



CITY OF PORTERVILLE 2012 SHORT RANGE TRANSIT PLAN

DRAFT: SEPTEMBER 2012

PREPARED FOR THE:

CITY OF PORTERVILLE
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CITY OF PORTERVILLE

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EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

The City of Porterville contracted with TPG Consulting, Inc. to prepare a five-year Short Range Transit Plan (SRTP) as an update to the existing plan that was developed for the City by TPG Consulting in 2010. This SRTP covers fiscal years 2012/13 through 2016/17. The City of Porterville operates both the Porterville Transit fixed route service and the COLT demand-response service. This SRTP presents a summary of the existing conditions related to transit services within the City, defines the goals, objectives and service standards of the system, and presents a five-year service, capital, and financial plan for the system.

➔ *Plan Objectives*

This SRTP serves as the primary planning document for Porterville's transit services. This SRTP was developed to support the development of a safe, efficient, and economical transit system through the use of sustainable transportation principles and techniques that encourage public mobility, provide affordable transportation alternatives, reduce congestion, improve air quality, and support appropriate land use and development.

- Evaluate current Porterville Transit/COLT operations.
- Elicit input from existing Porterville Transit/COLT riders
- Provide an overview of current and future conditions that will affect the Porterville Transit/COLT system.
- Recommend strategies for the delivery of public transportation over the next five years.

➔ *Plan Approach*

The plan approach focused on seeking input and data related to Porterville's transit system that would provide a solid base from which to most effectively plan the future use of transit services within the Porterville area. Efforts focused on garnering input from those people directly involved in the day-to-day operation of the service, as well as those people that use the service. Public involvement is a primary key to the success of transit planning within any community. Public involvement was garnered for this project throughout the SRTP



process. On-board passenger surveys and internet-based community surveys were administered to gather passenger and public perceptions and preferences about the Porterville Transit/COLT system.

Summary of Key Issues

Major issues and concerns were identified during the preparation of this SRTP update. Following are summaries of the key issues that need to be addressed over the five-year planning horizon of this SRTP:

Expansion of Service – The continuing growth in the community as well as the surrounding county is bringing new requests for service. Whether in the form of extended hours of operation on week nights for commuters or college students, fixed route service to new emerging areas of the city or the institution of Sunday service, each of these will require the allocation of additional operating and capital resources.

Maintenance of Farebox Ratios – With the efforts implemented by the City in 2010 to increase system efficiency, the maintenance of the 20% farebox ratio mandated by the Transportation Development Act (TDA) continues to be an overarching criteria for evaluation of the existing service as well as proposed additions.

Implementation of Enhanced Passenger Amenities – a number of passenger amenities and advanced technologies are proposed for implementation over the next 5 years. From enhanced bus shelters, to real-time passenger information systems, to computerized dispatching, Porterville Transit will be embarking on a number of technologies that will increase effectiveness and efficiency.

Growth limits at the Transit Center and Bus Maintenance Facility – Both the Downtown Transit Center and the Bus Maintenance Facility will reach capacity during the life of this Plan. Expansion plans have been underway for a number of years at the Transit Center and with the addition of two new routes added bus bays will be necessary. The City's maintenance center at the Corporation Yard is experiencing space limitations currently and with the planned expansion of the bus fleet, a new bus maintenance facility is necessary.



Service Implementation Schedule

In order to implement the planned service changes the following schedule of action items will be implemented.

Fixed Route Service

Year One (FY 2012/13)

During FY 2012/13, Porterville Transit will make significant changes to its system. Two new routes will be added (9 and 10), as will three buses (two on Route 10) so that system can maintain its 40 minute frequency. This will expand the fixed route service reach southwest to the airport area and eastward towards the Tule River Indian Reservation and the Eagle Mountain Casino.

A \$3.00 per day pass good for unlimited trips for the following 24 hours will also be implemented.

Year Two (FY 2013/14)

Over the course of FY 2013/14, peak service hours will be enhanced with the addition of an extra peak hour bus on Routes 1, 3, and 5 to increase bus frequencies to 20 minutes. These buses will run for two hours during the morning commute and one hour during the afternoon.

Year Three (FY 2014/15)

Fiscal Year 2014/15 will bring forth the introduction of Sunday route service; operating from 9:00 am to 5:00 pm.

Year Four (FY 2015/16)

Extended weeknight services, to 10:00 pm, will be introduced for all routes beginning FY 2015/16. In addition, a real-time website and mobile application will be introduced so the public can see where buses are currently located throughout the system map.



Year Five (FY 2016/17)

During FY 2016/17 services and technologies will continue to operate as established during the previous four years.

COLT Service

Year One (FY 2012/13)

In FY 2012/13 the demand-response service will raise the price of the Senior/ADA fare to \$2.25 per trip. It is anticipated that commencement of COLT operating on Sundays from 9:00 am to 5:00 pm will begin during the year. In addition, with the initiation of Route 10 service to the Reservation, COLT service within the Reservation will begin to provide paratransit service as well as general public service within the Reservation.

Year Two (FY 2013/14)

No changes to services is anticipated in FY 2013/14.

Year Three (FY 2014/15)

No changes to COLT services, as established up to this point, will occur in FY 2014/15.

Year Four (FY 2015/16)

COLT service hours will extend from 7:00 pm to 10:00 pm on weeknights beginning FY 2015/16, to coincide with the service expansion undertaken by fixed route services.

Year Five (FY 2016/17)

No changes to COLT services, as established up to this point, will occur in FY 2016/17.

*Implementation of this
Transit Plan will generate
13 direct jobs and 27
indirect jobs and will result
in estimated annual incomes
in excess of \$750,000.*



CHAPTER 1 - INTRODUCTION

The 2012 Short Range Transit Plan (S RTP) represents the tenth five-year plan prepared for the City of Porterville's public transit system since its inception in March of 1981. The first Porterville Transit Development Plan (TDP) was prepared in 1984 and covered Fiscal Years (FY) 1985/86 through 1989/90. The previous S RTP was completed in 2010, and covered FY 2009/10 through FY 2014/15. That 25 year period has seen the Porterville system evolve from a door-to-door service to a multi-faceted program which transports over 1,000 passengers per day. This S RTP is a biennial update of the 2010 S RTP. It covers the five year period from FY 2012/13 through FY 2016/17, and represents the sixth transit plan prepared for Porterville since its designation as an Urbanized Area in 2000. TPG Consulting has prepared this document under contract with the City of Porterville.



PURPOSE OF THE S RTP

The Porterville S RTP is a federally mandated document that provides a blueprint for the delivery of public transportation services within the Porterville urbanized area. The purpose of the Plan is to promote a comprehensive, coordinated, and continuous planning process for transit service in the Porterville area over a five-year planning horizon. The S RTP provides the community, policy makers, and city staff an opportunity to understand current transit conditions, defines the demand for service within the area, and establishes an operational and capital plan to meet those demands.

The S RTP serves as the primary justification for receipt of federal and state funding for transit operations and capital projects. As such, Porterville City Staff and City Council will use this S RTP to help guide the planning, policy making, programming, and budgeting of transit activities over the next five years. The Tulare County Association of Governments (TCAG) will use this document for programming local, state and federal funding



through the Federal Transportation Improvement Program (FTIP) and California State Transportation Improvement Program (STIP), and as documentation to support the projects included in the Regional Transportation Plan (RTP). The FTA will use the plan as documentation for supporting the use of federal funds.

CONTENTS OF THE SRTTP

The Porterville SRTTP is presented in nine chapters:

Chapter 1- continues with a profile of the Porterville service area and includes a transportation system overview. A summary of community demographics and economics is also provided.

Chapter 2- describes the history and organizational structure of the Porterville transit system. It also provides a service overview of the system's fixed route and demand-response services, as well as a description of the Downtown Transit Center and any existing interface between area transit providers.

Chapter 3- presents a summary of passenger input garnered from on-board surveys conducted on the fixed route and demand-response systems, and public input generated through voluntary online community surveys.

Chapter 4- includes an operational analysis of the existing service. This section also future ridership demand estimates, a growth analysis, paratransit compliance, service coordination and a walkability assessment.

Chapter 5- outlines Porterville transit's system goals, objectives, and service standards and benchmarks.

Chapter 6- outlines the direction the system should take over the next five years. It includes a discussion of service strategies, and a comprehensive Management Plan and Marketing Plan. This chapter also includes an overview of the system's Safety and Security Plan, Service Implementation Plan, and additional recommendations and future considerations.

Chapter 7- presents Porterville transit's five-year capital purchase program.



Chapter 8- presents a complete five-year Financial Plan for the Porterville transit system that includes estimates of operating and equipment expenditures and projections of revenues by source for the proposed services. This section also includes a discussion of potential funding sources, which may be investigated both now and in the future.

Chapter 9- contains a list of sources referenced during development of this SRTP.

COMMUNITY PROFILE/SERVICE AREA

Geographic Area

The City of Porterville is located in Tulare County, which is centrally located in the San Joaquin Valley of California. The San Joaquin Valley is a rich agricultural area, and Tulare County is recognized as the largest agricultural-producing county in the world.

Porterville has a land area of approximately 14.3 square miles (9,161 acres), situated at the base of the foothills of the Sierra Nevada Mountain Range. It is approximately 30 miles southeast of Visalia (the County seat); 60 miles northeast of Bakersfield, 165 miles northeast of Los Angeles, and 254 miles southeast of San Francisco (see Figure 1 – Location Map). State Routes 65 and 190 bisect the community. The City's sphere of influence includes rural and foothill areas surrounding the incorporated city and an urban area known as East Porterville (see Figure 2 – City Base Map).



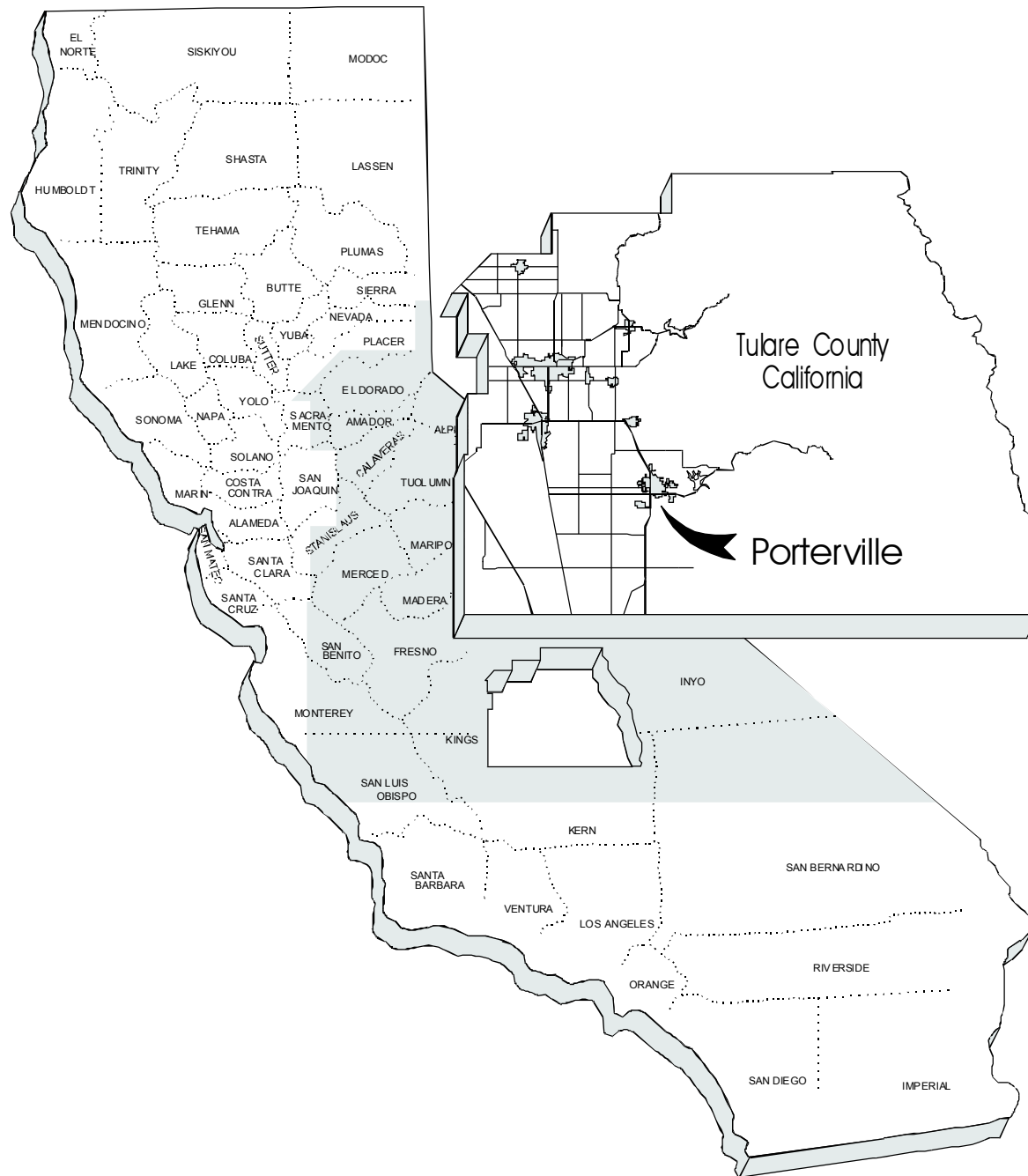


Government and Community

The City of Porterville was incorporated in 1902, and became a Charter City in 1926. Porterville is governed by a City Manager-Council form of government. The City Council is comprised of five members, including the Mayor, elected by the City's citizens. The City Manager is appointed by the City Council.

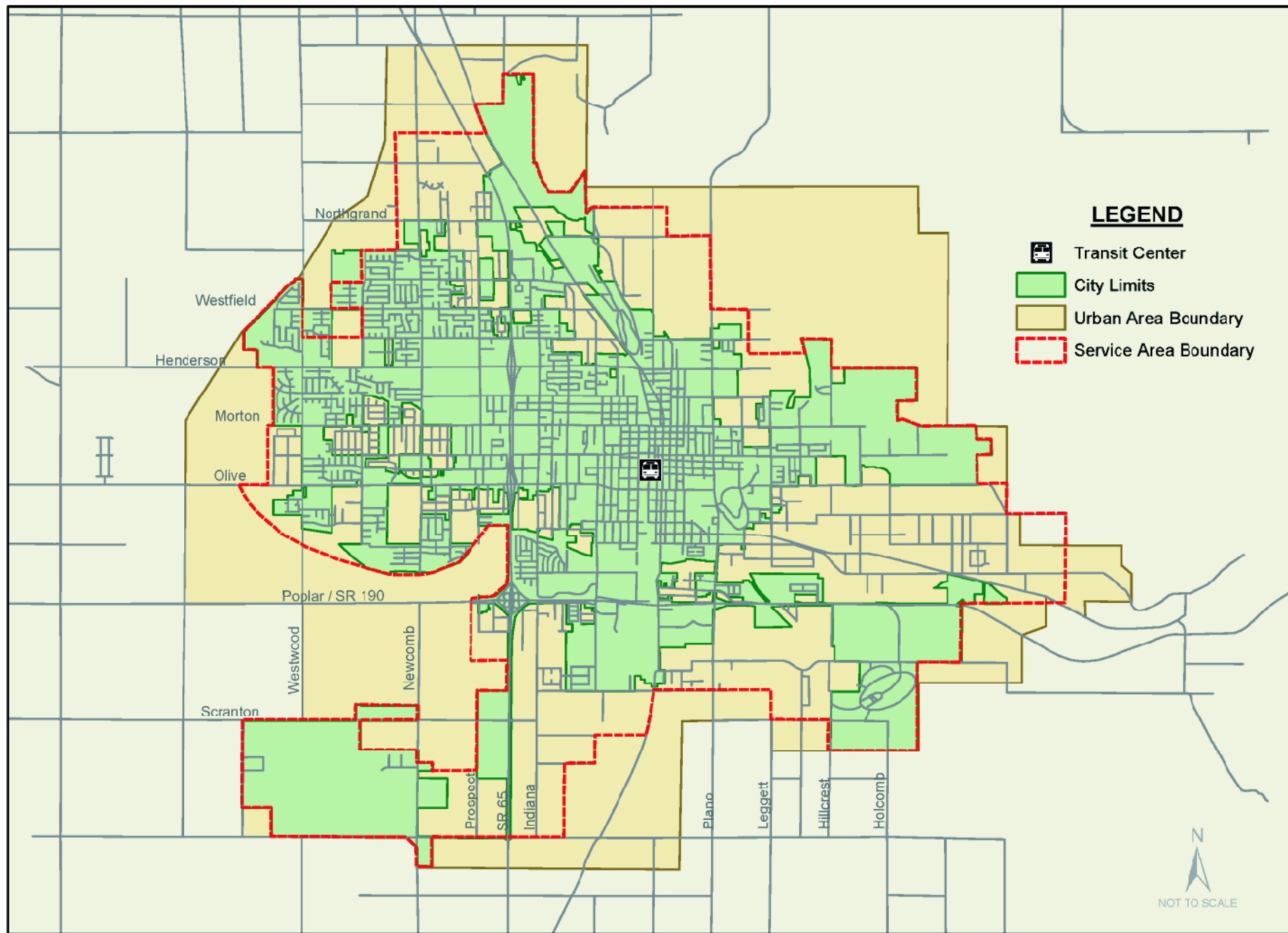
The City's motto is "The Good Life". As such, City staff and elected officials work closely with Porterville residents to promote a vibrant economy, while maintaining the City's small town charm and quality of life. Downtown Porterville is home to boutique-style retailers, restaurants, historic murals, and numerous special events throughout the year. Porterville was awarded the All-America City Award by the National Civic League in 1994.

