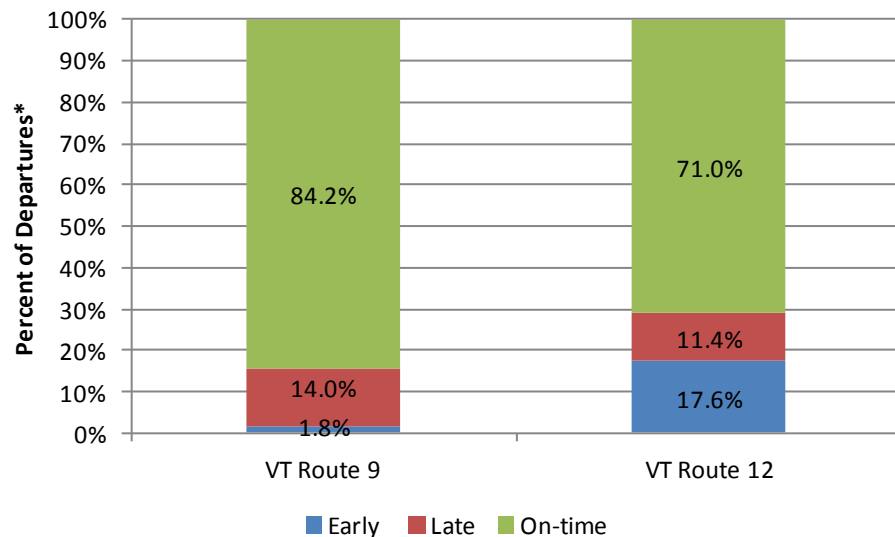
3.3 PERFORMANCE SUMMARY FOR FIXED-ROUTE SERVICES (VISALIA TRANSIT)

This section presents the ridership and productivity analysis arising from the October 2013 ride check of the two Visalia Transit fixed-routes that serve the city of Exeter (Routes 9 and 12). Between October 10 and October 11, 2013, ride checkers monitored a total of 23 unique trips on the two lines. Nine trips were observed on Route 9 (11 total trips are offered each service day), while 14 trips were observed on Route 12 (16 trips are offered each service day).¹ This evaluation includes an analysis of ridership and on-time performance by route, as well as boarding and alighting activity by stop.

Overall Findings

Exhibit 3.3.1 shows overall schedule adherence for each route, as measured at time-points on each surveyed trip. On-time performance is defined as departing precisely on-time (buses must not leave early) to departing no more than five minutes late from a given time-point along the route. This detailed measure at each time-point, a more accurate reflection of how riders view on-time performance, produces results in the 70 to 80 percent range for most transit operators. Exhibit 3.3.1 indicates Route 9 and Route 12 operated within acceptable on-time parameters.

Exhibit 3.3.1 Schedule Adherence (On-Time Performance)



Source: Fall 2013 ride checks.

¹ Collectively the two routes operated 54 runs on each weekday and 37 runs each Saturday and Sunday.

Route Profiles

This section presents route profiles that describe operating and performance data for Visalia Transit Routes 9 and 12, including:

- Route description, including major corridors and destinations;
- Schedule, including days of operation, service span, and frequency;
- Schedule adherence for observed trips;
- Identification of major stops along the route;
- Average vehicle load at each stop; and
- Assessment of route performance.

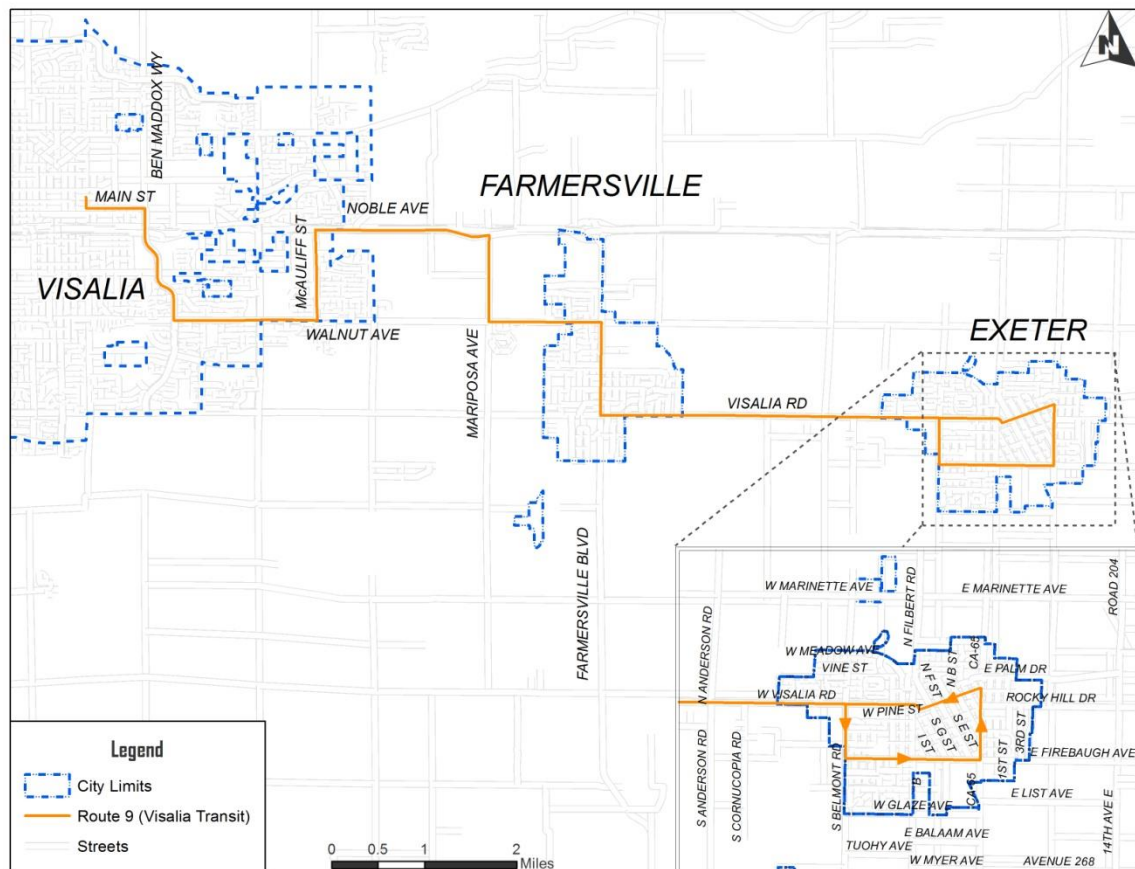
All operating data was collected during the October 2013 ridechecks.

ROUTE 9:

Overview

Route 9 originates at the Downtown Visalia Transit Center and travels southeast through Visalia and Farmersville, then travels through Exeter via Belmont Rd., Firebaugh Ave., Kaweah Ave., and Palm St. before returning to the Visalia Transit Center via Visalia Rd. The route serves both Exeter and Farmersville high schools and the Visalia Greyhound bus depot, as well as businesses along Noble Ave. A map of Route 9 is provided in Exhibit 3.3.2.

Exhibit 3.3.2 Route 9 Map



Weekday service on Route 9 is provided every 90 minutes beginning at 6:00 am, with the last trip arriving back at the Visalia Transit Center at 10:17 pm. Weekend service operates on the same frequency, with service beginning at 8:00 am and ending at 7:47 pm. Each round trip circuit requires 77 minutes to complete.

Boarding and Alighting

The three busiest boarding locations on Route 9 were:

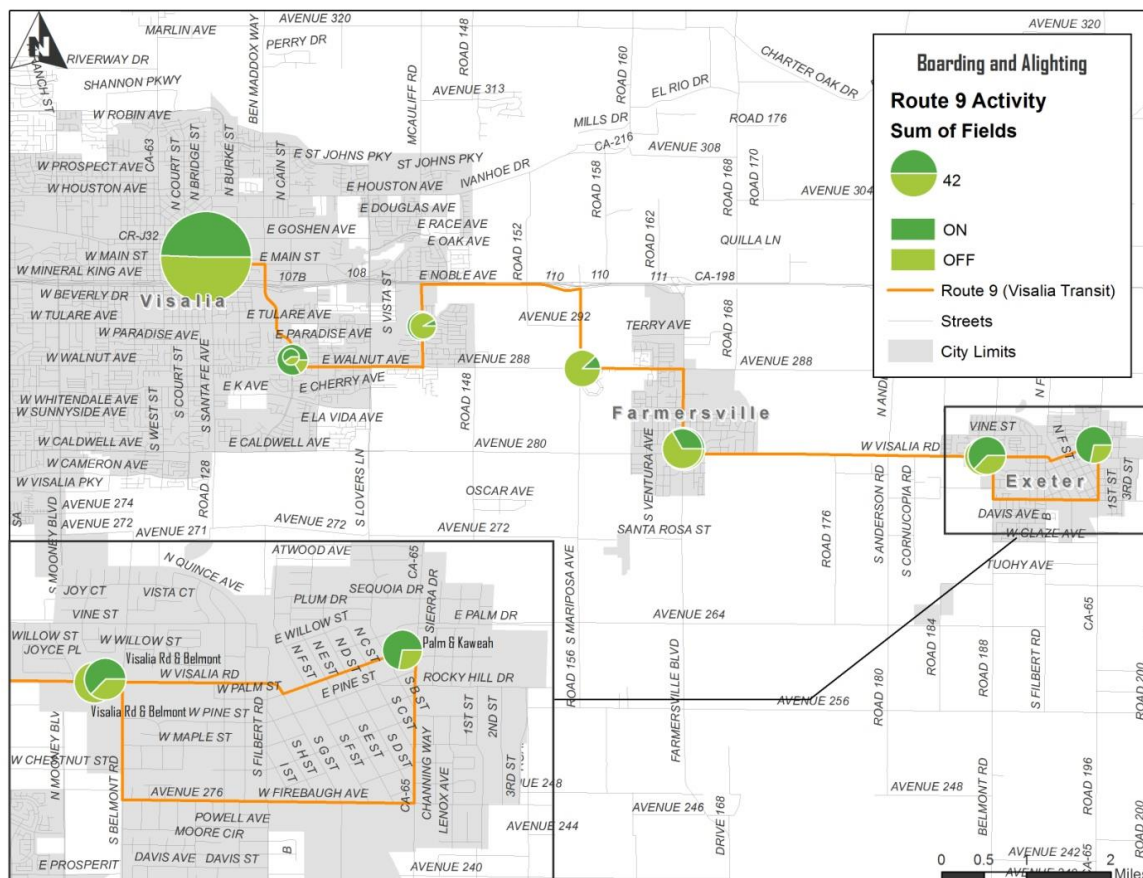
- Visalia Transit Center 73 boardings
- Visalia Rd. and Belmont Rd. 35 boardings
- Farmersville Blvd. and Visalia Rd. 31 boardings

The three busiest alighting locations on Route 9 were:

- Visalia Transit Center 63 alightings
- Farmersville Blvd. and Visalia Rd. 27 alightings
- Visalia Rd. and Belmont Rd. 25 alightings

Exhibit 3.3.3 shows overall boarding and alighting activity as noted during our ride checks. Each pie chart is comprised of a dark green section (boarding) and a light green section (alighting) which together illustrate overall activity at each published time-point. Within Exeter there is an average of two stops for every one time-point. Within Exeter, minimal activity was observed at non-time points. Given the close proximity of stops, some charts may overlap.

Exhibit 3.3.3 Route 9 Stop Activity

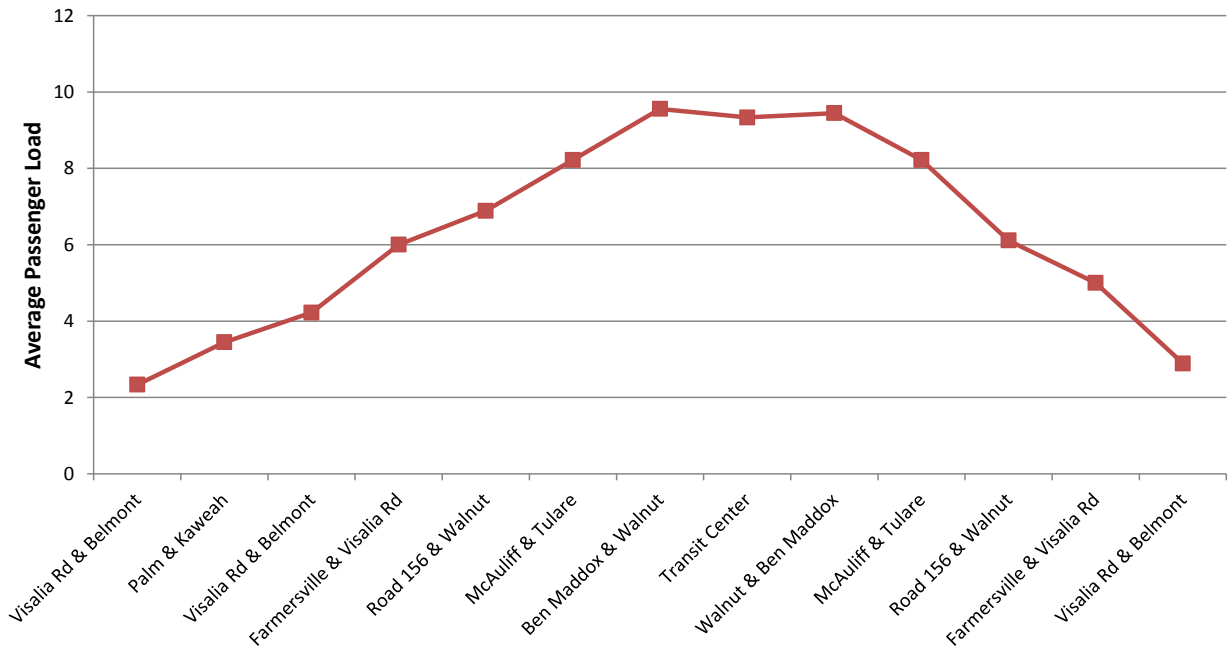


Vehicle Loads

Vehicle load data describe how full a typical bus is at specific points along a route. Each data point in Exhibit 3.3.4 shows the average number of people onboard the bus as it departs the corresponding stop. For example, an average Route 9 run had slightly more than four persons aboard when it departed Visalia Rd. and Belmont Rd.

As Exhibit 3.3.4 shows, the passenger load increases from the first Visalia Rd. and Belmont Rd. stop in Exeter and reaches its maximum load in downtown Visalia. Similarly, passenger load decreases from downtown Visalia as the route nears Exeter. The uniform bell curve suggests riders are travelling primarily from Exeter and Farmersville into Visalia. However, load patterns vary at each stop throughout the day. For example, if the average load increases at a stop during the morning, the load likely decreases at that same stop in the afternoon (as many patrons boarding at the stop in the morning will alight at the same stop in the afternoon). This pattern was observed on Route 9 wherein stops in Exeter such as Visalia Rd. and Belmont Rd. would experience boardings with no alightings during AM trips, followed by alightings with no boardings during PM trips.

Exhibit 3.3.4 Route 9 Vehicle Loads



Schedule Adherence

Exhibit 3.3.5 summarizes observed schedule adherence data, in terms of the percent of all surveyed time-points at which the bus departed precisely on-time to five minutes after the published schedule time for Route 9.

Exhibit 3.3.5 Route 9 On-Time Performance

	Early	Late	On-time
Percent	1.8%	14.0%	84.2%
Time-points	2	16	96

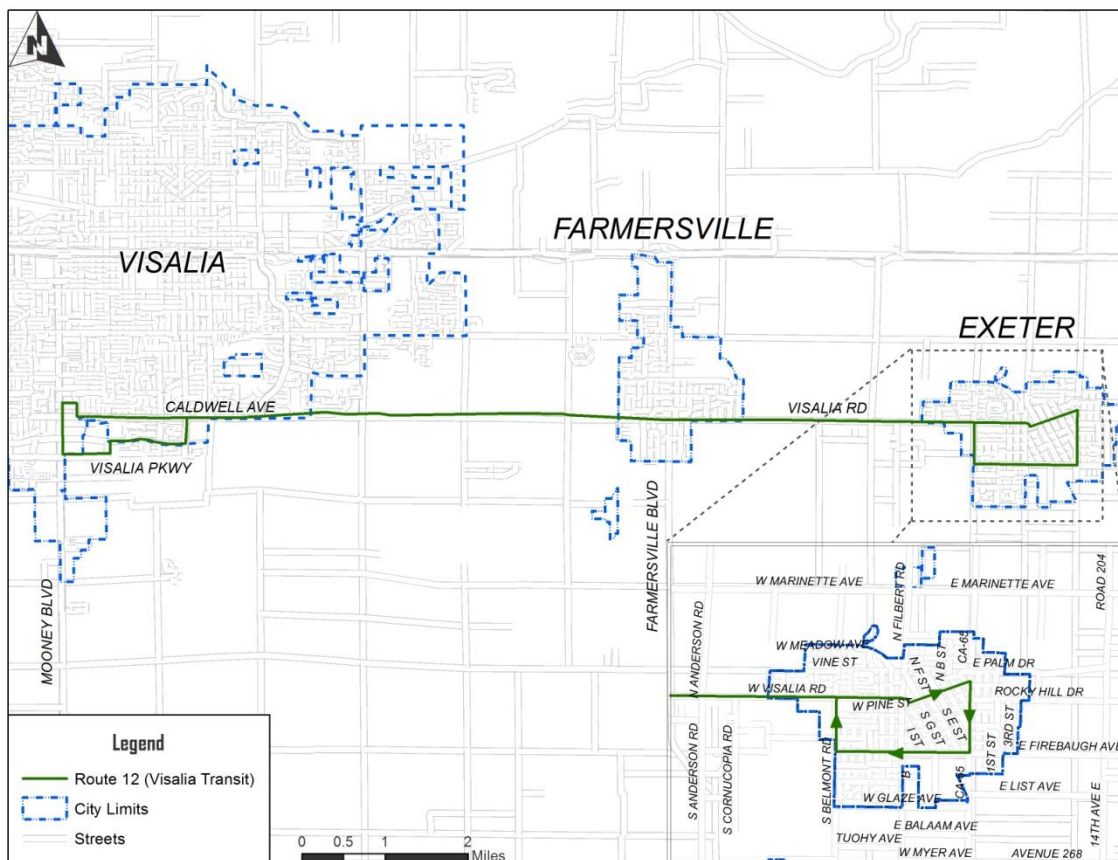
Although Route 9 posted an 84.2 percent on-time performance, the majority of late departures were experienced in downtown Visalia between the Ben Maddox Way/Walnut Ave. stop and the Visalia Transit Center. This deterioration in schedule adherence, while of modest consequence, had a negative impact on stops in Exeter as drivers often departed early, likely in an attempt to “pad their schedule” and reduce the incidence of late departures in Visalia.

ROUTE 12:

Overview

The eastern half of Route 12's alignment follows the same loop as Route 9, but in the opposite direction (clockwise). The western half of Route 12 serves southern Visalia via West Cameron Ave., Visalia Pkwy., and South Mooney Blvd. Locations within Visalia served by Route 12 include Visalia Sequoia Mall, retail centers such as Costco and Target, and residential communities along West Caldwell Ave. as well as the Tulare County Education Office. Similar to Route 9, Route 12 serves both Exeter and Farmersville high schools.

Exhibit 3.3.6 Route 12



Route 12 weekday service is provided every 60 minutes beginning at 6:03 am, with the last trip arriving back at the Mooney Blvd. and Orchard Ave. stop at 9:45 pm. Weekend service operates with the same frequency, with service beginning at 8:00 am and ending at 6:38 pm. Each circuit requires 58 minutes to complete.

Boarding and Alighting

The three busiest boarding locations on Route 12 were:

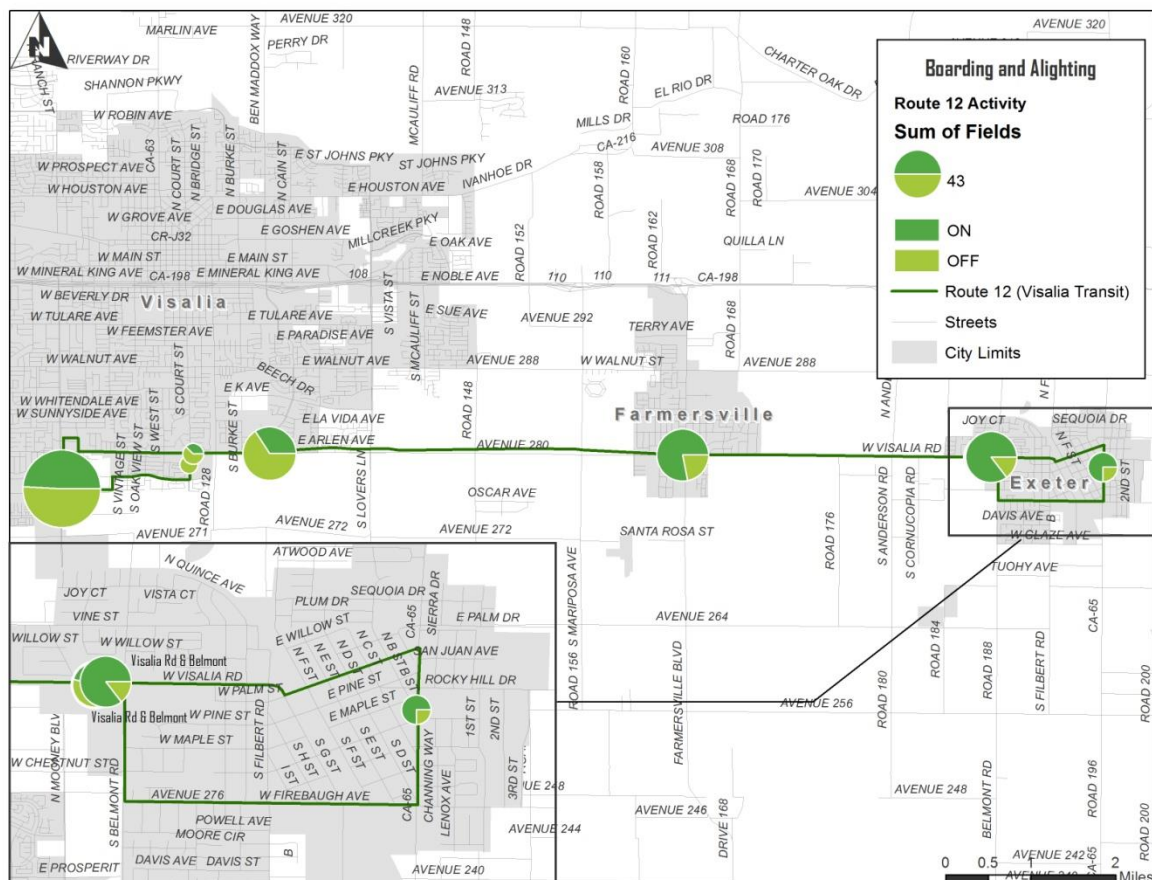
- Visalia Rd. and Belmont Rd. 79 boardings
- Mooney Blvd. and Orchard Ave. 50 boardings
- Farmersville Blvd. and Visalia Rd. 36 boardings

The three busiest alighting locations on Route 12 were:

- Mooney Blvd. and Orchard Ave. 54 alightings
- Visalia Pkwy and Mooney Blvd. 38 alightings
- Farmersville Blvd. and Mooney Blvd. 33 alightings

Similar to Exhibit 3.3.3, Exhibit 3.3.7 shows overall boarding and alighting activity as noted during our ridechecks. More than half of the observations made on Route 12 were completed in the first half of the day, which accounts for the greater number of boardings at the Exeter stops as many riders use Route 12 to travel to work and school in Visalia.

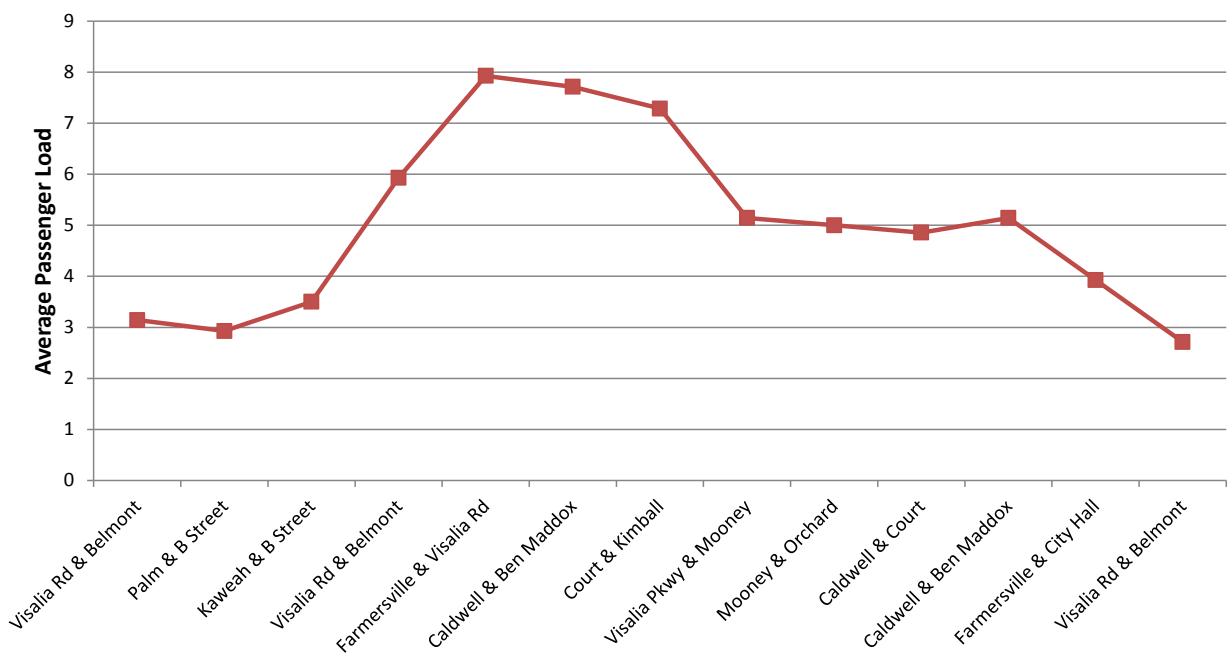
Exhibit 3.3.7 Route 12 Stop Activity



Vehicle Loads

Exhibit 3.3.8 suggests many of Route 12’s passengers board between Exeter and Farmersville, with the majority alighting at Visalia Pkwy. and Mooney Blvd. This indicates a general in-flow from residential neighborhoods within Exeter and Farmersville to activity centers in Visalia. This finding is further supported by responses to the onboard survey, wherein riders on Route 12 selected work as their primary trip purpose. However, those businesses located along Mooney Blvd. are chiefly large retail stores. Retail stores do not follow traditional 8 am to 5 pm operating hours. Therefore, typical commuting patterns do not necessarily apply to Route 12. This is reflected in our ride check data which shows sustained levels of boarding and alighting activity throughout the day, rather than peak activity in the morning and late afternoon day-parts.

Exhibit 3.3.8 Route 12 Vehicle Loads



Schedule Adherence

Exhibit 3.3.9 summarizes Route 12's schedule adherence data, in terms of the percent of all surveyed time-points at which the bus departed precisely on-time to five minutes after the published schedule time for Route 12.

Exhibit 3.3.9 Route 12 On-Time Performance

	Early	Late	On-time
Percent	17.6%	11.4%	71.0%
Time-points	34	22	137

As Exhibit 3.3.9 shows, Route 12's on-time performance was impacted far more by early departures than by late running. On several instances buses departed one to two minutes early, although in one instance a trip departed six minutes early. Early departures were observed throughout all day-parts, and similar to Route 9, most commonly occurred along the Exeter and Farmersville portions of the route. Again, this is most likely an attempt to pad the schedule, as late departures typically occurred at stops within Visalia.

3.4 EXETER DIAL-A-RIDE CUSTOMER SURVEY

To garner feedback from Exeter Dial-A-Ride customers, surveys were distributed onboard Exeter vehicles between the months of October 2013 and November 2013. Surveys, which were available in English and Spanish, were distributed onboard the vehicle by the driver. Postage-paid envelopes were also provided to facilitate the return process. A total of 16 responses were collected, which while not statistically significant, is a notable return given the service averages 16 unique riders per day based on City-provided trip manifests.

What follows is a brief discussion of each question within the survey as well as an analysis of survey responses.

Questions 1 through 3 served as qualifiers which ensured survey data was specific to current Exeter Dial-A-Ride customers.

Question 1: What is your home ZIP code?

Riders were asked to indicate their home ZIP code. As expected, all respondents cited 93221 as their home ZIP code, meaning all riders surveyed were city of Exeter residents.

Question 2: Which of the following do you use most frequently?

This question asked riders to indicate which local transit service they use most often. Exeter Dial-A-Ride was selected by all 16 respondents. This is somewhat surprising given Visalia Transit fixed-route also operates within Exeter. However, this is likely best explained by results found in Question 15 wherein half of the respondents were over the age of 60, and likely rely on a more direct transportation option such as Dial-A-Ride.

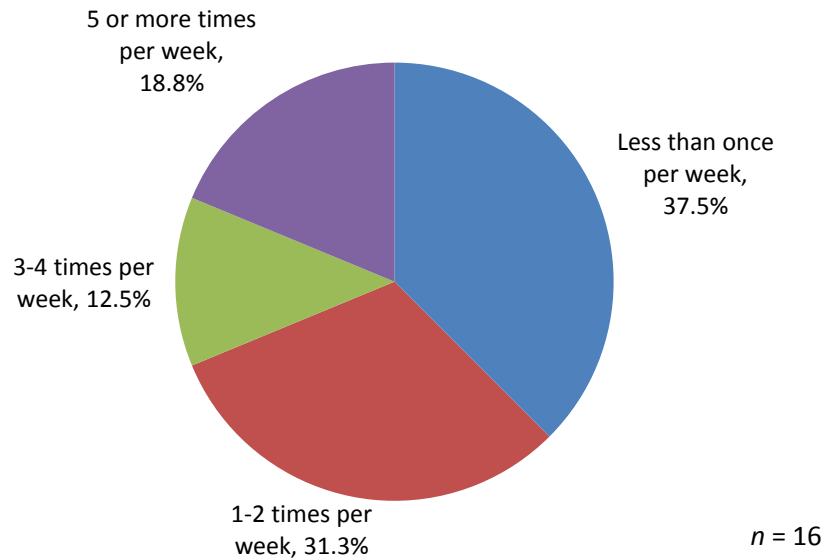
Question 3: Have you used the City of Exeter's Dial-A-Ride service in the past 90 days?

This question served as a qualifier to ensure respondents had actually ridden the service in the recent past. Although the survey was provided onboard vehicles, this question safeguards against non-riders. All respondents indicated having used the service within the prior 90 days.

Question 4: How often do you use City of Exeter Dial-A-Ride?

Riders were asked how frequently they use Exeter Dial-A-Ride. As seen in Exhibit 3.4.1, the most common response was “less than once per week” at 37 percent, while thirty-one percent of riders indicated using the service “one to two times per week.”

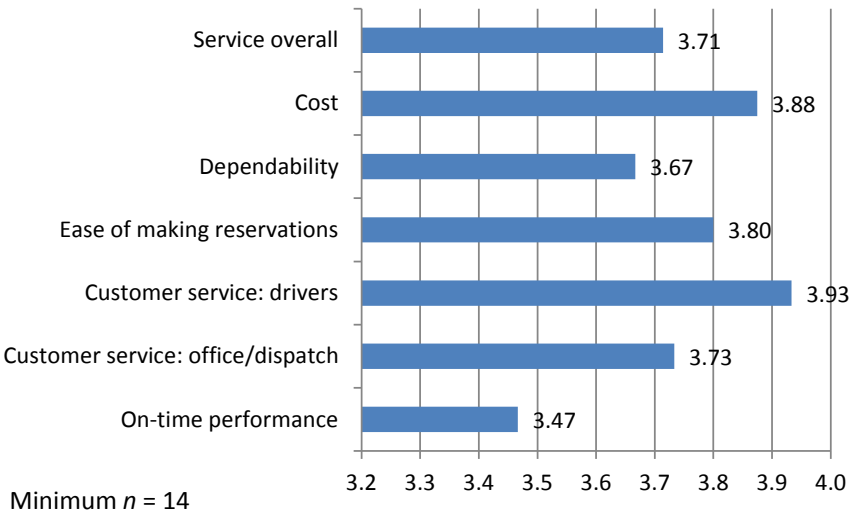
Exhibit 3.4.1 Frequency of Use



Question 5: Please indicate your satisfaction with the following City of Exeter Dial-A-Ride service characteristics by checking the appropriate box.

The ratings given in Exhibit 3.4.2 reflect an averaging of scores that riders gave to various Exeter Dial-A-Ride service attributes. As shown, respondents gave fairly high marks overall. While there was not much variation in scoring across the different service attributes, “customer service: dispatch” received the highest ranking at 3.93, while “on-time performance” had the lowest rating at 3.47. As discussed in the Service Evaluation section, City-provided trip manifests did not provide the level of detail necessary to determine if on-time performance problems were in fact occurring, or if customer responses were a result of lack of knowledge of Exeter Dial-A-Ride’s on-time performance definition/policy.

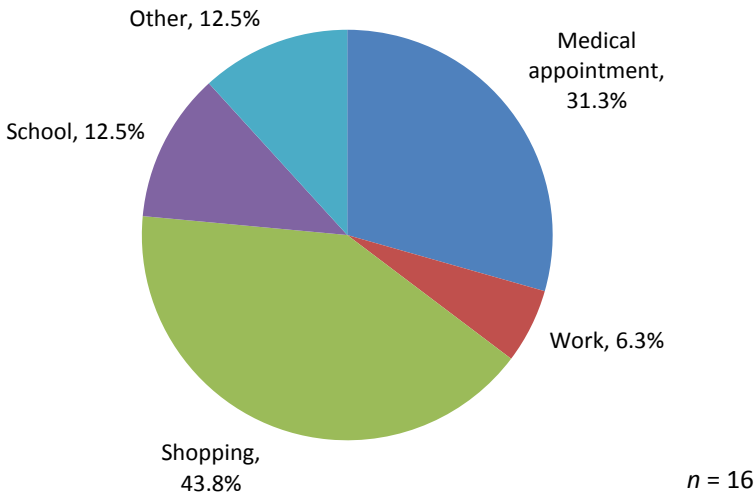
Exhibit 3.4.2 Service Attribute Rating



Question 6: What is your most common trip purpose?