Four school districts comprise the public school system: Porterville Unified School District; Burton Elementary School District; Alta Vista School District; Tulare County Office of Education. These districts operate elementary, middle, and high schools in the area. There are also several private schools, specialized schools, and a community college (Porterville College).



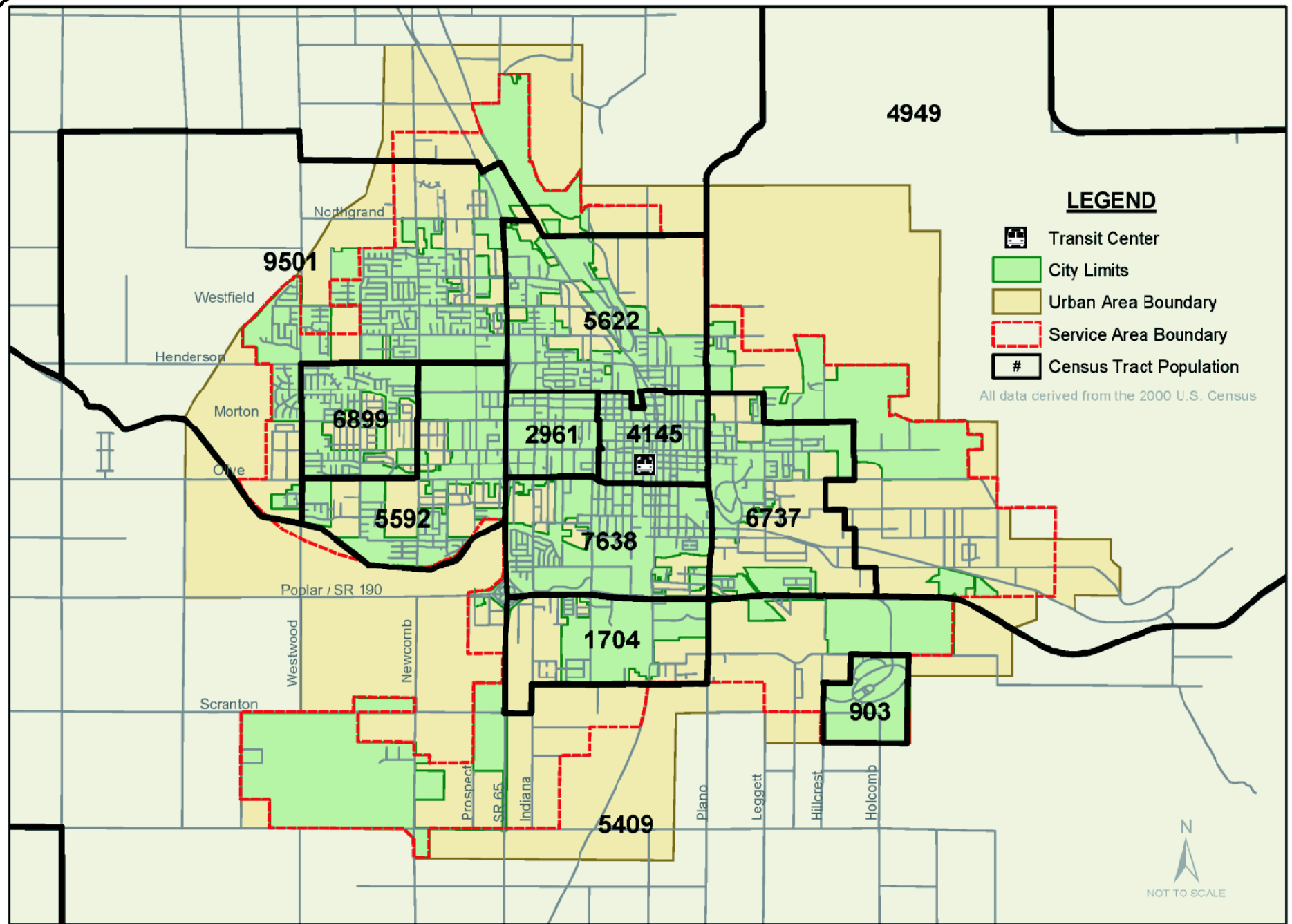


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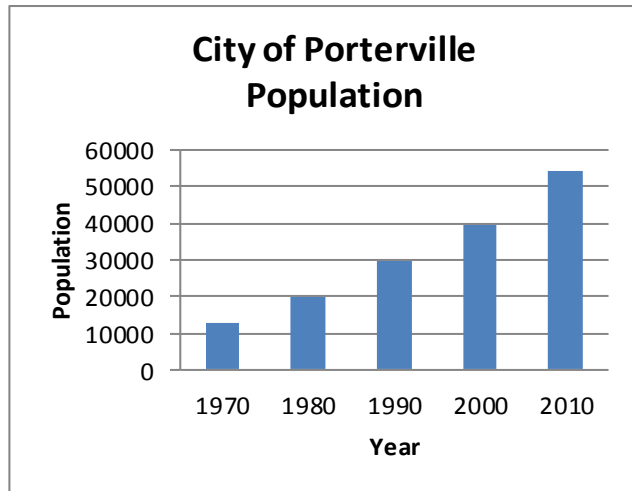


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Population and Demographics

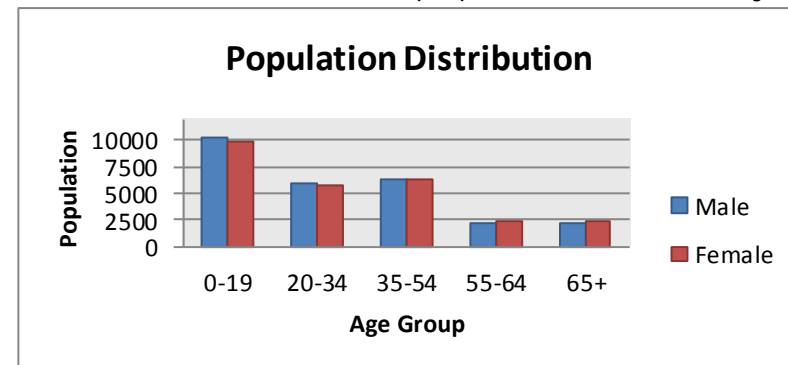
The demographic data contained herein was extracted from the 2010 United States Census and reflects data for the City of Porterville (incorporated city limits), unless otherwise denoted.



The City of Porterville's population has seen a steady increase over the past couple of decades. Between 1990 and 2000 the population of Porterville's Urbanized Area increased by more than 27%, with an average annual growth rate of 2.4%. According to the 2000 US Census, the population of the urbanized area was approximately 60,261. More than half of this population (39,615) resided within the city limits. According to the 2010 US Census, the approximate population of the Porterville transit service area (City of Porterville and East Porterville) is 60,932. The 2010 Census estimated the City's population at 54,165 which represents a 36.7% increase over the 2000 Census.

The *Porterville 2030 General Plan* notes that the city's average annual growth rate for the past 30 years has been 3.7%. The *2030 General Plan* also recognizes that over the past 15 years the average annual growth rate has slowed to 2.8%. The buildout of the *General Plan* calls for following the 30 year average annual growth rate of 3.7%; resulting in a population of 107,300 in 2030 in the Planning Area. Following this same 3.7% growth rate, and using the 2010 Census population as the base, the estimated population for the City of Porterville in 2017 (the final year of this SRTP) would be approximately 69,800.

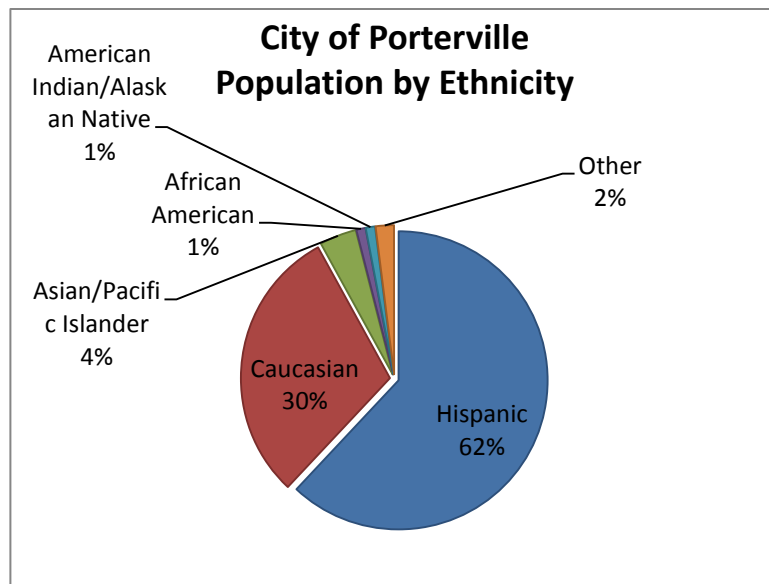
Porterville's 2010 population distribution is shown in the following figure and revealed that 49.7% of Porterville Transit's service area population is male (30,275), and 50.3% is female (30,657). Of the approximate service area population, 37% are between the ages of 0 and 19, 22% are between the ages of 20 and 34, 23% are between the





ages of 35 and 54, 8.5% are between the ages of 55 and 64, and 9% of the population is 65 years of age or older. The median age in the City of Porterville is 28.8, while it is 25.4 in East Porterville.

According to the *Porterville 2030 General Plan*, the City is committed to preventing urban sprawl by focusing future growth efforts within the city boundaries. The General Plan promotes this commitment through policies that emphasize infill development, and through a mix of land uses that refocus the center of the community on Downtown; planned development will shift from the northwest of the City to eastern portions of the City in order to balance growth around the Downtown core.



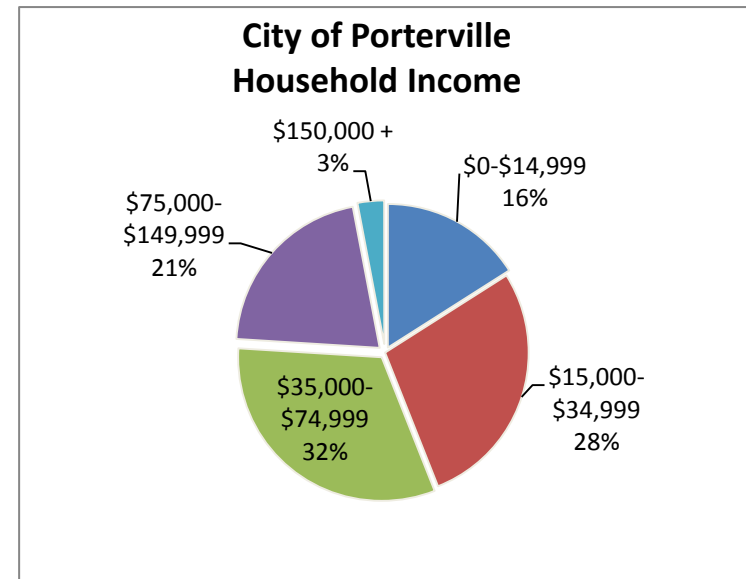
The majority of the population within the City of Porterville is Hispanic (62%). Based on reported 2010 census counts, Caucasian (Non-Hispanic) persons make up about 30% of Porterville's population, and are considered a minority race with respect to the Hispanic population. The remainder of the population is comprised of African-Americans, Asians, and American Indian or Alaskan Natives. When Census data from East Porterville is included, the Hispanic population increases to 63% and Caucasian population decreases slightly to 29.5%. However, when examined separately, East Porterville's Hispanic population is 73% while the Caucasian population is only 22.5%.

In 2010, 68.3% of those twenty-five years of age or older in the City of Porterville had at least a high school diploma or its equivalent. Of those people, 6.8% had an Associate degree, 7.7% had a Bachelor's degree, and 3.4% had a Graduate or Professional degree. Conversely, 31.7% percent of persons twenty-five years of age or older did not have a high school diploma, and 58% of this population subset had less than a 9th grade education. Forty-one percent (41%) of the population in East Porterville had at least a high school diploma or its equivalent; of which 4% had an Associate degree, 1.6% had a Bachelor's degree and another 1.6% had a Graduate or Professional degree.



Fifty-nine percent (59%) of the East Porterville population does not have a diploma, and 66% of this population had less than a 9th grade education.

2010 Census data revealed that 20,207 City of Porterville residents age sixteen years and older were employed, 2,907 were unemployed (unemployment rate of 12.5%), and 13,362 were not part of the workforce. The median household income for the City of Porterville in 2010 was \$39,838 (up 24% from 2000), while the mean income was \$52,328. Sixteen percent (16%) of total households earned less than \$14,999 annually. Twenty-eight and a half percent (28.5%) of households earned \$15,000 to \$34,999, 32% fell into the \$35,000 to \$74,999 income range, 20.5% earned between \$75,000 and \$149,999 and 3% of households earned more than \$150,000 annually. Approximately 21.7% of all households, or 13,436 residents (25.9%), lived below the poverty level in the past 12 months in 2010 (Figure 4 – Persons Below Poverty Level Population Distribution). According to the 2010 Census, approximately 41.3% of single mothers residing in Porterville lived below the poverty level.

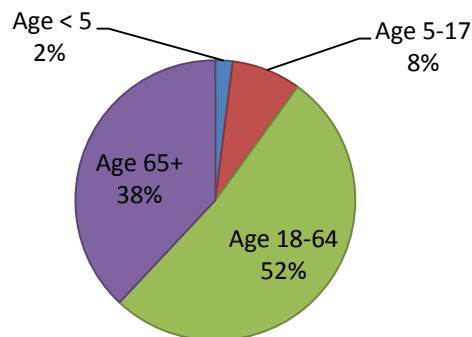


2010 Census data shows that the employment population for those sixteen years of age and older in East Porterville is 2,359, the unemployment rate is 16.7%, and 1,619 people are not part of the labor force. The median income for East Porterville households was \$27,765, while the mean income was \$41,380. Just over twenty percent (20.5%) of all households in East Porterville earned less than \$14,999 annually. Forty percent (40%) made between \$15,000 and \$34,999, 24% were in the \$35,000 to \$74,999 range, 13.5% earned between \$75,000 and \$149,999, and 2% of East Porterville households made more than \$150,000 annually. The 2010 Census estimates that 36% of households, and 40% of the population, in East Porterville fell below the poverty level in the prior 12 months; approximately 61% of single mothers were below the poverty level.



Along with age and income, mobility and access to vehicles are key population characteristics to explore when determining transit-dependent populations within an area. These characteristics produce physical, financial, legal, and self-imposed limitations which generally preclude individuals from driving; leaving public transit as the most viable mode of transportation. According to the 2010 Census, 11% of Porterville's non-institutionalized population over the age of five has a disability. Thirty-eight percent (38%) of Porterville's disabled population is sixty-five years of age or older. Of the individuals with a disability, age 18 years and older, 3,261 of them have ambulatory difficulty. These are the individuals in the Porterville community that benefit greatly from access, safety and comfort enhancements at bus stops and make use of the lifts and ramps on the buses.

**City of Porterville
Disabled Population Age
Distribution**



The total number of commuters in the City of Porterville is 19,568; of which 564 (3%) have no vehicle available for use, and 4,447 (23%) have only one vehicle available. An alarming element to this is, of the 19,568 total, only 260 reported using public transportation for their commute. Of those 260, 96 have no vehicle available and 30 have one vehicle available; thus more people with two or more vehicles used public transportation than those with one or no vehicle (134 to 126).

East Porterville has a commuting population of 2,271; of which 83 (3.7%) have no vehicle available for use, and 518 (22.8%) have only one vehicle available. Only 20 people reported using public transportation for their commute, nine (9) of which had at least one vehicle to access.

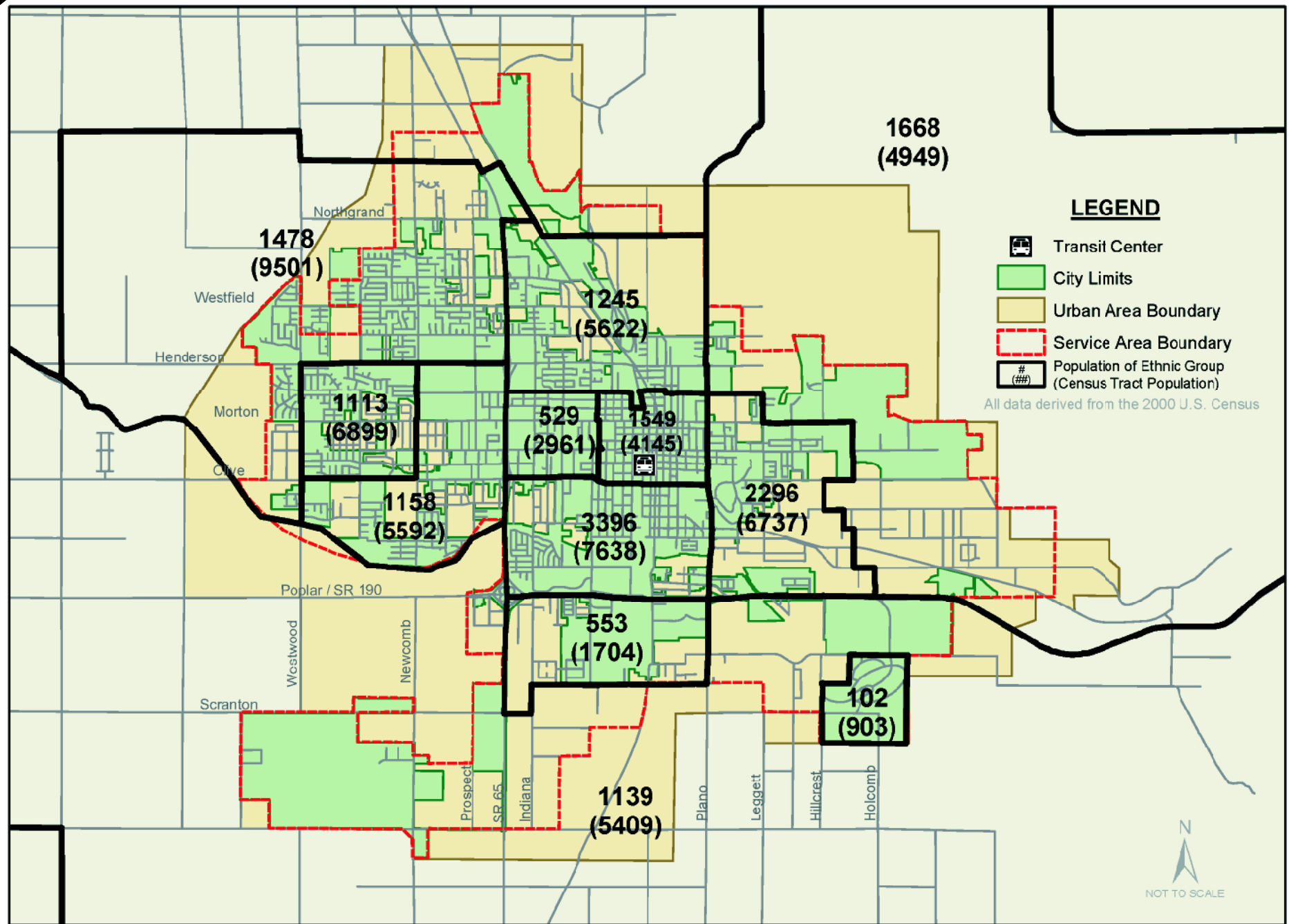


According to the 2010 Census, 21,887 residents in the approximate Porterville Transit service area, age 16 years and older, commute to work. Seventy-one percent (71%) of the working population drive alone to work, 20% carpool, 1% use public transportation (excluding taxicabs), 1% walk to work, and 7% use other means of transportation or telecommute. The mean commute time to work in 2010 was 21 minutes for residents of the City of Porterville and 29.4 minutes for residents of East Porterville.





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Economy and Employment

Porterville's economy is driven by a diverse industry base. According to the *Porterville 2030 General Plan* the largest economic sectors are services, government, and retail trade, accounting for roughly 70% of all jobs. It should be noted that most agricultural jobs are accounted for within the retail, services, and industry sectors. Table 1 reflects Porterville's largest employers.

According to the 2010 Census, 12% of employed City of Porterville residents over the age of sixteen are employed in retail trade, while 11.5% are employed in agriculture. Educational and health services employees comprise the largest employee base at 28% of the employed population. This compares to the 11.4% of employed East Porterville residents in retail trade, but contrasts with the 17% employed in education and health services and the 32% employed in agriculture.

Twenty-five percent (25%) of working residents within the City of Porterville hold a position in a managerial or professional occupation, while 22% work in sales or office occupations. Service occupations comprise 21% of the City's employed population, and 12.5% are involved in production and transportation occupations. These same occupations for residents of East Porterville breakdown as such: 10%, 12%, 19%, and 18.3% involved with transportation and related tasks.

The majority of current and planned retail and industrial uses are located along major roadways, including State Route 65, State Route 190, and city arterials. A large area in southwest Porterville is designated as a future industrial park. Agricultural lands and rural conservation areas are limited to the City's outer planning boundaries. The City's current General Plan strives to strengthen Porterville's economic base through the implementation of policies that help to establish a base industry "direction".



TABLE 1: MAJOR EMPLOYERS IN PORTERVILLE

<u>Employer (listed in alphabetical order)</u>	<u>Product/Service</u>
Bank of Sierra	Financial
Beckman Coulter, Inc.	Bio/Medical Electronics
Burton School District	Education
City of Porterville	Municipal Services
E.M. Tharp	Truck Maintenance
Eagle Mountain Casino	Casino/Restaurant
Family HealthCare	Healthcare (clinics)
Foster Farms	Food Processing
Bethesda Lutheran Communities	In-Home Healthcare (for developmentally disabled)
McDonalds	Restaurant
Porterville Developmental Center	Healthcare (treatment of developmentally disabled)
Porterville Public Schools	Education
Porterville Sheltered Workshop	Healthcare (training of developmentally disabled)
Save Mart	Grocery
Sierra Forest Products	Lumber
Sierra View District Hospital	Healthcare (hospital)
U.S. Forest Service	U.S. Forest Service
Wal-Mart	Distribution Center & Retail

Source: City of Porterville Economic Development Department Community Profile



Transportation System Overview

Highways

The City of Porterville is located along California State Route (SR) 65. This north-south highway connects the city with the valley towns of Strathmore and Lindsay to the north, and Terra Bella and Ducor to the south. Porterville is also served by SR 190, which runs through the city in an east-west fashion, linking Porterville to Poplar to the west, and Lake Success, Springville, and Sequoia National Monument to the east. Both intersect with SR 99, California's central corridor.

Truck

A variety of major carriers provide daily service within the Porterville area.

Rail

There is currently no rail freight service within the Porterville area, but The San Joaquin Valley Railroad Company (SJVR) maintains service rights to the Union Pacific right-of-way for future freight operations.

Air

General aviation and charter air service is available at the city-owned Porterville Municipal Airport.

Bus

Along with the City's transit system, Porterville residents are served by Orange Belt Stages, Tulare County Area Transit (TCaT) and various regional private bus services. These services will be discussed in more detail in Chapter 2.





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CHAPTER 2 – SYSTEM DESCRIPTION

HISTORY

Transit service in Porterville dates back to 1980 when the City began offering curb-to-curb demand-response service to the general public through Dial-A-COLT (City Operated Local Transit), or COLT. In response to increasing ridership on the demand-response service, the City implemented Porterville Transit, a full-time fixed route service, in July of 1997. Porterville Transit began as a two route system, but quickly matured to the eight route system of today. In August of 2006, Porterville's Dial-A-COLT service was changed to a seniors and Americans with Disabilities Act (ADA)-preferred service, but has since begun to allow all passenger types again. Porterville continues to provide transit service to the general public through its fixed route system and on COLT (waiting list only).

Porterville Transit and COLT services are provided within the city limits and to designated unincorporated urban areas of the county, including "county islands" within the city limits. Service to county areas is provided under a service agreement between the City and the County of Tulare.

ORGANIZATIONAL STRUCTURE

The Porterville City Council is the policy-making body for the Porterville Transit and COLT services; setting the operational policies and parameters for both services. It adopts the Short Range Transit Plan, and through the City's annual budgetary process, establishes operational and funding levels for the system.

Management of Porterville Transit and COLT is an integrated function of the City of Porterville. The Public Works Department is responsible for the overall management of the services. The City's Public Works Department is also responsible for the maintenance of the transit fleet, through its Field Services Division.

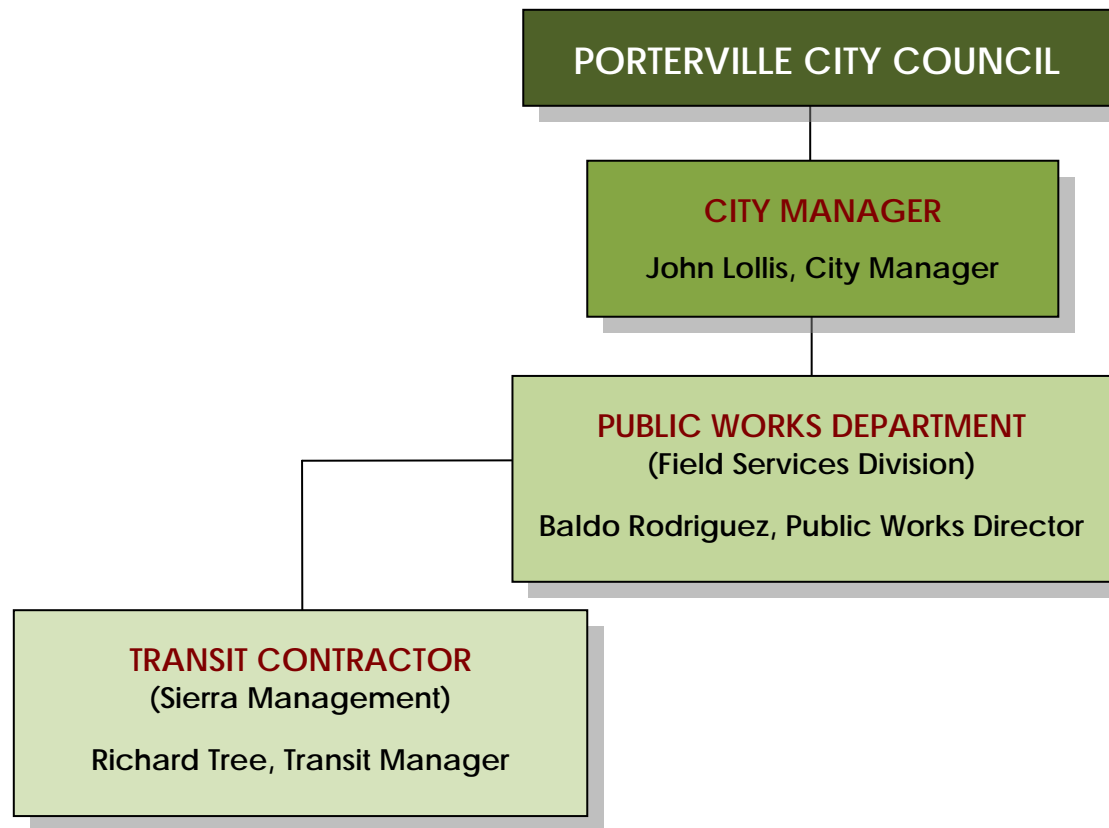
The City has contracted with Sierra Management, a local private contractor, to perform program administration as well as the daily operations of both Porterville Transit and COLT. The contractor serves as the Porterville Transit and COLT Manager; responsible for the overall administration, planning, monitoring, and marketing of the system. The Transit Manager acts as the liaison to TCAG, Caltrans and the FTA, and is responsible for the day-to-day operations management: the hiring, testing, training and supervision of all



drivers and dispatch staff; fare collection; data collection and reporting; and the daily operation of Porterville Transit and COLT vehicles in accordance with City policies and all state and federal regulations.

The County of Tulare contracts with the City of Porterville to provide transit service to unincorporated areas surrounding Porterville. The County reimburses the City for service provided to County residents using Local Transportation Funds (LTF).

PORTERVILLE TRANSIT ORGANIZATIONAL STRUCTURE





PORTERVILLE TRANSIT - FIXED ROUTE SERVICE OVERVIEW

Description of Current Fixed Route Service

The City of Porterville operates Porterville Transit as its fixed route service. Fixed route systems are comprised of a network of public transportation vehicles operated along prescribed routes according to an established time schedule. The fixed route service operates within urban Porterville and unincorporated county areas.



As of January 2012, Porterville Transit operates eight fixed routes. Each route is a one-way loop, beginning and ending at the Porterville Transit Center. Routes 1 through 6 operate on 40-minute headways. Routes 7 and 8 operate every hour and twenty minutes, alternating one bus between the two routes.

Porterville Transit routes operate on a timed-transfer system; all routes are scheduled to arrive at and depart the Transit Center at approximately the same time. A timed-transfer system allows passengers the ability to interchange from one route to another route within a specified time period (i.e. forty minutes), in order to continue a trip. Route service adjustments were last implemented in February 2010. Figure 5 details Porterville Transit's current service. Each route is described below:

- ❖ **Route 1** serves central and west Porterville, including Sierra View District Hospital, Porterville High School, and commercial/business areas along Olive and Morton.
- ❖ **Route 2** serves northwest Porterville, including Monache High School, commercial/business areas along Henderson, Westfield, and north Main Street.
- ❖ **Route 3** serves eastern portions of Porterville, including Granite Hills High School and unincorporated residential areas.



- ❖ **Route 4** serves southeastern portions of Porterville, including areas south of SR 190 (Porterville Developmental Center, Porterville College, and Pioneer Junior High School) and locations along south Main Street.
- ❖ **Route 5** serves central and west Porterville, including commercial/business areas along Henderson and north Main Street.
- ❖ **Route 6** serves central and south Porterville, including Sierra View District Hospital, Porterville High School, commercial areas along south Jaye Street, and the Family HealthCare Network.
- ❖ **Route 7** serves central and north Porterville, including the Porterville Adult School, Sequoia Middle School, Wal-Mart, and the City recycling facility.
- ❖ **Route 8** serves northeast Porterville, including areas near the golf course, industrial areas along north Plano, and Citrus High School.

Fixed Route Service Days and Hours

Porterville Transit provides fixed route service Monday through Friday from 7:00 a.m. to 7:00 p.m. and on Saturday from 9:00 a.m. to 5:00 p.m. Porterville Transit does not operate on Sundays, New Year's Day, Fourth of July, Thanksgiving Day, or Christmas Day. All other holidays are operated on a "Saturday" schedule.