“Shopping” was the most common trip purpose cited by 43.8 percent of respondents, followed by medical appointments at 31.3 percent. Student ridership accounted for 12.5 percent of ridership, which is likely lower than usual due to the recent hiatus in student ridership as discussed in the Exeter Dial-A-Ride Performance Summary (Section 3.2).

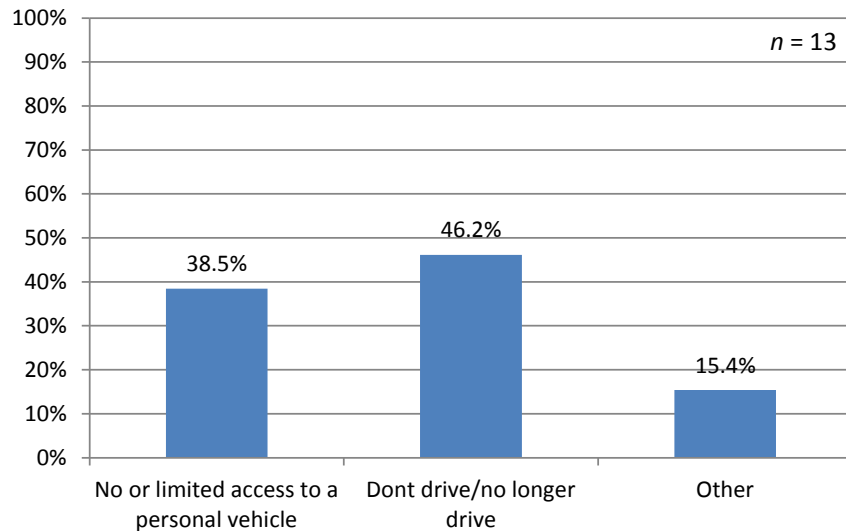
Exhibit 3.4.3 Trip Purpose



Question 7: What is your main reason for using the City's Dial-A-Ride service?

Approximately 46 percent of surveyed riders stated their use of Exeter Dial-A-Ride was due to driving cessation. Another 38 percent indicated limited access to a personal vehicle. Each of these response categories represents a particularly transit-dependent population. In comparing these results with those of Question 15, it is apparent the most common motivators for using Exeter Dial-A-Ride was age, in that the respondent was either unable to- or uncomfortable operating a personal vehicle.

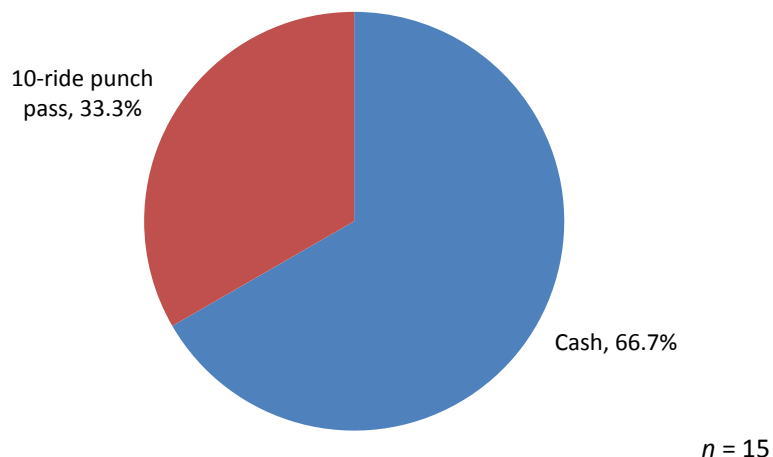
Exhibit 3.4.4 Reason For Using Exeter Dial-A-Ride



Question 8: How do you usually pay for your City of Exeter Dial-A-Ride trip?

Nearly two-thirds of respondents cited fare payment via cash, while more than one-third cited use of a 10-ride punch pass.

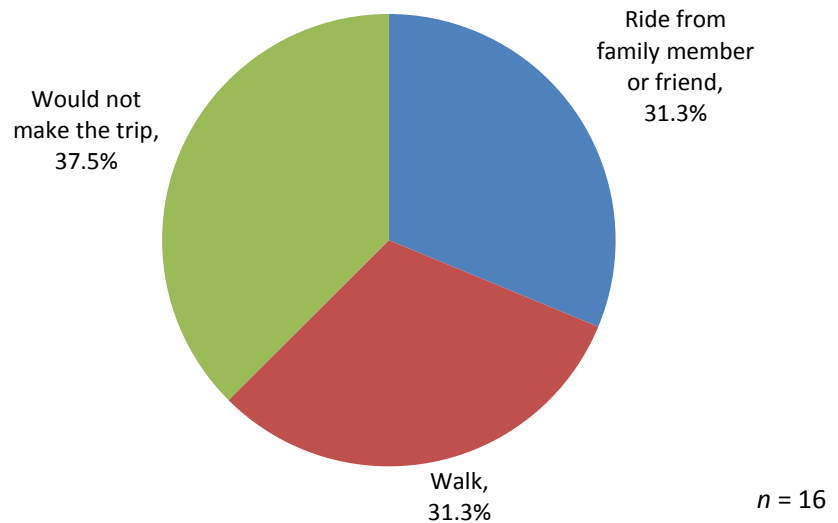
Exhibit 3.4.5 Fare Payment



Question 9: Regarding your most recent Dial-A-Ride trip: If the City of Exeter Dial-A-Ride had not been available, how would you have made that trip?

Alternatives to Exeter Dial-A-Ride were relatively evenly split between “would not make trip,” “ride from family member or friend,” and “walk;” with the slight majority indicating they would not make their trip.

Exhibit 3.4.6 Alternatives to City of Exeter Dial-A-Ride



Question 10: When calling to place your City of Exeter Dial-A-Ride trip request, are you able to promptly reach a Customer Service Representative?

Of the 16 respondents, all indicated they were able to promptly reach a customer service representative. This is in line with findings to Question 5 (Exhibit 3.4.2).

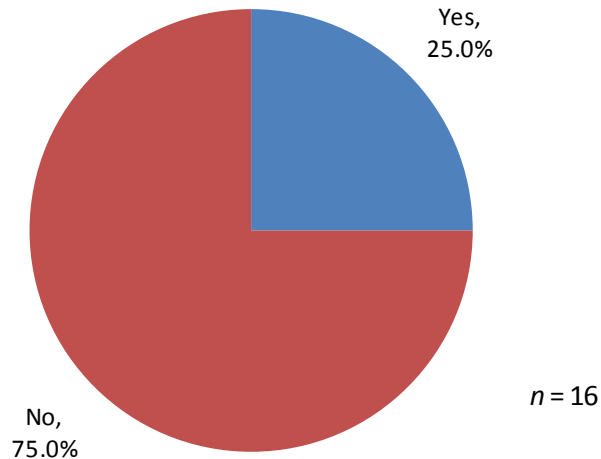
Question 11: Have you used Visalia Transit’s local fixed-route service within the past 90 days?

No respondents indicated having used Visalia Transit’s fixed-route service within the prior 90 days.

Question 12: Have you used Visalia Transit's Dial-A-Ride service within the past 90 days?

One-quarter of survey respondents reported use of Visalia Transit's Dial-A-Ride service within the prior 90 days. This was not unexpected given the overlapping service area and service hours of the two programs.

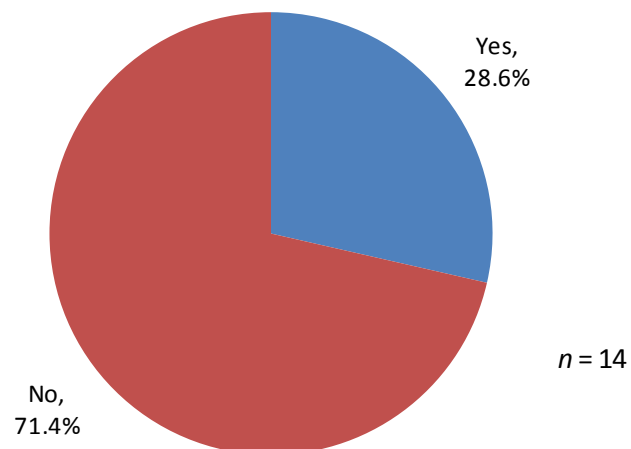
Exhibit 3.4.7 Use of Transit



Question 13: Are you ADA certified by Visalia Transit?

More than 28 percent of survey respondents reported having ADA certification with Visalia Transit. This is slightly above the number of respondents who reported having used Visalia Transit Dial-A-Ride in the prior 90 days.

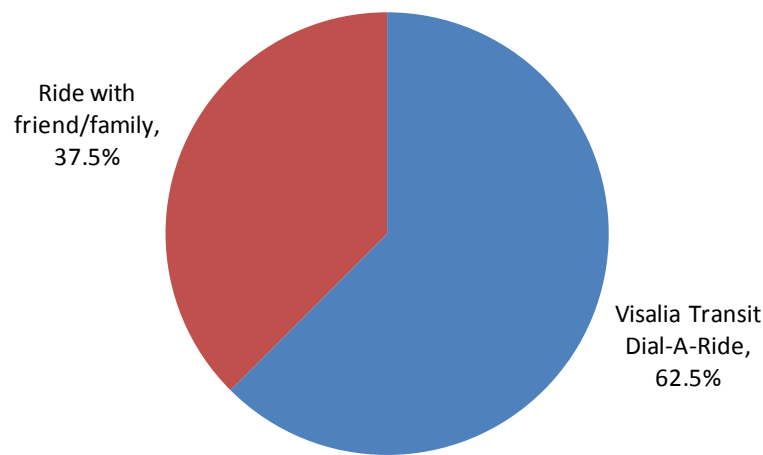
Exhibit 3.4.8 Visalia Transit ADA-Certified



Question 14: Do you frequently travel outside the City of Exeter?

One-half of survey respondents indicated frequent travel outside of Exeter. Of those, more than 62 percent cited Visalia Transit Dial-A-Ride as their primary means of transportation. The remaining 37 percent cited traveling with family or friends.

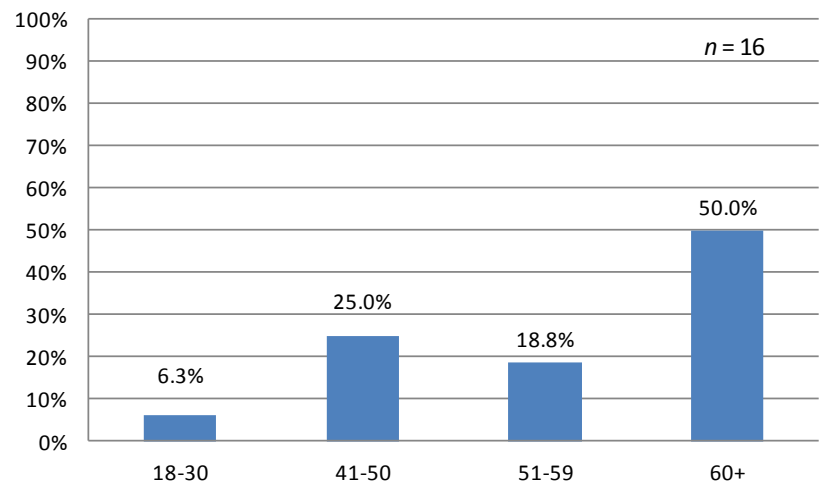
Exhibit 3.4.9 Travel Outside Exeter



Question 15: What is your age category?

The largest share of respondents (50 percent) reported being 60 years or older, followed by the 41 to 50 year old group (25 percent). Relatively few cited lower age groups, confirming the use of Exeter Dial-A-Ride by a primarily older demographic. No respondents fell within the 31-39 age category.

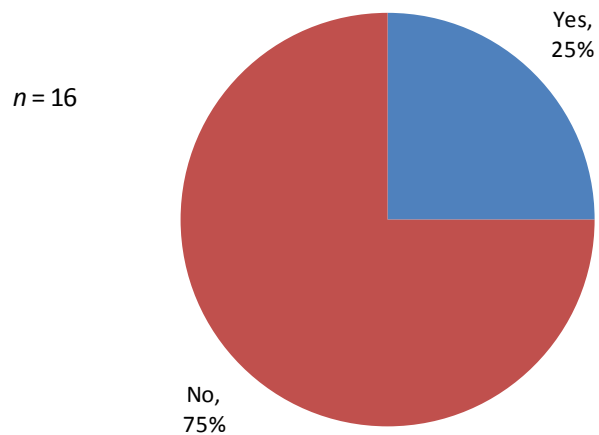
Exhibit 3.4.10 Age



Question 16: Do you speak a language other than English at home?

Three-quarters of respondents reported English as their primary language. Of the 25 percent that chose another language, all indicated Spanish.

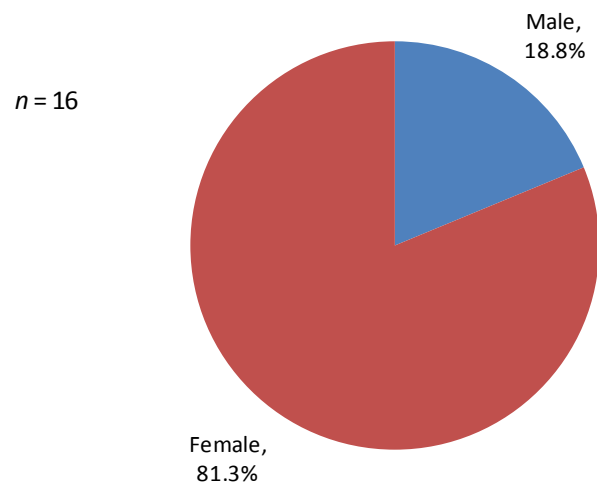
Exhibit 3.4.11 Language Spoken at Home



Question 17: What is your gender?

More than 81 percent of respondents self-identified as “female,” while the remaining 18 percent self-identified as “male.” Although the 2012 American Community Survey estimated Exeter’s population to be equally divided between male and female, our sample was skewed toward females. This may be influenced by the use of Exeter Dial-A-Ride by seniors, as the number of females over 65 years of age in Exeter exceeds the number of males over 65 years of age by about 25 percent.

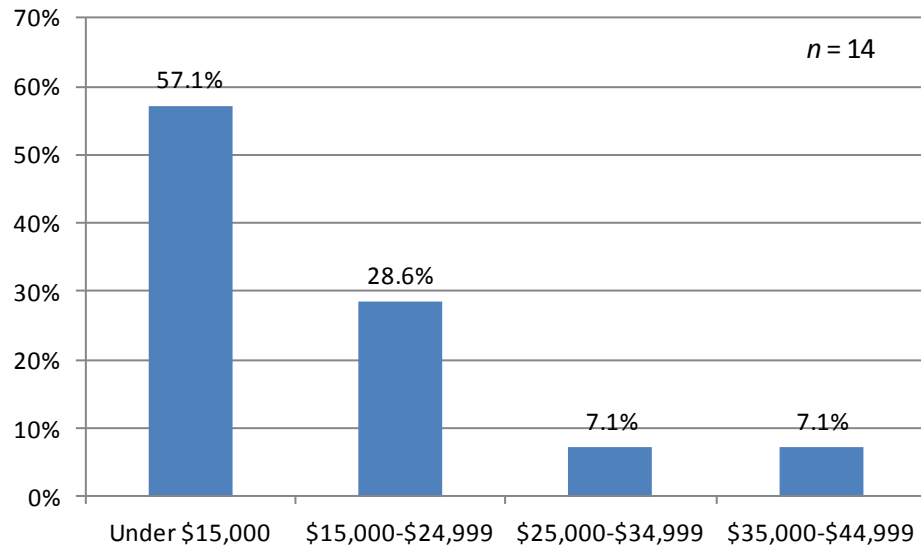
Exhibit 3.4.12 Gender



Question 18: What is your total household income in 2012?

More than half of Exeter Dial-A-Ride respondents cited a household income of less than \$15,000. More than three-quarters cited an income of less than \$25,000 annually. This is likely due to the large number of retired individuals (see Question 19).

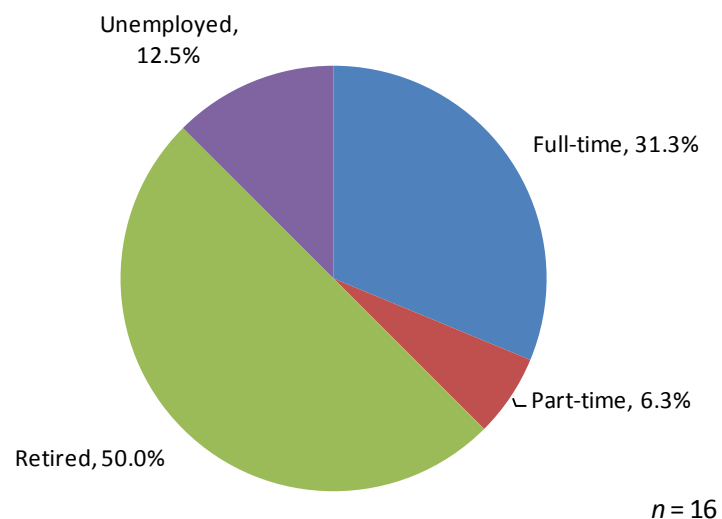
Exhibit 3.4.13 Annual Household Income



Question 19: Are you employed?

The majority (62.5 percent) of survey respondents were retired or unemployed. More than 30 percent said they work full-time, which is noteworthy given their likely dependence on regular Dial-A-Ride trips as evidenced in Exhibit 3.4.1.

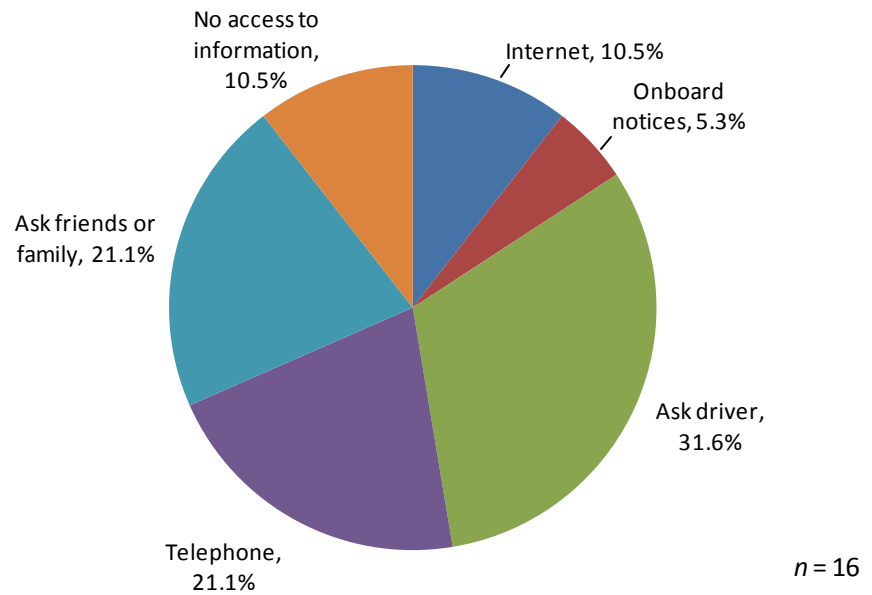
Exhibit 3.4.14 Employment Status



Question 20: How do you typically get your information about local bus services?

The most common transit information source among respondents was “bus drivers” at 31.6 percent. This was followed by “word of mouth” or via “telephone” (each 21.1 percent). More than ten percent indicated having “no access to transit information.” (Note: Given respondents were allowed to select more than one answer, the *n*-value for this question was higher.)

Exhibit 3.4.15 Source of Information



3.5 COMMUNITY SURVEY

To garner feedback from Exeter residents at-large, community surveys were distributed to randomly selected Exeter households, regardless of whether or not they were recent transit riders. Surveying the general community can often reveal transit preferences that may enhance transit's position as a mobility option, particularly among "choice riders."² Community intercept surveys were conducted throughout Exeter, including at the Fall Festival, between October 9 and October 12, 2013.

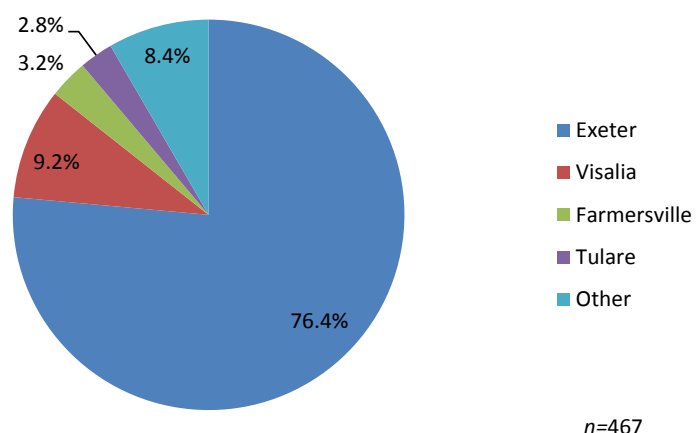
The community survey was made available in English and Spanish and conducted by a survey team comprised of bilingual (English/Spanish) surveyors. A total of 467 responses were collected.

The community survey provides a broader perspective regarding the role which transit plays in Exeter. It also provides an important contrast between people who have and have not used local transit services recently, giving insight into differences between riders and non-riders as well as potential barriers to use of public transit.

Qualifier: What is your ZIP code?

This question was used to determine how many of the responses came from Exeter residents compared with neighboring communities. The vast majority (76 percent) of community survey respondents reside in the 93221 ZIP code, which includes the entire city of Exeter. Other notable ZIP codes included those within the cities of Visalia, Farmersville, and Tulare. This concentration of Exeter residents is not surprising given the lion's share of the survey was collected via intercept or direct mail approaches administered within Exeter. Given both Visalia and Farmersville are connected to Exeter via Visalia Transit Routes 9 and 12 it is not surprising these two cities were also frequently cited.

Exhibit 3.5.1 Respondent ZIP Code

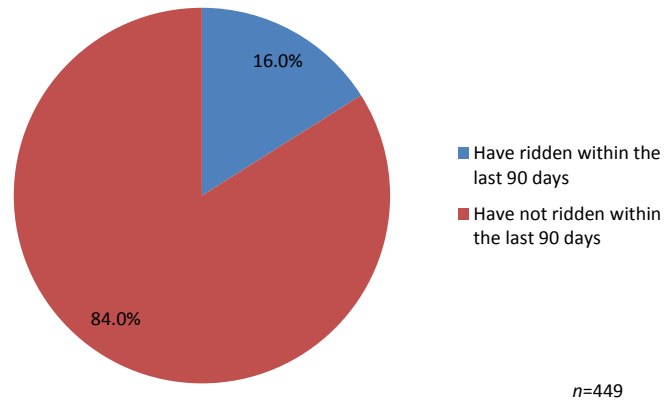


² A "choice rider" is defined as a transit rider who has other mobility options (such as a personal vehicle) but chooses to use transit.

Question 1: In the last 90 days, have you ridden either Exeter’s Dial-A-Ride service or Visalia’s fixed-route service?

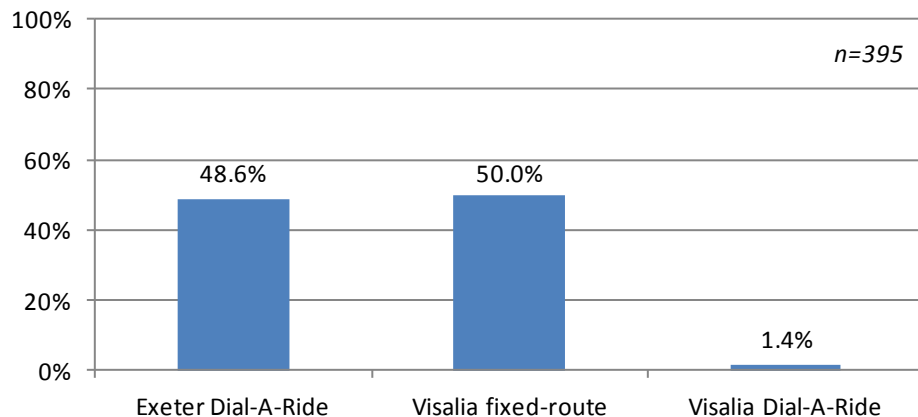
The majority of community survey respondents (84 percent) reported no recent use of Exeter or Visalia transit services in the prior 90 days. Going forward, we will consider respondents who have used local transit services within the prior 90 days to be “riders” and those who have not to be “non-riders.”

Exhibit 3.5.2 Use of Transit



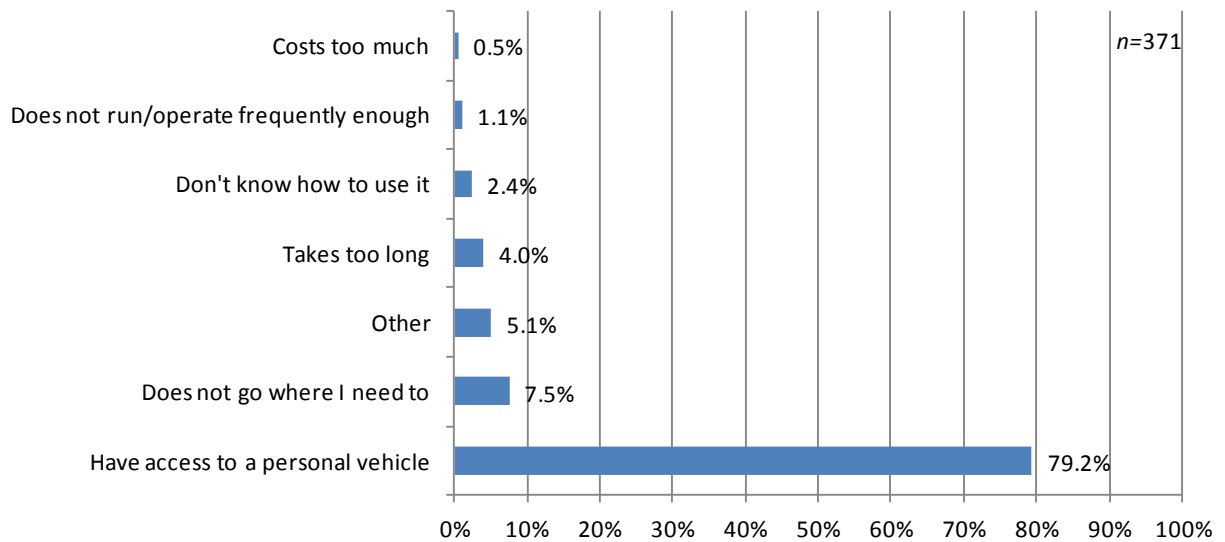
Among riders, 50 percent reported having used Visalia fixed-route services, 48.6 percent cited Exeter Dial-A-Ride services, and one percent indicated having used Visalia Dial-A-Ride.

Exhibit 3.5.3 Mode Used (Riders)



Non-riders were asked to indicate the primary reason for not using transit (Exhibit 3.5.4). Similar to riders (Exhibit 3.5.3), the most common reason cited (79 percent) was access to a personal vehicle. Other responses included “does not go where I need it to,” “takes too long,” and “don’t know how to use it.”

Exhibit 3.5.4 Reason for Not Riding (Non-riders)

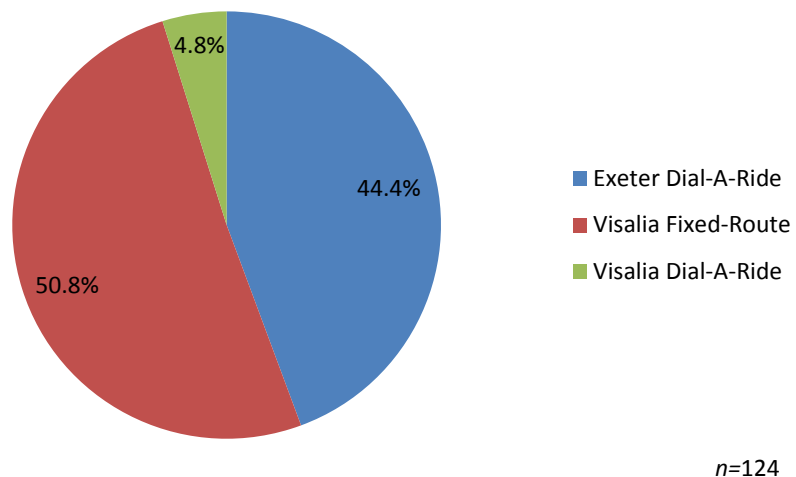


Persons answering "Yes" to Question 1 were asked to complete Questions 2 through 8. Those answering "No" to Question 1 were directed to skip to Question 9.

Question 2: Please select which service you would like to tell us about today (choose only one):

Questions 2 through 8 are directed specifically to riders as defined in the previous question. Question 2 acts to clarify which service respondents would refer to throughout the remainder of the survey. Exhibit 3.5.4 shows that of those participants that selected a particular service, 51 percent selected Visalia fixed-route service, 44 percent chose Exeter Dial-A-Ride, while the remainder selected Visalia Dial-A-Ride.

Exhibit 3.5.5 Frequency of Use (Riders)

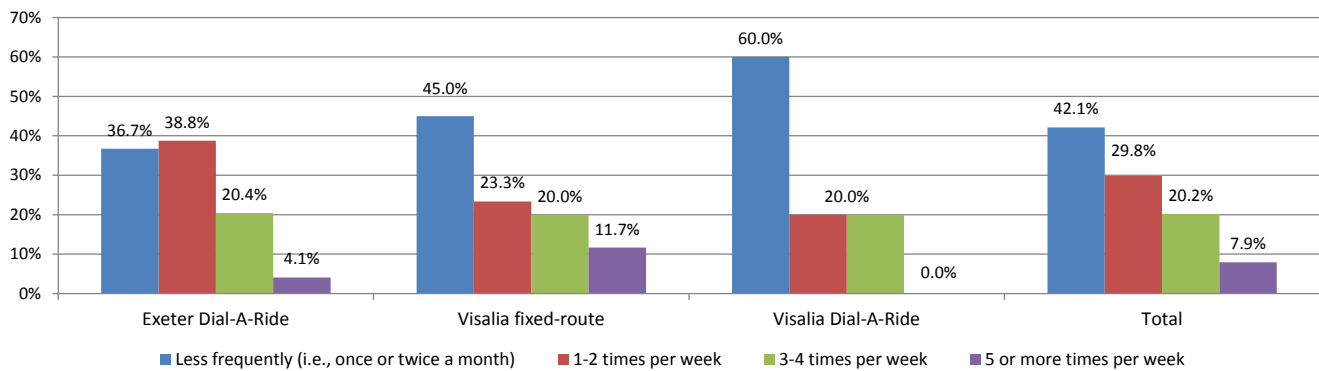


Given responses in the “Riders” section of the Community Survey may vary based on the service selected by respondents (namely Questions 3 through 6), subsequent exhibits will segregate answers based on the service selected. This ensures data from a respondent who strictly rides Exeter Dial-A-Ride is not used to describe Visalia fixed-route services.

Question 3: How many times in a typical week do you ride this service? (Riders only)

In general, riders in the community survey sample used local transit services less frequently than riders in our onboard survey. The frequency of use for all three services (combined) showed an overall decline in ridership as reported frequency increases. However, Exeter Dial-A-Ride customers reported ridership actually increases 2 percent (from 36 to 38 percent) from less frequent riders to those who ride one to two times per week and then follows the trend of decreasing frequency. This shows Exeter Dial-A-Ride customers ride with greater regularity than do those on the two Visalia services. The exact opposite is true of Visalia Dial-A-Ride wherein 60 percent of customers ride one to two times per month, and no survey participants cited riding five times or more per week.

Exhibit 3.5.6 Frequency of Use By Service (Riders)

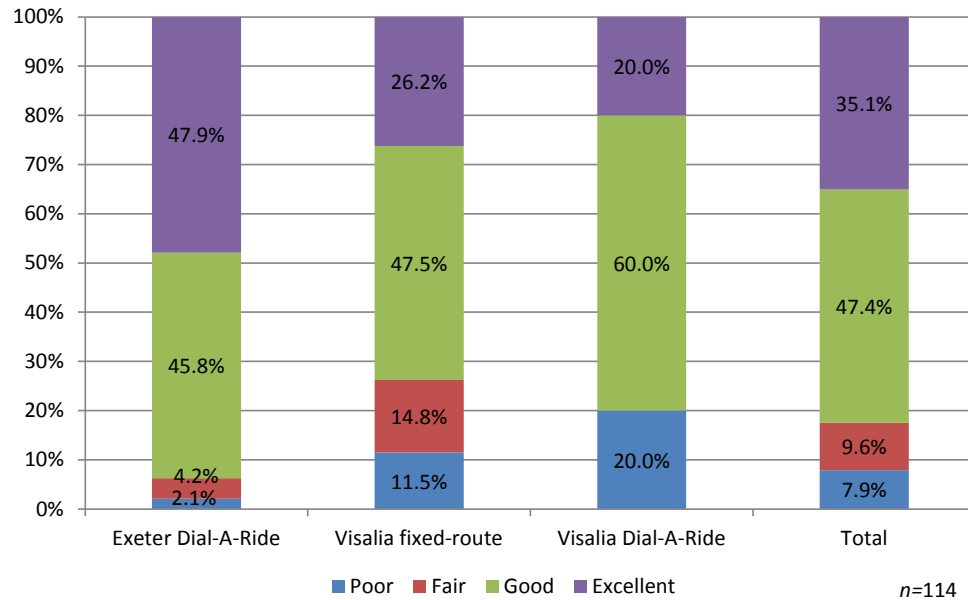


The significantly higher frequency with which survey respondents indicated use of Exeter Dial-A-Ride is likely attributable to a higher probability of encountering an Exeter Dial-A-Ride user in Exeter versus encountering a Visalia Dial-A-Ride user in Exeter (based simply on the difference in service hours operated by each provider within the City of Exeter).

Question 4: On a four-point scale (where one is “poor” and four is “excellent”), how would you rate your overall satisfaction with local transit services? (Riders only)

Riders were generally satisfied with local transit services overall, with 35 percent rating the service as “excellent” and 47 percent rating it as “fair.” Approval of Exeter Dial-A-Ride services was generally better than the average rating with 48 percent rating the service as “excellent” and 46 percent rating it as “fair.” It should be noted that Visalia Dial-A-Ride users who completed this question only accounted for five responses. Therefore, findings related to Visalia Dial-A-Ride may not be representative of customer satisfaction.