Transit Center	Oliver/Logan	Oliver/Henderson	Villa/Putnam	Same Stop	Transit Center
7:00	7:03	7:13	7:22	7:24	7:30
7:40	7:43	7:53	8:02	8:04	8:10
8:20	8:23	8:33	8:42	8:44	8:50
9:00	9:03	9:13	9:22	9:24	9:30
9:40	9:43	9:53	10:02	10:04	10:10
10:20	10:23	10:33	10:42	10:44	10:50
11:00	11:03	11:13	11:22	11:24	11:30
11:40	11:43	11:53	12:02	12:04	12:10
12:20	12:23	12:33	12:42	12:44	12:50
1:00	1:03	1:13	1:22	1:24	1:30
1:40	1:43	1:53	2:02	2:04	2:10
2:20	2:23	2:33	2:42	2:44	2:50
3:00	3:03	3:13	3:22	3:24	3:30
3:40	3:43	3:53	4:02	4:04	4:10
4:20	4:23	4:33	4:42	4:44	4:50
5:00	5:03	5:13	5:22	5:24	5:30
5:40	5:43	5:53	6:02	6:04	6:10
6:20	6:23	6:33	6:42	6:44	6:50

Transit Center	Henderson/Villa	Westfield/Henderson	Westfield/Newcomb	Westfield/Villa	Transit Center
7:00	7:07	7:15	7:20	7:25	7:30
7:40	7:47	7:55	8:00	8:05	8:10
8:20	8:27	8:35	8:40	8:45	8:50
9:00	9:07	9:15	9:20	9:25	9:30
9:40	9:47	9:55	10:00	10:05	10:10
10:20	10:27	10:35	10:40	10:45	10:50
11:00	11:07	11:15	11:20	11:25	11:30
11:40	11:47	11:55	12:00	12:05	12:10
12:20	12:27	12:35	12:40	12:45	12:50
1:00	1:07	1:15	1:20	1:25	1:30
1:40	1:47	1:55	2:00	2:05	2:10
2:20	2:27	2:35	2:40	2:45	2:50
3:00	3:07	3:15	3:20	3:25	3:30
3:40	3:47	3:55	4:00	4:05	4:10
4:20	4:27	4:35	4:40	4:45	4:50
5:00	5:07	5:15	5:20	5:25	5:30
5:40	5:47	5:55	6:00	6:05	6:10
6:20	6:27	6:35	6:40	6:45	6:50

Transit Center	Dale/Plano	Doyler/Springville High School	Grande Hills/Putnam	Leggett	Transit Center
7:00	7:06	7:13	7:18	7:23	7:30
7:40	7:46	7:53	7:58	8:03	8:10
8:20	8:26	8:33	8:38	8:43	8:50
9:00	9:06	9:13	9:18	9:23	9:30
9:40	9:46	9:53	9:58	10:03	10:10
10:20	10:26	10:33	10:38	10:43	10:50
11:00	11:06	11:13	11:18	11:23	11:30
11:40	11:46	11:53	11:58	12:03	12:10
12:20	12:26	12:33	12:38	12:43	12:50
1:00	1:06	1:13	1:18	1:23	1:30
1:40	1:46	1:53	1:58	2:03	2:10
2:20	2:26	2:33	2:38	2:43	2:50
3:00	3:06	3:13	3:18	3:23	3:30
3:40	3:46	3:53	3:58	4:03	4:10
4:20	4:26	4:33	4:38	4:43	4:50
5:00	5:06	5:13	5:18	5:23	5:30
5:40	5:46	5:53	5:58	6:03	6:10
6:20	6:26	6:33	6:38	6:43	6:50

Transit Center	Plano/Chase	Developmental Center	Porterville College	Transit Center
7:00	7:07	7:13	7:19	7:30
7:40	7:47	7:53	7:59	8:10
8:20	8:27	8:33	8:39	8:50
9:00	9:07	9:13	9:19	9:30
9:40	9:47	9:53	9:59	10:10
10:20	10:27	10:33	10:39	10:50
11:00	11:07	11:13	11:19	11:30
11:40	11:47	11:53	11:59	12:10
12:20	12:27	12:33	12:39	12:50
1:00	1:07	1:13	1:19	1:30
1:40	1:47	1:53	1:59	2:10
2:20	2:27	2:33	2:39	2:50
3:00	3:07	3:13	3:19	3:30
3:40	3:47	3:53	3:59	4:10
4:20	4:27	4:33	4:39	4:50
5:00	5:07	5:13	5:19	5:30
5:40	5:47	5:53	5:59	6:10
6:20	6:27	6:33	6:39	6:50

Transit Center	Market/Putnam	Market/Westfield	Market/Henderson	Market/Bellbrook	Transit Center
7:00	7:07	7:10	7:14	7:23	7:30
7:40	7:47	7:50	7:54	8:03	8:10
8:20	8:27	8:30	8:34	8:43	8:50
9:00	9:07	9:10	9:14	9:23	9:30
9:40	9:47	9:50	9:54	10:03	10:10
10:20	10:27	10:30	10:34	10:43	10:50
11:00	11:07	11:10	11:14	11:23	11:30
11:40	11:47	11:50	11:54	12:03	12:10
12:20	12:27	12:30	12:34	12:43	12:50
1:00	1:07	1:10	1:14	1:23	1:30
1:40	1:47	1:50	1:54	2:03	2:10
2:20	2:27	2:30	2:34	2:43	2:50
3:00	3:07	3:10	3:14	3:23	3:30
3:40	3:47	3:50	3:54	4:03	4:10
4:20	4:27	4:30	4:34	4:43	4:50
5:00	5:07	5:10	5:14	5:23	5:30
5:40	5:47	5:50	5:54	6:03	6:10
6:20	6:27	6:30	6:34	6:43	6:50

Transit Center	Summa View Hospital	Lowes	Family HealthCare Network	Jay's Date	Transit Center
7:00	7:03	7:08	7:11	7:20	7:30
7:40	7:43	7:48	7:51	8:00	8:10
8:20	8:23	8:28	8:31	8:40	8:50
9:00	9:03	9:08	9:11	9:20	9:30
9:40	9:43	9:48	9:51	10:00	10:10
10:20	10:23	10:28	10:31	10:40	10:50
11:00	11:03	11:08	11:11	11:20	11:30
11:40	11:43	11:48	11:51	12:00	12:10
12:20	12:23	12:28	12:31	12:40	12:50
1:00	1:03	1:08	1:11	1:20	1:30
1:40	1:43	1:48	1:51	2:00	2:10
2:20	2:23	2:28	2:31	2:40	2:50
3:00	3:03	3:08	3:11	3:20	3:30
3:40	3:43	3:48	3:51	4:00	4:10
4:20	4:23	4:28	4:31	4:40	4:50
5:00	5:03	5:08	5:11	5:20	5:30
5:40	5:43	5:48	5:51	6:00	6:10
6:20	6:23	6:28	6:31	6:40	6:50

Transit Center	Porterville Adult School	Westport	Porterville State Park	Indiana Grand	Transit Center
7:40	7:47	7:55	8:00	8:06	8:13
9:00	9:07	9:15	9:20	9:26	9:33
10:20	10:27	10:35	10:40	10:46	10:53
11:40	11:47	11:55	12:00	12:06	12:13
1:00	1:07	1:15	1:20	1:26	1:33
2:20	2:27	2:35	2:40	2:46	2:53
3:40	3:47	3:55	4:00	4:06	4:13
5:00	5:07	5:15	5:20	5:26	5:33
6:20	6:27	6:35	6:40	6:46	6:53

Transit Center	Putnam/Leggett	Grande Hills High School	Plano/Henderson	Henderson/Division	Transit Center
7:00	7:06	7:13	7:21	7:24	7:30
8:20	8:26	8:33	8:41	8:44	8:50
9:40	9:46	9:53	10:01	10:04	10:10
11:00	11:06	11:13	11:21	11:24	11:30
12:20	12:26	12:33	12:41	12:44	12:50
1:40	1:46	1:53	2:01	2:04	2:10
3:00	3:06	3:13	3:21	3:24	3:30
4:20	4:26	4:33	4:41	4:44	4:50
5:40	5:46	5:53	6:01	6:04	6:10

PORTERVILLE TRANSIT Fixed Route Service Effective: May 2010

NOT TO SCALE



Porterville Transit
Existing Route Map
Short Range Transit Plan

Figure 5



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Fixed Route Fare Structure

Fare adjustments were implemented in February 2010 as recommended from a previous SRTP process, and will be discussed in more detail in Chapters 4 and 6. The current Porterville Transit fare structure is as follows:

<u>Category</u>	<u>Fares</u>
General Public (age 5+)	\$1.25/one-way trip
Seniors (age 62+)/ADA/Medicare card holder	\$1.25/one-way trip
Midday Special (Seniors/ADA/Medicare card holder)	\$0.50/one-way trip
Children (under age 4; with an adult)	Free (first two)
Each additional child	\$1.25/one-way trip
Monthly Pass (unlimited rides)	\$36/month
TPass (Tulare County-wide Monthly Pass)	\$45/month

Porterville Transit offers a "Midday Special" fare of 50¢ for seniors (age 62 and older), passengers with disabilities, and Medicare card holders between the hours of 9:00 a.m. and 1:00 p.m. Proof of age, Americans with Disabilities Act (ADA) certification, or a Medicare card is required to receive discount.

Children must be at least 7 years of age to ride the bus without adult supervision. Small infants and children age 4 and under are allowed to ride for free when accompanied by an adult (up to a maximum of two free children per paying adult).

Timed transfers are free for continuing one-way trips, but are not valid for return trips or stop-overs.

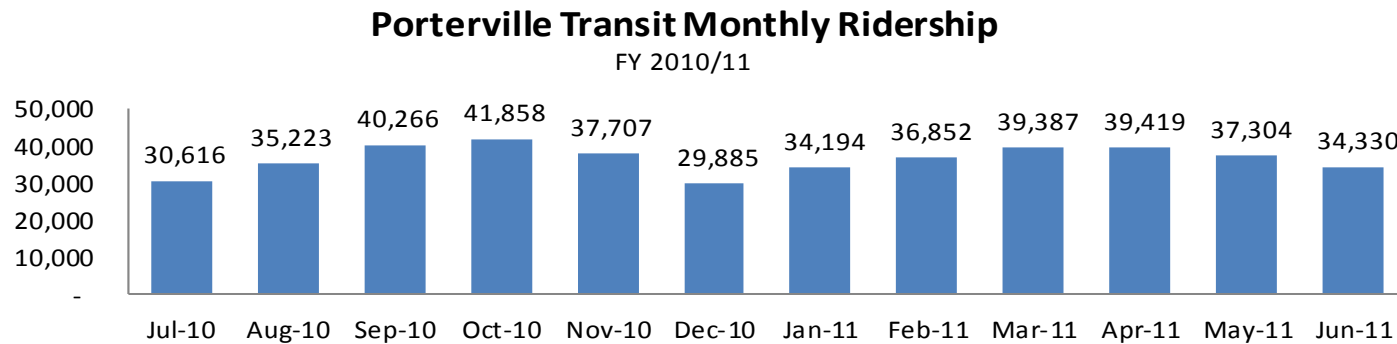
Fixed Route Ridership Profile

In FY 2010/11, Porterville Transit served 437,041 passengers. This is a 12.3% decrease from the FY 2009/10 total of 498,520 passengers, and a 21.3% decrease from the historical high for ridership in FY 2008/09 of 555,511. Monthly ridership peaked within the 2010/11 fiscal year during October 2010, with a reported 41,858 passengers. For perspective, four months in FY 2009/10 and all 12 months of FY 2008/09 had higher ridership.



The month of December 2010 saw the lowest reported ridership for the fiscal year, with 29,885 passengers. The average monthly fixed route ridership for FY 2010/11 was 36,420 passengers.

□



Though FY 2010/11 was not as productive as years past (a result of a weakened economy), the current fiscal year has rebounded strongly. Already, the first six months are averaging 41,329 passengers per month; on track to end with an annual ridership between 490,000 and 500,000. This projected level of ridership would rank as Porterville Transit's third highest ridership ever.



Fixed Route Vehicle Profile

The fixed route fleet consists of fourteen (14) vehicles; and all fourteen are classified by the City as active vehicles. Seven (7) of the buses are used to meet peak pull-out requirements for current route service, while the other seven (7) active buses provide back-up to the peak bus requirements. It should be noted that the City under guidance from the San Joaquin Valley Air Pollution Control District limits the use of the 2003 MST buses because of their diesel fuel configuration. This limiting places an artificial spare factor on the fleet. These diesels are used when other buses are down for major servicing or repair.

All Porterville Transit buses are equipped with a wheelchair lift and securement system to better serve passengers who are physically challenged. Table 2 shows the Porterville Transit fixed route vehicle inventory as of June 2011.

Fixed Route Financial Profile

Porterville Transit cost a total of \$1,279,934 to operate in FY 2010/11. The passenger fare revenue totaled \$405,110 during the same time period, which equates to a fare box ratio of approximately 31.7%. Federal Transit Administration (FTA) Section 5307 funding, City Local Transportation Funds (LTF), and farebox revenues are the main sources of

TABLE 2: PORTERVILLE TRANSIT FLEET INVENTORY (JUNE 2011)

<u>Veh. No.</u>	<u>License No.</u>	<u>Year</u>	<u>Make/Model</u>	<u>Seats</u>	<u>Fuel Type</u>	<u>Status</u>
8159	1174389	2003	MST Freightliner*	28	Diesel	Active
8160	1174388	2003	MST Freightliner*	28	Diesel	Active
8161	1174447	2003	MST Freightliner*	28	Diesel	Active
8162	1174522	2003	MST Freightliner*	28	Diesel	Active
8168	1257915	2007	E-Z Rider II Max*	28	CNG	Active
8169	1258210	2007	E-Z Rider II Max*	28	CNG	Active
8170	1258211	2007	E-Z Rider II Max*	28	CNG	Active
8171	1258212	2007	E-Z Rider II Max*	28	CNG	Active
8175	1338034	2010	E-Z Rider II Max*	28	CNG	Active
8176	1351327	2010	E-Z Rider II Max*	28	CNG	Active
8177	1351340	2010	E-Z Rider II Max*	28	CNG	Active
8178	1351333	2010	E-Z Rider II Max*	28	CNG	Active
8179	1351329	2010	E-Z Rider II Max*	28	CNG	Active
8100	1157694	2006	Classic American Trolley*	20	Gasoline	Active ^

* Wheelchair lift/ramp equipped. ^ Not in regular route service; used for special events, and as back-up when required.



revenue for Porterville Transit. FTA Section 5307 funds comprise a significant portion (approximately 34%) of total operating revenues. Additional funding comes from the County of Tulare through a contract for service fees which cover service provided to County residents.

COLT – DEMAND-RESPONSE SERVICE OVERVIEW

Description of Current Demand-Response Service

The City of Porterville operates Dial-A-COLT, or COLT (formerly City Operated Local Transit), as its demand-response service. COLT provides service for passengers preferring the convenience of curb-to-curb transportation due to age, disability, or distance from a transit route. COLT is available to the general public on a “wait-list” basis, but its priority is to provide service for seniors and disabled persons. The demand-response service area covers approximately 28.4 square miles. The City is responsible for service within its incorporated city limits, and also provides service within designated County of Tulare areas under a funding and service agreement with the County. Figure 2 in Chapter 1 delineates COLT’s service area (Service Area Boundary).

ADA/Paratransit Service

COLT provides paratransit service to any individual whose disability prevents independent access to, and use of, Porterville Transit’s accessible fixed route service. This service is provided in response to the Americans with Disabilities Act. Trips must have an origin and destination within $\frac{3}{4}$ of a mile from an operating fixed route bus route.

Demand-Response Service Days and Hours

COLT currently provides demand-response service Monday through Friday from 7:00 a.m. to 7:00 p.m. and on Saturday from 9:00 a.m. to 5:00 p.m. COLT does not operate on Sundays, New Year’s Day, Independence Day, Thanksgiving Day, or Christmas Day. All other holidays are operated on a “Saturday” schedule.

All requested trips are handled on a first come, first serve basis, with priority given to seniors, ADA, and Medicare passengers. ADA reservations may be made on a demand-response, advance reservation, or





subscription basis (to the extent that capacity allows). COLT accepts ADA reservations up to fourteen days in advance of the desired trip; reservations are taken between the hours of 6:15 a.m. and 7:00 p.m., Monday through Friday, and from 8:15 a.m. to 5:00 p.m. on Saturdays. Afterhours and on Sundays, riders can leave a message requesting a trip for the following day. When scheduling a pick-up, customers are advised of their approximate pick-up time and every effort is made to pick up the customer as soon as reasonably possible. Most passengers are picked up within one-half hour of call-in. Demand-response drivers provide assistance to disabled persons and seniors while boarding and disembarking COLT vehicles.

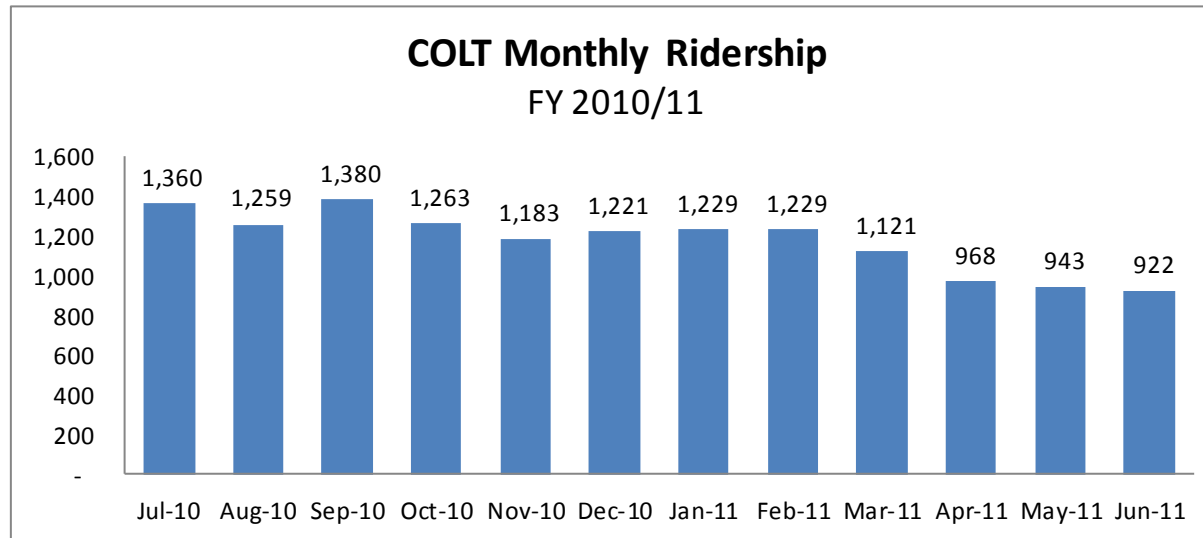
General public or Non-ADA passengers are limited to same day trips. General public riders are placed on a wait-list when they call in a service request, and are accommodated after all senior, ADA, and Medicare passengers have been provided service.

Demand-Response Fare Structure

Fare adjustments were implemented in February 2010 as part of a previous SRTP process, and will be discussed in more detail in Chapter 4. The current COLT fare structure is as follows:

<u>Category</u>	<u>Fares</u>
Seniors (age 62+)/ADA/Medicare card holder	\$2.00/one way trip
General Public (age 5+)	\$3.00/one way trip
Personal Care Attendant (one per ADA registrant)	Free

ADA passengers must show proof of eligibility in order to receive the reduced fare. The registration process requires approval of an application form by City personnel. Current application requirements include a passenger application form and certification by a licensed medical professional. Eligibility screening is provided to anyone who requests it, or to anyone who requests screening on behalf of a potential rider.



Personal care attendants are allowed to ride for free when accompanying a disabled passenger (ADA registrant) to or from the same origin or destination. A personal care attendant is someone who must travel with the customer, specifically to help the customer meet his or her travel needs. Guide dogs or other service animals may accompany customers at no additional charge. Children must be at least 7 years of age to use the service without adult supervision.

Demand-Response Ridership Profile

In FY 2010/11, ridership on COLT totaled 14,078 passengers. This is a 7.4% decrease from the FY 2009/10 total of 15,202 passengers, and a 77.3% decrease in passengers from COLT's ridership in FY 2005/06. This total accounts primarily for senior, ADA, and Medicare passengers. The demand-response service has seen an annual reduction in ridership since FY 2004/05 as a result of a passenger shift to the more accessible and affordable fixed route service.

Monthly ridership peaked within the 2010/11 fiscal year during the month of September 2010, which reported 1,380 passengers. The month of June 2010 saw the lowest reported ridership for the fiscal year, with only 922



passengers. The average monthly demand-response ridership for FY 2010/11 was 1,173 passengers. The trend of decreased COLT ridership has continued in the first half of FY 2011/12 as the average stands at 1,051 passengers per month.

TABLE 3: COLT FLEET INVENTORY (JUNE 2011)

<u>Veh. No.</u>	<u>License No.</u>	<u>Year</u>	<u>Make/Model</u>	<u>Seats</u>	<u>Fuel Type</u>	<u>Status</u>
D8167	1231269	2006	Activan*	6	Unleaded	Reserve
D8172	1257885	2007	Activan*	6	Unleaded	Reserve
D8173	1257879	2007	Amerivan*	6	Unleaded	Active
D8174	1258567	2008	Amerivan*	6	Unleaded	Active
D8183	1322544	2008	Amerivan*	6	Unleaded	Active

* Wheelchair lift/ramp equipped.

Demand-Response Vehicle Profile

The COLT demand-response fleet consists of five (5) vehicles; three (3) vehicles are classified by the City as active, or primary, vehicles, and two (2) are classified as reserve, or back-up, vehicles. All COLT vans are equipped with a wheelchair ramp and securement system to better serve passengers who are physically challenged. The following inventory is current as of June 2011.

Demand-Response Financial Profile

COLT cost a total of \$492,893 to operate in FY 2010/11. The passenger fare revenue totaled \$38,798 during the same fiscal year which equates to approximately 7.9%% of total operating revenues. FTA Section 5307 funding, City Local Transportation Funds (LTF), and farebox revenues are the main sources of revenue for COLT. FTA 5307 funds comprise a significant portion of total operating revenues, while the County provides funding through the contract for service provided to County residents.

HOLIDAY/SPECIAL EVENT TROLLEY SERVICE

The City of Porterville operates a special event trolley service. The City's 20-passenger trolley bus is used to transport passengers from downtown Porterville to and from special or promotional events (such as the annual Iris Festival and Fly-in), as a shuttle service to difficult-to-serve areas, and for special holiday service.



The service operates along designated routes, but does not run on a fixed route schedule, and is not tied to the Porterville Transit system. Figures 6 and 7 illustrate the four routes served by the Porterville Trolley.

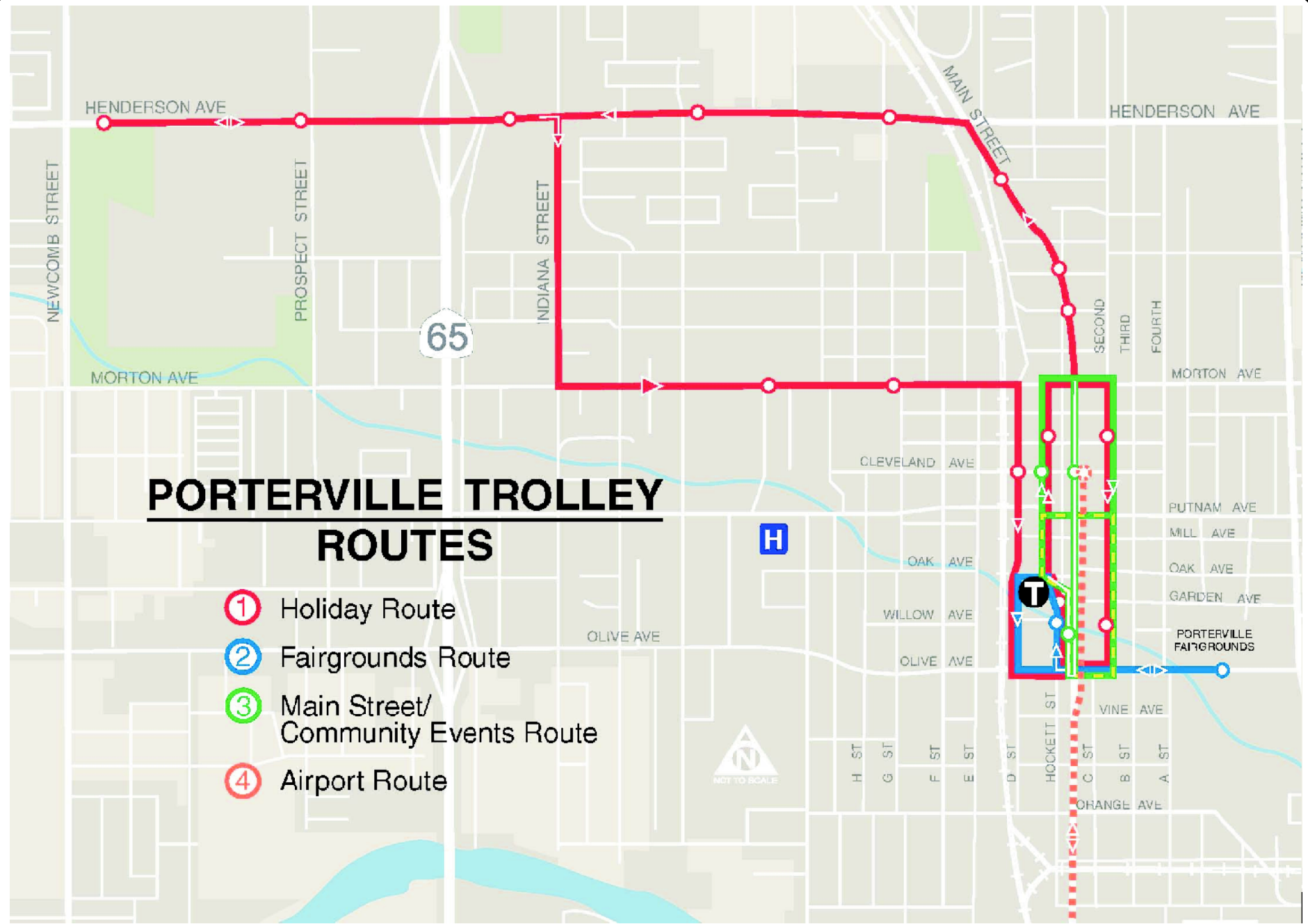
Route 1, the Holiday Route, serves major shopping destinations within Porterville during major holiday periods. Route 2, the Fairgrounds Route, provides service between Downtown and the Porterville Fairgrounds for various fairground events. Route 3, the Main Street/Community Events Route, provides service along Main Street for community-based special events. The newest route, Route 4, provides service between Downtown and the Porterville Municipal Airport. This route was implemented in June of 2008.

Route 1, the Holiday Route, has a one-way fare of \$1.25. Trolley rides are free of charge on Trolley Routes 2, 3, and 4.



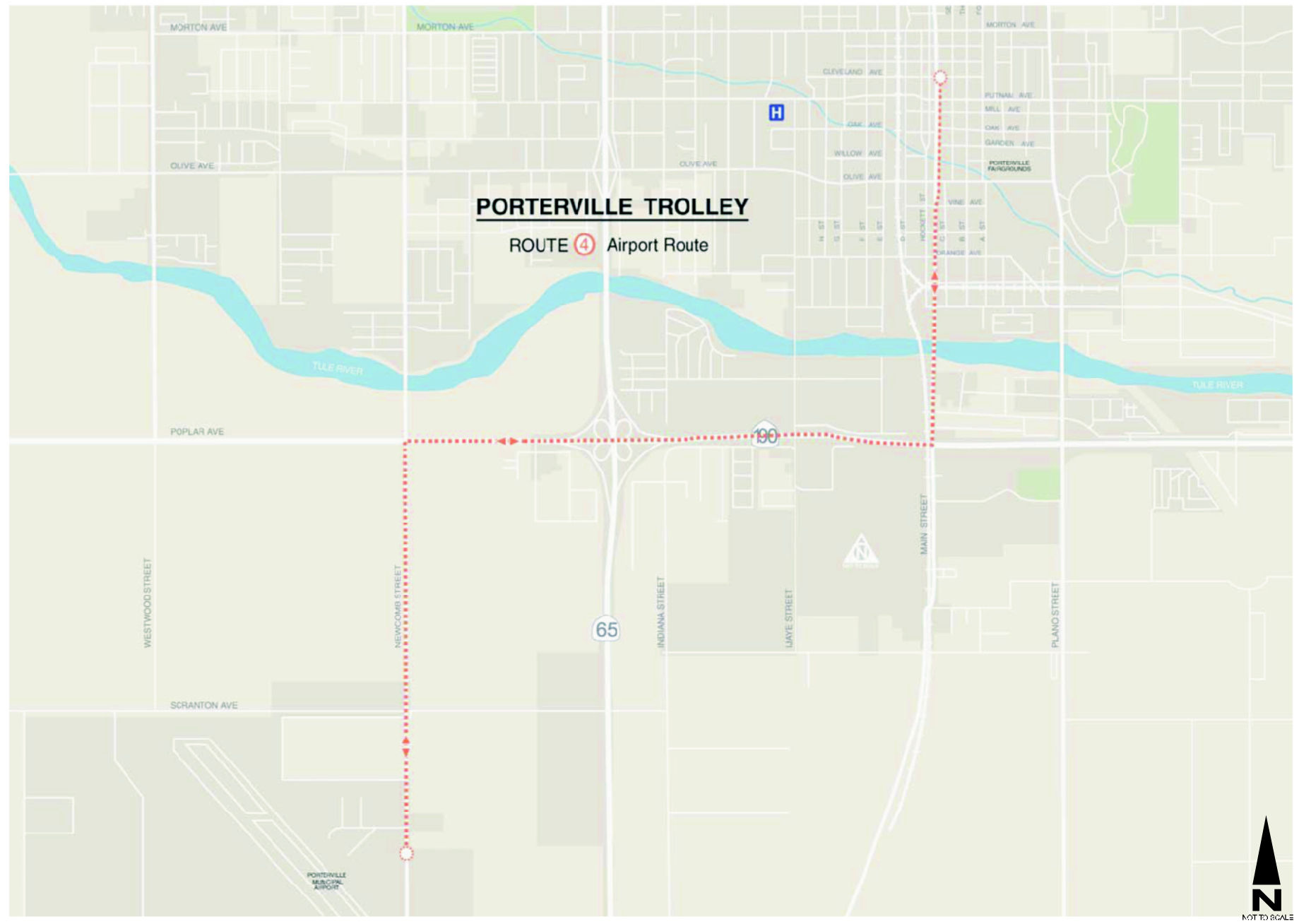
PORTERVILLE TROLLEY ROUTES

- ① Holiday Route
- ② Fairgrounds Route
- ③ Main Street/Community Events Route
- ④ Airport Route





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PORTERVILLE TROLLEY

ROUTE ④ Airport Route



Porterville Trolley
Route Map

Short Range Transit Plan

Figure 7

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DOWNTOWN TRANSIT CENTER

The Porterville Transit Center is located on West Oak Avenue, between "D" Street and Hockett Street in the downtown business district. The Transit Center is depicted in Figure 8. The Transit Center was built to establish a centralized location for the routing of local transit buses, coordinate interfacing between local and regional bus service, and to attract revenue-generating enterprises related to the center.