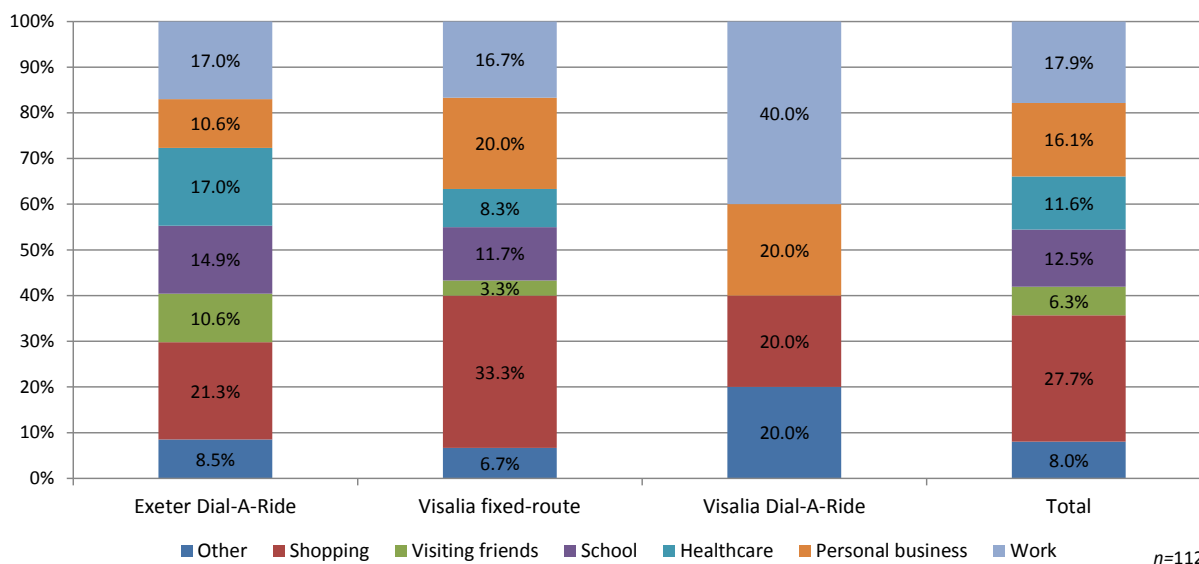
Exhibit 3.5.7 Customer Satisfaction (Riders)



Question 5: When riding local transit, what is your most common trip purpose? (Riders only)

The greatest share of riders (28 percent) cited “shopping” as their most common trip purpose when using local transit services. Unlike customers using the Visalia services, Exeter Dial-A-Ride customers, reported a relatively even distribution of uses (“shopping” still being the most common trip purpose at 21 percent). Exeter Dial-A-Ride is open to the general public and offers residents connectivity within the city of Exeter that the Visalia fixed-route service cannot. As such, Exeter Dial-A-Ride functions as the primary primary alternative travel mode for many residents which accounts for the similar number of work, social, school trips, and medical purposes.

Exhibit 3.5.8 Most Common Trip Purpose (Riders)



While Question 5 asked community survey respondents what their most common trip purpose is, onboard respondents were asked to provide the purpose of their surveyed trip. This difference in phrasing may account for some of the variation in results as the trip purpose for the surveyed transit trip is not necessarily a rider's "most common" trip purpose.

Question 6: On a scale of one to five (wherein one equals "poor" and five equals "excellent"), please rate the following attributes of the service.

Survey respondents were asked to rate a variety of attributes for the service they indicated in Question 2. Exhibit 3.5.8 shows the average response for each attribute segregated by service, as well as an overall survey average. The two Exeter Dial-A-Ride attributes which received the highest rating were "fare or cost" (4.2) and "reliability of service" (4.1). "Fare or cost" received high ratings throughout each of the three services. Exeter Dial-A-Ride's attribute which received the lowest rating was "operating hours" (3.5). This low rating is unique to Exeter Dial-A-Ride which operates limited weekday hours and does not operate during the weekend. However, it should be noted that Visalia Dial-A-Ride serves as a supplement to Exeter Dial-A-Ride during its non-operating hours.

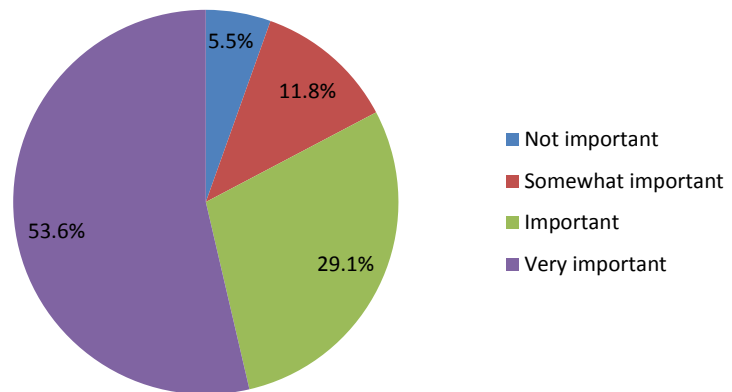
Exhibit 3.5.9 Service Attribute Ratings (Riders)

Service Attribute	Exeter Dial-A-Ride	Visalia fixed-route	Visalia Dial-A-Ride	Service Average
Service frequency	3.8	3.6	4.5	3.7
Operating hours	3.5	3.8	4.0	3.7
Time it takes to travel on bus	4.0	3.6	4.3	3.8
Comfort onboard vehicle	4.0	4.0	4.5	4.0
Fare or cost	4.2	4.2	4.3	4.2
Safety at bus stops	3.9	3.8	4.0	3.9
Reliability of service	4.1	3.9	4.0	4.0
Accessibility of service	4.0	4.0	4.0	4.0
Availability of service info	4.0	3.8	3.5	3.9

Question 7: On a scale of one to four (wherein one equals “not important” and four equals “very important”), how important a role does cost (the fare you pay) play in making your decision to use the service? (Riders only)

Responses to Question 6 showed a general satisfaction with the cost of each of the three services. Exhibit 3.5.9 shows 54 percent of riders deem cost to be a “very important” factor in their decision to use their selected service. This finding was reflected evenly among each of the three services, therefore a single chart was created. Fewer than 6 percent of respondents indicated cost was “not important.”

Exhibit 3.5.10 Cost as a Motivator/Barrier (Riders)

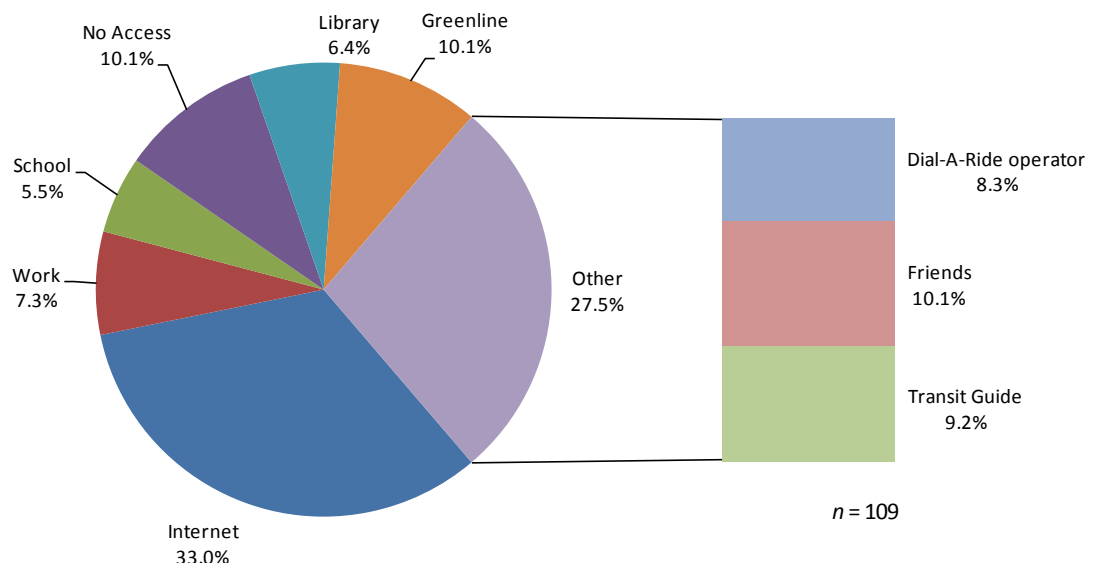


n=110

Question 8: Where have you typically obtained information regarding local transit services? (Riders only)

The most common source of transit information as indicated by riders was the internet which accounted for 33 percent of responses. The second most common responses, each at just over ten percent were “friends,” “Greenline,” and “no access.” Given the percentage of riders indicating they do not have access to transit information, a review of the City’s marketing and outreach practices is recommended.

Exhibit 3.5.11 Service Information Source (Riders)



n = 109

All respondents were asked to complete Questions 9 through 24.

Question 9: Do you know the location of the Visalia Transit bus stop nearest to your home?

Sixty-two percent of non-riders said they knew the location of the Visalia Transit bus stop nearest their home. Interestingly, nearly 13 percent of riders indicated they did not know the location of the Visalia Transit stop nearest their home. However, some riders who indicated not knowing the nearest bus stop location are likely to be Dial-A-Ride users. Reviewing survey responses to this question of strictly Visalia fixed-route riders, only eight percent indicated no awareness of the nearest bus stop location.

Exhibit 3.5.12 Bus Stop Awareness

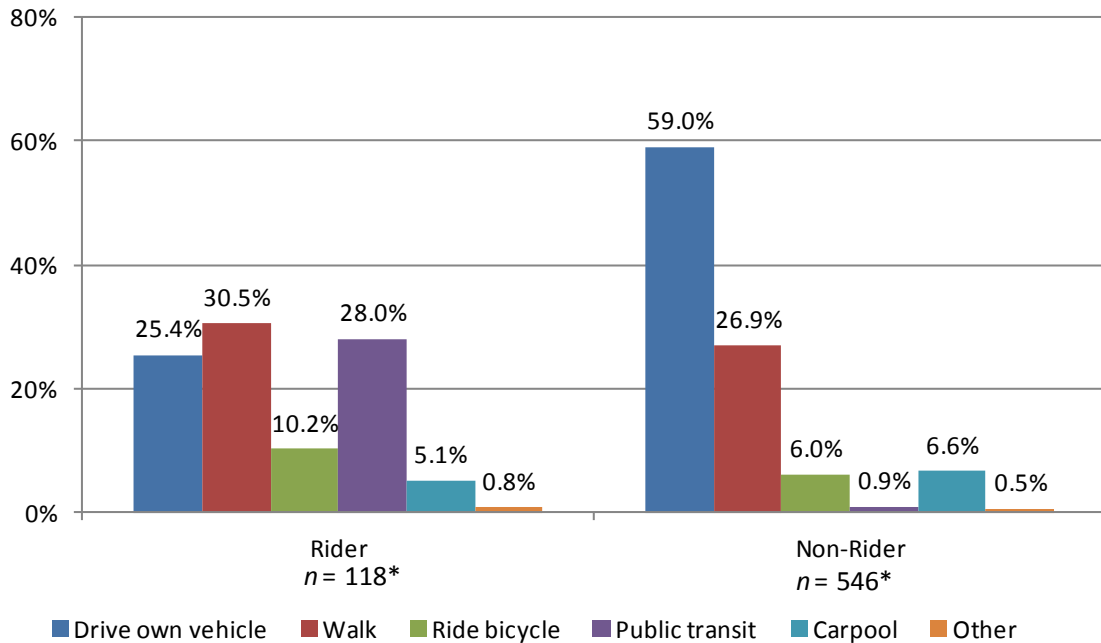


Question 10: What are your two most common methods of travel in and around Exeter?

Respondents were asked to indicate, in no particular order, the two transportation modes they use most often when traveling within Exeter. Most non-riders (59 percent) reported “driving” as one of their two most common modes of travel, while more than 26 percent included “walk” and 6 percent “carpool.”

Reported transportation modes among riders were quite different. Only 28 percent indicated public transit as one of their top choices. Alternatively, more than 30 percent stated walking as their primary travel mode and over 25 percent selected “drive own vehicle.” In total, 72 percent of all respondents cited other options as their most common method of travel. When paired with 59 percent of non-riders citing “driving their own vehicles” as their preferred travel method, we recommend the City employ strategies aimed at attracting “choice riders” in order to increase ridership and fare revenue.

Exhibit 3.5.13 Most Common Methods of Travel

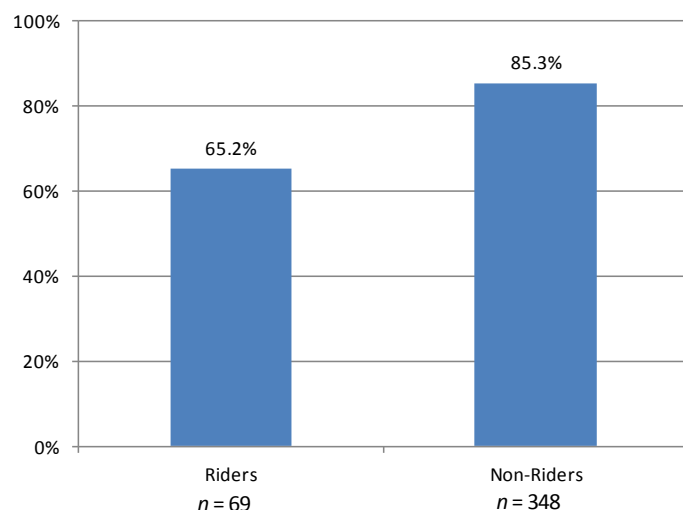


*Multiple answers allowed

Question 11: Do you have access to the internet at your home?

A strong internet presence helps transit providers communicate the most up-to-date service information to their customers. Approximately 85 percent of non-riders reported having internet available in their home, while only 65 percent indicated having such access. While fewer riders have internet access than non-riders, printed transit media effectively provides web links to direct riders to GoTulareCounty.com and other resources.

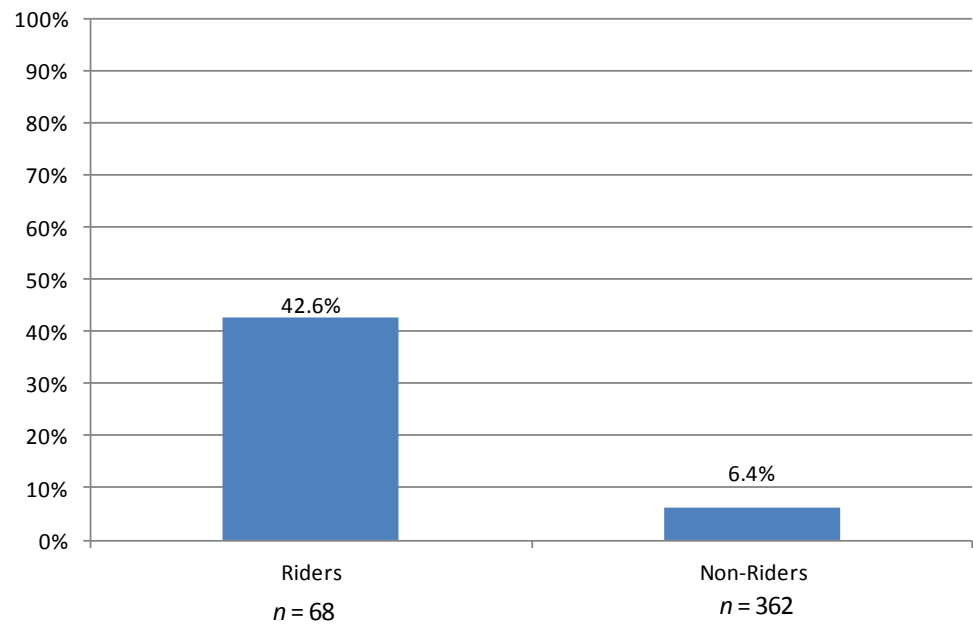
Exhibit 3.5.14 Internet Access



Question 12: Have you visited the Visalia Transit or GoTulareCounty, or Exeter Dial-A-Ride website within the past 90 days?

Only six percent of non-riders reported visiting the Visalia Transit, GoTulareCounty, or Exeter Dial-A-Ride websites within the last 90 days, while approximately 43 percent of riders visited one of the sites. This finding is not particularly surprising given the majority of non-riders likely do not have a reason to visit these websites as they do not regularly use transit services. However, given the generally higher rate of home internet access among non-riders, these websites serve as a valuable access point for “potential” riders, or individuals who may want to use public transit, but need more information in order to do so.

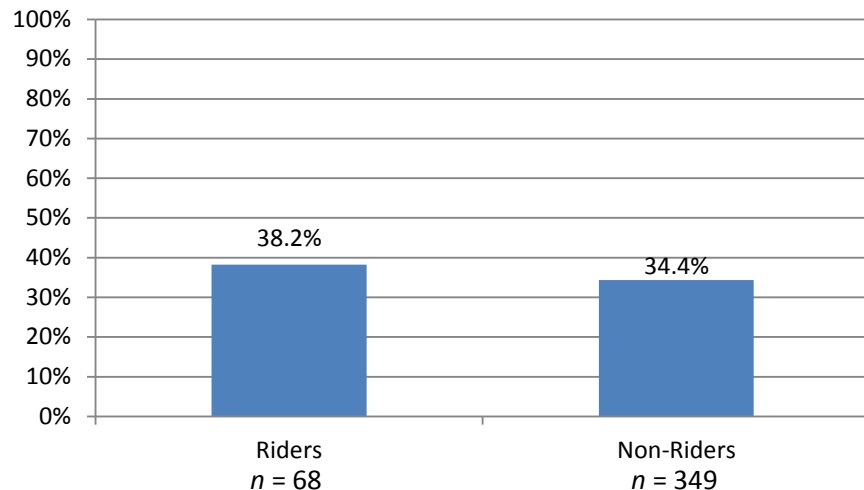
Exhibit 3.5.15 Transit Website Visitation



Question 13: Have you seen any advertising for Visalia Transit or Exeter Dial-A-Ride within the past 90 days?

Slightly more than 34 percent of non-riders reported seeing Visalia Transit or Exeter Dial-A-Ride advertising within the past 90 days, while over 38 percent of riders stated they had seen such advertising. Both riders and non-riders reported seeing advertising primarily on transit vehicles, though five reported seeing fliers and three indicated having seen ads in the newspaper.

Exhibit 3.5.16 Viewed Transit Advertising



Question 14: If your typical/normal method of travel was not available, would you consider riding Visalia Transit or Exeter Dial-A-Ride?

Most non-riders (75 percent) indicated they would consider using Visalia Transit or Exeter Dial-A-Ride services if their typical mode(s) of travel was not available. The significant number of respondents indicating their willingness to use Visalia Transit or Exeter Dial-A-Ride is a notable finding as it suggests these services are viewed as viable travel alternatives.

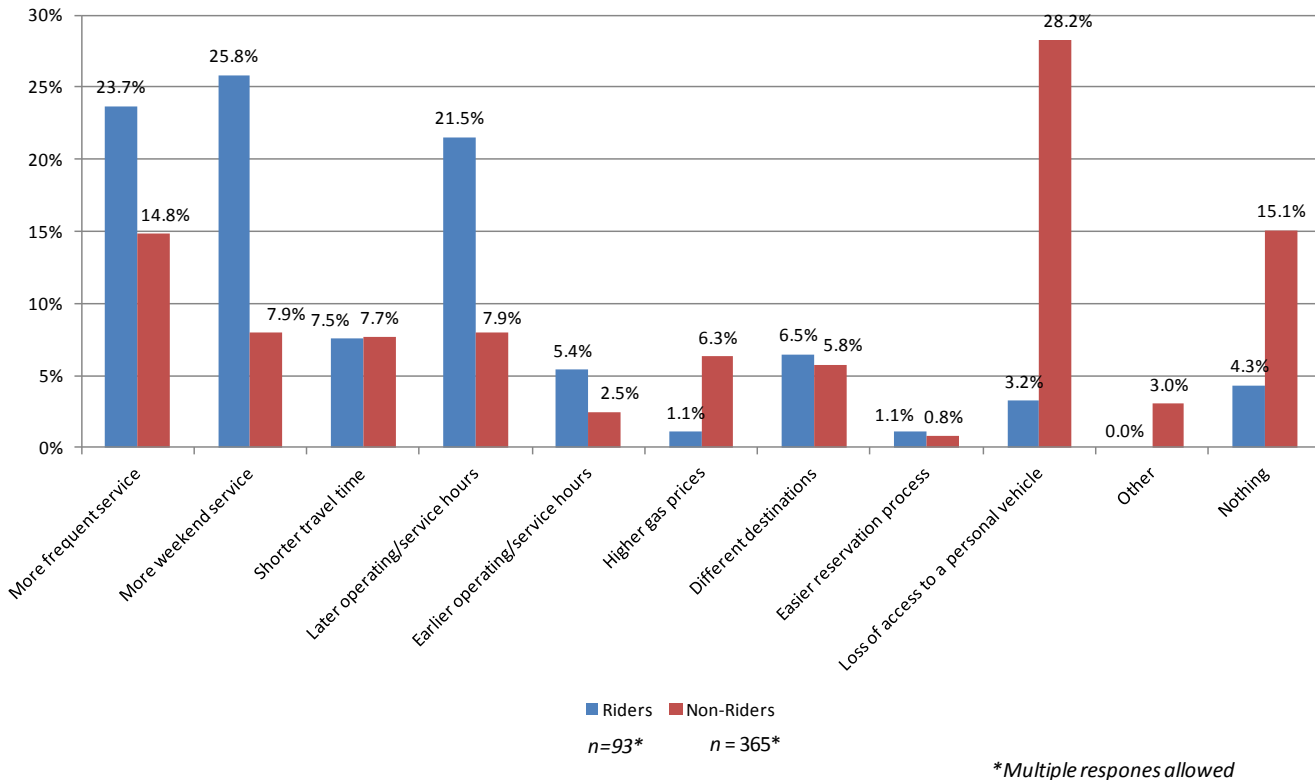
Question 15: What change, if any, could cause you to ride Visalia Transit or Exeter Dial-A-Ride? (select up to 2)

“More frequent service” was cited by the greatest share of non-riders (26 percent) as being a service change that would encourage them to begin using Visalia Transit or Exeter Dial-A-Ride services. However, frequency is an improvement limited to fixed-route services. The next most common response was evenly divided between “later operating service hours” and “more weekend service” at (7.9 percent). Both of these responses relate to Exeter Dial-A-Ride which operates limited weekday hours and does not operate on the weekend.

For the purpose of analysis, we interpret rider’s answers not so much as what improvements would cause them to *begin* using transit services, but rather what would get them to use these services *more*. The largest share of riders (25.8 percent) indicated “more weekend service” as the improvement that

would most encourage them to increase their use of local transit services. Following more weekend service, 23.7 percent of riders desired increased service frequency.

Exhibit 3.5.17 Preferred Service Enhancement

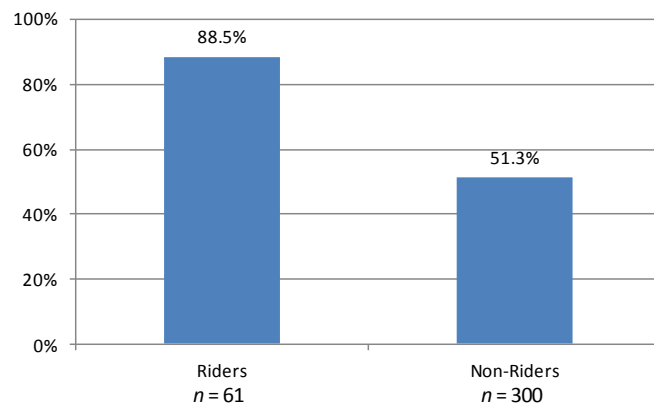


“More weekend service” and “later operating hours” were common responses between both riders and non-riders, suggesting either of these improvements would attract new riders while also encouraging current customers to ride more frequently.

Question 16: If your employer offered discounted transit passes, would you consider using transit more often?

As with Question 15, we assessed rider responses in terms of whether a discount pass program would cause them to use local transit services *more*, rather than whether it would cause them to *begin* using the services. More than half of non-riders and over 88 percent of riders indicated they would begin using public transit if their employer offered discounted passes. Although the amount of the discount was not specified, this high rate of positive responses suggests that an employer-sponsored transit incentive program could be an effective means of increasing ridership.

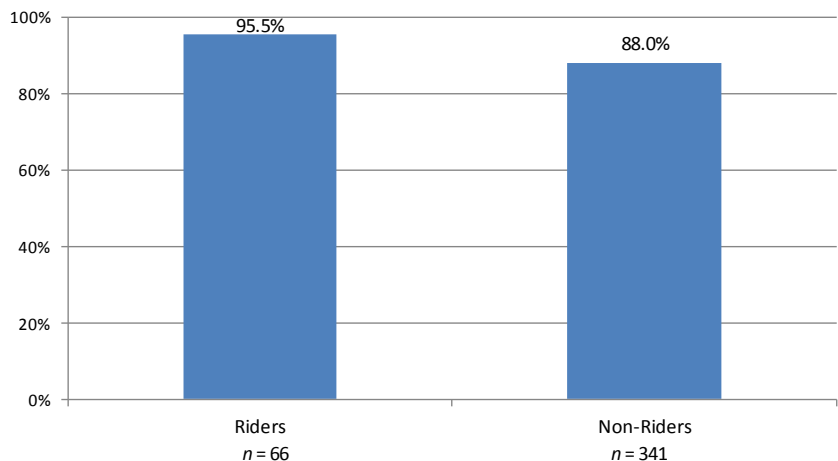
Exhibit 3.5.18 Impact of Employer Subsidy



Question 17: Do you believe public transit plays an important role in your community's quality of life?

Nearly all respondents (96 percent of riders and 88 percent of non-riders) believe transit plays a significant role in their community's quality of life. This strong positive correlation indicates there is support for continued transit service in Exeter even among persons who do not use the service. The high positive response among non-riders could be connected to their responses to Question 14, which suggest that non-riders view Visalia Transit and Exeter Dial-A-Ride as valued travel alternatives in the event their typical mode of travel was not available.

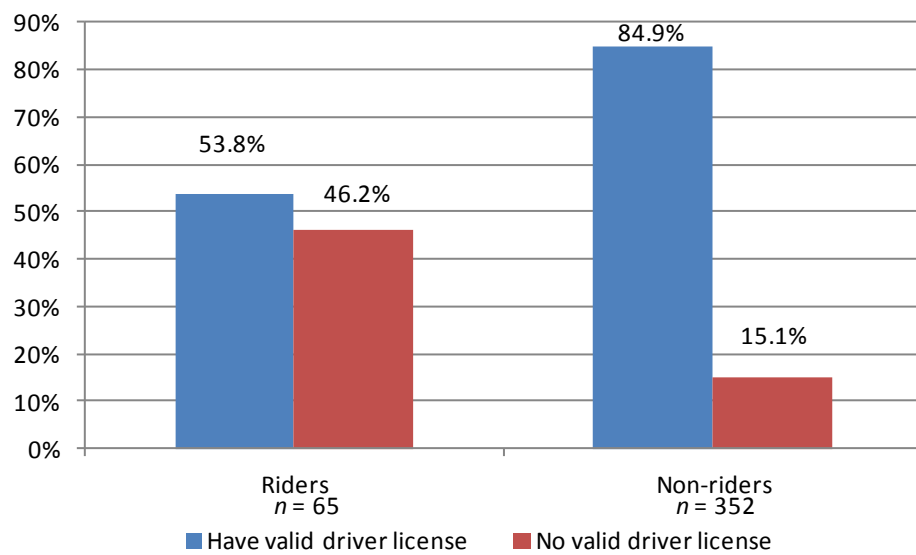
Exhibit 3.5.19 Believe Transit Plays an Important Role in Community Quality of Life



Question 18: Do you have a valid driver license?

More than 84 percent of non-riders reported having a valid driver license. This is in line with non-riders' responses to Question 10, wherein 59 percent of non-riders stated that driving was one of their primary modes of travel within Exeter. Alternatively, fewer than 54 percent of riders reported having a valid driver license.

Exhibit 3.5.20 Valid Driver License

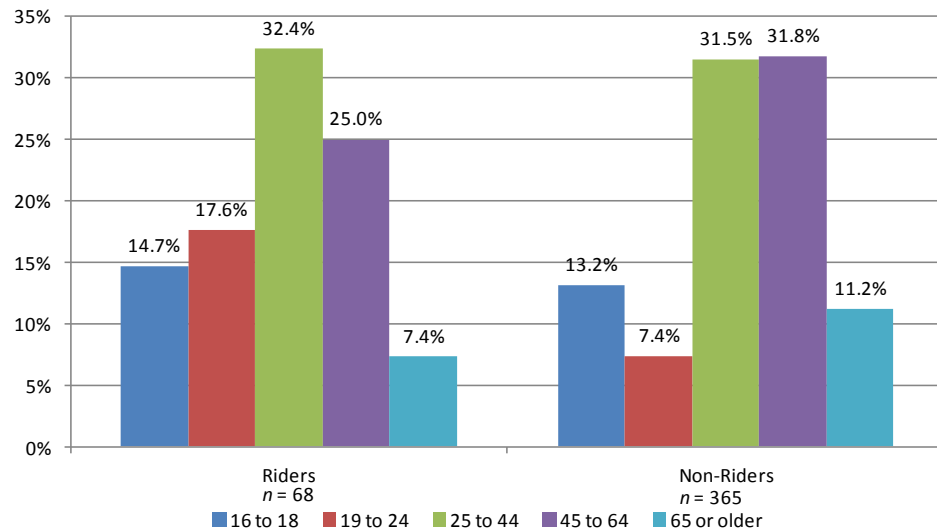


Demographics

Question 19: What is your age?

Age profiles of non-riders and riders are similar as seen in Exhibit X.22. However, it should be noted that on average, riders tended to be younger than non-riders. However, the percentage of 19 to 24 year olds is lower than found in our onboard survey results (29 percent). This can likely be attributed to the fact that riders surveyed in the community survey include both fixed-route and Dial-A-Ride users, whereas the onboard survey only includes fixed-route users which tend to have an overall lower average age.

Exhibit 3.5.21 Age



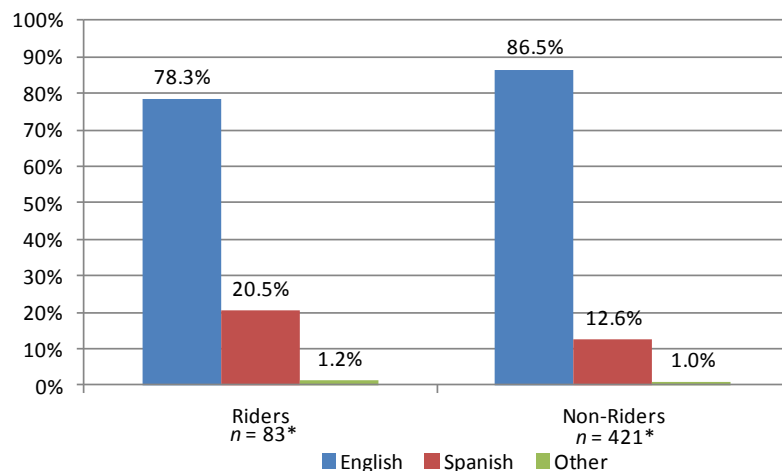
Question 20: What is your gender?

Sixty-seven percent of riders and 56 percent of non-riders self-identified as “female,” while according to the 2012 Census, females comprise 47.6 percent of Exeter’s overall population. The disproportionately high number of females among the rider population is contrary to our onboard survey findings, which showed approximately 49 percent of riders to be female. The high proportion of females suggests they may be over-represented in the sample. A modest number of respondents (2.9 percent of riders and 1.6 percent of non-riders) declined to respond to this question.

Question 21: Please indicate which languages are spoken in your home (select all that apply).

Most riders (78 percent) reported speaking English in their home, while approximately 20 percent reported speaking Spanish and one percent reported speaking some other language (French). A greater share of non-riders (87 percent) spoke English, while only 13 percent spoke Spanish, suggesting Visalia Transit or Exeter Dial-A-Ride customers are more likely to speak Spanish than non-riders.

Exhibit 3.5.22 Home Language

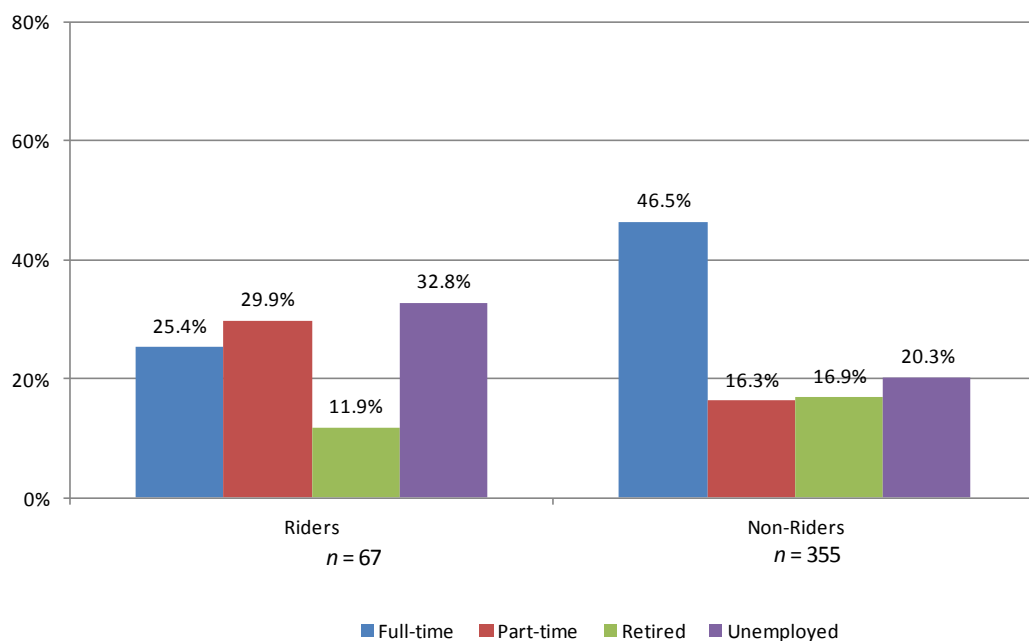


*Multiple answers allowed

Question 22: Are you employed?