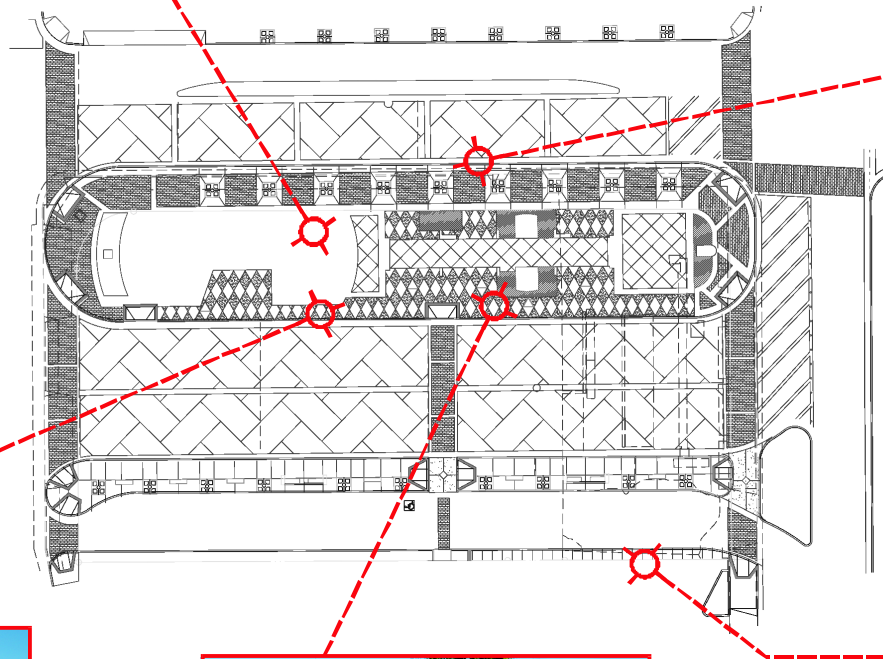
The Porterville Transit Center is an inter-modal center providing local bus service (Porterville Transit/COLT), connections to regional bus service provided by Tulare County Area Transit (TCaT) and Orange Belt Stages, and charter service to Mexico via Tur America. The 2,790 square foot facility houses a dispatch center and a ticket office, and is surrounded by twelve bus bays, a passenger concourse with benches, lockers and other passenger amenities, and landscaping. The Transit Center is equipped with 24-hour security cameras. In addition, the area includes a well-lit 24-hour car parking lot for transit employees and persons traveling overnight.



In 2007 the City redeveloped a City-owned retail lot adjacent to the Transit Center to provide additional downtown parking, including designated short-term parking for transit users, and pedestrian improvements between the lot and the Transit Center. This transit-only parking provides safe parking for area residents who need to drive into town to access regional transit service, or drivers living just outside of Porterville who prefer to use local transit for trips within town. Passengers wishing to use the lot must obtain a parking permit from the Transit Center before leaving their vehicles.



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EXISTING INTERFACE BETWEEN TRANSIT SYSTEMS

A number of transit systems interface within the Porterville area. The Porterville Sheltered Workshop (PSW) is a local organization that helps disabled individuals achieve an independent and productive life through a variety of services and programs. PSW provides transit service to its clients from their homes to program work sites. The service operates Monday through Friday from 5:00 a.m. to 5:00 p.m., and limited hours on Saturday and Sunday. The PSW service area encompasses approximately 700 square miles in southeast Tulare County. PSW also contracts with the Tulare County Housing Authority to provide service to senior citizens residing at the Sequoia Dawn facility in Springville. This service operates on Tuesdays and Thursdays from 9:00 a.m. to 1:00 p.m. for the first two weeks of the month and on Thursdays (only) during the last two weeks of the month.

The Porterville Developmental Center (PDC) is a state-operated facility that provides 24-hour care for people with developmental disabilities. PDC provides door-to-door transit service to its clients attending Porterville Sheltered Workshop activities, as well as other activities throughout the Porterville area. This service operates between the hours of 6:00 a.m. and 10:00 p.m. on a daily basis.

The Family HealthCare Network provides vanpool transportation services along a designated route in the outlying Porterville areas. Transportation services can be accessed at locations in Poplar, Terra Bella, and Woodville. Transportation is provided Monday through Friday. These services are free to Family HealthCare Network patients and their families.



The County of Tulare currently operates one inter-city transit route and three local circulator routes that serve Porterville. The Southeast County Route 40 runs Monday through Saturday and travels between Visalia, Tulare, Lindsay, Strathmore, and Porterville. The Springville-Porterville Route 70 travels between Springville and Porterville Monday through Friday. The Porterville-Terra Bella Route 80 serves the towns of Porterville and Terra Bella. This line runs Monday through Friday. The Woodville-Poplar-Porterville Route 90 runs between the three towns every Monday through Friday. In Porterville, the Tulare County Area Transit (TCaT) service can be accessed Monday through Saturday at the Downtown Transit Center.



Orange Belt Stages provides daily bus service between Las Vegas, Bakersfield, Porterville, Visalia, and Hanford. The service is designed to provide basic inter-city service, carry express packages and connect to local Greyhound depots.



Tur America, an international bus service, provides charter service between California and Mexico, with daily stops at the Porterville Transit Center.



CHAPTER 3 – PUBLIC OUTREACH

Surveys are one of the most accurate and cost-effective means of obtaining information about all aspects of a transit system, including passenger demographics, trip characteristics, passenger perceptions about the quality of service and public knowledge of the system. Survey results are helpful in identifying unmet service needs, and determining potential transit markets. Both on-board and public opinion surveys were conducted in an effort to garner public participation from both riders and non-riders. Survey results are summarized in the following sections.

ON-BOARD PASSENGER SURVEYS

Methodology

On-board surveys were administered for Porterville Transit during January of 2012. A total of 239 survey forms were completed; 195 for Porterville Transit, and 44 for COLT. Each of the fixed routes was represented during survey collection. The days and times to conduct the surveys were selected to represent a “typical” ridership period. Thus, survey results are assumed to be representative of overall Porterville Transit and COLT ridership.

TPG Consulting developed the on-board survey form with input and approval from City staff. The survey was developed in accordance with the City’s annual passenger survey process to insure consistency with historical data. The fixed route on-board surveys were made available for voluntary completion on board buses. Surveys were provided in both English and Spanish. Demand-response (COLT) surveys were made available for passengers to voluntarily complete. Respondents were asked to complete the survey only once, so as to avoid skewing statistical analysis through duplication.

Appendix A contains a copy of the survey form administered during the on-board survey process.

Porterville Transit Passenger Survey Results

Surveyors collected a total of 195 surveys from Porterville Transit fixed route passengers. Results of the surveys are summarized below. All responses are for combined weekday and Saturday ridership.



Demographic Characteristics

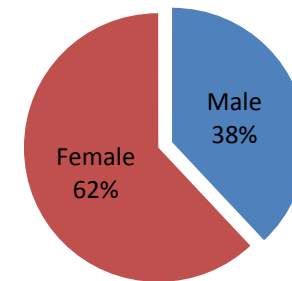
The average Porterville Transit rider is female, between the ages of 19 and 39, with an average household income below \$10,000, and no access to an automobile.

Gender

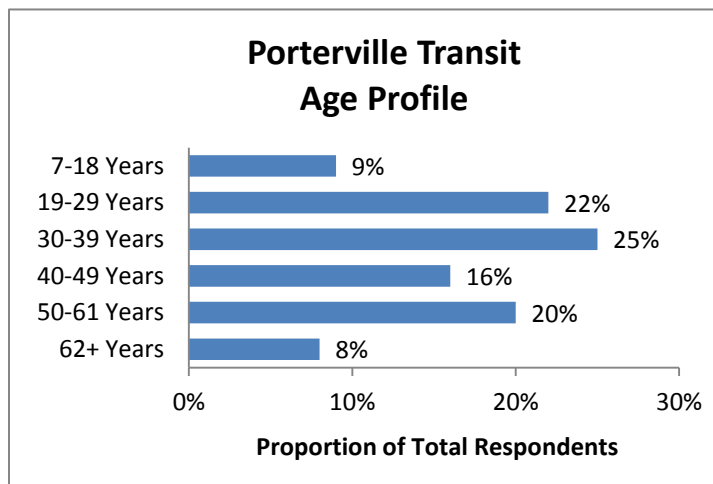
The majority of respondents indicated they were female; just under two-thirds (62%) of respondents were female.

One hundred ninety-four (194) passengers, or 100% of passengers surveyed, responded to this question.

**Porterville Transit
Gender Profile**



**Porterville Transit
Age Profile**



Age

Roughly two-thirds of respondents (63%) were working-age adults between the ages of 19 and 49. School-age riders between the ages of 7 and 18 accounted for 9% of respondents. The system serves a significant number of school-aged passengers, however many do not typically complete survey forms due to their age. Approximately 28% of passengers are 50 years of age or older, with 8% being at least 62 years of age. This is a considerable increase from the 16% value attributed to the same population group in the 2010 SRTP survey. This could be the result of more elderly Porterville citizens switching to the more affordable, and increasingly accessible, fixed route bus services. The 2010

Census shows Porterville's population to have 17.5% of its total population attributed to persons 55 years and older, so this elderly ridership profile of 28% outpaces is standing relative to the population as a whole.

The Porterville Transit age profile shifted since the 2010 SRTP surveys were conducted. This data set show a more balanced age distribution, with the ridership increasing in age overall.



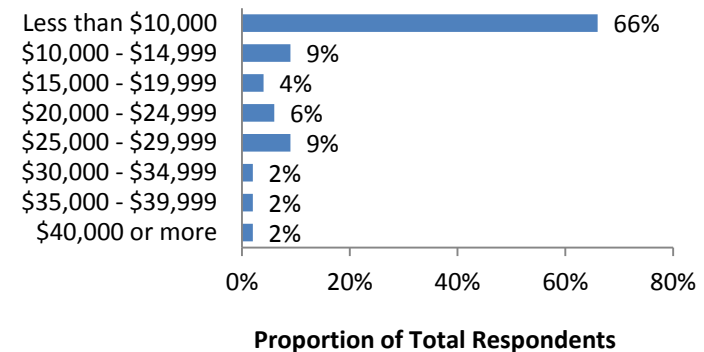
One hundred eighty-nine (189) passengers, or 97% of passengers surveyed, responded to this question.

Income

Income plays an important role in determining transit ridership in the Central Valley. Typically, as income levels and available transportation options increase, the demand for transit services decreases. This correlation is apparent in Porterville Transit's rider base.

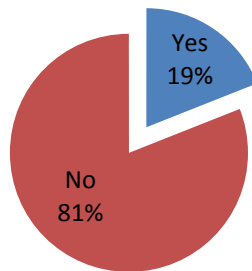
Over two-thirds (66%) of respondents reported household incomes below \$10,000; this is an 11% increase from 2010. Another 14% reported household incomes between \$10,000 and \$19,999; half the level reported in 2010. Although household size is not known, it is likely that many of these households are at, or near the poverty level. Also, with 3% of respondents unwilling to state their income, the actual percentage of low-income passengers could be much higher.

**Porterville Transit
Annual Household Income**



One hundred eighty-eight (188) passengers, or 97% of passengers surveyed, responded to this question.

**Porterville Transit
Disability Status**



Disability Status

Nineteen percent (19%) of passengers surveyed answered "yes" to having a handicap or disability, while the other 81% indicated that they did not. One hundred ninety-two (192) passengers, or 99% of passengers surveyed, responded to this question.

Passengers that responded "yes" to having a disability were asked to answer a series of related questions. Answers to these questions

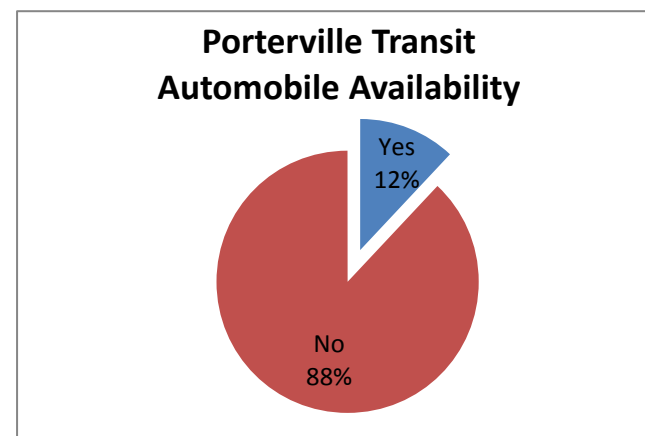


were only tallied if the respondent claimed to have a handicap or disability; all other answers were dismissed. From these questions it was ascertained that 13% of disabled respondents need a wheelchair lift to complete their trip, compared with 27% in 2010. This decrease might be attributed to Porterville Transit's conversion to low floor buses which "kneel" to the curb to allow for wheelchair access without the use of a lift. Eighty-six percent (86%) of these respondents feel that Porterville Transit adequately meets their mobility needs, and 93% of respondents claim that they use Porterville Transit more frequently than the COLT demand-response service.

Automobile Availability

Respondents were asked whether they had access to an automobile for their particular trip. A significant majority (88%) of the passengers surveyed indicated that they did not have a car available for their trip, underscoring the importance of transit service to Porterville Transit's core riders.

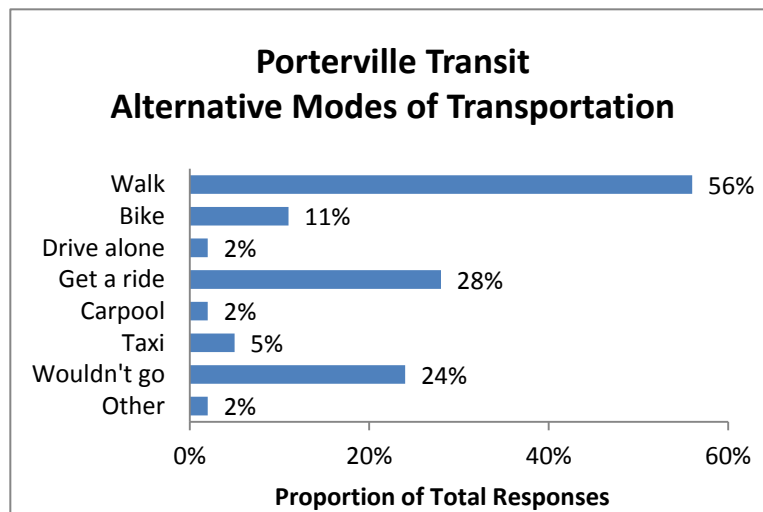
One hundred ninety (190) passengers, or 98% of passengers surveyed, responded to this question.





Alternative Modes

Another question asked riders how they would have traveled to and from their destination if transit service had not been available. Over half of respondents (56%) reported that they would have walked; possibly indicating that many passengers are using transit for relatively short trips. Walking was also the preferred alternative mode in the 2006 and 2008 surveys. Another 28% reported they would have obtained a ride from a friend or family member.



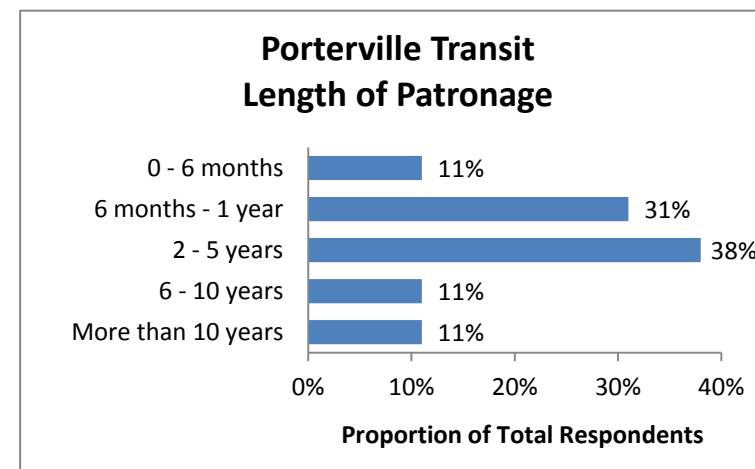
Overall, 76% of respondents would have used alternate means to make the trip, while 24% of respondents (up from 23% in 2010) reported that they would not have made the trip if the bus was not available. This increase may indicate that many riders may have no other transportation options available to them due to age, disabilities, distance, or financial constraints. Many respondents included multiple answers; percentages are based on total responses received.

Length of Patronage

Over half of respondents (60%) indicated that they have been using the service for more than two years, indicating that Porterville Transit has a well-established ridership base.

One hundred ninety (190) passengers, or 98% of passengers surveyed, responded to this question.

New riders were also asked to indicate why they started using Porterville Transit. The majority (59%) chose the economy as their primary reason; 46% stated their decision to use transit was prompted by convenience; 0.7% stated





that their choice was driven by Porterville Transit's new buses; and another 9% indicated that they were going green.

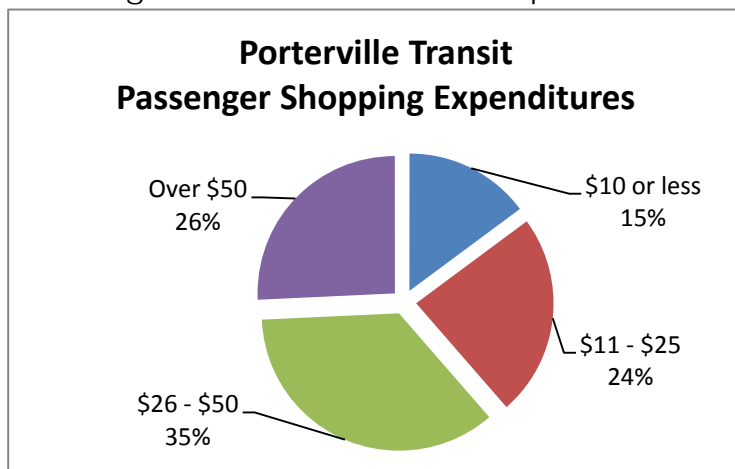
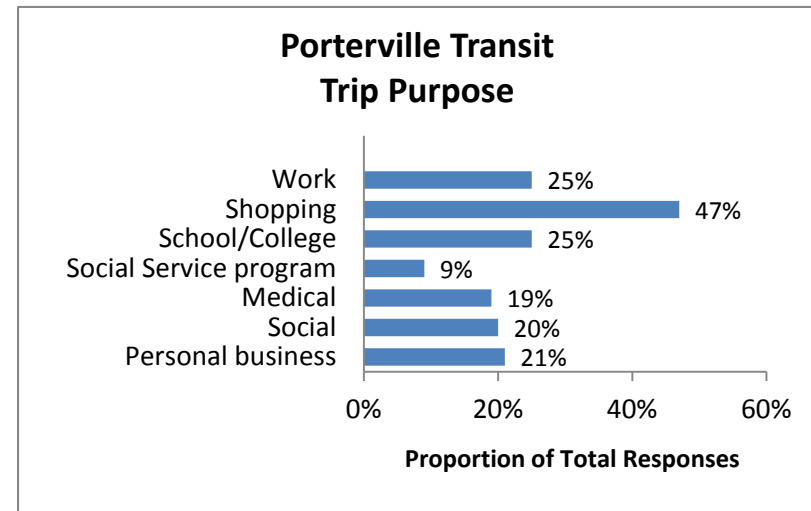
Trip Characteristics

The average Porterville Transit trip is taken daily to get to and from shopping destinations, school, and work. Information regarding the fixed route service is most often obtained from bus drivers in the field.

Trip Purpose

Passengers were asked to indicate the purpose of their trip. Respondents reported a variety of trip purposes, indicating that Porterville Transit serves a variety of different needs. Answers were relatively uniform across the board, as compared with 2006, 2008, and 2010 survey responses. Frequently mentioned activities included shopping (47%), school/college trips (25%), and work (25%); an increase of 15% since the surveys from 2010.

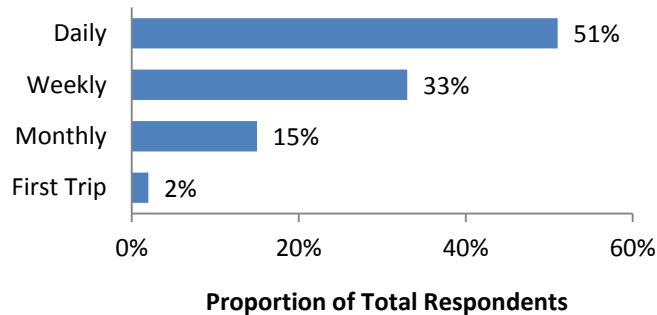
Many respondents included multiple answers; percentages are based on total responses received.



Those passengers, whose trip purpose was reported as "shopping", were also asked how much money they had spent or expected to spend during their shopping trip. The average expenditure was \$33 per shopper. Based on survey information and ridership statistics, it is estimated that Porterville Transit passengers spend approximately \$3,389,000 annually in the community.



Porterville Transit Frequency of Use



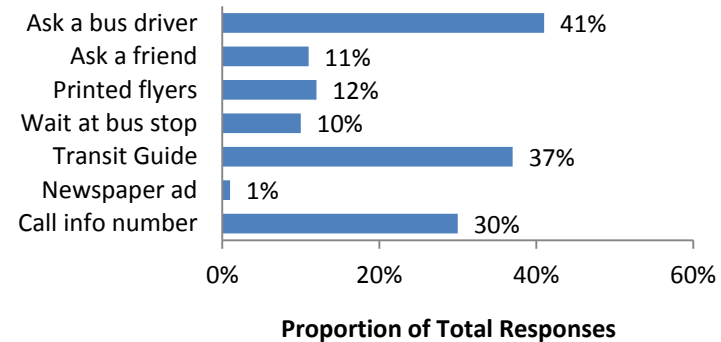
Frequency of Use

Over half (51%) of the Porterville Transit riders surveyed use the service daily (3 to 6 days a week). Another 33% use it weekly (1 to 2 days a week). This is a 8% increase from the 2010 surveys, indicating that Porterville Transit riders are using the service more frequently. Two percent (2%) of riders reported that it was their first time using the service. One hundred eighty-seven (187) passengers, or 96% of passengers surveyed, responded to this question.

Information Dispersal

Respondents were asked to indicate how they usually get information about the transit system. Forty-one percent (41%) responded that they acquire information by asking one of the bus drivers. This was also the favored response for the 2006, 2008, and 2010 surveys. Another 37% would consult the Tulare County Transit Guide, a 16% increase from 2010. Multiple answers were allowed; percentages are based on total responses received.

Porterville Transit Information Dispersal



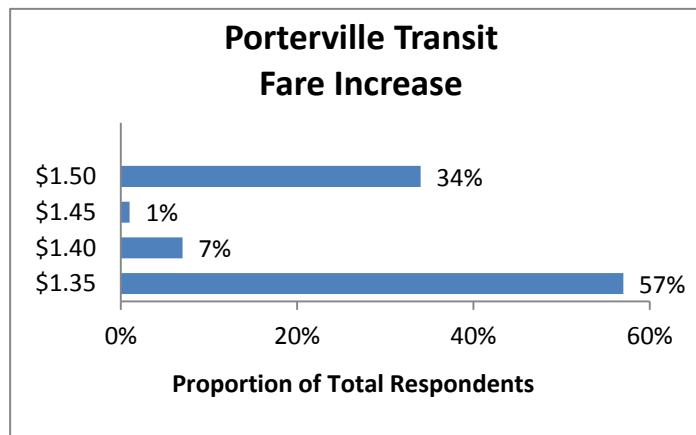
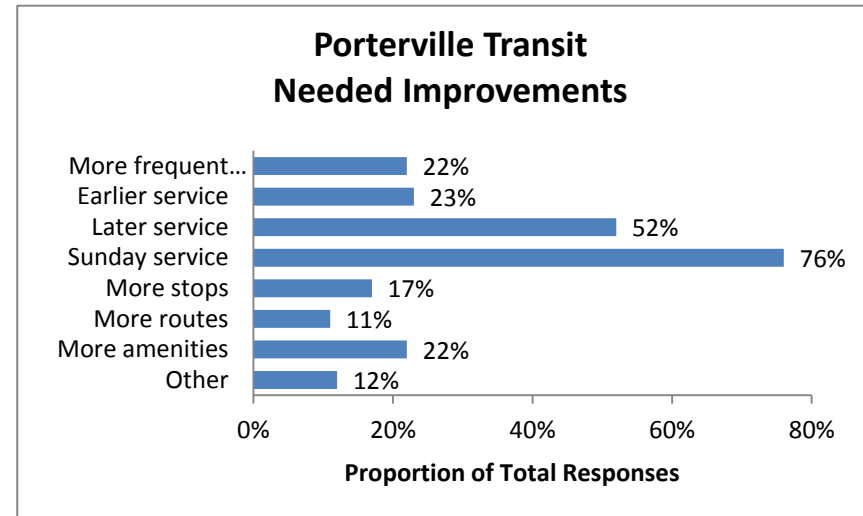


Rider Attitudes and Opinions

Porterville Transit riders would like to see a few service improvements, but are generally very happy with the current system's performance. The majority of riders surveyed also indicated that they would be willing to pay more for the fixed route service.

Needed Improvements

Survey respondents were asked to choose from a list of system improvements that they would most like to see addressed. Fifty-two percent (52%) of passengers would like to see the service extended to later hours in the evening, and 76% would like to have service on Sundays. Another 22% of respondents would like to see more bus stop amenities, including benches and lighted shelters. While 22% would like to see more frequent service and 23% chose to have services available earlier in the day. Multiple answers were allowed; percentages are based on total responses received.



Fare Increase

The survey also asked respondents to indicate the amount they would be willing to pay for service if the City needed to raise Porterville Transit fares. Fifty-seven percent indicated they would pay an additional ten cents for services, but 34% would be willing to pay \$0.25 more for the fixed route service.

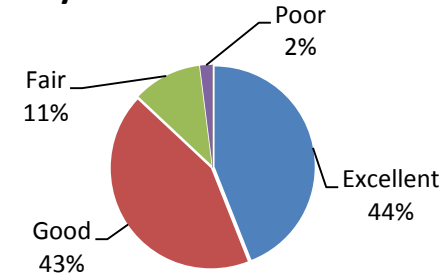


System Performance

The majority of survey respondents (87%) are happy with Porterville Transit's overall system performance. This figure is identical to the 2010 survey results.

One hundred ninety-three (193) passengers, or 99% of passengers surveyed, responded to this question.

Porterville Transit System Performance



COLT Passenger Survey Results

Surveyors collected a total of 44 surveys from COLT passengers. Results of the surveys are summarized below. All responses are for combined weekday and Saturday ridership.

Demographic Characteristics

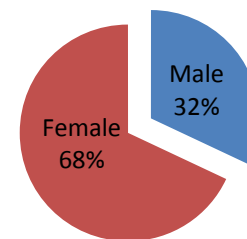
The average COLT rider is female, over the age of 60, with an average household income below \$10,000, and no access to an automobile.

Gender

As with Porterville Transit, the majority of COLT respondents indicated they were female; over half (68%) of respondents were female. This gender profile mirrors the 2006, 2008, and 2010 survey data.

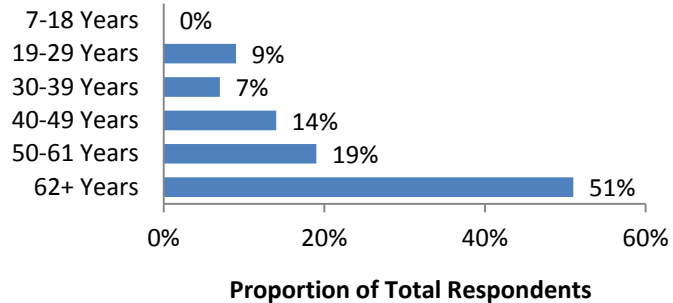
Forty-one (41) passengers, or 93% of passengers surveyed, responded to this question.

COLT Gender Profile





COLT Age Profile



Age

As expected of a semi-restricted service, the age of demand-response riders tends to be older than that of fixed route riders. Over two-thirds (70%) of passengers are 50 years of age or older, with a half (51%) being at least 62 years of age. Another 30% of respondents are between the ages of 19 and 49, indicating that of COLT's disabled riders are working age adults. Forty-three (43) passengers, or 97% of passengers surveyed, responded to this question.

Income

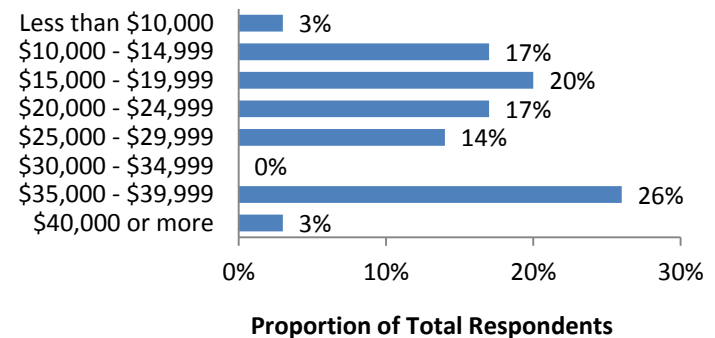
The income profile of COLT riders is more balanced based off of this survey when compared to the numbers obtained in the 2010 SRTP survey. Forty percent (40%) have responded that they have incomes below \$20,000, with only 3% reporting income less than \$10,000; a 46% decrease from the 2010 survey data. This can be tied to fare increases in the COLT system.

Thirty-five (35) passengers or 80% of passengers surveyed, responded to this question.

Disability Status

Sixty-three percent (69%) of passengers surveyed answered "yes" to having a handicap or disability (6% less than in 2010), while 31% indicated that they did not. Since the fixed route service has seen an increase

COLT Annual Household Income

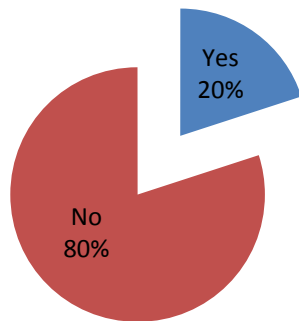




in disabled riders over the past year, it is safe to assume that many former COLT passengers have transitioned to the Porterville Transit service. Forty-two (42) passengers, or 95% of passengers surveyed, responded to this question.

Passengers that responded "yes" to having a disability were asked to answer a series of related questions. Answers to these questions were only tallied if the respondent claimed to have a handicap or disability; all other answers were dismissed. From these questions it was ascertained that 16% of disabled respondents need a wheelchair lift to complete their trip. Ninety-three percent (93%) of these respondents feel that COLT adequately meets their mobility needs, and 95% claim that they use COLT more frequently than Porterville Transit.

COLT Automobile Availability



Automobile Availability

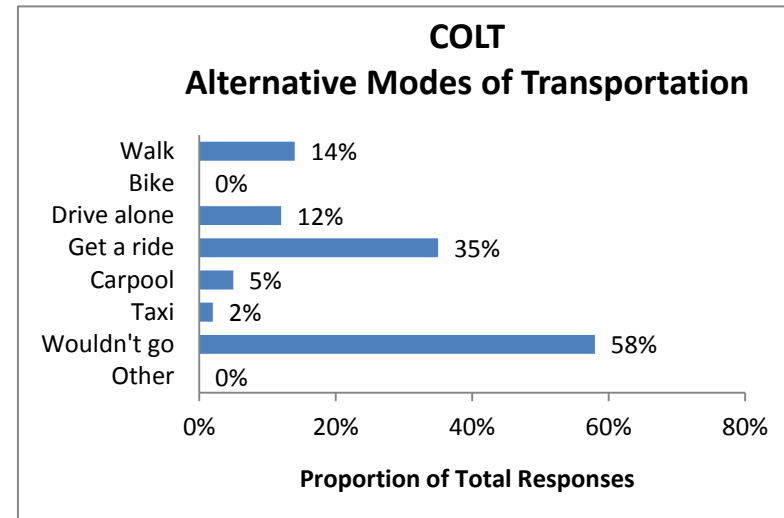
Respondents were asked whether they had access to an automobile for their particular trip. A majority (80%) of the passengers surveyed indicated that they did not have a car available for their trip, underscoring the importance of transit service to COLT's rider base. These statistics are in line with Porterville Transit results.

Forty-four (44) passengers, or 100% of passengers surveyed, responded to this question.