Employment rates varied between riders and non-riders, with 62 percent of non-riders and 55 percent of riders being employed at least part-time. Riders were nearly twice as likely as non-riders to be employed full-time (47 percent for riders versus 25 percent for non-riders). While employment status of riders is in line with the results of our onboard survey, there is one notable difference. Our community survey revealed more riders were employed full-time and fewer cited being unemployed as compared to the onboard survey. This might likely be explained by the greater number of students surveyed in the onboard instrument than in the community sample. Students (particularly full-time students) are less likely to be employed full-time and are therefore more likely to identify themselves as unemployed. Those respondents citing their status as “unemployed” may also include homemakers, as well as those seeking employment.

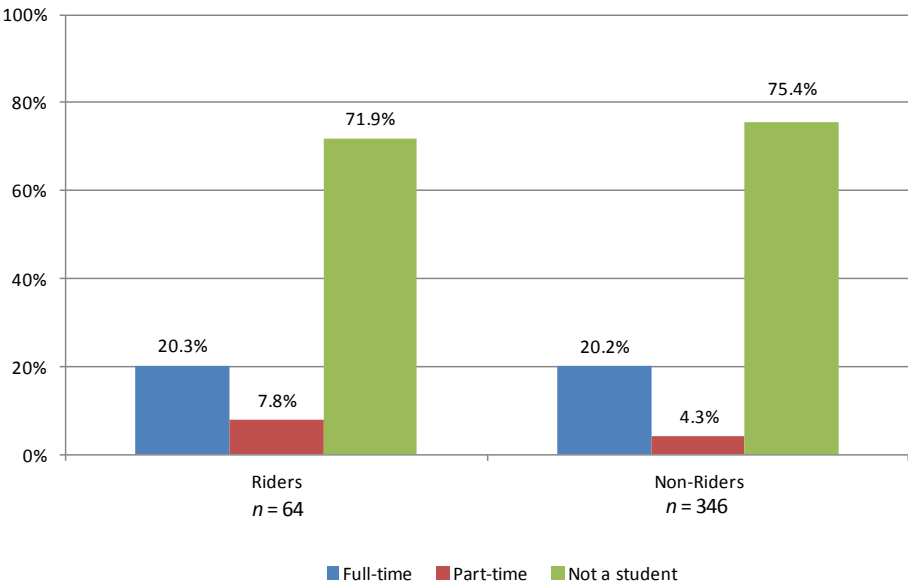
Exhibit 3.5.23 Employment Status



Question 23: Are you a student?

There is little variation between the student status of riders versus non-riders. The only deviation between responses occurs in the part-time classification wherein 7.8 percent of riders indicated being part-time students as compared to the 4.3 percent of non-riders.

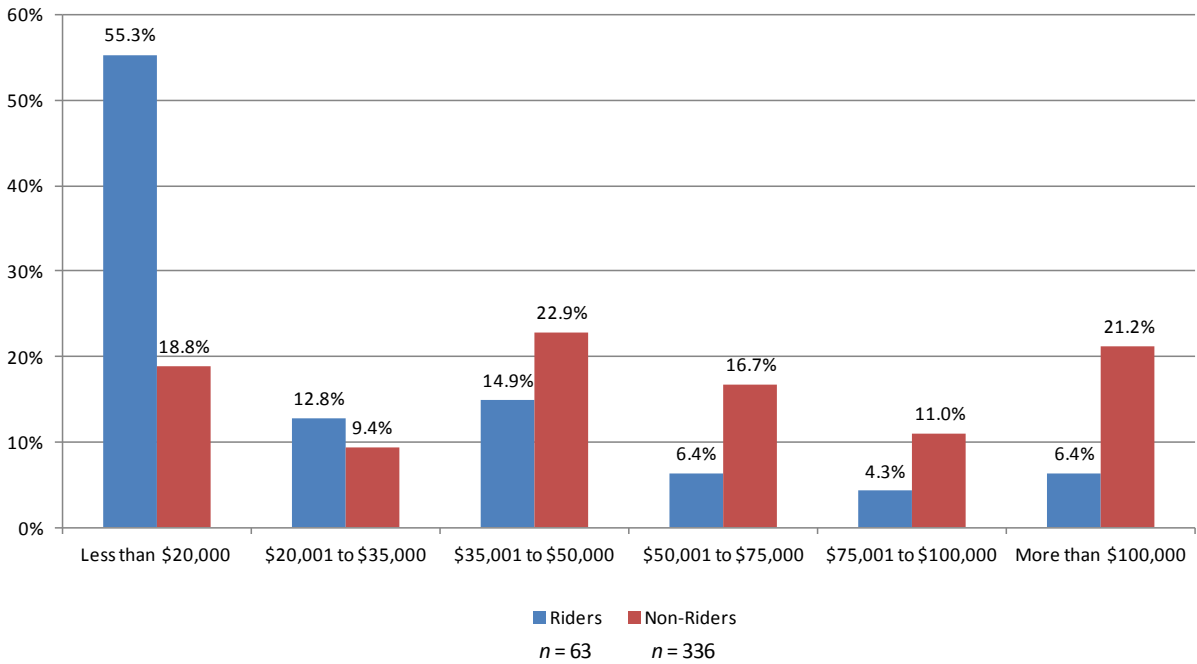
Exhibit 3.5.24 Student Status



Question 24: What is your approximate annual household income?

Riders were significantly more likely to have an income lower than non-riders, with over 55 percent living in a household earning less than \$20,000 annually. In comparison, only 19 percent of non-riders reported living in a household earning less than \$20,000 annually. This is similar to the onboard survey findings wherein 50 percent of riders indicated a household income of less than \$20,000.

Exhibit 3.5.25 Annual Household Income



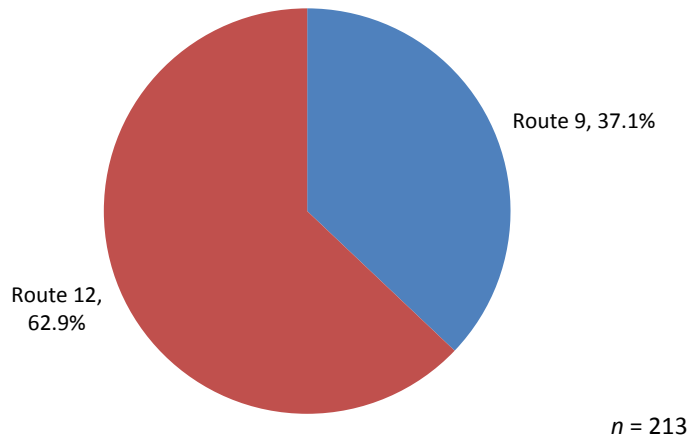
3.6 VISALIA TRANSIT (ROUTES 9 AND 12) CUSTOMER SURVEY

Onboard surveys provide insight regarding transit rider perspectives of a particular service and can help shape future service enhancements. To garner feedback from Visalia Transit riders, surveys were distributed onboard Visalia Transit Route 9 and 12 buses between October 9 and October 12, 2013. The survey was made available in English and Spanish and conducted by a survey team comprised of bilingual (English/Spanish) surveyors. In total, 213 responses were collected during fielding.

Question 1: What route(s) are you taking on this trip?

Visalia Transit Routes 9 and 12 each serve Exeter. Route 9 links Exeter with the Visalia Transit Center, while Route 12 serves large retail centers in southern Visalia. Exhibit 3.6.1 shows the ridership breakdown between survey respondents. Riders on Route 12 accounted for more than 62 percent of the total survey responses, whereas 37 percent were collected on Route 9. The difference in ridership is likely a result of fielding efforts in that nine trips were surveyed on Route 9, whereas 14 trips were surveyed on Route 12.

Exhibit 3.6.1 Route Usage



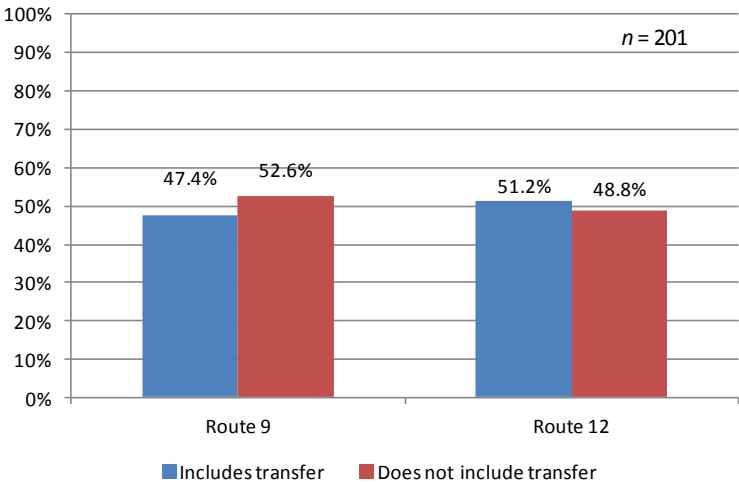
Question 2: Where did you board the bus today (bus stop)? and Question 3: Where will you get off the bus today (bus stop)?

Given the significant diversity of responses received, Moore & Associates did not tabulate specific origin-destination pairings. In lieu of these data, our ride check profiles (Exhibits 3.3.6 and 3.3.7) provide a snapshot of how riders are using Visalia Transit services and which stops experience the greatest use.

Question 4: Does this trip include a transfer?

The division between respondents indicating their trip included a transfer and those whose trip did not was negligible, 50.7 and 49.3 percent respectively. A lower percentage of riders who completed the survey on Route 9 (which serves the Visalia Transit Center) indicated their trip included a transfer versus those on Route 12. This is interesting as Route 12 only provides connections with two other routes, whereas Route 9 connects with every Visalia Transit line.

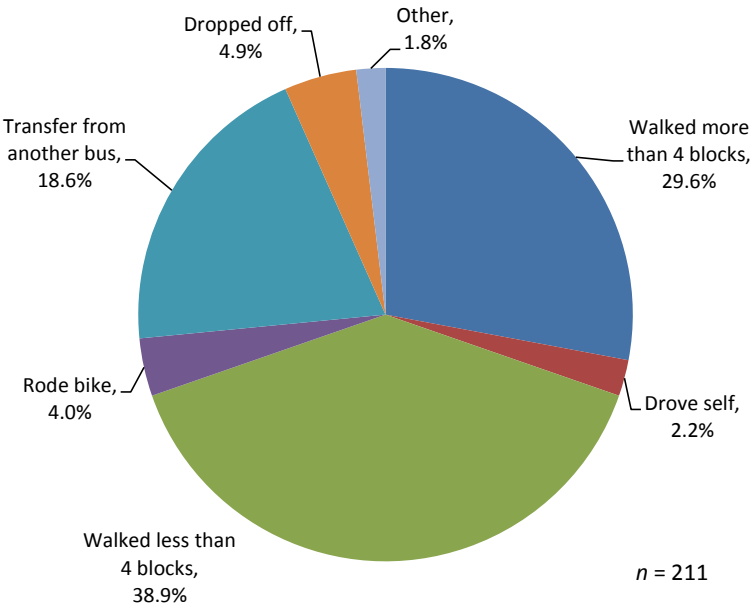
Exhibit 3.6.2 Incidence of Transfer



Question 5: How did you get to the bus stop today?

Approximately 68 percent of surveyed riders indicated accessing their initial bus stop on foot, with 39 percent walking less than four blocks from their point of origin. Nearly 19 percent cited transferring from another bus.

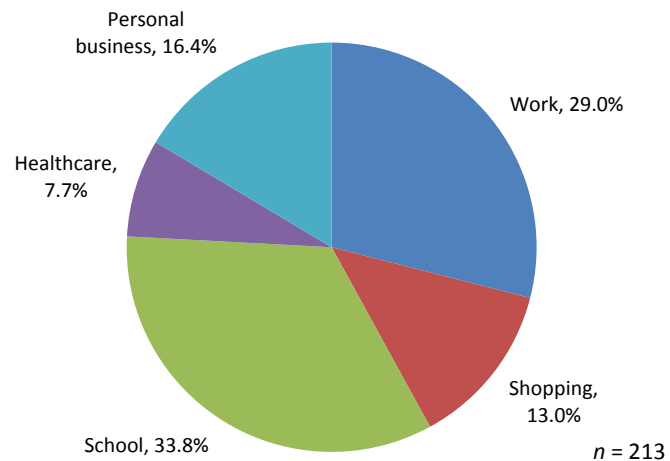
Exhibit 3.6.3 Access to Bus Stop



Question 6: What is the primary purpose for today's trip?

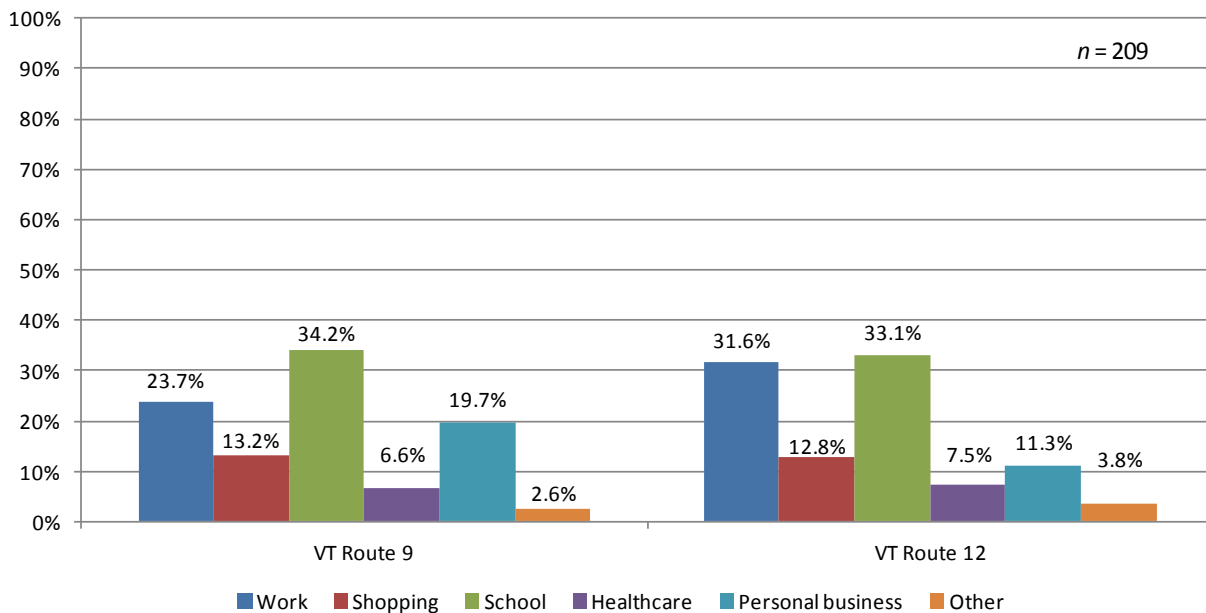
"Traveling to or from school" was the single most common trip purpose, cited by more than 33 percent of survey respondents followed closely by "work-related" trips at 29 percent. Responses which were initially recorded as "other" for a trip purpose were reviewed and in fact fit into the categories shown below.

Exhibit 3.6.4 Trip Purpose



The data cross-tabulation in Exhibit 3.6.5 illustrates trip purposes for each of the two routes. While both routes exhibit similar trip purposes, Route 9 had fewer work-related trips and more trips categorized as "personal business."

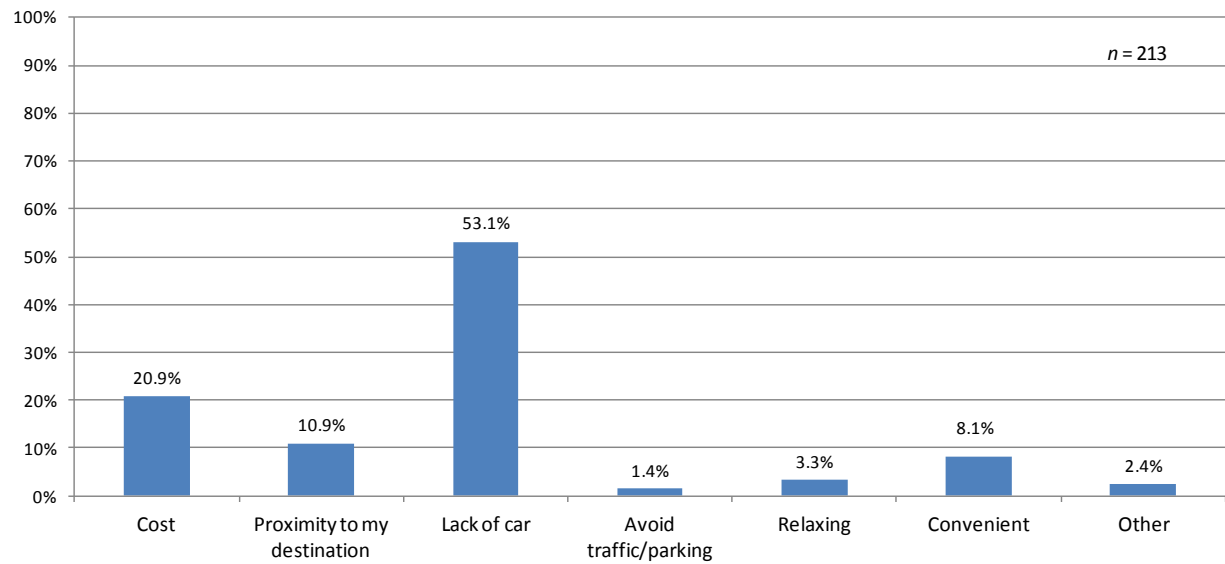
Exhibit 3.6.5 Trip Purpose by Route



Question 7: Why did you choose Visalia Transit for this trip?

More than 53 percent of surveyed riders indicated they used Visalia Transit fixed-route services because they don't have access to a personal vehicle. This significant number suggests a high degree of transit dependence among Visalia Transit riders. The second most common response was "cost," which underscores the importance of Visalia Transit as an affordable travel alternative.

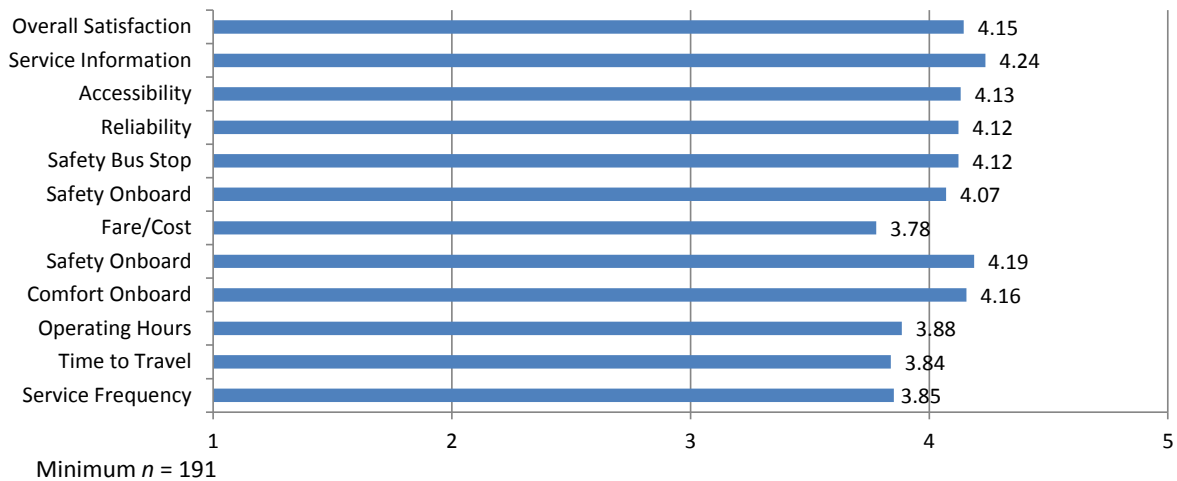
Exhibit 3.6.6 Transit Motivation



Question 8: On a scale of 1-5 (where 1=poor and 5=excellent), rate the following service attributes...

The ratings given in Exhibit 3.6.7³ reflect an averaging of scores that riders gave to various attributes of the Visalia Transit fixed-route service. As the exhibit shows, overall, riders gave fairly high marks on all service attributes. While there was not much variation in scoring across the different service attributes, “service information” had the highest rating. Interestingly, “fare/cost” had the lowest rating, which is contrary to the findings in Question 7. This may be explained by the number of students riding the surveyed trips who receive discounted passes versus general public who are required to pay full fare.

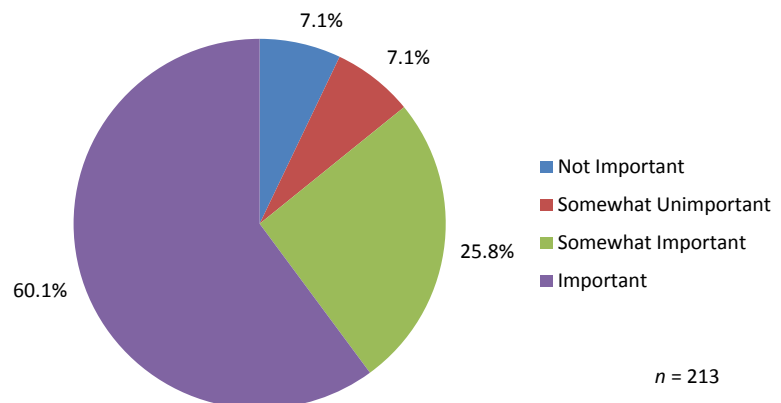
Exhibit 3.6.7 Service Attribute Rating



Question 9: On a scale of 1-4 (where 1=not important and 4=very important), how important is cost (the fare you pay) in making your decision to ride Visalia Transit?

In line with our findings in Questions 7 and 8, in which we discovered fare/cost to be a recurring point of interest for Visalia Transit riders, more than 60 percent of surveyed riders reported cost as a “very important” factor in their decision to use Visalia Transit.

Exhibit 3.6.8 Cost as a Motivator/Barrier

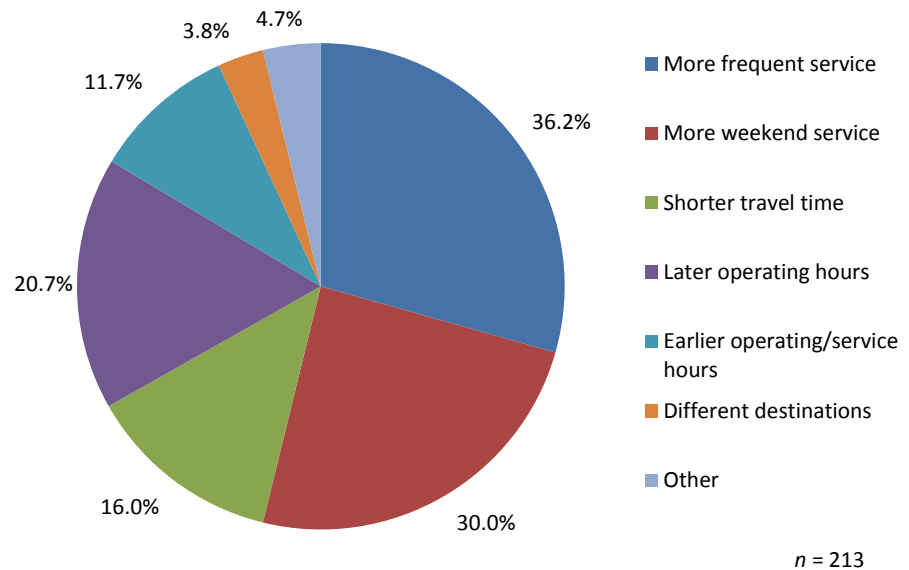


³ The “Minimum n” in Exhibit 3.6.8 is used because not all respondents rated all service attributes. For example, 200 respondents rated overall satisfaction, while only 191 rated operating hours.

Question 10: What do you believe is the most important potential service enhancement?

“More frequent service” was the most requested service improvement among surveyed riders, with 36 percent listing it as their preferred enhancement. Other popular service enhancements included “more weekend service” (30 percent) and “later operating hours” (20 percent). These findings mirror those discussed in the community survey.

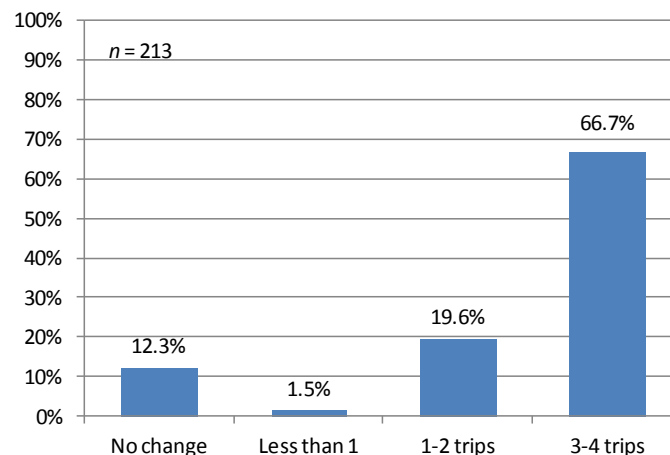
Exhibit 3.6.9 Preferred Service Enhancement



Question 11: How many additional trips would you make each week if the improvement you cited in Question 10 was made?

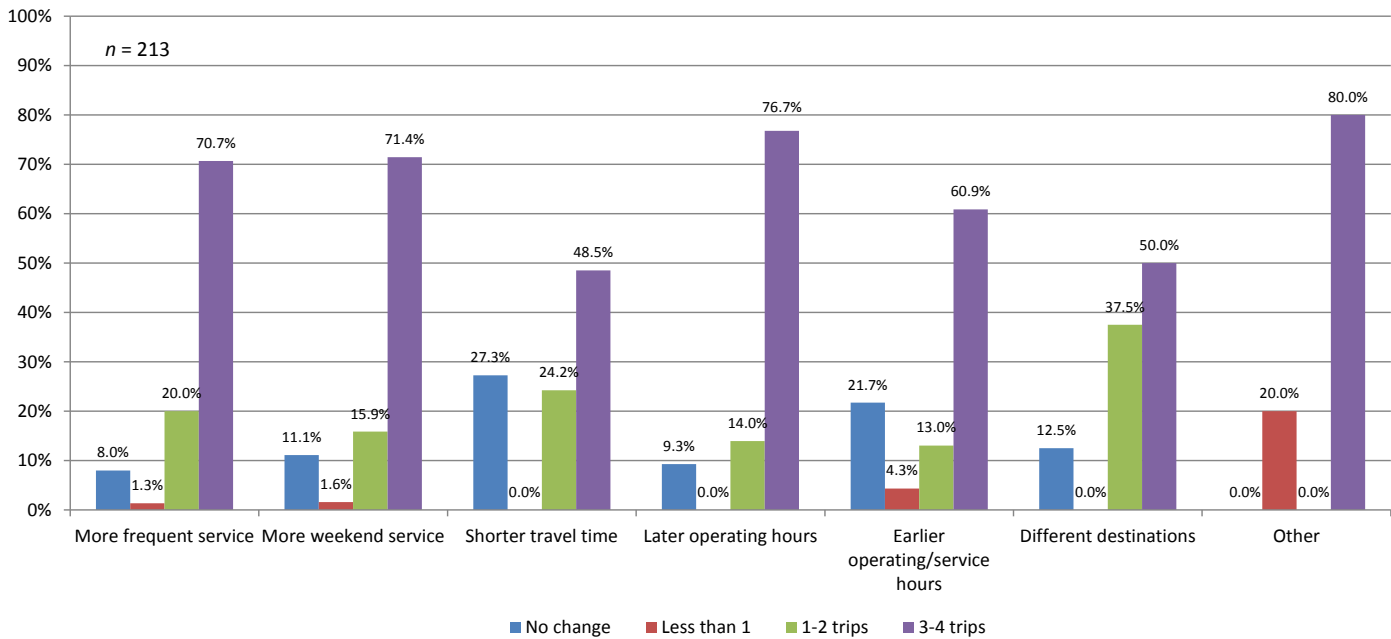
More than 66 percent of surveyed riders indicated they would make three to four additional trips per week if their preferred enhancement was implemented. While those indicating increased ridership of three to four trips per week is the largest category by far, there is an overall positive relationship between implantation of respondents’ service enhancements and their increased use of public transit.

Exhibit 3.6.10 Impact on Transit Use



The number of additional trips a respondent indicated he/she would make is not necessarily dependent upon the preferred improvement. As Exhibit 3.6.11 shows, each of the seven service improvements listed in Question 10 represents improvements which would cause riders to increase use of public transit by three to four trips. However, it should be noted that the top three improvements from Question 10 constitute the majority of the “three to four” trips category.

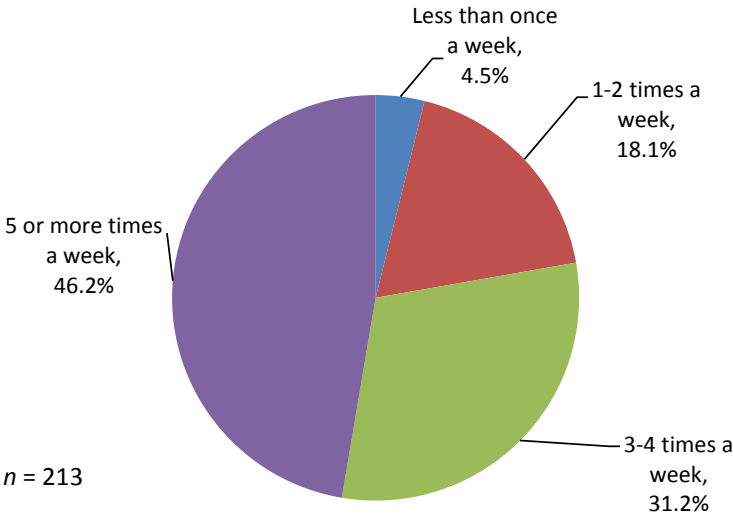
Exhibit 3.6.11 Service Improvements Impact on Use



Question 12: How often do you ride Visalia Transit?

Most survey participants can be termed as frequent riders, with 77 percent riding at least three times a week and 46 percent doing so five or more times per week. This high transit use is not surprising given more than 53 percent of those riders surveyed indicated not having access to a personal vehicle in Question 7.

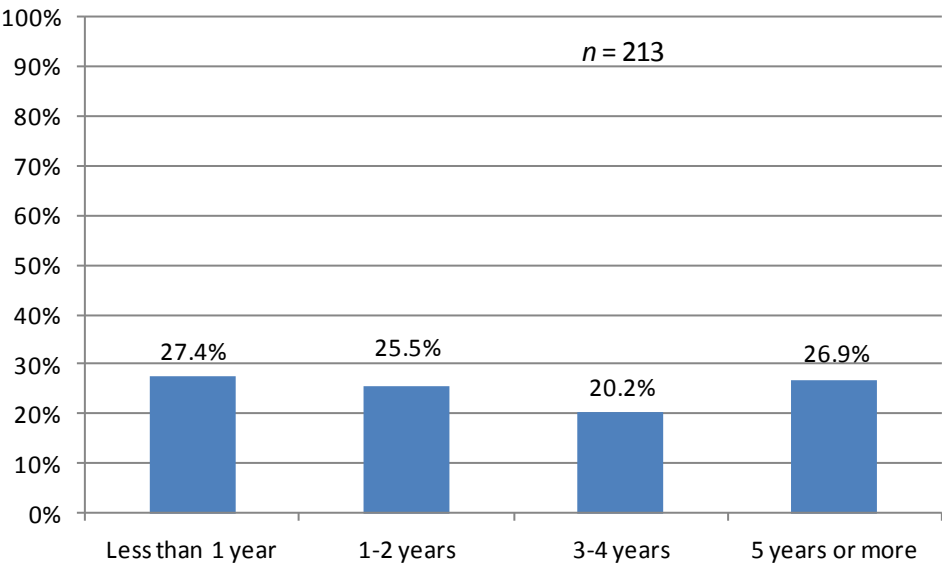
Exhibit 3.6.12 Frequency of Usage



Question 13: How long have you been a Visalia Transit customer?

Respondents were evenly distributed across all four defined “periods of ridership” which suggests Visalia Transit not only attracts new riders, but also retains them for an appreciable period.

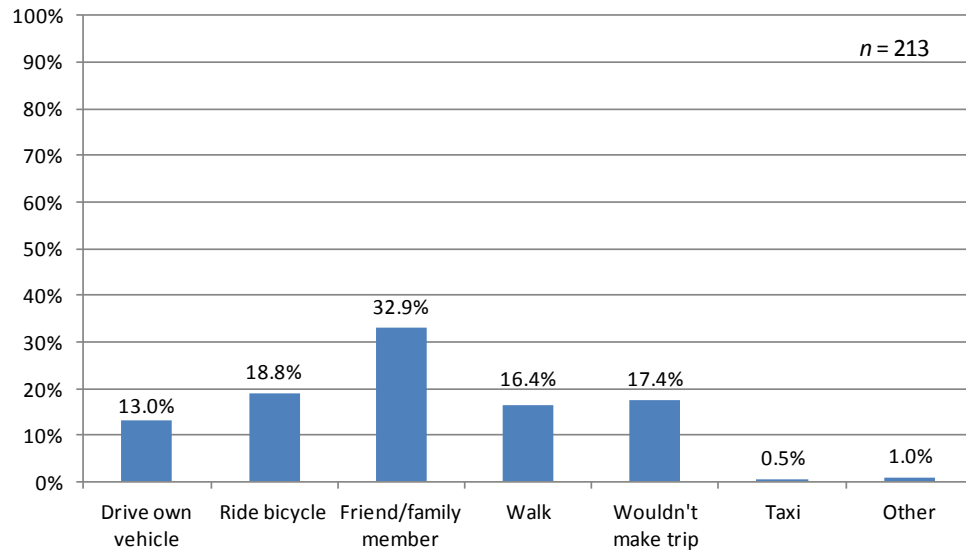
Exhibit 3.6.13 Length of Patronage



Question 14: How would you travel if Visalia Transit was not available?

Exhibit 3.6.14 underscores the important role Visalia Transit plays in a rider's ability to address his/her daily mobility needs. Nearly one-third of all respondents reported they would ride with a friend or family member, which is often a less reliable option than transit, while another seventeen percent indicated they simply would not have made the surveyed trip. Only thirteen percent said they would drive their own vehicle, further underscoring Visalia Transit's ridership is comprised primarily of transit-dependent persons.

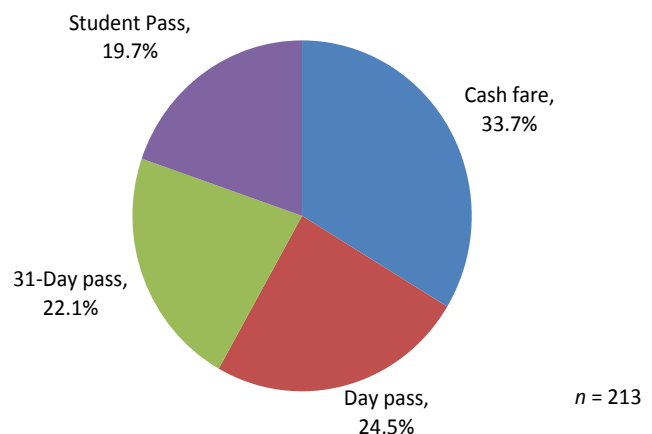
Exhibit 3.6.14 Alternatives to Visalia Transit



Question 15: How do you typically pay for your Visalia Transit trip?

Thirty-three percent of surveyed riders reported cash as their most common form of fare payment. Riders using Student, Day, and 31-Day passes are divided relatively evenly among the survey sample. This distribution aligns with findings from Question 12 in that the frequency of ridership varies, therefore method of fare payment will vary as well. In other words, many riders who use the service five or more times per week (46 percent as seen in Exhibit 3.6.12) are full-time workers and/or students. These individuals are most likely using Student Passes and 31-Day Passes which together account for nearly 42 percent of fare payments.

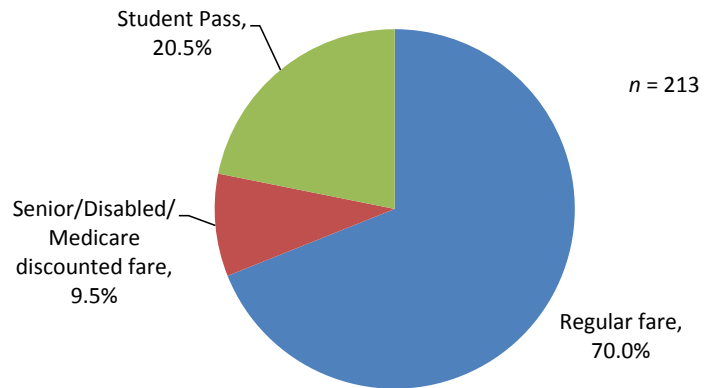
Exhibit 3.6.15 Typical Method of Fare Payment



Question 16: What fare category typically applies to you?

As one might expect given the findings to Question 15, more than 20 percent of surveyed riders reported using a student fare, nine percent paid a discounted (Senior/Medicare) fare, while the balance paid the regular fare.

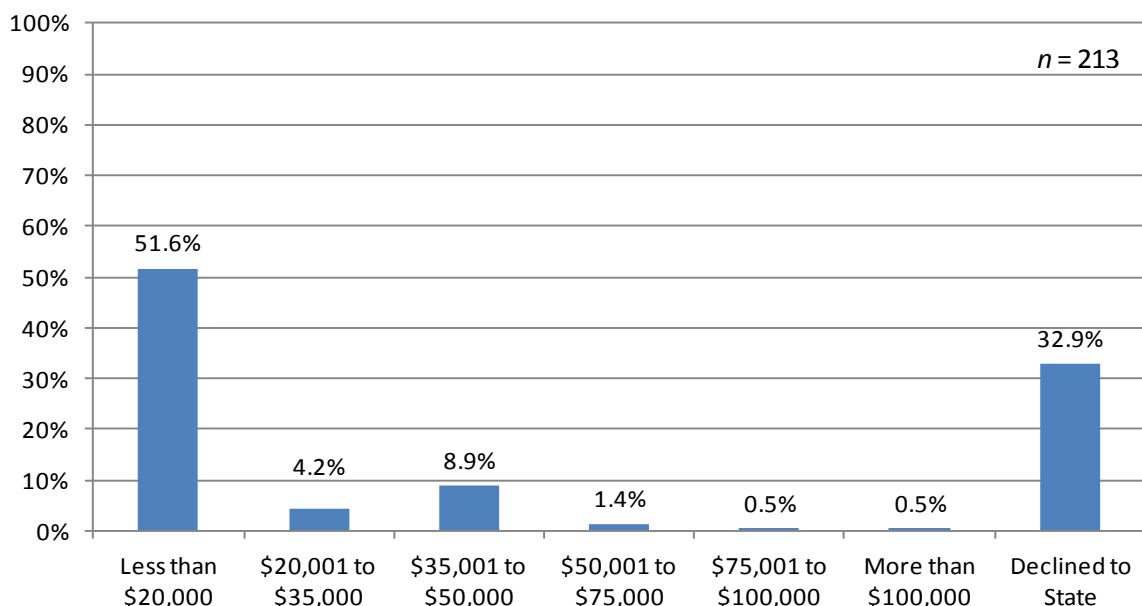
Exhibit 3.6.16 Typical Fare Category



Question 17: What is your approximate annual household income?

Slightly more than one-half of surveyed riders reported a household income of less than \$20,000 annually. This finding is in line with the community survey wherein 53 percent of riders indicated an annual household income of less than \$20,000. Comparing responses from Exeter residents who use Visalia Transit to survey responses provided by Exeter non-transit riders (as seen in Question 24 of the community survey) reveals Visalia Transit riders have significantly lower household incomes than Exeter's general population. However, due to the high percentage of individuals who chose not to answer this particular question, there is a significant statistical margin of error.

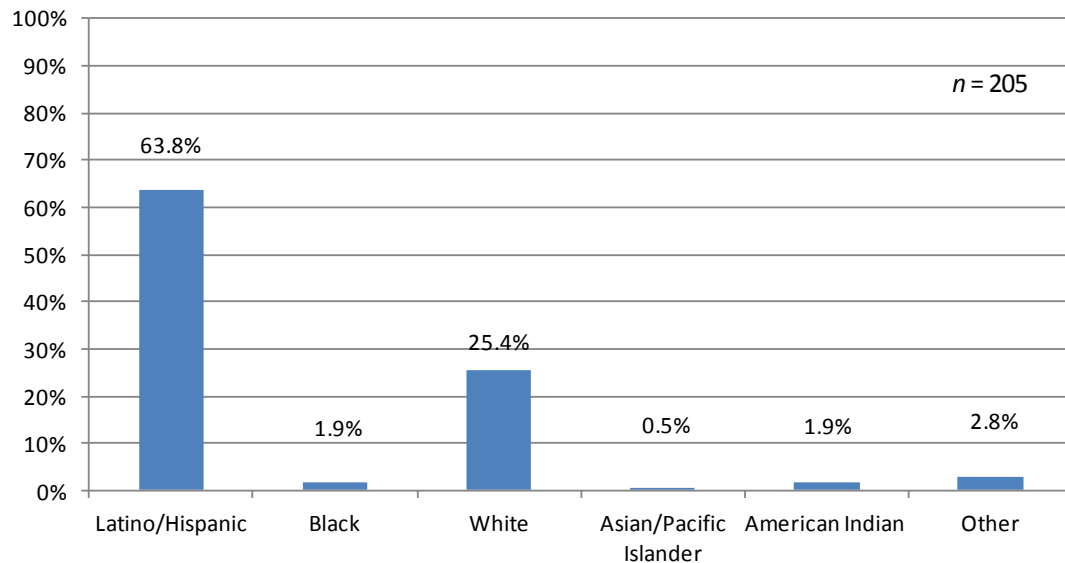
Exhibit 3.6.17 Annual Household Income



Question 18: Are you (select all races/ethnicities that apply):

Approximately 64 percent of surveyed riders identified themselves as Latino/Hispanic, which is supported by the prevalence of Spanish-speaking households noted in Question 19. However, the ethnic breakdown of surveyed riders is markedly different to those of Exeter as a whole, which Census 2012 reported to be 45 percent Latino and 86 percent white.

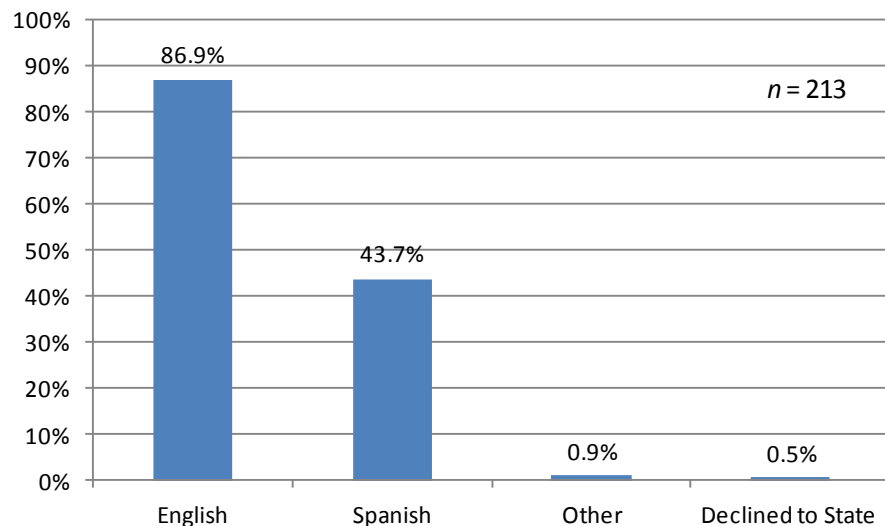
Exhibit 3.6.18 Race/Ethnicity



Question 19: Please indicate which languages are spoken in your home (select all that apply)

Nearly 87 percent of surveyed riders reported speaking English at home, while more than 43 percent reported speaking Spanish also. The data in Exhibit 3.6.19 add up to more than 100 percent as respondents were allowed to select more than one language. The findings to this question as well as Question 18 underscore the importance of providing transit service information in Spanish on an equal basis.

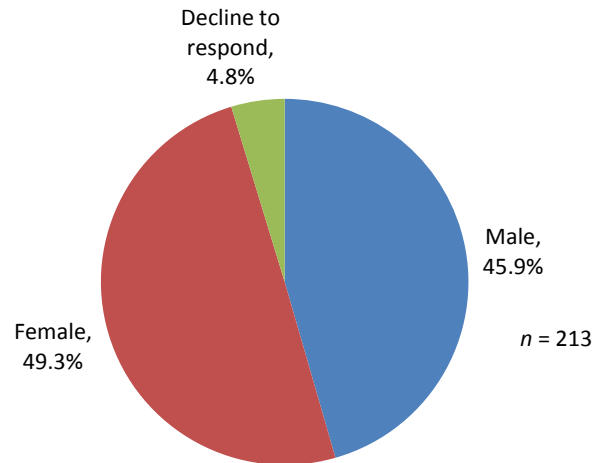
Exhibit 3.6.19 Language Spoken at Home



Question 20: What is your gender?

While nearly five percent of surveyed riders declined to respond to this question, we still note a fairly even split between female and male riders. This is contrary to the findings in the community survey in which 67 percent of riders were female. By comparison with the Exeter's total population (which Census 2012 estimated at 47 percent female and 52 percent male) both genders are accurately represented in this analysis given there is a potential +/- five percent variance.

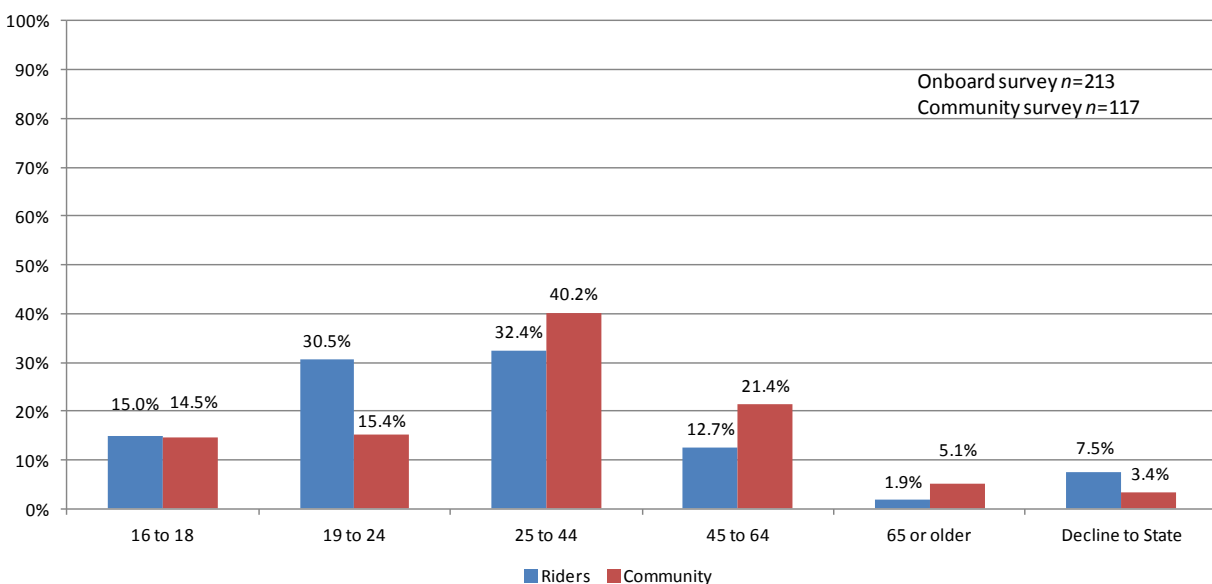
Exhibit 3.6.20 Gender



Question 21: What is your age?

As Exhibit 3.6.21 illustrates, surveyed riders appear to be slightly younger than the Exeter population as a whole (as revealed in the community survey), particularly within the 19 to 24 age category. This younger age distribution is likely due to the fact that nearly half of Visalia Transit surveyed riders were students.

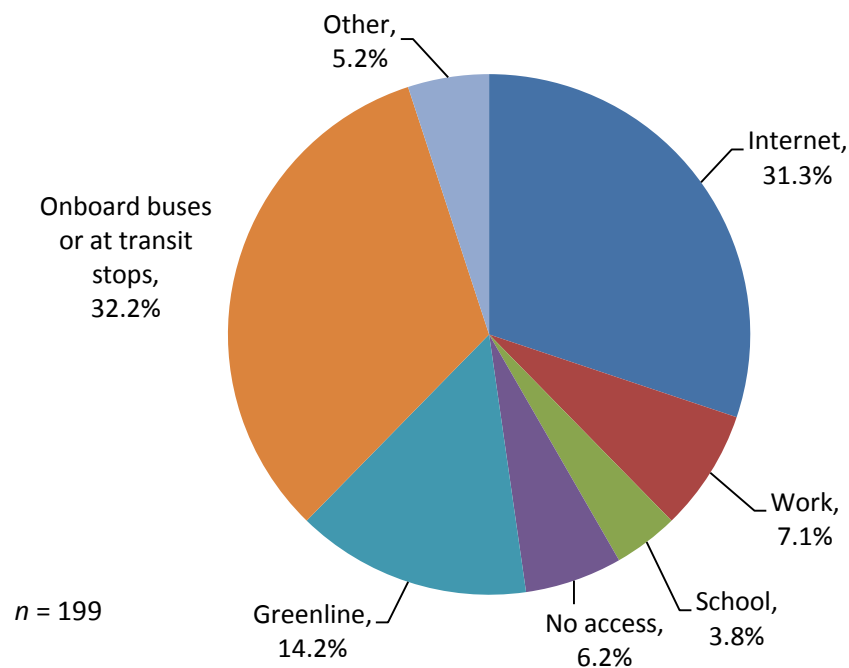
Exhibit 3.6.21 Age



Question 22: Where do you typically obtain information about Visalia Transit services?

The majority of respondents (32 percent) indicated getting transit information onboard buses or at nearby stops. Riders getting transit information onboard the vehicle are likely referring to information such as route brochures, service changes, and holiday schedules. The second-most commonly cited resource was the internet, which attracted 31 percent of responses. Fewer riders cited “no access” to Visalia Transit in the onboard survey (6 percent) than did in the community survey (ten percent). This is likely explained by the fact that onboard survey respondents reported riding the bus (the most common source of information) far more frequently than did community respondents (and therefore indicated having more access to transit information).

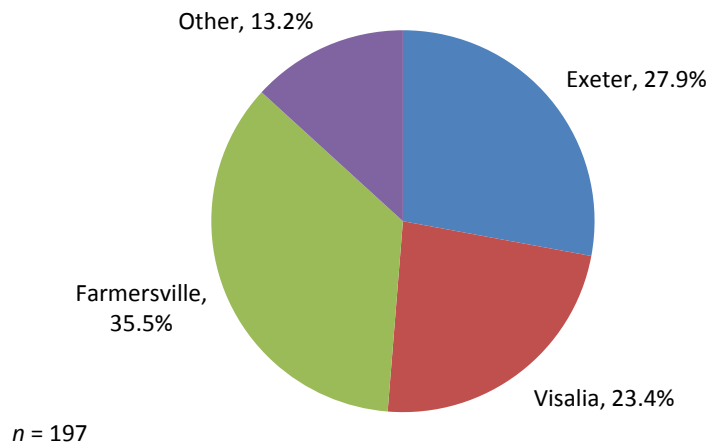
Exhibit 3.6.22 Source of Visalia Transit Service Information



Question 23: What is your home ZIP code?

Respondents' home ZIP codes were split between Farmersville (36 percent), Exeter (28 percent), and Visalia (23 percent) with the remainder being "other." Given both Farmersville and Exeter have significantly fewer residents than Visalia, Exhibit 3.6.23 suggests the majority of riders travel from these two cities into Visalia as part of their daily travel. These findings agree with the ridership trends found in the service evaluation which indicated a general flow from Exeter and Farmersville to Visalia. The remainder of respondents indicated "other" which included a variety of surrounding communities, none of which were outside of Tulare County.

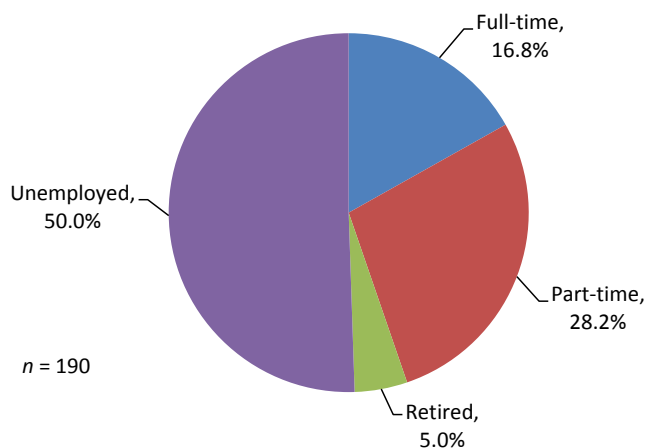
Exhibit 3.6.23 Home ZIP Code



Question 24: Are you employed?

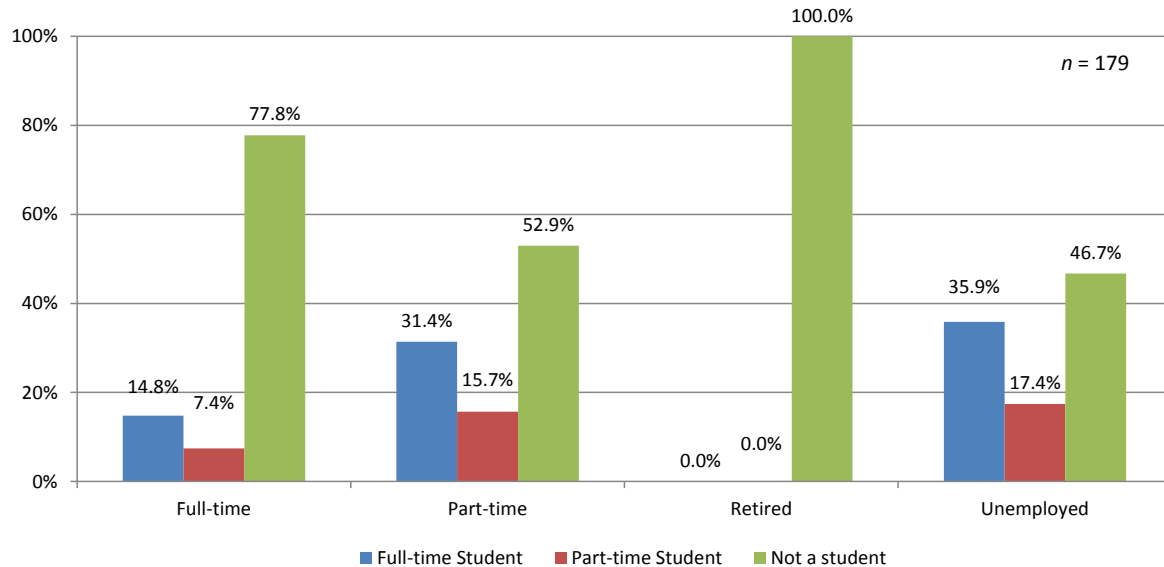
Forty-five percent of surveyed riders indicated being employed either part-time or full-time, while exactly half reported being unemployed. Unemployed individuals constitute a large percentage of responses as it includes students and homemakers. The balance of the respondents indicated being retired.

Exhibit 3.6.24 Employment Status



This significant incidence of unemployment stands in contrast to Census 2012 estimates which reported a 14-percent unemployment rate. However, a portion of this discrepancy can be explained by the number of school-age riders (who would not identify themselves as being employed in the traditional sense). More than half of the riders who reported being unemployed also indicated they were at least part-time students. While many students do not work, the Census does not consider these individuals unemployed unless they are actively seeking employment.

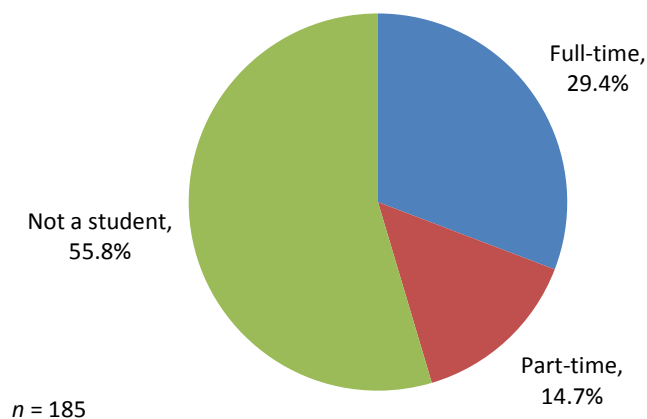
Exhibit 3.6.25 Employment Status vs. Student Status



Question 25: Are you a student?

On an aggregate basis, full-time and part-time students comprised 44 percent of surveyed riders. This relatively high proportion of students may be due to Visalia Transit's service to the College of the Sequoia's campus in Visalia, as well as Farmerville and Exeter high schools.

Exhibit 3.6.26 Student Status



3.7 STAKEHOLDER SURVEY

To garner feedback from Exeter community stakeholders, self-administered surveys were mailed to a City-approved list of community groups/organizations. Local stakeholders can often provide important insight into the needs of specific groups within a community. Stakeholders can also provide valuable information as to how an organization addresses the mobility needs of its clientele, and how public transit might better assist in meeting said needs. Approximately 46 stakeholder surveys were mailed out along with postage-paid return envelopes. These were followed by telephone calls in which stakeholders were reminded of the survey and given the opportunity to complete it over the phone.

The stakeholder survey was made available in English and Spanish, and resulted in a total of nine responses through the combination of methodologies.

The stakeholder survey provides a unique insight not only into the clientele of each group/organization, but also into the types of services each provides. Such services often include some form of transportation, such as the use of public school buses or adult day health care vans. Understanding the transportation options within a community helps to better serve residents, yet also ensures all available transportation options are effectively leveraged.

Question 1: What organization or clientele do you represent?

The first question acts as a qualifier, in order to identify the type of organization that has responded. Exhibit 3.7.1 below categorizes each of the surveyed organizations their primary focus/clientele. As seen below, responses were captured from a wide array of organizations, reflecting various interests within the community, with faith-based organizations constituting the largest portion of respondents.

Exhibit 3.7.1 Stakeholder Survey Respondents

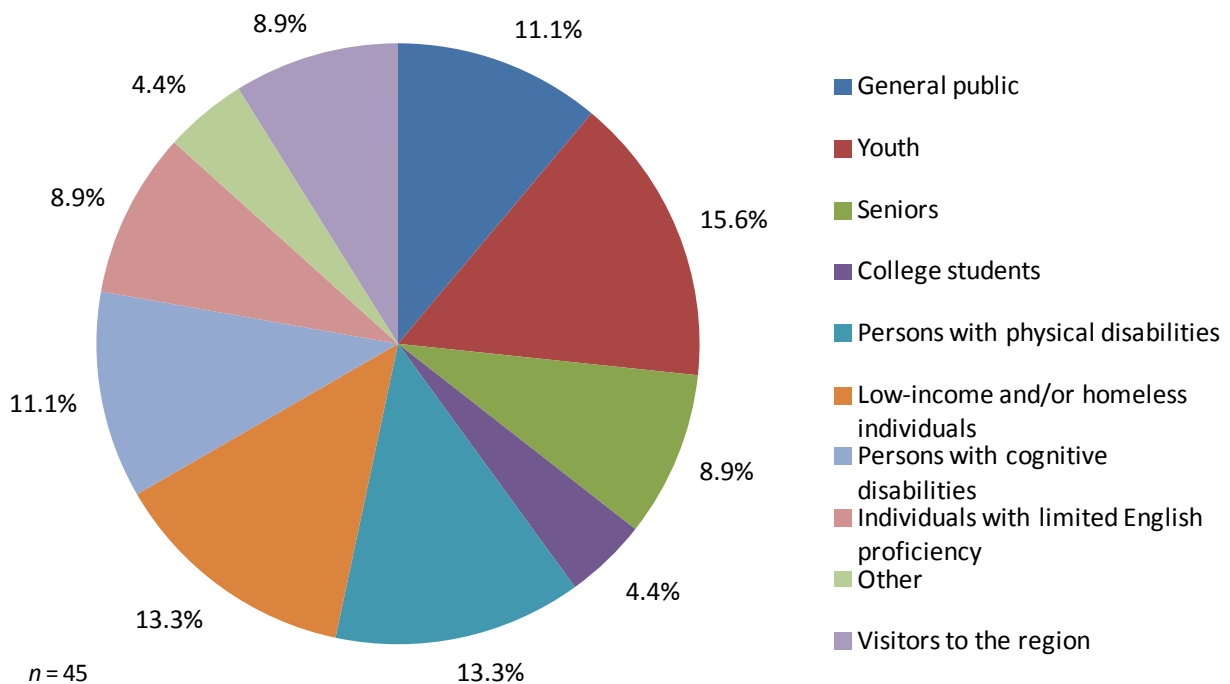
Organization	Type
Church of God	Faith-based
Courage to Change	Social Services
Exeter Church of the Nazarene	Faith-based
Exeter Unified School Districts	Education
Faith Tabernacle	Faith-based
Knights of Columbus	Faith-based
Peninsula Packing	Employment
Pine Street Pediatrics	Healthcare
Sequoia Youth Services	Social Services

Questions 2 through 4 asked the respondent to provide contact information. Therefore, they do not lend themselves to analysis.

Question 5: The organization or clientele you represent includes which of the following?

Given some stakeholder organizations serve a diverse clientele, Question 5 asked respondents to identify which groups they represent. Exhibit 3.7.2 shows the number of times each group was selected. As expected, most stakeholder groups indicated serving more than one demographic or client group. Therefore, the number of responses exceeds the number of stakeholder groups surveyed. The most commonly cited groups were youth (15.6 percent), low-income and/or homeless individuals (13.3 percent), and persons with physical disabilities (13.3 percent).

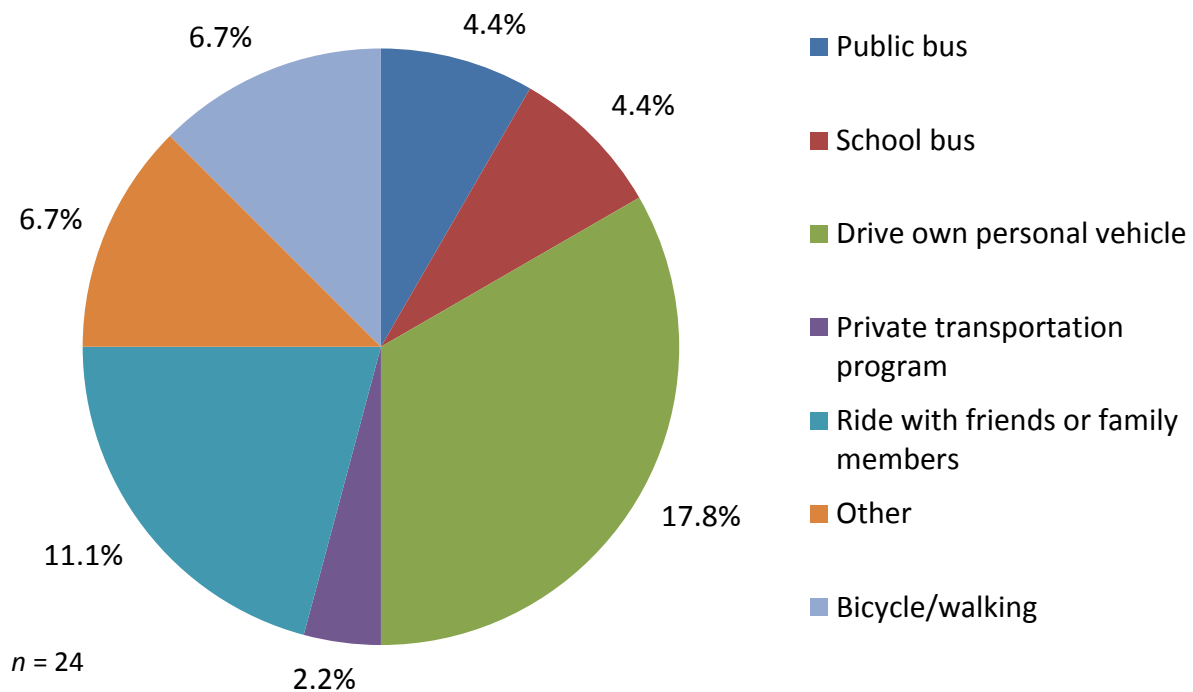
Exhibit 3.7.2 Frequency of Use (Riders)



Question 6: How do individuals in your organization or clientele typically travel?

Stakeholders were asked to identify their clientele's most common means of transportation. Exhibit 3.7.3 below presents the findings. Similar to Question 5, respondents were allowed to select more than one option, meaning between the 9 stakeholder groups a total of 24 options were selected. As seen in the exhibit, "drive own personal vehicle" and "ride with friends or family members" were the two most common responses at 17.8 and 11.1 percent, respectively. "Bicycle/walking" and "other" were the third and fourth most common responses each at 6.7 percent. Other responses included "reside at facility" and "church vehicle."

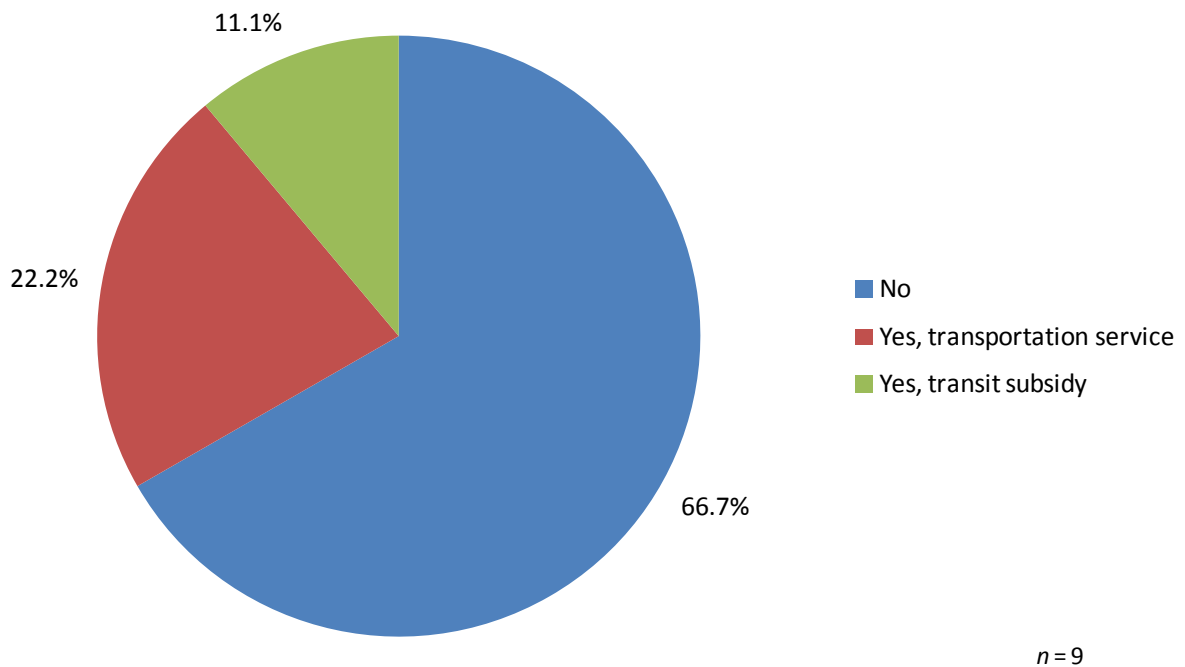
Exhibit 3.7.3 Typical Travel Mode



Question 7: Do you offer any type of transportation services or public transit subsidies to your community/clientele?

Of the nine stakeholders that responded to this question, 66.7 percent indicated they provided transit subsidies to their clientele, 22.2 percent offered transportation, while 11.1 percent stated they did not offer any form of transportation or public transit subsidy. The Exeter Unified School District transports students using its own school buses, while other stakeholder groups provide services such as transportation to/from senior centers as well as transportation for church activities. These stakeholders provide a service specific to the needs of their clientele, which would not be an appropriate use of publically-funded transit services. However, working with these operators might help improve overall connectivity for residents through programs such as employee-based transportation funds or shared vehicle/fleet maintenance agreements.

Exhibit 3.7.4 Stakeholder-provided Transportation



Questions 8 and 9 were open-ended questions designed to elicit direct responses from each stakeholder group rather than a general response as in the previous questions. The purpose of this format was to gather a list of detailed needs from each organization in order to identify the most preferred transit service improvements.

Question 8: Please identify the most significant “unmet” transportation need facing your organization and/or its members/clientele.

Organizations listed a variety of unmet transportation needs. Exhibit 3.7.5 presents stakeholder comments regarding their client’s transportation needs. Two stakeholder groups reported a lack of transit service information (either not aware of nearest stop or not aware of clients’ use of transit). Another stakeholder group cited the need for a bus and/or drivers, which could be met through regional transportation funding options depending on the organization’s qualifications/intended use. Additional outreach to these organizations would help clarify these discrepancies and might result in further public transit improvements. Additional outreach to local schools regarding the availability of fixed-route services could provide students with an alternate travel option.

Exhibit 3.7.5 Stakeholder “Unmet” Transportation Needs

Most significant "unmet" transportation needs facing organizations and/or members/clientele (Q8)	Response Frequency
None	3
Bus/drivers.	1
Not aware of nearest bus stop.	1
Staff does not use the service. However, clients may use Dial-A-Ride.	1
Youth need transportation to and from school.	1

Question 9: What do you believe to be the single greatest improvement (regarding local transportation) which the City of Exeter could make or implement?

As a follow-up to Question 8, respondents were asked to provide suggestions regarding how to improve public transit services. Of the nine stakeholder groups surveyed, six provided responses to Question 9 as shown in Exhibit 3.7.6.

Exhibit 3.7.6 Stakeholder Improvements

What do you believe to be the single greatest improvement (regarding local transportation) which the City of Exeter could make or implement?	Response Frequency
Have a route that goes to Farmersville during business hours.	1
More buses, expanded operating hours, and more service days.	1
Safe transportation across railroad crossings.	1
Youth need transportation to and from school.	1
None.	2

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4

OPERATIONS PLAN

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CHAPTER 4 – OPERATIONS PLAN

This chapter outlines the recommended service enhancements for the City of Exeter’s public transit program. Recommendations are based on the perceived needs of the community as identified through various public outreach efforts, as well as field observations and discussions with City and TCAG staff as summarized in the Existing Service Evaluation.

Immediate recommendations are included within the Preferred Scenario, the goal of which is optimization of existing services. The longer term Transition Scenario would involve a shifting of service delivery from the City of Exeter to the City of Visalia. Finally, a Community Circulator Scenario is included, which would enhance intra-community mobility and support the City’s economic development vision.

4.1 RECOMMENDATIONS BY TERM

The following list summarizes the eight recommendations developed for the City of Exeter, organized within the “three tier” framework.

A. Preferred Scenario Recommendations

- Improve City of Exeter’s Dial-A-Ride data collection and performance tracking.
- Continue to enhance bus stop amenities/appearance within Exeter.
- Reduce City staff oversight of safety-related responsibilities.
- Promote Visalia fixed-route service at all Exeter schools.
- Increase local stakeholder/community outreach.
- Increase the number of transit fare media sales locations throughout Exeter.

B. Transition Scenario Recommendation

- Shift responsibility for day-to-day Exeter Dial-A-Ride operations to the City of Visalia.

C. Community Circulator Recommendation

- Establish a peak-hour community circulator linking residential clusters with key retail centers.

4.2 PREFERRED SCENARIO RECOMMENDATIONS

Improve the City of Exeter's Dial-A-Ride data collection and performance tracking

Dial-A-Ride trip manifests and monthly passenger counts were provided by the City for consultant review as part of the data/performance assessment activity. The trip manifests provided span approximately two months and list every reservation made organized by call-receipt time. The monthly spreadsheets provide a good overview including total riders (segregated by fare category), vehicle service miles, vehicle service hours, and farebox revenue. However, the current data collection falls short of providing insight into on-time performance or specific pick-up/drop-off locations. Further, the included spreadsheet columns such as pick-up time, location, driver ID and fare category were empty. "Improved data collection (at the trip level)" was also presented in the City of Exeter's most recent Triennial Performance Audit. Therefore, we recommend the City begin immediately collecting the following information for each trip:

- Pick-up address,
- Scheduled pick-up time,
- Vehicle arrival time,
- Use of mobility device,
- Fare category,
- Address of destination,
- Time at destination.

Improving data collection will not only ensure accurate data reporting in the future, it will also provide a more effective assessment of program performance (such as on-time performance, passenger comments/complaints, and common trip generators). Improved data collection could also assist in both compliance and future program service development. To view current trip manifests and the proposed manifest see Appendix B.

Work with TCAG to revise Exeter's farebox recovery ratio

Exeter lies within the Visalia Urbanized Area and as such is required by the TDA to meet a 20 percent (or greater) farebox recovery ratio. Across the past four years Exeter Dial-A-Ride has fallen short of this and therefore has been non-compliant with California Public Utilities Code 99268.9. Fiscal Year 2013/14 marks the end of TCAG's "grace period" meaning the City could receive reduced TDA allocations in the future should farebox recovery continue to fall short of the predicted threshold. However, under 6633.2(d) TCAG may (continue to) set the City's fare ratio at 15 percent. Given Exeter operates a (primarily) single-vehicle service, a 20 percent farebox recovery would be difficult to maintain without either the City subsidizing their fare revenue with appropriate funding sources or enacting a significant fare increase. Therefore, it is recommended the City work with TCAG to set a farebox recovery ratio of no more than 15 percent.

Enhance bus stop amenities/appearance

During the project initiation familiarization tour, the consultant noted that bus stop features and appearance varied throughout Exeter. Although each stop included the standard Visalia Transit signage and schedule information, the varying styles and colors diminish brand recognition. To encourage transit ridership and increase transit's visibility throughout Exeter we recommend the City coordinate bus stop upgrades as part of its Transit MOU with the City of Visalia. These efforts could include additional shelters, benches, trash receptacles as well as more info posts, signage, and safety lighting making further investment in new amenities should be of a single design/style and color scheme. Finally, prior to any bus stop improvements, we recommend the City conduct a review of bus stop accessibility to ensure ADA compliance.

Initial discussions with the City of Visalia's Transit Manager indicate the City of Visalia could assist Exeter with implementation of the recommended bus stop enhancements within the framework of the existing Transit MOU. As stated within the MOU, each City is responsible for funding bus stop improvements within its respective municipality. However, given the amenities support Visalia Transit, the costs should be shared between the two entities. It is recommended that Visalia seek grant funding for capital improvements, while the City of Exeter should be responsible for installation costs or an agreed-upon percentage of overall cost. A discussion of cost estimates is provided in the Capital Plan.

Reduce management level staff's role in safety-sensitive positions

A safety-sensitive position is defined by the FTA as one which "requires an employee to operate a revenue service vehicle, even if not in revenue service, operate a non-revenue service vehicle that requires a valid driver license, dispatch or control movement of a revenue service vehicle, performance general maintenance on a revenue service vehicle or equipment used in revenue service (Section 5311 maintenance contractors exempt), carry a firearm for security purposes.¹"

During the project initiation tour, the consultant noted transit dispatch responsibilities are shared among three City of Exeter staff: the Recreation Assistant, Recreation Leader, and Community Services Director. Dispatch activities require communicating with drivers to reroute vehicles or to provide direction during emergency situations and as such, is considered a safety-sensitive position by the FTA. While the City's Community Services Director is capable of performing basic Dial-A-Ride scheduling, that individual's time and attention is often divided among other core duties which can detract from his ability to effectively manage day-to-day transit operations.

The City's Community Services Director estimated personally scheduling approximately 25 percent of all Dial-A-Ride trips. In an effort to limit trip scheduling activities to staffers whose duties are primarily in-office, we recommend the Community Services Director forego scheduling activities in the future. This

¹ 49 CFR § 655.4 Ch. VI (<http://transit-safety.volpe.dot.gov/DrugAndAlcohol/default.aspx>)

recommendation is not only based on safety, but also cost (as the manager's salary is immensely higher than that of support staff).

Advertise Visalia's fixed-route transit service at Exeter schools

While the City's Dial-A-Ride is open to the general public, under ADA regulations, priority must be given to ADA-certified passengers. As such, the general public is not guaranteed service on Dial-A-Ride should a trip request conflict with that made by an ADA-certified rider. This mandatory prioritization means regularly recurring trips (aka subscription trips), for general public riders is not feasible.

Given the historic student use of Exeter Dial-A-Ride, increased promotion at Exeter schools of Visalia Transit's fixed-route service could help minimize use of DAR by children/youth. Historically, neither the City of Exeter nor Visalia Transit has promoted public transit at Exeter schools. Promoting Visalia Transit would help raise awareness of transit availability and benefits. We recommend site visits to both Exeter Union High School and Wilson Middle School be conducted at least annually. Such outreach should take place at the beginning of the school year (August or September). Additionally, Exeter schools should be included as recipients for any transit related campaigns and/or collateral.

Local Stakeholder Outreach

In line with promotion of public transit at local schools, we recommend the City initiate transit-specific outreach/momentum via local groups such as those contacted during the Stakeholder Survey (Sequoia Youth Services, Courage to Change, etc.). Working closely with community stakeholder groups serves two key purposes:

- Dissemination of mobility information to program managers and members/clientele, and
- Coordination of mobility needs/minorities among stakeholders.

Community stakeholder groups are often comprised of transit-dependent individuals. These same individuals also constitute a significant portion of Dial-A-Ride riders. Periodic on-site outreach to these groups ensures program managers and members/clientele are kept up-to-date with developments while also fostering effective communication between the City and such stakeholders. Doing so ensures minor issues such as customer complaints are addressed in a timely fashion. Additionally, engaging community stakeholders ensures the City is aware of these services provided by each organization.

We recommend quarterly outreach appointments be made by the City wherein each quarter City staff visits at least one stakeholder group. Each visit would include two aspects: meet with the program/section manager, followed by a Q/A and discussion forum by members/clientele. This is a low-cost tactic which will not only address the previously stated goals, but also serve as a marketing tool for public transit in Exeter.

Sell Visalia fixed-route passes at locations throughout Exeter

Ready access to transit fare media (aka passes) encourages transit ridership and provides customers with convenience and cost savings. Currently Exeter residents can purchase Visalia Transit monthly passes at two locations; Visalia Transit Center or the Exeter Pik N Go at 445 West Visalia Road. While the current Exeter sales location may be “sufficient” to meet current rider need a single location reduces transit’s “visibility” within the community. Therefore, we recommended additional sales outlets be established such as at City Hall, the public library or the service center. Further, the Rite Aid located at the intersection of West Visalia Road and North Belmont Road is an attractive location as it is within an established shopping center and adjacent to one of the busiest bus stops within Exeter. Additionally, pass sales sites should be listed in the Tulare County Transit Guide.

In addition to monthly passes, Visalia Transit offers a Rider Rewards Card. The card functions as a standard monthly pass, as well as a discount card at a number of local stores, restaurants, etc. Of the 22 locations which honor the card, only one (Capella Coffee House) is in Exeter. Efforts to increase Visalia Transit pass sales locations should include outreach to businesses along Routes 9 and 12 within Exeter. Encouraging Exeter businesses to join the Rider Rewards Program would help increase transit pass momentum as well as support Exeter’s “shop local” efforts.



4.3 TRANSITIONAL SCENARIO RECOMMENDATIONS

While the “Preferred Scenario” was limited to modest procedural improvements, recommendations found within this section include longer term efforts to enhance transit service delivery within Exeter. Recommendations discussed in the “Transitional Scenario” (TS) section require a greater level of effort and inter-agency coordination in order to implement. Therefore, we recommend the TS be developed across three stages.

Transfer operations to Visalia Transit

To optimize service delivery and reduce Exeter staff time, we recommend the City modify its Memorandum of Understanding (MOU) with the City of Visalia to shift day-to-day program administration Dial-A-Ride responsibility to the City of Visalia. Beyond simply reducing program admin impact in the City, we believe the program transition could result in improved program performance as well as additional program funding (given City of Visalia’s successful track record in securing grant funding).

Optimize service delivery

The City of Visalia's Dial-A-Ride services operate Monday through Friday between 6:00 am and 9:30 pm, and on Saturday/Sunday from 8:00 am to 6:30 pm. The City of Exeter operates its Dial-A-Ride service 8:00 am to 4:30 pm, Monday through Friday. Additionally, any transit service with a destination outside Exeter city limits is provided by Visalia Transit. This arrangement requires two operators to maintain similar services within the same service area. As such, each city must dedicate staff time and funding to provide said services. By focusing on one entity to administer operations, staffing, and maintenance required to operate the Dial-A-Ride program, staffing redundancies could be reduced.

We do not believe that shifting management to Visalia Transit means the City of Exeter's Dial-A-Ride brand would be "eliminated." Discussions with City of Visalia's Transit Manager indicated a willingness to operate Dial-A-Ride vehicles within Exeter under the existing branding and the potential to operate Exeter's dispatch service. Doing so would ensure continued community awareness and support in the service despite change in program administration.

Maintain farebox recovery ratio

As discussed in the Optimization Scenario, the City of Exeter must either work with TCAG to revise its current farebox recovery requirement, or comply with the TDA mandated 20 percent farebox recovery. By shifting service delivery to the City of Visalia, Exeter Dial-A-Ride's farebox recovery would be included in the Visalia Transit's figures which according to Visalia's 2013 exceed the 20 percent requirement. This would hereby alleviate the City of Exeter of any fare recovery requirements, while ensuring continued Exeter Dial-A-Ride service. It should be noted that under 6633.2(d) TCAG may continue to set the City's fare ratio at 15 percent. In addition, the City may choose to supplement their fare revenue with local funds (i.e., Measure R).

We recommend the transition of day-to-day Dial-A-Ride operations to the City of Visalia be implemented across a span of three years. As the goal is not to affect service delivery, but to improve service efficiency, this phased approach allows for both cities to work closely to ensure the nature of service delivery within Exeter remains largely unchanged. This shift of responsibility would facilitate future service enhancements such as the proposed community circulator (see section 4.4) given the City of Visalia has more available resources to dedicate to grant procurement, service planning, and marketing. The Capital Plan (Chapter 7) identifies cost saving forecasts associated with each of the proposed changes.

Year One: Vehicle Maintenance

Given one of the key considerations is to maintain Exeter's identity as it relates to transit, much of the service would remain under the City of Exeter's branding. Vehicles would remain branded as Exeter Dial-A-Ride, current Exeter personnel may remain on staff, dispatch would continue to be performed by Exeter staff and fueling would continue to take place at the Exeter yard. However, while Exeter would

continue to be involved in service decisions, during phase one of the prepared transition Visalia Transit would absorb Exeter's three-vehicle fleet and in doing so all associated maintenance and insurance costs. The costs incurred by the City of Visalia would be offset by additional funding from Exeter's LTF account.

Year Two: System Responsibility

Year Two envisions shifting responsibility to the City of Visalia. In this phase Visalia Transit would assume responsibility for dispatching, staffing and transit-related capital improvements within Exeter. Consolidating these services would streamline operations as it involves a single dispatch center, all drivers would be under a single employer and Exeter staff would no longer be responsible for "part-time" transit duties. A fueling and vehicle storage agreement would be developed which would allow the City of Visalia to fuel and store vehicles at the Exeter facility to reduce vehicle deadhead costs. Similar to year one, Exeter would compensate Visalia based on the number of daily trips using LTF funds as is the current practice. However, fuel costs and vehicle storage costs would be deducted from Exeter's monthly contribution.

We believe a key factor in maintaining the current level of service during the proposed transition would be transit fares. Exeter Dial-A-Ride fares are markedly lower than those of other transit operators in Tulare County. For example, Exeter's general public fare is \$2.00 per trip while Visalia Transit's is \$3.25. Therefore, the revised MOU between the Cities needs to address this discrepancy in fare level.

Year Three: System Responsibility

The final year of transition would entail one of two options: either securing a permanent Exeter seat on the City of Visalia's Transit Advisory Committee (TAC), or the establishment of an Exeter TAC comprised of five Exeter residents. The former option would ensure Exeter's seat in an established TAC which meets on the third Wednesday of each month, whereas the latter would require the establishment of a new TAC which is proposed to meet quarterly. Participation in either option would include reviewing transit performance and providing staff guidance as to transit needs/priorities.

This would ensure Exeter maintains influence in transit delivery, but is absolved of all reporting and oversight responsibility associated with expending transit funds. This final phase allows Exeter staff to focus on their primary roles (Community Development, Public Works, etc.) as the city will no longer need to dedicate staff time to scheduling trips, submitting semi-annual reports, etc.

4.4 COMMUNITY CIRCULATOR SCENARIO RECOMMENDATIONS

Justification

The City of Visalia's fixed-route transit service operates along Visalia Road, Belmont Road, CA-65, and Palm Street which collectively function as the primary arterial roadways within Exeter. However, while

their transit routes provide connectivity between Exeter, Farmersville, and Visalia the frequency and coverage of the routes within Exeter do not effectively function as an intra-community mobility option. A local circulator in the form of a rubber-tired replica trolley would likely result in three benefits:

1. Improved resident mobility,
2. Increased (overall) transit ridership and fare revenue, and
3. Support for the City of Exeter's "shop local" economic initiative.

Operations

Given modest transit demand evidenced by this project's outreach activities (as discussed in the Existing Services Chapter), a full-time community circulator is not warranted. Rather, a peak-hour service would be better suited as it can provide an additional travel option in the morning and afternoon hours, which in turn would likely reduce demand for Dial-A-Ride trips. City staff initially expressed interest in using a rubber-tired trolley in order to maintain a community aesthetic and to help differentiate between the circulator and Dial-A-Ride vehicles. The trolley route and schedule should be designed to work in tandem with Visalia Transit Routes 9 and 12. The routes and schedule should be complimentary rather than duplicative and function as a local circulator with connections to the inter-community transit routes. The trolley would further develop the community image within Exeter, as well as help transport community members, particularly during peak hours such as the early afternoon, as well as during local events such as the Fall Festival and annual 5k runs.

Given likely demand as well as probable transit funding, we recommend the following service parameters:

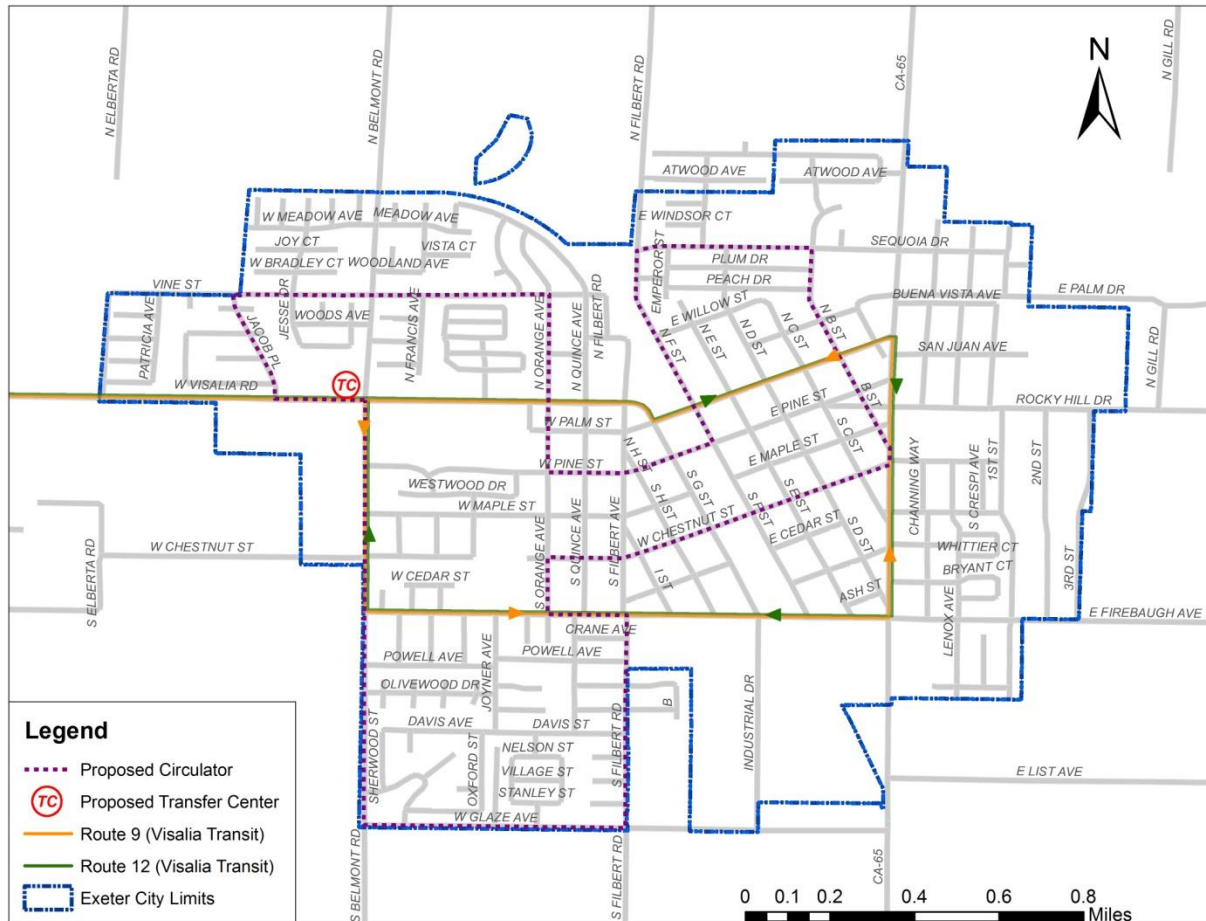
- Weekdays: 8:00 a.m. to 11:00 a.m. and 3:00 p.m. to 5:30 p.m.
- Saturday: 11:00 a.m. to 3:00 p.m.

The proposed weekday operating schedule would reflect the typical schedules of local resident shopping patterns as well as Exeter secondary schools. Saturday service would support local shopping.

Proposed Route

The circulator is intended to provide mobility within Exeter while also connecting with Visalia Transit routes. The proposed routing (Exhibit 4.4.1) was developed so as to connect local trip generators such as the middle school and high school, and local shopping, to a proposed transfer center, without duplicating existing transit service.

Exhibit 4.4.1 Proposed Community Circulator Route



Proposed Fare

We recommend the Exeter Trolley feature a reduced fare (versus Visalia Transit) to encourage residents and visitors alike to use the service. A fare of 50 cents is recommended. Should Exeter choose to operate the service itself, the introduced fare would not meet the TDA farebox recovery standard. Therefore, we recommend the trolley be introduced after the “Transition Scenario” which would allow Visalia Transit fixed-route service farebox recovery to offset the Trolley’s farebox recovery.

Operating Cost

The City of Visalia currently operates its Towne Trolley service in the form of three rubber-tired trolley vehicles. Visalia’s 2013 Short Range Transit Plan analyzed the trolley’s performance between Fiscal Years 2009 and 2011. According to the report, the Visalia Towne Trolley’s average operating cost during this time span was \$39.29/Vehicle Service Hour (VSH) which is in line with similar rubber-tired trolley services. As such, Exeter’s trolley service is anticipated to operate at a comparable cost. Based on the proposed service hours, the trolley would operate for five and a half hours each weekday and four hours on Saturday. The monthly operating cost is estimated at \$4,950.

Vehicle Cost

The City of Visalia currently has at least one surplus hybrid electric trolley which it is willing to sell or lease to Exeter. While a set price has not been established for the purchase, new hybrid electric trolleys are priced around \$655,000. Therefore, factoring in depreciation, a reasonable price for such a vehicle is estimated around \$570,000.

Transfer Center

Based on our familiarization tour of city facilities, no new or additional supporting infrastructure would be necessary as Exeter's existing facilities can adequately serve the additional transit vehicle. However, as previously noted, timed-transfers with Visalia Transit's fixed-route should be established. A transfer point would provide an established location to facilitate such inter-service connections. Given both Visalia Transit Routes 9 and 12 travel through the intersection at Visalia Road and Belmont Road twice during each circuit, an ideal location for a transfer point would be the Rite Aid parking lot at that location (as depicted in Exhibit 4.4.1). Development of the transfer center would likely require the elimination of multiple parking spaces. This recommendation is discussed further in the Capital Plan with a detailed list of included amenities in Exhibit 5.2.3.

Capital cost estimates for the transfer center are presented in the Capital Plan.

5

FINANCIAL AND CAPITAL PLANS

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CHAPTER 5 – FINANCIAL AND CAPITAL PLANS

5.1 FINANCIAL PLAN

This chapter presents the five-year operating budget projections required to support the City's public transit program within the parameters established in each of the scenarios detailed within the Operations Plan (Chapter 4). As Chapter 4 describes, we developed two distinct service scenarios – Preferred and Transitional – based on input received from transit riders, the community, and discussions with Exeter City and TCAG staff. In addition, financial and capital considerations were developed for the proposed Community Circulator.

Preferred Scenario: Optimization of Current Service

The Preferred Scenario assumes all current transit services would continue in their current form (i.e., the Exeter Dial-A-Ride providing demand-response service to the general public, and fixed-route and late-night demand-response operated by Visalia Transit) and includes service enhancement and infrastructure improvements intended for introduction in the near future. Administrative and operational recommendations are provided for the optimization of existing services. In addition, this scenario assumes additional operating expenses will be incurred in the form of additional marketing and outreach costs.

Transition Scenario: Enhanced Efficiency

The Transition Scenario focuses primarily on transitioning responsibility of operations of the Exeter Dial-A-Ride from the City of Exeter to the City of Visalia. Through discussions with City of Exeter, City of Visalia, and TCAG staff, it was agreed the administration would remain initially with the City of Exeter.

Community Circulator Scenario: Increased Community Mobility

This recommendation would establish a peak-hour community circulator throughout Exeter with a primary goal of providing direct and regular access linking residents to retail centers throughout Exeter. In addition this scenario proposes the development of a transfer center in support of the circulator (trolley), improved regional connections, and enhanced customer comfort and mobility.

Overview of Current and Potential Funding Sources

Below is a summary of available funding sources for the operation of the City's public transit program. Additional sources of funding may become available within the Transit Development Plan horizon. However, sources discussed below represent the primary and most likely forms of funding with the likeliest availability for the City of Exeter's public transit program.

Federal

There are a number of available federal funding programs for which the City could apply which are regulated under the Moving Ahead for Progress in the 21st Century Act (MAP-21). These are primarily grant programs with established eligibility and disbursement parameters. Exeter currently receives these funds as disbursements from TCAG or benefits from their use through Visalia Transit operations. While it is not recommended that Exeter become a direct recipient of FTA funds, potential sources are listed below for reference purposes.

FTA Section 5304 Statewide Planning

This federal program provides funds that are apportioned to states by a formula which includes each state's urbanized area population in proportion to the total urbanized area population for the nation, as well as other factors. States can receive no less than one-half percent of the amount apportioned. These funds, in turn, are sub-allocated by states to Metropolitan Planning Organizations (MPO) by a formula that considers each MPO's urbanized area population, their individual planning needs, and a minimum distribution. The City of Visalia currently receives 5304 funds from TCAG, and uses them to finance Routes 9 and 12.

FTA Section 5307

These funds are apportioned to the state on a formula basis, providing funding to support the administrative, operating and capital costs of public transit services in urbanized areas. Though the direct recipient for these funds (within Tulare) is Caltrans, TCAG distributes these funds to Visalia which then provides Exeter its share based on their existing Memorandum of Understanding. Given the City of Exeter is within the Visalia UZA, Exeter would have to amend its MOU with the City of Visalia in order to receive approval to become an FTA recipient.

State

The California Transportation Development Act (TDA) is comprised of two primary funding sources: Local Transportation Fund (LTF) and State Transit Assistance Fund (STA). TDA funds are collected by the state through a ¼-cent sales tax and a statewide sales tax on diesel fuel, and distributed within each jurisdiction through a formula based on total population. The TDA funds are flexible and are used for both the operation of public transit in Exeter as well as for the required federal match for capital expenditures.

Local

Local funding is primarily comprised of passenger fares, and a local ½-cent tax measure, (Measure R). Fare revenues for FY 2013 were \$22,565. The City's annual apportionment of Measure R funding is provided through an allocation to the City of Visalia and totals approximately \$137,384 with an anticipated \$4.1 million through Measure R's 30-year life. Measure R funds within Exeter are primarily used for streets and roads.

The City's public transit program does not currently receive a significant portion of its revenue through transfers from the City's General Fund. The program is carrying a reserve account balance of approximately \$105,118¹. In our budget tables, we assume assistance through transfers from the reserve account or the general fund would increase no greater than an average rate of inflation of 2.5 percent.

Fare Policy

Exeter's current fare structure is detailed in Exhibit 5.1.1 below.

Exhibit 5.1.1 Exeter Dial-A-Ride Fare Structure

Fare Structure	Fare (One-way)
General public	\$2.00
Seniors (65 and older)	\$1.00
Mobility-impaired (ADA-certified)	\$1.00

Source: TCAG Transit Guide January 10, 2014.

Fares are collected and reconciled by City staff on a regular basis. Final deposit amounts are recorded and reconciled with the City's bank deposit records.

Visalia Transit also provides fixed-route and demand response service to the City through Routes 9 and 12 and the Visalia Dial-A-Ride. Applicable Visalia Transit fares are presented in Exhibit 5.1.2 below.

¹ FY 2013 State Controller's Office City of Exeter Financial Transactions Report.

Exhibit 5.1.2 Visalia Transit Fare Structure

Fare Structure Fixed-route	Cash Fare (One-way)	Passes	Monthly Rider Rewards Pass	Monthly T Pass (Countywide Pass)
General public	\$1.25	\$3.25	\$40.00	\$50.00
Seniors (60 and older)/Disabled/Medicare	\$1.00	\$2.00	\$30.00	
Seniors (60 and older)/Disabled/Medicare Mid-day and weekend only	\$0.50	\$2.50	\$30.00	
First two children 6 and younger (with fare- paying adult)	Free	Free	\$30.00	
Additional children (after two free)	\$1.25	\$2.00	\$30.00	
Fare Structure Dial-A-Ride	Cash Fare (One-way)	Monthly Fast Pass	10-Ride Punch Pass	
General public	\$3.25	\$60.00	\$22.50	
Seniors (60 and older)/Disabled/Medicare	\$2.25	\$60.00	\$22.50	
ADA-certified	\$1.75	\$50.00	\$17.50	
1st two children (with fare-paying adult)	Free	Free	Free	
Additional children (after two free)	\$2.25	\$60.00	\$22.50	

Source: TCAG Transit Guide January 10, 2014.

Overview of Revenue Projection

Moving Ahead for Progress in the 21st Century Act (MAP-21) effectively eliminated the Job Access and Reverse Commute (JARC – Section 5316) and New Freedom (Section 5317), while making those funds available to existing Section 5307 applicants. It is possible existing beneficiaries of Section 5316 and 5317 funds could continue to apply for rural operator designation, and thus qualify for Section 5311, which may again alter the available funding. Exeter falls within funding eligibility for Section 5307 within the large urban designation.

In addition, the designation of former rural transit operators throughout California (for example the City of Delano) into “Urbanized Areas” also increases the pool of available rural funding within the state. The City of Exeter may be able to claim additional federal funding as the number of eligible rural applicants is reduced.

Fare elasticity models allow transit operators to estimate the impacts to farebox recovery based on fare increases. It is typical for a transit operator to experience ridership loss during the first year a fare increase is implemented. This negative ridership impact can be calculated by the fare elasticity formula which attributes a 0.4 percent decrease in ridership for every one percent increase in fare. This is applicable to fare decreases as well, resulting in a potential increase in ridership.² As an example, using Exeter’s current annual ridership of approximately 11,839 trips in FY 2012/13, a fare decrease of \$0.25 (a 12.5-percent decrease of general public fare) may result in an increase of up to 600 rides per year.

² McCollom, Brian E. and Richard H. Pratt. Transportation Research Board. *TCRP Report 95 Transit Pricing and Fares*, “Chapter 12, Traveler Response to Transportation System Changes.” (Washington D.C., 2004)

The **Preferred Scenario** revenues are projected to remain fairly consistent from years prior. To elaborate, primary sources of funding will continue to be focused on local (transfers from City's reserve account) and state (TDA) sources. The **Transition Scenario** assumptions differ from the preferred scenario primarily through the likelihood of additional funding for large capital projects from federal sources. The **Community Circulator** scenario anticipated costs are presented as additional operating costs and required additional capital costs.

The following assumptions were utilized in development of the Preferred Scenario budget table presented in Exhibit 5.1.3.

Assumptions

- Each of the proposed recommendations in the Operations Plan would be implemented.
- Ridership and respective fare revenues would increase at not less than two percent/annum.
- Anticipated farebox revenues (15 percent) are met in all years.
- A 2.5-percent rate of inflation³ has been applied to all expenses except as specifically noted.
- Five-year useful life for light-duty transit vehicles.
- Vehicle costs in future years are calculated using a 2.5-percent/year rate of inflation.
 - Details in the Capital Plan (Chapter 7.2).
- Vehicle costs include exterior branding estimated at \$2,000 per vehicle.
- Increases in local funding sources (General Fund, transfer from reserve account, LTF) are used to balance revenue/expenditure variance.
- All revenue and expenditure figures based on City or TCAG-provided data.⁴

³ Based on U.S. Department of Labor, Bureau of Labor Statistics.

⁴ City of Exeter State Controller's Office Financial Transactions Reports for FY 2011, FY 2012, and FY 2013. TCAG 2013 Federal Transportation Improvement Program. City of Exeter budgets.

**CITY OF EXETER TRANSIT DEVELOPMENT PLAN
JUNE 2014**

Exhibit 5.1.3 Preferred Scenario Budget

	FY 2013/14*	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20
Revenue							
Fare Revenues - Dial-A-Ride	\$23,016	\$23,477	\$23,946	\$24,425	\$24,914	\$25,412	\$25,920
TDA - LTF Transit Funds	\$184,758	\$189,377	\$194,112	\$198,965	\$203,939	\$209,038	\$214,264
TDA - STA Funds	\$27,893	\$28,590	\$29,305	\$30,038	\$30,789	\$31,558	\$32,347
Prop 1B Funding - PTMISEA	\$69,682	\$69,682	\$69,682	\$69,682	\$0	\$0	\$0
Prop 1B Funding - CTSGP-CTAF	\$47,314	\$47,314	\$47,314	\$47,314	\$0	\$0	\$0
Transfers into/from reserves	-\$29,359	\$112,732	\$36,365	-\$34,421	\$14,385	\$14,868	\$24,367
CMAQ	---	---	---	\$76,740	\$70,377	\$72,137	\$245,328
Total Revenue	\$323,305	\$471,172	\$400,724	\$412,743	\$344,403	\$353,013	\$542,226
Expenditures							
Salaries - Full-time	\$79,800	\$81,795	\$83,840	\$85,936	\$88,084	\$90,286	\$92,544
Salaries - Part-time	\$15,000	\$15,375	\$15,759	\$16,153	\$16,557	\$16,971	\$17,395
Benefits (Retirement, Life/Health Insurance)	\$53,810	\$55,155	\$56,534	\$57,947	\$59,396	\$60,881	\$62,403
Materials and Supplies	\$500	\$513	\$525	\$538	\$552	\$566	\$580
Utilities, Office, Personnel	\$2,000	\$2,050	\$2,101	\$2,154	\$2,208	\$2,263	\$2,319
Purchased Transportation (Visalia Transit)	\$146,195	\$149,850	\$153,596	\$157,436	\$161,372	\$165,406	\$169,541
Maintenance (Vehicles)	\$6,000	\$6,150	\$6,304	\$6,461	\$6,623	\$6,788	\$6,958
<i>Subtotal</i>	<i>\$303,305</i>	<i>\$310,888</i>	<i>\$318,660</i>	<i>\$326,626</i>	<i>\$334,792</i>	<i>\$343,162</i>	<i>\$351,741</i>
Capital - Vehicles	\$20,000	\$150,000	\$72,916	\$76,740	\$0	\$0	\$180,388
Capital - Bus Stops	\$0	\$10,285	\$9,148	\$9,377	\$9,611	\$9,851	\$10,098
<i>Subtotal</i>	<i>\$20,000</i>	<i>\$160,285</i>	<i>\$82,064</i>	<i>\$86,117</i>	<i>\$9,611</i>	<i>\$9,851</i>	<i>\$190,486</i>
Total Expenditures	\$323,305	\$471,173	\$400,724	\$412,743	\$344,403	\$353,013	\$542,226
Other Items							
Operating Income (Loss)	(\$0)						
Adjustments	(\$18,960)	\$0	\$0	\$0	\$0	\$0	\$0
Retained Earnings Reserve Account	\$86,158	\$86,158	\$86,158	\$86,158	\$86,158	\$86,158	\$86,158

*FY 2013/14 figures from City of Exeter budget and TCAG.

The following assumptions were utilized in development of the Transition Scenario budget table presented in Exhibit 5.1.4.

- All assumptions from the Preferred Scenario remain in effect.
 - Primary responsibility of administrative enhancements would fall to the City of Visalia in first year.
 - Primary responsibility of operating enhancements would fall to the City of Visalia in subsequent years.
- No additional operating expenses or revenues are projected for transition of operations to the City of Visalia.
 - Anticipated cost savings of \$10,000 in first year, based on City of Visalia performance data and Cost/Vehicle Service Hour calculations. Reflected in Purchased Transportation line item. Not adjusted for inflation.
 - Anticipated cost savings of \$20,000 in subsequent years, based on City of Visalia performance data and Cost/Vehicle Service Hour calculations. Reflected in Purchased Transportation line item. Not adjusted for inflation.

Exhibit 5.1.4 Transition Scenario Budget

	FY 2013/14*	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20
Revenue							
Fare Revenues - Dial-A-Ride	\$23,016	\$23,477	\$23,946	\$24,425	\$24,914	\$25,412	\$25,920
TDA - LTF Transit Funds	\$184,758	\$189,377	\$194,112	\$198,965	\$203,939	\$209,038	\$214,264
TDA - STA Funds	\$27,893	\$28,590	\$29,305	\$30,038	\$30,789	\$31,558	\$32,347
Prop 1B Funding - PTMISEA	\$69,682	\$69,682	\$69,682	\$69,682	\$0	\$0	\$0
Prop 1B Funding - CTSGP-CTAF	\$47,314	\$47,314	\$47,314	\$47,314	\$0	\$0	\$0
Transfers from reserves	-\$29,359	\$102,732	\$16,365	-\$54,421	\$64,762	\$67,005	\$69,307
CMAQ	---	\$0	\$0	\$76,740	\$0	\$0	\$180,387
Total Revenue	\$323,305	\$461,172	\$380,724	\$392,743	\$324,403	\$333,013	\$522,225
Expenditures							
Salaries - Full-time	\$79,800	\$81,795	\$83,840	\$85,936	\$88,084	\$90,286	\$92,544
Salaries - Part-time	\$15,000	\$15,375	\$15,759	\$16,153	\$16,557	\$16,971	\$17,395
Benefits (Retirement, Life/Health Insurance)	\$53,810	\$55,155	\$56,534	\$57,947	\$59,396	\$60,881	\$62,403
Materials and Supplies	\$500	\$513	\$525	\$538	\$552	\$566	\$580
Utilities, Office, Personnel	\$2,000	\$2,050	\$2,101	\$2,154	\$2,208	\$2,263	\$2,319
Purchased Transportation (Visalia Transit)	\$146,195	\$139,850	\$133,596	\$137,436	\$141,372	\$145,406	\$149,541
Maintenance (Vehicles)	\$6,000	\$6,150	\$6,304	\$6,461	\$6,623	\$6,788	\$6,958
Subtotal	\$303,305	\$300,888	\$298,660	\$306,626	\$314,792	\$323,162	\$331,741
Capital - Vehicles	\$20,000	\$150,000	\$72,916	\$76,740	\$0	\$0	\$180,387
Capital - Bus Stops	\$0	\$10,285	\$9,148	\$9,377	\$9,611	\$9,851	\$10,098
Subtotal	\$20,000	\$160,285	\$82,064	\$86,117	\$9,611	\$9,851	\$190,485
Total Expenditures	\$323,305	\$461,173	\$380,724	\$392,743	\$324,403	\$333,013	\$522,225
Other Items							
Operating Income (Loss)	(\$0)						
Adjustments	(\$18,960)	(\$19,549)	(\$20,155)	(\$20,778)	(\$21,420)	(\$4,256)	(\$4,255)
Retained Earnings Reserve Account	\$86,158	\$66,609	\$46,454	\$25,676	\$4,256	\$0	-\$4,255

*FY 2013/14 data from City of Exeter budget and TCAG.

The following assumptions are utilized in development of the Community Circulator scenario budget table (Exhibit 5.1.5).

- All assumptions from the Transition Scenario remain in effect.
- Estimated ridership of five trips/Vehicle Service Hour providing \$4,082 in additional fare revenue in first year (FY 2017).
 - Subsequent fare revenue estimated to increase at not less than three percent/annum.
- Estimated Community Circulator annual operating cost of \$59,400 in first year.
 - Annual costs in subsequent years increase by 2.5 percent/annum parallel to inflation.
- Estimated Community Circulator capital cost (vehicle purchase) of \$550,000.
 - Cost of vehicle may be less than estimated. City may also elect to lease vehicle from Visalia Transit which would reduce cost.
- Development of a transfer center to support new service estimated cost of \$29,123.

Exhibit 5.1.5 Community Circulator Scenario Budget

	FY 2013/14*	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20
Revenue							
Fare Revenues - Dial-A-Ride	\$23,016	\$23,477	\$23,946	\$28,747	\$29,609	\$30,497	\$31,412
TDA - LTF Transit Funds	\$184,758	\$189,377	\$194,112	\$198,965	\$203,939	\$209,038	\$214,264
TDA - STA Funds	\$27,893	\$28,590	\$29,305	\$30,038	\$30,789	\$31,558	\$32,347
Prop 1B Funding - PTMISEA	\$69,682	\$69,682	\$69,682	\$69,682	\$0	\$0	\$0
Prop 1B Funding - CTSGP-CTAF	\$47,314	\$47,314	\$47,314	\$47,314	\$0	\$0	\$0
Transfers to/from reserves	-\$29,359	\$102,732	\$16,365	\$658	\$120,951	\$124,327	\$127,783
CMAQ	---	---	---	\$655,863	\$0	\$0	\$180,388
Total Revenue	\$323,305	\$461,172	\$380,724	\$1,031,266	\$385,288	\$395,420	\$586,194
Expenditures							
Salaries - Full-time	\$79,800	\$81,795	\$83,840	\$85,936	\$88,084	\$90,286	\$92,544
Salaries - Part-time	\$15,000	\$15,375	\$15,759	\$16,153	\$16,557	\$16,971	\$17,395
Benefits (Retirement, Life/Health Insurance)	\$53,810	\$55,155	\$56,534	\$57,947	\$59,396	\$60,881	\$62,403
Materials and Supplies	\$500	\$513	\$525	\$538	\$552	\$566	\$580
Utilities, Office, Personnel	\$2,000	\$2,050	\$2,101	\$2,154	\$2,208	\$2,263	\$2,319
Purchased Transportation (Visalia Transit)	\$146,195	\$139,850	\$133,596	\$137,436	\$141,372	\$145,406	\$149,541
Maintenance (Vehicles)	\$6,000	\$6,150	\$6,304	\$6,461	\$6,623	\$6,788	\$6,958
Implementation costs - Community Circulator	---	---	---	\$59,400	\$60,885	\$62,407	\$63,967
Subtotal	\$303,305	\$300,888	\$298,660	\$366,026	\$375,677	\$385,569	\$395,708
Capital - Vehicles	\$20,000	\$150,000	\$72,916	\$76,740	\$0	\$0	\$180,388
Capital - Bus Stops	\$0	\$10,285	\$9,148	\$9,377	\$9,611	\$9,851	\$10,098
Capital - Transfer Center	\$0	\$0	\$0	\$29,123	\$0	\$0	\$0
Capital - Community Circulator	---	---	---	\$550,000	\$0	\$0	\$0
Subtotal	\$20,000	\$160,285	\$82,064	\$665,240	\$9,611	\$9,851	\$190,486
Total Expenditures	\$323,305	\$461,173	\$380,724	\$1,031,266	\$385,288	\$395,420	\$586,194
Other Items							
Operating Income (Loss)	(\$0)						
Adjustments	(\$18,960)	(\$19,549)	(\$20,155)	(\$20,778)	(\$21,420)	(\$4,256)	(\$4,255)
Retained Earnings Reserve Account	\$86,158	\$66,609	\$46,454	\$25,676	\$4,256	\$0	-\$4,255

*FY 2013/14 data from City of Exeter budget and TCAG.

5.2 CAPITAL PLAN

The following Capital Plan for the City of Exeter's Dial-A-Ride is segregated into two primary sections: funding sources for Capital projects and Capital cost forecasts. The Capital cost forecasts discussion is further divided into Preferred Scenario, Transition Scenario, Additional Capital, and Fleet Replacement.

Note: should the Transition Scenario be implemented, and the City of Visalia provide vehicles with less mileage recorded than the existing Exeter transit fleet, not all capital recommendations for the Transition Scenario may be required.

FUNDING SOURCES FOR CAPITAL PROJECTS

As discussed in the Financial Plan, the City's public transit program is funded through a combination of federal, state, and local funds. The following discusses the most likely funding sources for qualifying transit capital projects.

Federal

[Section 5307 Urbanized Area Formula Program](#) provides funding to designated urbanized areas with populations over 50,000. This funding source would be available to the City of Exeter, although it may be funded through Visalia Transit. This funding source becomes relevant in the Transition Scenario discussed in the Operations Plan, Chapter 4.

[Section 5339 Bus and Bus Facilities Grants](#) provide capital funding to replace or rehabilitate facilities and/or rehabilitate buses and related equipment, as well as to construct new bus-related facilities. Section 5339 provides a federal share of up to 80 percent of total project cost, with the remaining cost to be covered by local match funding. Both the State of California (Caltrans) and sub-recipients are eligible to receive Section 5339 funds. Under the current federal funding structure (MAP-21), Section 5339 replaces Section 5309. In addition, states can request portions of their apportionment be transferred to supplement both Section 5307 and Section 5311 grant programs. Eligible projects must be applied to and designated for funding by Caltrans.

The [Surface Transportation Fund \(STP\)](#) is continued through MAP-21, providing an annual average of \$10 billion in flexible funding that may be used by states and other localities for projects to preserve or improve conditions and performance on any federally-funded highway, bridge projects on any public road, facilities for non-motorized transportation, transit capital projects and public bus terminals and facilities⁵. STP funds are considered "flex" funds, which allows each state to disburse up to 50-percent of the available funds throughout the state to eligible projects as deemed appropriate. In FY 2014, California has been allocated approximately \$888 million.

⁵ Federal Highway Administration website, <http://www.fhwa.dot.gov/map21/summaryinfo.cfm>, accessed March 4, 2014.

Congestion Mitigation and Air Quality (CMAQ) funds are disbursed to “non-attainment” areas where levels of certain pollution and particulate matter exceed federal standards. Non-attainment status is determined by the Environmental Protection Agency (EPA). CMAQ funds aim to help such non-attainment areas meet federal air quality standards by helping to finance transportation projects that seek to reduce air pollution. TCAG conducts a call for projects approximately every two years. The next call for projects is anticipated in 2016.

Highway Safety Improvement Program (HSIP) The specific purpose of the Highway Safety Improvement Program (HSIP) is to achieve a significant reduction in traffic fatalities and serious injuries on public roads. This is to be accomplished through the development and implementation of the state-wide coordinated plans, and local projects deemed eligible. On Interstate Highways (such as Highway 99) federal funding is available for up to 94.34 percent of the project cost with the balance to be provided by the project sponsor. Should all safety infrastructure needs be met, the state has the option of using up to ten percent of all available HSIP funding on non-infrastructure safety projects. Caltrans is responsible for administering HSIP projects in the state.

State

The California Department of Transportation (Caltrans) provides finance assistance for transit projects, including capital projects, statewide. Funding is provided to regional transportation planning agencies throughout the state (i.e., TCAG), who in turn disburse funding to subrecipients. Funding allocations vary based on the specific formula or method determined by the program requirements. The likeliest sources for state capital projects are the Transportation Development Act, and the funding sources established through the enactment of Proposition 1B in 2006: the Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA), California Transit Security Grant Program (CTSGP) – California Transit Assistance Fund (CTAF).

The **PTMISEA** is managed by Caltrans and provides assistance in funding capital projects for eligible transit providers. Funding availability is dependent on state bond sales.

The **CTSGP-CTAF** is managed by the California Emergency Management Agency and provides funding assistance for projects which provide increased protection against a security and safety threat, and for capital expenditures to increase the capacity of transit operators, including waterborne transit operators, to develop disaster response transportation systems that move people, goods, and emergency personnel and equipment in the aftermath of a disaster impairing the mobility of goods, people, and equipment.⁶ Funding availability is dependent on state bond sales.

⁶ CA. Gov website, <http://www.bondaccountability.dot.ca.gov/bondacc/MainMenuAction.do?%3E&page=transitsystemsafety>, accessed March 4, 2014.

Local

Measure R is a ½-cent sales tax collected locally for the primary purpose of funding transit and transportation projects. Approved in 2006 with a 30-year life-span, Measure R provides each city and county funding based on a formula using population, maintained miles, and vehicles miles traveled. The funding is aimed at assisting municipalities and Tulare County meet maintenance needs and to rehabilitate transportation systems.⁷ The City of Exeter's portion of Measure R funding is approximately \$137,384 annually to be used for local streets and roads projects with an anticipated \$4.1 Million through the funding measure's 30-year horizon. Exeter has not been directly allocated Measure R funding for transit as the apportioned amount is provided to Visalia Transit. In addition the City of Exeter utilizes monies from its general fund and reserve accounts to fund public transit within Exeter.

The San Joaquin Valley Air Pollution Control District (SJVAPCD), through its **Public Transportation Subsidy and Park-and-Ride Lot Component**, offers subsidized funding for bus, shuttle, or commuter transit passes. Through such efforts SJVAPCD seeks to reduce Single Occupant Vehicle (SOV) commutes, and in turn reduce the region's Vehicle Miles Travelled (VMT). Funding is allocated on a first-come, first-served basis for those projects which meet the program's criteria and requirements. Funds are capped at \$30,000 per agency and limited to fare subsidies. As such, given annual operating costs are estimated to be \$59,400, the grant could potentially offset approximately 50 percent of operating costs.

Exhibit 5.2.1 Capital Eligible Funding Sources

Program Name	Description/Purpose	Eligibility	Recipient	Funding Mechanism	FY 2014 Allotment
Federal					
Congestion Mitigation and Air Quality (CMAQ)	Funds for areas with poor air quality known as "non-attainment" areas. Funds can be utilized for capital projects aimed at improving air quality.	Project service area must be within a non-attainment area as determined by the EPA.	TCAG.	States receive allocation proportional to their share of 2009 CMAQ funds.	\$5.2 million annually.
Section 5307	Funding for capital and operating assistance to urbanized transit programs.	State or local government and public transit agencies for use in Urbanized Areas (UZA) for public transportation capital, planning, job access and reverse commute projects, as well as operating expenses in certain circumstances. UZAs have populations of 50,000 or more.	TCAG.	Formula, based on a combination of bus revenue vehicle miles, as well as population and population density.	\$4.8 billion nationally, \$1.14 million for Tulare in FY 2013 (capital and operating).
Section 5339 Bus and Bus Facilities	Capital funding to construct/replace/rehabilitate transit facilities and buses.	State or local government, public transit agencies, non-profit organizations.	FTA.	Formula, based on population and system size.	\$427.8 million nationally.
Highway Safety Improvement Program	Funding for infrastructure and highway safety-improving projects throughout the state.	States. Funds are then disbursed to eligible MPO's for improvement projects.	State.	Formula, based on population.	\$150 million in CA in 2013.

⁷ Tulare County Measure R website, <http://www.tcmeasurer.com/Index.aspx?NID=119>, accessed March 4, 2014.

**CITY OF EXETER TRANSIT DEVELOPMENT PLAN
JUNE 2014**

Program Name	Description/Purpose	Eligibility	Recipient	Funding Mechanism	FY 2014 Allotment
State					
Transportation Development Act - LTF and STA	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.	State. Funds disbursed to eligible transit agencies.	TCAG.	State sales and fuel taxes.	\$1.9 Million in FY 2013.
Regional Surface Transportation Program - RSTP	The Regional Surface Transportation Program (RSTP) was established by California State Statute utilizing Surface Transportation Program Funds. Funds are reserved for various capital and planning projects throughout the state.	Tulare County (Visalia is the only city with direct apportionment).	City of Exeter.	Surface Transportation Fund Program.	\$5.4 Million in FY 2014.
Proposition 1B - PTMISEA	Proposition 1B, the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006, established the PTMISEA program to fund transit and transportation capital projects statewide.	State. Funds apportioned to eligible Tulare County cities.	TCAG.	State bond sales.	\$3.6 Billion statewide.
Proposition 1B - CTSGP-CTAF	Proposition 1B, the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006, established the TSSSDRA program to fund transit and transportation safety and security projects statewide.	State. Funds disbursed to eligible transit agencies.	TCAG.	State bond sales.	\$353,000 countywide.
Local					
State Statute utilizing Surface Transportation Program Funds					
General Fund/Local Match/Miscellaneous	Funds from the City of Exeter's General Fund account are collected from local sales tax, state-shared revenues, and local fees. Local match may come from any available City revenues. programs allow for match-in-kind (i.e., staff hours/resources) as local match.	City of Exeter departments and agencies.	City of Exeter.	City fees/fines, local sales tax, state-shared revenues, local fees, vending, advertisement revenues.	Varies.
Public Transportation Subsidy and Park-and-Ride Lot Component	The SJVAPCD provides public transportation pass subsidies, such as for rail and transit services, and for the construction of park-and-ride lots which connect commuters to alternative transportation measures. Funding provided through this program is intended to encourage commuter rideshare activities as an alternative to single occupant vehicle commutes.	City of Exeter departments and agencies.	City of Exeter.	Permit fees from businesses within the district, vehicle registration fees, as well as federal and state grants.	Varies.

5.2.2 CAPITAL COST FORECASTS

The City of Exeter's transit program began in June 1992 as a fixed-route service serving residents within the City's residential core. Currently, the City of Exeter operates a Dial-A-Ride service providing transit to local residents on a demand-response basis. In 2000 the city of Exeter and city of Farmersville became part of the Visalia Urbanized Area. In 2004 Visalia Transit began operating fixed-route service between the three communities. The City of Exeter elected to maintain a local demand-response transit service open to the general public known as Exeter Dial-A-Ride (DAR).

Capital Cost Forecast – Preferred Scenario

The Preferred Scenario presented in Chapter 4 focuses primarily on operational and administrative enhancements to improve transit service efficiency. No expansions to revenue vehicle requirements are anticipated. Capital costs are limited primarily to infrastructure upgrade and expansion costs.

Capital Cost Forecast – Transitional Scenario

The Operations Plan (Chapter 4) details the primary steps required to transition day-to-day operation of the Exeter Dial-A-Ride program to Visalia Transit. The primary purpose of this section is to provide the transit capital needs for the Exeter community regardless of which entity is operating the program.

Cost estimates for the procurement and installation of Capital recommendations are presented below.

Preferred Scenario: Bus Stop Amenities

Our Capital Plan recommends the procurement and installation of at a minimum one bus shelter (with solar lighting), bench, and trash can each year. In addition all existing fixed-route stops should have new bus stops installed facing each direction of street traffic, and an info-post with route schedules. Exhibit 5.2.2 presents the estimated cost for amenity purchase. Unit costs are estimated to increase at a rate parallel to inflation (2.5 percent/annum). Amenity improvements should be prioritized annually based on date of prior improvement. The stop with the latest date of prior improvement shall be addressed first. Should two or more stops share the same date, prioritization should be based on the level of activity.

Exhibit 5.2.2 Bus Stop Amenities

Amenity	Unit Cost	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	Total
Shelter (with solar lighting)	\$8,000	\$8,000	\$8,200	\$8,405	\$8,615	\$8,831	\$9,051	\$42,051
Info Post (Includes mounting hardware)	\$100	\$800	\$0	\$0	\$0	\$0	\$0	\$800
Bus Stop Sign	\$35	\$560	\$0	\$0	\$0	\$0	\$0	\$560
Bench	\$625	\$625	\$641	\$657	\$673	\$690	\$707	\$3,285
Trash cans (mounted to shelter)	\$300	\$300	\$308	\$315	\$323	\$331	\$339	\$1,577
	Total	\$10,285	\$9,148	\$9,377	\$9,611	\$9,852	\$10,098	\$48,273

Transitional Scenario Capital Recommendations

The proposed Transitional Scenario recommendations detailed within Chapter 4, do not require capital investment beyond those identified within the Preferred Scenario, or for the “status quo” operation of Exeter Dial-A-Ride.

Community Circulator Scenario Capital Recommendations

The proposed Community Circulator would require additional capital investments in the form of a trolley bus, and the development of a dedicated transfer center at a local shopping center. Costs for the procurement of a hybrid electric trolley bus have been estimated at \$550,000. The transfer center upgrade will cost approximately \$24,600, though does not take into account costs for procurement of land or any permits which may be required.

Trolley Bus

The trolley proposed in Chapter 4 would be similar to those vehicles currently in operation throughout the City of Visalia with respect to make, model, and seating capacities. The cost of branding the trolley has been estimated at \$4,000 and is included in the cost estimate of \$550,000.



Transfer Center

The development of a transfer center facility would directly support the implementation of a Community Circulator as well as future regional connectivity and improved customer comfort. It is recommended that such a facility include (at a minimum) four bus staging curbs (three for the maximum number of Visalia Transit and Exeter Trolley vehicles at any given moment and one for an additional Dial-A-Ride vehicle or county vehicle should routes be adjusted in the future) designed for vehicles to easily pull in and out, as well as a covered and lighted waiting area. The estimated cost of such a facility (excluding land and permitting costs) is shown in Exhibit 5.2.3 below.



Exhibit 5.2.3 Community Circulator Scenario Costs

Amenity	Unit Cost*	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	Units	Total
Transfer Center: square foot concrete plus	\$25.63			\$10,086			960	\$24,605
Shelter (with solar lighting)	\$8,405			\$16,810			2	\$16,810
Info Post (Includes mounting hardware)	\$105			\$210			2	\$210
Bus Stop Sign	\$37			\$74			2	\$74
Bench	\$657			\$1,313			2	\$1,313
Trash cans (mounted to shelter)	\$315			\$630			2	\$630
Trolley Bus	\$554,000	\$0	\$0	\$0	\$0	\$0	1	\$554,000
Total								\$597,642

*Unit costs are estimated in 2017 dollars (year of recommended implementation), adjusted for inflation
at 2.5 percent/annum.

Capital Plan – Fleet Replacement

Both the Preferred and Transition Scenarios rely upon the regular replacement of vehicles as they reach the end of their useful life (which varies by vehicle type). In each scenario the City’s public transit program would require the same number of vehicles replaced during the stipulated timeframe. Exhibit 5.2.4 presents the anticipated costs and recommended year of procurement for each vehicle.⁸

Exhibit 5.2.4 Fleet Replacement Schedule

Purchase Year	Purchase Price	Capacity (Seat + Wheelchairs)	Price in: 2014	2015	2016	2017	2018	2019	2020
2003	\$65,500	18+2	- - -	\$150,000.00	\$155,800.00	\$161,696.00	\$167,789.43	\$173,986.16	\$180,387.86
2008	\$65,500	18+2	\$65,500.00	\$69,137.50	\$72,915.94	\$76,739.84	\$80,709.36	\$84,729.09	\$88,899.37
2008	\$65,500	18+2	\$65,500.00	\$69,137.50	\$72,915.94	\$76,739.84	\$80,709.36	\$84,729.09	\$88,899.37

Note: Highlighted cells reflect anticipated cost in the year of recommended replacement.

⁸ Replacement figures are primarily for budgeting purposes. Year of replacement must follow FTA guidelines.

6

IMPLEMENTATION PLAN

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CHAPTER 6 – IMPLEMENTATION PLAN

This chapter summarizes the recommendations listed in the Operations Plan chapter and offers a recommended timeline for their implementation. As with the Operations Plan, recommendations are segregated into three scenarios: preferred, transition, and community circulator.

6.1 SUMMARY OF RECOMMENDATIONS

Preferred Scenario

The City of Exeter already improves bus stop amenities on a regular basis. The recommendation is crafter to ensure effective coordination between Exeter and Visalia in a continuing effort to enhance bus stop amenities. The remaining recommendations found within this scenario are limited to low-cost administrative improvements as well as marketing/outreach activities.

Administrative improvements such as improved record-keeping and reducing City staff oversight of safety-related activities should be implemented immediately as they come at no cost and don't directly impact service delivery. Outreach and promotional recommendations which require additional expenditures or staff time would begin no later than Fiscal Year 2014/15. These efforts include the increased outreach to Exeter schools and local stakeholder groups as well as working with the City of Visalia to increase transit sales locations within Exeter.

Transition Scenario

While the Transition Scenario is a three-year process as outlined in the Operations Plan, the initiation of the transition can begin at the discretion of the partner cities. Therefore, the timeframe presented herein does not specify fiscal years, rather it identifies implementation stages. The first year entails the City of Visalia's absorption of Exeter's three-vehicle fleet including all associated maintenance and insurance responsibilities. Year Two shifts operations to Visalia Transit inclusive of dispatch, capital improvements, and staffing. Finally, Year Three recommends either the establishment of a permanent seat for Exeter within the existing Visalia Transit Advisory Committee (TAC) or the creation of a standalone City of Exeter TAC.

Community Trolley Circulator Scenario

The Community Circulator Scenario is contingent upon the implementation of the Transition Scenario as well as the availability of CMAQ funds. Therefore this scenario does not have a specified implementation year. However, like the Transition Scenario, the Community Circulator would take approximately three years to fully implement. The first year includes finalizing the proposed route and associated schedule, followed by commencement of service. During this period existing stop amenities would remain at the proposed transfer center location, while the request for grant funding is submitted for the future transfer center facility. Year Two includes an assessment of service delivery as well as any

schedule/route alignment adjustments that may be necessary. Finally, Year Three includes the final site design and construction of the transfer center.

Exhibit 6.1.1 presents a hierarchal summary of the recommendations as well as a timeframe for their implementation. In addition, the table identifies the primary entity responsible for implementation. Recommendations with a “High” priority should be implemented within the next six calendar months. “Medium” priority recommendations should be implemented in FY 2014/2015, while those with “Low” priority should be implemented as resources allow.

Exhibit 6.1.1 Proposed Implementation Schedule

Recommendation	Timeframe	Responsible Agency	Priority
<i>Operations Recommendations</i>			
Improve Dial-A-Ride data collection	Implement during FY 2014/2015	Exeter	High
Continue bus stop amenity enhancements	Already implemented; ongoing monitoring	Exeter	High
Reduce City staff oversight of safety-related responsibilities	Implement during FY 2014/2015	Exeter	High
Promote Visalia fixed-route service at all Exeter schools	Implement during FY 2014/2015	Exeter	High
Increase local stakeholder/community outreach	Implement during FY 2014/2015	Exeter	Medium
Increase transit pass sales outlet locations	Implement no later than FY 2015/16	Exeter	Medium
<i>Transition Scenario</i>			
Vehicle maintenance	Year One	Exeter/Visalia	Medium
Day-to-Day service provision	Year Two	Exeter/Visalia	Medium
TAC creation	Year Three	Exeter/Visalia	Medium
<i>Community Circulator Scenario</i>			
Finalize route/schedule, apply for funding, commence service	Year Three	Exeter/Visalia	Low
Review performance and adjust as necessary	Year Four	Exeter/Visalia	Low
Construct transfer center	Year Five	Exeter/Visalia	Low

SURVEY
INSTRUMENTS

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APPENDIX A – SURVEY INSTRUMENTS

Exhibit A.1 Onboard Survey Instrument English



City of Exeter
2013 Transit Rider Survey
(Español al revés)



Section 1: Tell us about your trip today.

1. What route(s) are you taking on this trip?
1 _____
Date: 2 _____
Time: 3 _____
2. Where did you board the bus today (bus stop)?
Cross-streets: 1 _____ and 2 _____
Location: 3 _____
3. Where will you get off the bus today (bus stop)?
Cross-streets: 1 _____ and 2 _____
Location: 3 _____
4. Does this trip include a transfer?
☐ Yes ☐ No
a. If yes, specify to/from:
☐ 1 Another Visalia Transit bus
☐ 2 TIME ☐ 3 TCaT
5. How did you get to the bus stop today?
☐ 1 Walked more than 4 blocks ☐ 2 Drove self
☐ 3 Walked less than 4 blocks ☐ 4 Rode bike
☐ 5 Transfer from another bus ☐ 6 Dropped off
☐ 7 Other
6. What is the primary purpose for today's trip?
☐ 1 Work ☐ 2 Shopping ☐ 3 Visiting friends
☐ 4 School ☐ 5 Healthcare ☐ 6 Personal business
☐ 7 Other – specify: _____
7. Why did you choose Visalia Transit for this trip?
☐ 1 Cost ☐ 2 Proximity to my destination
☐ 3 Lack of car ☐ 4 Avoid traffic/parking
☐ 5 Relaxing ☐ 6 Convenient
☐ 7 Other – specify: _____

Section 2: Tell us about our service.

8. On a scale of 1-5 (where 1=poor and 5=excellent), rate the following service attributes:
a. Service frequency ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
b. Time it takes to travel ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
c. Operating hours ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
d. Comfort onboard vehicle ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
e. Safety onboard vehicle ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
f. Fare or cost ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
g. Safety at bus stops ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
h. Reliability of service ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
i. Accessibility of service ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
j. Availability of service info ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
k. Overall satisfaction ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
9. On a scale of 1-4 (where 1=not important and 4=very important), how important is cost (the fare you pay) in making your decision to ride Visalia Transit?
☐ 1 ☐ 2 ☐ 3 ☐ 4
10. What service enhancement would most like to see? (Choose only one)
☐ 1 More frequent service ☐ 2 More weekend service
☐ 3 Shorter travel time ☐ 4 Later operating/service hours
☐ 5 Earlier operating/service hours
☐ 6 Different destination(s) – specify: _____
☐ 7 Other – specify: _____
11. How many additional trips would you make each week if the improvement you selected in Question 10 was made?
☐ 1 No change ☐ 2 Less than 1 ☐ 3 1-2 trips
☐ 4 3-4 trips ☐ 5 5 or more trips

Section 3: Tell us about yourself.

12. How often do you ride Visalia Transit?
☐ 1 Less than once a week ☐ 2 1-2 times a week
☐ 3 3-4 times a week ☐ 4 5 or more times a week
13. How long have you been a Visalia Transit customer?
☐ 1 Less than 1 year ☐ 2 1-2 years
☐ 3 3-4 years ☐ 4 5 years or more
14. How would you travel if Visalia Transit were not available?
☐ 1 Drive own vehicle ☐ 2 Ride bicycle
☐ 3 Friend/family member ☐ 4 Walk
☐ 5 Wouldn't make trip ☐ 6 Taxi
☐ 7 Other – specify: _____
15. How do you typically pay for your Visalia Transit trip?
☐ 1 Cash fare (single ride) ☐ 2 Day pass
☐ 3 1- Day pass ☐ 4 Student Pass
16. What fare category typically applies to you?
☐ 1 Regular fare
☐ 2 Senior/Disabled/Medicare discounted fare
☐ 3 Student Pass
17. What is your approximate annual household income?
☐ 1 Less than \$20,000 ☐ 2 \$20,001 to \$35,000
☐ 3 \$35,001 to \$50,000 ☐ 4 \$50,001 to \$75,000
☐ 5 \$75,001 to \$100,000 ☐ 6 More than \$100,000
☐ 7 Decline to respond
18. Are you (select all that apply):
☐ 1 Hispanic/Latino ☐ 2 Black ☐ 3 White
☐ 4 Asian/Pacific Islander ☐ 5 American Indian
☐ 6 Other
19. Please indicate which languages are spoken in your home (select all that apply)
☐ 1 English ☐ 2 Spanish
☐ 3 Other – specify: _____
☐ 4 Decline to respond
20. What is your gender?
☐ 1 Male ☐ 2 Female
☐ 3 Decline to respond
21. What is your age?
☐ 1 16 to 18 ☐ 2 19 to 24 ☐ 3 25 to 44
☐ 4 45 to 64 ☐ 5 65 or older
☐ 6 Decline to respond
22. Where do you typically obtain information about Visalia Transit services?
☐ 1 Internet ☐ 2 Work ☐ 3 School
☐ 4 No Access ☐ 5 Library ☐ 6 Greenline
☐ 7 Onboard buses or at transit stops
☐ 8 Other: _____
23. What is your home zip code?
1 _____
24. Are you employed?
☐ 1 Full-time ☐ 2 Part-time ☐ 3 Retired ☐ 4 Unemployed
25. Are you a student?
☐ 1 Full-time ☐ 2 Part-time ☐ 3 Not a student

OPTIONAL

If you are interested in a follow-up interview, please provide us with your contact information.

Name: _____

Phone: _____

Email: _____

Exhibit A.2 Onboard Survey Instrument Spanish



Ciudad de Exeter
2013 Encuesta del Cliente
(English on reverse)



Sección 1: Cuéntenos sobre su viaje de hoy.

1. ¿En qué ruta(s) viaja para completar este viaje?
1. _____
Fecha: 2. _____
Hora: 3. _____
2. ¿Dónde subió este bus hoy (parada de buses)?
Cruce de calles: 1. _____ 2. _____
Ubicación: 3. _____
3. ¿Dónde se bajará del bus hoy (parada de buses)?
Cruce de calles: 1. _____ 2. _____
Ubicación: 3. _____
4. ¿Incluye algún transbordo este viaje?
☐ 1 Sí ☐ 2 No
a. Si sí, especifique el servicio al que va a transbordar:
☐ 1 Otro bus de Visalia Transit
☐ 2 TIME ☐ 3 TCaT
5. ¿Cómo llegó a la parada de buses hoy?
☐ 1 Caminé mas de 4 cuadras ☐ 2 Llegué en mi auto
☐ 3 Caminé menos de 4 cuadras ☐ 4 En bicicleta
☐ 5 Transbordé de otro bus ☐ 6 Alguien me llevó a la parada
☐ 7 Otro
6. ¿Cuál es el propósito principal de este viaje?
☐ 1 Trabajo ☐ 2 Ir de compras ☐ 3 Visitar amigos
☐ 4 Escuela ☐ 5 Cita médica ☐ 6 Asunto personal
☐ 7 Otro – especifique: _____
7. ¿Por qué escogió Visalia Transit para este viaje?
☐ 1 Costo ☐ 2 Cercanía a mi destino
☐ 3 No tengo auto ☐ 4 Evitar tráfico/estacionamiento
☐ 5 Otro – especifique: _____

Sección 2: Cuéntenos sobre nuestro servicio.

8. En una escala de 1 a 5 (en la que 1 = malo y 5 = excelente), evalúe los siguientes atributos del servicio:
a. Frecuencia ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
b. Tiempo que tarda en viajar ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
c. Horas de servicio ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
d. Comodidad a bordo del vehículo ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
e. Seguridad a bordo de vehículo ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
f. Tarifa o costo ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
g. Seguridad en las paradas ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
h. Fiabilidad del servicio ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
i. Accesibilidad del servicio ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
j. Disponibilidad de información ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
k. Satisfacción general ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
9. En una escala de 1 a 4 (donde 1 = "no importante" y 4 = "muy importante"), ¿cuánto le importa el costo (el precio que paga) en decidir viajar en Visalia Transit?
☐ 1 ☐ 2 ☐ 3 ☐ 4
10. ¿Qué mejoramiento del servicio sería más preferible para usted? (Solo escoja uno)
☐ 1 Servicio más frecuente ☐ 2 Más servicio los fines de semana
☐ 3 Tiempo de viaje más corto
☐ 4 Horas de servicio más tarde
☐ 5 Horas de servicio más temprano
☐ 6 Destinos diferentes – especifique: _____
☐ 7 Otro – especifique: _____
11. ¿Cuántos viajes adicionales haría usted cada semana si la mejora que seleccionó en la pregunta 10 se implementara?
☐ 1 No cambiaría ☐ 2 Menos de 1 ☐ 3 1-2 viajes
☐ 4 3-4 viajes ☐ 5 5 o más viajes adicionales

Sección 3: Cuéntenos acerca de usted.

12. ¿Con qué frecuencia viaja en Visalia Transit?
☐ 1 Menos de una vez a la semana ☐ 2 1-2 veces a la semana
☐ 3 3-4 veces a la semana ☐ 4 5 o más veces a la semana
13. ¿Cuánto tiempo ha sido cliente de Visalia Transit?
☐ 1 Menos de 1 año ☐ 2 1-2 años
☐ 3 3-4 años ☐ 4 5 años o más
14. ¿Cómo viajaría si Visalia Transit no fuera disponible?
☐ 1 En mi auto ☐ 2 En bicicleta
☐ 3 Viajaría con un amigo o familiar ☐ 4 Caminaría
☐ 5 No haría el viaje ☐ 6 Taxi
☐ 7 Otro – especifique: _____
15. Típicamente, ¿cómo paga por su viaje en Visalia Transit?
☐ 1 En efectivo (viaje sencillo) ☐ 2 Pase de día
☐ 3 Pase de 31 días ☐ 4 Pase de estudiante
16. ¿Qué categoría de tarifa normalmente aplica a usted?
☐ 1 Tarifa regular
☐ 2 Tarifa de descuento de tercera edad/discapitado/medicare
☐ 3 Pase de estudiante
17. ¿Cuál es su ingreso familiar anual aproximado?
☐ 1 Menos de \$20,000 ☐ 2 \$20,001 a \$35,000
☐ 3 \$35,001 a \$50,000 ☐ 4 \$50,001 a \$75,000
☐ 5 \$75,001 a \$100,000 ☐ 6 Más de \$100,000
☐ 7 Prefiero no decir
18. Es usted (escoja todos los que apliquen):
☐ 1 Hispano/Latino ☐ 2 Negro ☐ 3 Blanco
☐ 4 Asiático/Islandico Pacífico ☐ 5 Indio Americano
☐ 6 Otro
19. Por favor, indique cuáles idiomas se hablan en su hogar (seleccione todos que apliquen)
☐ 1 Inglés ☐ 2 Español
☐ 3 Otro – especifique: _____
☐ 4 Prefiero no decir
20. ¿Cuál es su género?
☐ 1 Hombre ☐ 2 Mujer
☐ 3 Prefiero no decir
21. ¿Cuál es su edad?
☐ 1 16 a 18 ☐ 2 19 a 24 ☐ 3 25 a 44
☐ 4 45 a 64 ☐ 5 65 o mayor
☐ 6 Prefiero no decir
22. Típicamente, ¿dónde obtiene información acerca de los servicios Visalia Transit?
☐ 1 Internet ☐ 2 En el trabajo ☐ 3 En la escuela
☐ 4 No tengo acceso ☐ 5 Biblioteca ☐ 6 Greenline
☐ 7 A bordo de los buses o en las paradas
☐ 8 Otro: _____
23. ¿Cuál es el código postal de su hogar?
1. _____
24. ¿Tiene empleo actualmente?
☐ 1 Tiempo completo ☐ 2 Tiempo parcial
☐ 3 Jubilado ☐ 4 Desempleado
25. ¿Es estudiante?
☐ 1 Tiempo completo ☐ 2 Tiempo parcial
☐ 3 No soy estudiante

OPCIONAL

Si le interesa participar en una entrevista de seguimiento, favor proporcionarnos con su información de contacto.

Nombre: _____

Teléfono: _____

Email: _____

Exhibit A.3 Dial-A-Ride Survey Instrument English



City of Exeter
Dial-A-Ride Customer Survey



The City of Exeter, in partnership with the Tulare County Association of Governments, is conducting a survey of Dial-A-Ride customers in support of its ongoing Transit Development Plan. Please take a few moments to complete this survey and mail it back in the attached postage-paid envelope by **October 31, 2013**. Your input will help ensure the transit programs provided by the City as well as by Visalia Transit serve the needs of our community. Thank you.

1. What is your home zip code? _____

2. Which of the following do you use most frequently?
☐ Exeter Dial-A-Ride
☐ Visalia Transit fixed-route service (Route # _____)
☐ Visalia Transit Dial-A-Ride

3. Have you used the City of Exeter's Dial-A-Ride service in the past 90 days?
☐ Yes ☐ No

4. How often do you use City of Exeter Dial-A-Ride?
☐ Less than once per week
☐ 1-2 times per week
☐ 3-4 times per week
☐ 5 or more times per week

5. Please indicate your satisfaction with the following City of Exeter Dial-A-Ride service characteristics by checking the appropriate box.

		Excellent	Good	Fair	Poor
A	On-time performance				
B	Customer service: office/dispatch				
C	Customer service: drivers				
D	Ease of making reservations				
E	Dependability				
F	Cost				
G	Service overall				

6. What is your most common travel destination when using City of Exeter Dial-A-Ride?
☐ Medical appointment ☐ Work
☐ Shopping ☐ Senior center
☐ School
☐ Other (specify): _____

7. What is your main reason for using the City's Dial-A-Ride service?
☐ No or limited access to a personal vehicle
☐ Don't drive/no longer drive
☐ Other transportation services are too expensive (i.e., taxi)
☐ Other (specify): _____

8. How do you usually pay for your City of Exeter Dial-A-Ride trip?
☐ Cash ☐ 10-Ride Punch Pass

9. Regarding your most recent Dial-A-Ride trip: If the City of Exeter Dial-A-Ride had not been available, how would you have made that trip? (Select only one)
☐ Ride with family member or friend
☐ Public transit/bus (Visalia Transit)
☐ Social service organization
☐ Taxi/private shuttle
☐ Walk ☐ Bicycle ☐ Carpool/Vanpool
☐ Would not make the trip

10. When calling to place your City of Exeter Dial-A-Ride trip request, are you able to promptly reach a Customer Service Representative?
☐ Yes ☐ No

11. Have you used Visalia Transit's local fixed-route service within the past 90 days?
☐ Yes ☐ No

12. Have you used Visalia Transit's Dial-A-Ride service within the past 90 days?
☐ Yes ☐ No

13. Are you ADA certified by Visalia Transit?
☐ Yes ☐ No

14. Do you frequently travel outside the City of Exeter?
☐ Yes ☐ No

14a. If Yes, how do you typically make that trip?

☐ Visalia Transit fixed-route
☐ Visalia Transit Dial-A-Ride
☐ Ride with friend/family ☐ Take a taxi
☐ Drive ☐ Other (specify: _____)

14b. How frequently do you make that trip?

☐ Once per month ☐ 2-3 times per month
☐ 1-2 times per week ☐ 3-4 times per week
☐ 5 or more times per week

15. What is your age category?
☐ Younger than 18 ☐ 18-30 ☐ 31-40
☐ 41-50 ☐ 51-59 ☐ 60+

16. Do you speak a language other than English at home?
☐ Yes (specify: _____) ☐ No

17. What is your gender? ☐ Male ☐ Female

18. What was your total household income in 2012?
☐ Under \$15,000 ☐ \$15,000-\$24,999
☐ \$25,000-\$34,999 ☐ \$35,000-\$44,999
☐ \$45,000-\$54,999 ☐ \$55,000 or more

19. Are you employed?
☐ Full-time ☐ Part-time ☐ Retired ☐ Unemployed

20. How do you typically get your information about local bus services? (Check all that apply)
☐ Internet ☐ Onboard notices
☐ Ask driver ☐ Notices at transit stops
☐ Telephone ☐ Ask friends or family
☐ Tulare County Transit Guide
☐ No access to information

Thank you for participating in this survey. If you would like to participate in a follow-up interview, please provide your contact info below.

Name: _____

Phone: _____

Email: _____

Exhibit A.4 Dial-A-Ride Survey Instrument Spanish



Ciudad de Exeter
Encuesta de Pasajero Dial-A-Ride



La ciudad de Exeter, en colaboración con la Asociación de Gobiernos del Condado de Tulare, proporciona una encuesta de los clientes de Dial-A-Ride para completar su Plan de Desarrollo de Tránsito. Por favor tómese unos minutos para completar esta encuesta y envíela por correo en el sobre adjunto para el 31 de Octubre de 2013. Su contribución nos ayudará a asegurar que los programas de transporte de la Ciudad de Exeter y Visalia Transit cumplen con las necesidades de nuestra comunidad lo más posible. Gracias.

1. ¿Qué es el código postal de su hogar? _____

2. ¿Cuál servicio utiliza más frecuentemente?

- ☐ 1 Exeter Dial-A-Ride
☐ 2 Ruta fija de Visalia Transit (Ruta # _____)
☐ 3 Visalia Transit Dial-A-Ride

3. ¿Ha usado los servicios Exeter Dial-A-Ride en los últimos 90 días? ☐ 1 Sí ☐ 2 No

4. ¿Qué frecuentemente utiliza el servicio de Exeter Dial-A-Ride?

- ☐ 1 Menos de una vez por semana
☐ 2 1-2 veces por semana
☐ 3 3-4 veces por semana
☐ 4 5 o más veces por semana

5. Por favor indica su satisfacción con las siguientes características del servicio de Exeter Dial-A-Ride marcando la caja apropiada.

		Excelente	Bueno	Neutral	Malo
A	Puntualidad				
B	Servicio: oficina/operadores				
C	Servicio: conductores				
D	Facilidad de reservar un viaje				
E	Confiabilidad				
F	Precio				
G	Servicio en general				

6. ¿Cuál es su destino más común cuando viaja usando el servicio de Exeter Dial-A-Ride?

- ☐ 1 Cita médica ☐ 2 Trabajo ☐ 3 Compras
☐ 4 Centro de Mayores de Edad ☐ 5 Escuela
☐ 6 Otro (especifique): _____

7. ¿Cuál es su razón principal por la que usa el servicio de Exeter Dial-a-Ride?

- ☐ 1 No tengo acceso o tengo acceso limitado a un vehículo personal
☐ 2 No manejo/no puedo manejar
☐ 3 Otros servicios de transportación son muy caros (i.e., taxi)
☐ 4 Otro (especifique): _____

8. Típicamente, ¿Cómo paga por su viaje en Exeter Dial-A-Ride?

- ☐ 1 En efectivo ☐ 2 Pasaje de 10 viajes

9. En vista de su viaje más reciente en Exeter Dial-A-Ride: Si el servicio no fuera disponible, ¿Cómo haría ese viaje? (Seleccione solo uno)

- ☐ 1 Viajando con familia o amigo
☐ 2 Tránsito público/autobús (Visalia Transit)
☐ 3 Organización de servicio social
☐ 4 Taxi/lanzador privado ☐ 5 Caminar
☐ 6 Bicicleta ☐ 7 Viaje compartido
☐ 8 No haría el viaje

10. Cuando llama para hacer su solicitud de viaje con Exeter Dial-A-Ride, ¿llega rápidamente en contacto con un representante de servicio al cliente?

- ☐ 1 Sí ☐ 2 No

11. ¿Ha usado los servicios de ruta fija de Visalia Transit en los últimos 90 días? ☐ 1 Sí ☐ 2 No

12. ¿Ha usado los servicios de Dial-A-Ride de Visalia Transit en los últimos 90 días? ☐ 1 Sí ☐ 2 No

13. ¿Eres certificado/registrado de la ADA por Visalia Transit? ☐ 1 Sí ☐ 2 No

14. ¿Usted viaja afuera de la Ciudad de Exeter frecuentemente? ☐ 1 Sí ☐ 2 No

14a. Si Sí, típicamente, ¿cómo hace ese viaje?

- ☐ 1 Ruta fija de Visalia Transit
☐ 2 Visalia Transit Dial-A-Ride
☐ 3 Con un amigo/familiar
☐ 4 En taxi ☐ 5 Manejando solo
☐ 7 Otro (Especifique): _____

14b. ¿Qué frecuentemente hace ese viaje?

- ☐ 1 Una vez por mes ☐ 2 2-3 veces por mes
☐ 3 1-2 veces por semana ☐ 4 3-4 veces por semana
☐ 5 5 veces o más por semana

15. ¿Cuál es su categoría de edad?

- ☐ 1 Menor de 18 ☐ 2 18-30 ☐ 3 31-40
☐ 4 41-50 ☐ 5 51-59 ☐ 6 60+

16. ¿Habla una lengua que no sea el español en su hogar?

- ☐ 1 Sí (especifique: _____) ☐ 2 No

17. ¿Cuál es su género? ☐ 1 Hombre ☐ 2 Mujer

18. ¿Qué fue su ingreso de hogar anual total en 2012?

- ☐ 1 Menos de \$15,000 ☐ 2 \$15,000-\$24,999
☐ 3 \$25,000-\$34,999 ☐ 4 \$35,000-\$44,999
☐ 5 \$45,000-\$54,999 ☐ 6 \$55,000 o más

19. ¿Cuál es su situación de empleo?

- ☐ 1 Tiempo completo ☐ 2 Tiempo parcial
☐ 3 Jubilado ☐ 4 Desempleado

20. Normalmente, ¿cómo obtiene información sobre servicio de transporte público? (Marque todos que apliquen)

- ☐ 1 Internet ☐ 2 Noticias abordó vehículo
☐ 3 Preguntando al conductor
☐ 4 Información o avisos en las paradas
☐ 5 Teléfono ☐ 6 Preguntando amigos o familiares
☐ 7 Guía de Tránsito del Condado de Tulare
☐ 8 No acceso a información

Gracias por participar en esta encuesta. Si quiere participar en una entrevista de seguimiento, favor proporcione su información de contacto abajo.

Nombre: _____

Teléfono: _____

Email: _____

Exhibit A.5 Community Survey Instrument English



City of Exeter
2013 Community Transit Survey



Qualifiers:

A. Are you 16 years of age or older?

☐ Yes ☐ No

B. What is your residential zip code? _____

Survey:

1. In the last 90 days, have you ridden either Exeter's Dial-A-Ride bus service or Visalia's fixed-route service?

☐ Yes ☐ No

1A. If Yes, Specify:

☐ Exeter Dial-A-Ride

☐ Visalia fixed-route

☐ Visalia Dial-A-Ride

(Continue to Question 2)

1B. If No: What is the primary reason you do not ride transit services?

☐ Does not go where I need to go

☐ Takes too long

☐ Does not run/operate frequently enough

☐ Costs too much

☐ I don't know how to use it

☐ I have access to a personal vehicle

☐ Other (specify) _____

(Continue to Question 9)

Riders Only:

2. Please select which service you would like to tell us about today (choose only one):

☐ Exeter Dial-A-Ride

☐ Visalia fixed-route

☐ Visalia Dial-A-Ride

3. How many times in a typical week do you ride this service?

☐ 1-2 ☐ 3-4 ☐ 5 or more

☐ Less frequently (i.e., once or twice a month)

4. On a four-point scale (where 1 is "poor" and 4 is "excellent"), how would you rate your overall satisfaction with the service?

☐ 1 ☐ 2 ☐ 3 ☐ 4

5. When riding the service, what is your most common trip purpose?

☐ Work ☐ Shopping ☐ Visiting friends

☐ School ☐ Healthcare ☐ Personal business

☐ Other – specify: _____

6. On a scale of one to five (wherein one equals "poor" and five equals "excellent"), please rate the following attributes of the service.

	1	2	3	4	5
Service frequency					
Operating hours					
Time it takes to travel on bus					
Comfort onboard vehicle					
Safety onboard vehicle					
Fare or cost					
Safety at bus stops					
Reliability of service					
Accessibility of service					
Availability of service info					

7. On a scale of one to four (wherein one equals "not important" and four equals "very important"), how important a role does cost (the fare you pay) play in making your decision to use the service?

☐ 1 ☐ 2 ☐ 3 ☐ 4

8. Where have you typically obtained information regarding the service?

☐ Internet ☐ Work ☐ School

☐ No Access ☐ Library ☐ Greenline

☐ Other: _____

Non-Rider/Both:

9. Do you know the location of the Visalia Transit bus stop nearest to your home?

☐ Yes ☐ No

10. What are your **two** most common methods of travel in and around Exeter?

☐ Drive own vehicle ☐ Walk ☐ Ride bicycle

☐ Public transit (fixed-route or Dial-A-Ride)

☐ Carpool

☐ Other (specify): _____

11. Do you have access to the internet at your home?

☐ Yes ☐ No

Exhibit A.5 Community Survey Instrument English (cont.)

12. Have you visited the Visalia Transit, GoTulareCounty, or Exeter Dial-A-Ride websites within the past 90 days?

☐₁ Yes ☐₂ No

12A. If yes, did you find the information you were seeking?

☐₁ Yes ☐₂ No

13. Have you seen any advertising for Visalia Transit or Exeter Dial-A-Ride within the past 90 days?

☐₁ Yes ☐₂ No

13A. If Yes, specify where:

14. (For respondents who do NOT currently use any transit services) If your typical/normal method of travel was not available, would you consider riding Visalia Transit or City of Exeter Dial-A-Ride?

☐₁ Yes ☐₂ No

15. What change, if any, would make you consider using Visalia Transit or City of Exeter transit services? (Select up to 2)

- ☐₁ More frequent service
☐₂ More weekend service
☐₃ Shorter travel time
☐₄ Later operating/service hours
☐₅ Earlier operating/service hours
☐₆ Higher gas prices (specify price) _____
☐₇ Different destination(s) _____
(Specify destinations) _____
☐₈ Easier reservation process
☐₉ Loss of access to a personal vehicle
☐₁₀ Other – specify: _____
☐₁₁ Nothing would change my mind

16. If your employer offered discounted transit passes, would you consider using transit more often?

☐₁ Yes ☐₂ No

17. Do you believe public transit plays an important role in your community's quality of life?

☐₁ Yes ☐₂ No

18. Do you have a valid drivers license?

☐₁ Yes ☐₂ No

Demographics:

These last questions request demographic information and you may decline to respond.

19. What is your age?

- ☐₁ 16 to 18 ☐₂ 19 to 24
☐₃ 25 to 44 ☐₄ 45 to 64
☐₅ 65 or older ☐₆ Decline to respond

20. What is your gender?

- ☐₁ Male ☐₂ Female
☐₃ Decline to respond

21. Please indicate which languages are spoken in your home (select all that apply).

- ☐₁ English ☐₂ Spanish
☐₃ Other (specify) _____
☐₄ Decline to respond

22. Are you employed?

- ☐₁ Full-time ☐₂ Part-time
☐₃ Retired ☐₄ Unemployed

23. Are you a student?

- ☐₁ Full-time ☐₂ Part-time
☐₃ Not a student

24. What is your approximate annual household income?

- ☐₁ Less than \$20,000 ☐₂ \$20,001 to \$35,000
☐₃ \$35,001 to \$50,000 ☐₄ \$50,001 to \$75,000
☐₅ \$75,001 to \$100,000 ☐₆ More than \$100,000
☐₇ Decline to respond

For a chance to win one of several \$50 VISA gift cards please provide us with your contact information.

Name: _____

Phone: _____

Email: _____

Notes: _____

Exhibit A.6 Community Survey Instrument Spanish



Ciudad de Exeter
2013 Encuesta Comunitaria de Tránsito



Calificadores:

A. ¿Tiene usted más de 16 años?

- ☐ 1 Sí ☐ 2 No

B. ¿Cuál es el código postal de su residencia? _____

Encuesta:

1. ¿Ha usado el servicio de Dial-A-Ride de la Ciudad de Exeter o de ruta fija de Visalia Transit en los últimos 90 días?

- ☐ 1 Sí ☐ 2 No

1A. Si Sí, especifique:

- ☐ 1 Exeter Dial-A-Ride
☐ 2 Ruta fija de Visalia Transit
☐ 3 Visalia Dial-A-Ride

(Continúe a Pregunta 2)

1B. Si No: ¿Cuál es la razón por la cual no usa los servicios de transporte público?

- ☐ 1 No va donde necesito ir
☐ 2 Se demora mucho (el viaje en el autobús)
☐ 3 No opera suficiente frecuentemente
☐ 4 Cuesta demasiado
☐ 5 No sé cómo usarlo
☐ 6 Tengo acceso a un vehículo personal
☐ 7 Otro (especifique) _____

(Continúe a Pregunta 9)

Solamente Pasajeros:

2. Favor indique sobre cual servicio quisiera contarnos hoy:

- ☐ 1 Exeter Dial-A-Ride
☐ 2 Ruta fija de Visalia Transit
☐ 3 Visalia Dial-A-Ride

3. ¿Cuántas veces a la semana utiliza este servicio?

- ☐ 1 1-2 ☐ 2 3-4 ☐ 3 5 o más
☐ 4 Menos frecuente (uno o dos veces al mes)

4. En la escala del 1 al 4 (1 siendo el más bajo y 4 siendo el más alto), ¿Cómo calificaría su satisfacción con este servicio?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4

5. Cuando viajando en el servicio, ¿Cuál es el propósito más común de su viaje?

- ☐ 1 Trabajo ☐ 2 Ir de compras ☐ 3 Visitar amigos
☐ 4 Escuela ☐ 5 Cuidado médico ☐ 6 Asunto personal
☐ 7 Otro (especifique): _____

6. En la escala del 1 al 5 (1 siendo el más bajo y 5 siendo el más alto), evalúe las siguientes características del servicio.

	1	2	3	4	5
Frecuencia del servicio					
Horas de operación					
Tiempo que tarda en viajar					
Comodidad abordo					
Seguridad abordo					
Tarifa o costo					
Seguridad en las paradas					
Confiable del servicio					
Accesibilidad del servicio					
Disponibilidad de información sobre el servicio					

7. En la escala del 1 al 4 (1 siendo "no importante" y 4 siendo "muy importante"), ¿Qué tan importante es el costo (tarifa) en decidir si toma o no toma el servicio?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4

8. ¿Dónde suele obtener información acerca del servicio?

- ☐ 1 Internet ☐ 2 En el trabajo ☐ 3 En la escuela
☐ 4 No tengo acceso ☐ 5 Biblioteca ☐ 6 Greenline
☐ 7 Otro: _____

No-Pasajero/Pasajero:

9. ¿Sabe la ubicación de la parada de Visalia Transit más cercana a su casa?

- ☐ 1 Sí ☐ 2 No

10. ¿Cuáles son sus dos métodos más comunes de movilidad alrededor de Tulare?

- ☐ 1 Manejar vehículo ☐ 2 Caminar ☐ 3 Bicicleta
☐ 4 Transito Publico (ruta-fija o Dial-A-Ride)
☐ 5 Carpool
☐ 6 Otro (especifique): _____

Exhibit A.6 Community Survey Instrument Spanish (cont.)

11. ¿Tiene acceso a Internet en su casa?

☐_1 Sí ☐_2 No

12. ¿Ha visitado la página web de Visalia Transit, GoTulareCounty, o Exeter Dial-A-Ride en los últimos 90 días?

☐_1 Sí ☐_2 No

12A. Si sí, ¿encontró la información que buscaba?

☐_1 Sí ☐_2 No

13. ¿Ha visto algún anuncio para Visalia Transit en los últimos 90 días?

☐_1 Sí ☐_2 No

13A. Si Sí, especifique donde

14. (Sólo para encuestados quienes NO usen servicios de transporte público actualmente) Si su método principal de movilidad no estuviera disponible, consideraría usar Visalia Transit o Exeter Dial-A-Ride?

☐_1 Sí ☐_2 No

15. ¿Qué cambios, si hay alguno, haría que usted utilizara Visalia Transit o Exeter Dial-A-Ride? (escoja hasta 2 respuestas).

☐_1 Servicio más frecuente

☐_2 Más servicio los fines de semana

☐_3 Menos duración de viaje

☐_4 Horas de operación/servicios más tarde

☐_5 Horas de operación/servicios más temprano

☐_6 Precios altos de gasolina

(especifique el precio:) _____

☐_7 Destinos diferentes

(especifique destinos:) _____

☐_8 Proceso de reservación más fácil

☐_9 La pérdida de acceso a un vehículo personal

☐_10 Otro (especifique): _____

☐_11 Nada cambiaría mi opinión

16. Si su empleo ofreciera descuentos para usar el transporte público, ¿considera utilizar el servicio con más frecuencia?

☐_1 Sí ☐_2 No

17. ¿Cree usted que el transporte público juega un papel importante en la calidad de vida de su comunidad?

☐_1 Sí ☐_2 No

18. ¿Tiene licencia de conducir?

☐_1 Sí ☐_2 No

Demográficos:

Estas últimas preguntas piden información demográfica y no es obligatorio responder.

19. ¿Cuántos años tiene?

☐_1 16 a 18 ☐_2 19 a 24

☐_3 25 a 44 ☐_4 45 a 64

☐_5 65 o mayor ☐_6 Prefiero no responder

20. ¿Cuál es su género?

☐_1 Masculino ☐_2 Femenino

☐_3 Prefiero no responder

21. Por favor, indique qué idiomas se hablan en su hogar (seleccione todos que apliquen).

☐_1 Inglés ☐_2 Español

☐_3 Otro (especifique) _____

☐_4 Prefiero no responder

22. ¿Tiene empleo actualmente?

☐_1 Tiempo completo ☐_2 Medio tiempo

☐_3 Retirado ☐_4 Desempleado

23. ¿Es estudiante?

☐_1 Tiempo completo ☐_2 Medio tiempo

☐_3 No soy estudiante

24. ¿Aproximadamente, Cuál es su ingreso anual familiar?

☐_1 Menos de \$20,000 ☐_2 \$20,001 a \$35,000

☐_3 \$35,001 a \$50,000 ☐_4 \$50,001 a \$75,000

☐_5 \$75,001 a \$100,000 ☐_6 Más de \$100,000

☐_7 Prefiero no responder

Para una oportunidad de ganar una de varias tarjetas de VISA con \$50, favor proporcione su información de contacto.

Nombre: _____

Teléfono: _____

Email: _____

Notas: _____

Exhibit A.7 Stakeholder Survey Instrument



City of Exeter 2013 Transit Stakeholder Survey



Thank you for taking a few moments to complete the 2013 Exeter Transit Stakeholder Survey. The City, in partnership with the Tulare County Association of Governments, is currently preparing a Transit Development Plan for our community. Your input will help shape the future of transit service in and around Exeter.

Fax your completed survey to 661-253-1208 or email to alex@moore-associates.net.

1	What organization or clientele do you represent?										
2	Your name:										
3	Your title:										
4	Your phone number:										
5	The organization or clientele you represent includes the following (check all that apply): <table border="0"><tr><td>☐ General public</td><td>☐ Youth</td></tr><tr><td>☐ Seniors</td><td>☐ College Students</td></tr><tr><td>☐ Persons with physical disabilities</td><td>☐ Low-income and/or homeless individuals</td></tr><tr><td>☐ Persons with cognitive disabilities</td><td>☐ Individuals with limited English proficiency</td></tr><tr><td>☐ Other (specify: _____)</td><td>☐ Visitors to the region</td></tr></table>	☐ General public	☐ Youth	☐ Seniors	☐ College Students	☐ Persons with physical disabilities	☐ Low-income and/or homeless individuals	☐ Persons with cognitive disabilities	☐ Individuals with limited English proficiency	☐ Other (specify: _____)	☐ Visitors to the region
☐ General public	☐ Youth										
☐ Seniors	☐ College Students										
☐ Persons with physical disabilities	☐ Low-income and/or homeless individuals										
☐ Persons with cognitive disabilities	☐ Individuals with limited English proficiency										
☐ Other (specify: _____)	☐ Visitors to the region										
6	How do individuals in your organization or clientele typically travel? (check all that apply) <table border="0"><tr><td>☐ Public bus</td><td>☐ School bus</td></tr><tr><td>☐ Drive own personal vehicle</td><td>☐ Private transportation program (specify: _____)</td></tr><tr><td>☐ Ride with friends or family members</td><td>☐ Bicycle/walking</td></tr><tr><td>☐ Other (specify: _____)</td><td></td></tr></table>	☐ Public bus	☐ School bus	☐ Drive own personal vehicle	☐ Private transportation program (specify: _____)	☐ Ride with friends or family members	☐ Bicycle/walking	☐ Other (specify: _____)			
☐ Public bus	☐ School bus										
☐ Drive own personal vehicle	☐ Private transportation program (specify: _____)										
☐ Ride with friends or family members	☐ Bicycle/walking										
☐ Other (specify: _____)											
7	Do you offer any type of transportation services or public transit subsidies to your community/clientele? <table border="0"><tr><td>☐ No</td></tr><tr><td>☐ Yes, transportation service (describe) _____</td></tr><tr><td>☐ Yes, transit subsidy (describe) _____</td></tr></table>	☐ No	☐ Yes, transportation service (describe) _____	☐ Yes, transit subsidy (describe) _____							
☐ No											
☐ Yes, transportation service (describe) _____											
☐ Yes, transit subsidy (describe) _____											
8	Please identify the most significant "unmet" transportation need facing your organization and/or its members/clientele.										
9	What do you believe to be the single greatest improvement (regarding local transportation) which the City of Exeter could make or implement?										

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B

DIAL-A-RIDE MANIFEST

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Exhibit B.2 Proposed Dial-A-Ride Manifest

FRIDAY AUGUST 2,2013												
Driver	PAX Name	Fare	Pick Up Address	Sch Time	ARRIVAL TIME	DEPART TIME	Mileage	Drop Off Address	DROP Time	Drop Depart Time	Depart Miles	Comments
		D-CASH		645	630	634			641	641		
		D-TKT		730	715	719			731	734		
		X		745	X	X	CANCEL		X	X		
		D-PASS		800	745	746			810	813		
		D-PASS		815	800	802			810	813		
		D-PASS		830	825	826			836	836		
		D-TKT		845	847	849			901	901		
		WC/C		900	904	909			926	926		
		D-TKT		915	916	918			934	934		
		WC/C		915	900	908			915	919		
		WC/C		930	941	944			948	951		
		S-TKT		930	924	927			939	940		
		WC/T		945	959	1004			1010	1015		
		INVOICE		1000	950	955			1003	1005		
		WC/C		1030	1025	1028			1034	1036		
		D-PASS		1100	1106	1108			1117	1118		
		S-TKT		1115	1110	1113			1118	1121		
		D-CASH		1130	1124	1125			1135	1136		
		D-TKT		1130	1123	1124			1129	1129		
		S-TKT		1145	1144	1145			1154	1156		
		INVOICE		1200	1148	1151			1202	1204		
		WC/C		1230	1215	1217			1222	1226		
		D-TKT		1245	1243	1245			1253	1254		
		D-TKT		1245	1238	1240			1248	1250		
		D-TKT		1300	1255	1257			1322	1324		
		S-TKT		1300	1257	1259			1306	1308		
		X		1315	1315	1319	NOSHOW		X	X		