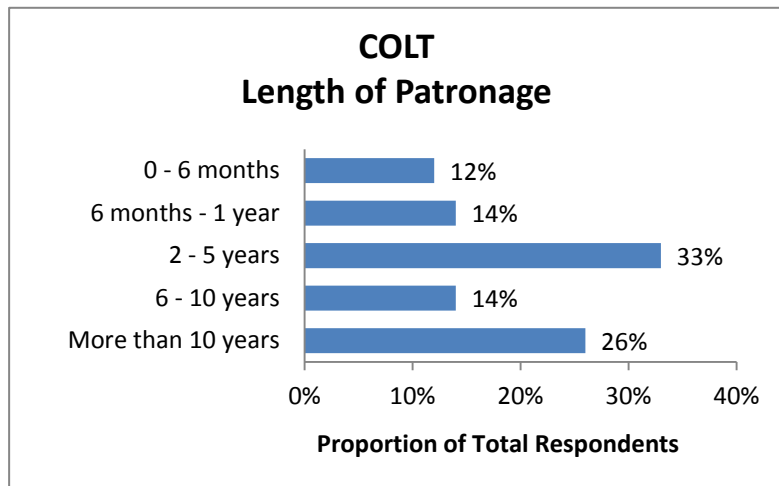
Alternative Modes

Another question asked riders how they would have traveled to and from their destination if transit service had not been available. The majority of respondents (58%) reported that they would not have made the trip at all, highlighting just how important these services are to the many riders that may have no other transportation option available to them due to age, disabilities, distance or financial constraints. Many respondents included multiple answers; percentages are based on total responses received.



Length of Patronage

About three-quarters of respondents (73%) indicated that they have been using the service for more than two years, showing that COLT has a well-established ridership base. Forty-two (42) passengers, or 95% of passengers surveyed, responded to this question.



New riders were also asked to indicate why they started using COLT. The majority (72%) chose convenience as their primary reason; 36% stated their decision was prompted by the economy; and 6% indicated that they were going green.

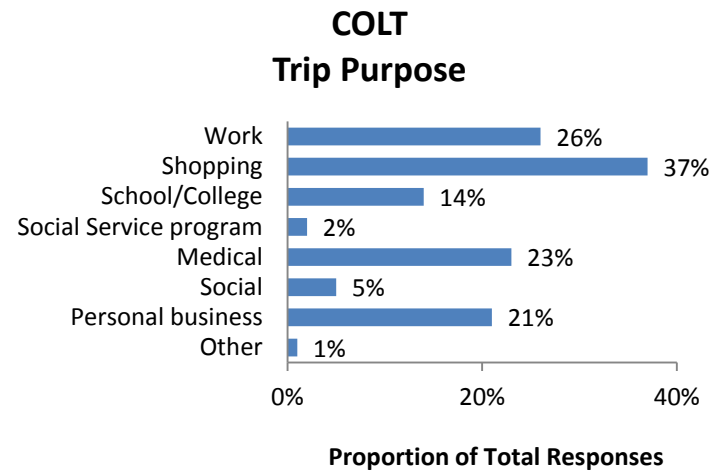
Trip Characteristics

The average COLT trip is taken daily to get to and from shopping destinations, work, and medical appointments. Information regarding the demand-response service is most often obtained by calling the service information number.

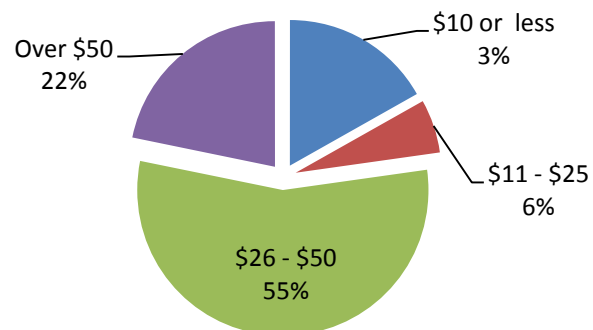


Trip Purpose

Passengers were asked to indicate the purpose of their trip. Respondents reported a variety of trip purposes, indicating that COLT serves a variety of different needs. More than one-third (37%) of respondents use the service for shopping trips. Other frequently mentioned activities were work (26%), and medical appointments (23%). Many respondents included multiple answers; percentages are based on total responses received.



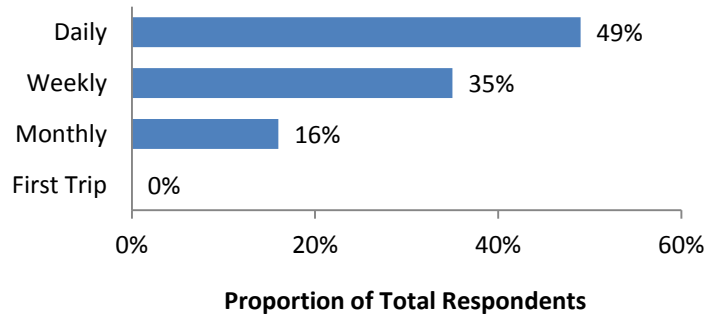
COLT Passenger Shopping Expenditures



Those passengers, whose trip purpose was reported as "shopping", were also asked how much money they had spent or expected to spend during their shopping trip. The average expenditure was \$34 per shopper. Based on survey information and ridership statistics, it is estimated that COLT passengers spend approximately \$177,000 annually in the community.



COLT Frequency of Use



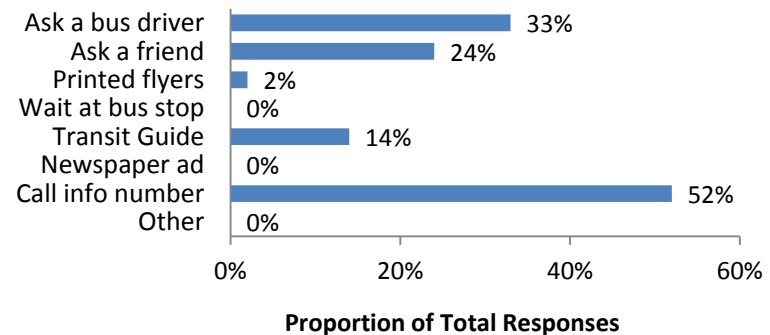
Frequency of Use

Almost half (49%) of the COLT riders surveyed use the service daily (3 to 6 days a week). Another 42% use it weekly (1 to 2 days a week). In comparison with 2010 survey data, more riders are using the service daily and fewer riders are using the service weekly, in the face of tough economic times and increased Senior/ADA fares. Forty-three (43) passengers, or 97% of passengers surveyed, responded to this question.

Information Dispersal

Respondents were asked to indicate how they usually get information about the demand-response system. Fifty-two percent (52%) responded that they acquire information by calling the information number, not surprising since ride reservations are taken by phone. Another 24% ask a friend or family member, and 33% ask a bus driver or consult the Tulare County Transit Guide. Multiple answers were allowed; percentages are based on total responses received.

COLT Information Dispersal



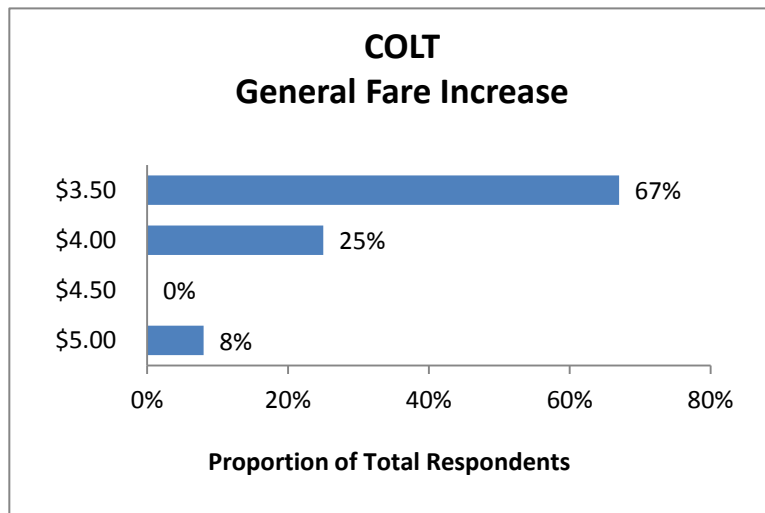
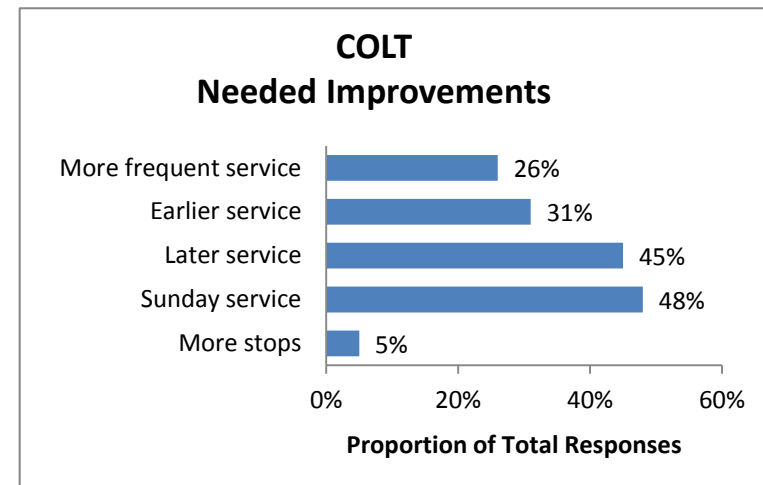


Rider Attitudes and Opinions

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

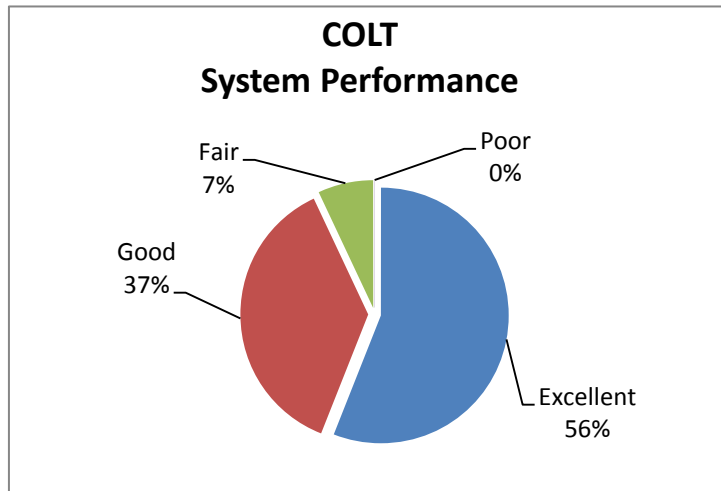
Needed Improvements

Survey respondents were asked to choose from a list of system improvements that they would most like to see addressed. Forty-eight percent (48%) of passengers would like to see Sunday service, 45% would like to have later service hours, and 31% indicated earlier services, all extensions of existing service parameters. Twenty-six percent (26%) replied with desiring more frequent services. Multiple answers were allowed; percentages are based on total responses received.



Fare Increase

The survey also asked respondents to indicate the amount they would be willing to pay for service if the City needed to raise COLT fares. Respondents did not seem opposed to a fare increase for either passenger type. For general passengers, 67% were in favor of a \$0.50 increase. When cross-tabbing for seniors, 41% were in favor of a minor Senior/ADA increase in fares.



System Performance

In general, the majority of survey respondents (93%) are happy with COLT's overall system performance and gave an excellent or good rating. This figure is 1% lower than in 2008, and is comprised of more "good" ratings and fewer "excellent" ratings. Forty-three (43) passengers, or 97% of passengers surveyed, responded to this question.

COMMUNITY SURVEY

Methodology

Community surveys were administered for the City of Porterville Transit Study from January 10, 2012, to March 21, 2012 in local establishments within the Porterville area (Starbucks and Hoagie's hero subs shop). These surveys were conducted in order to develop a profile of the community's attitudes towards the Porterville Transit and COLT services. The information collected tests the overall awareness of the service within the community and needs related to public transportation.

The survey questions were developed by TPG Consulting, with input and approval from City Staff. Surveys were conducted by TPG Consulting in English and Spanish. Survey results should be interpreted as information about those who completed the survey, and are not necessarily representative of all Porterville residents.

Appendix B contains a copy of the survey form administered during the Community survey process.

Community Survey Results

Surveyors conducted a total of 130 useable surveys completed online, in person or on Facebook. Results of the surveys are summarized below.



Almost three-fourth of the community survey participants (71%) indicated that they are familiar with the bus system, and over half knew the official name of the system (Porterville Transit/COLT). The final screening question asked the interviewee if he/she had personally used the Porterville transit services during the past year. Forty-seven (47%) of participants indicated that they had ridden on the system during the past year.

Are you familiar with the transit system in Porterville?

Yes	71%
No	29%

Do you know the official name of the transit system?

Porterville Transit	57%
COLT	23%
Pony Express	2%
Pioneer Transit	1%
Don't know	22%

Have you personally used Porterville transit services during the past year?

Yes	47%
No	53%

Non-Riders

The second section of the survey targeted riders who had not used the service during the past year, and those people not familiar with the Porterville transit service. Fifty-one percent (51%) of non-riders responded that there was a possibility they would use Porterville Transit or COLT in the future. Of those respondents, the majority of participants stated that they would use transit for shopping trips, followed by medical appointments. Other trip purposes included traveling to and from work. The number one reason provided for not using the service was the availability of other transportation.



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

Yes	51%
No	16%
Not sure	33%

For what purpose would you ride the bus?

Work	44%
Medical	47%
Shopping	65%
Social	42%
School	32%
Other	2%

What is the reason you have not used the service in the past?

I didn't know there was a transit service in town	3%
The bus does not go <u>when</u> I need/want to go	5%
The service costs too much	1%
Other bus passengers	0%
I have other transportation	47%
The bus does not stop near me	11%
The bus takes too long	6%
I have never thought about it	13%
The bus does not go <u>where</u> I need/want to go	8%
The service is inconvenient	3%
The service is unreliable	2%
Other	3%

All Participants

The third section of the community survey targeted all participants. Seventy-eight percent (78%) of the participants did not have a transit schedule on hand. 31% did recall seeing or hearing advertising about the



transit service in the Porterville Recorder News Paper. However, 77% of the survey participants have noticed the ad space on the Porterville transit buses, indicating that the advertising program is successful in drawing attention to the transit buses.

Do you have a Porterville bus schedule on hand?

Yes	22%
No	78%

Do you recall seeing or hearing any advertising about Porterville transit in the last three months?

TV	2%
Radio	16%
Newspaper	31%
Poster	3%
Brochure/Flyer	9%
On the bus	34%
Yes, but I don't remember where	10%
No	20%
Don't know	7%
Other	1%

Do you recall which newspaper ?

Porterville Recorder	56%
Valley Voice	5%
Visalia Times Delta	2%
Other	40%

Have you noticed ad space on the local transit buses?

Yes	78%
No	22%





To determine how members of the community would find out information about the transit services in Porterville, interviewees were asked how they would go about getting information related to the system. Thirty-seven percent (37%) said they would contact City Hall or the Chamber of Commerce, and 20% said they would Ask a bus driver, to go about getting information.

If you needed information on the transit service, how would you go about getting it?

Ask a bus driver	20%
Ask a friend/family member	10%
Tulare County Transit Guide	19%
City Hall/Chamber of Commerce	37%
Phone book	7%
Don't know	7%

Overall, 55% of participants familiar with the system think the Porterville transit system is doing an excellent or good job.

Overall, how would you rate Porterville transit services?

Excellent	24%
Good	31%
Fair	5%
Poor	3%
No Comment	37%

To help make assessments regarding changes to the existing fare structure, interviewees were asked what they thought would be a reasonable fare to ride each of the Porterville transit services if the fares needed to be raised. The majority of participants felt that there should be no change to the current fare structure. Current fares were disclosed.



If the City needs to raise Fixed Route fares, what would you be willing to pay for the service?

\$1.35	23%
\$1.40	10%
\$1.45	5%
\$1.50	56%

If the City needs to raise Dial-A-Ride: Senior/ADA/Medicare card holder fares, what would you be willing to pay for the service?

\$2.10	31%
\$2.25	23%
\$2.35	12%
\$2.50	17%

If the City needs to raise Dial-A-Ride: General fares, what would you be willing to pay for the service?

\$3.50	57%
\$4.00	19%
\$4.50	3%
\$5.00	7%

Demographic Characteristics

The final section of the community survey provides a profile of survey participants. Sixty-three percent (63%) of those interviewed were female, and 37% were male. The age distribution was balanced, with four of the six age groups each making up 21 to 24% of responses, and 24% of participants have household incomes below \$20,000 annually.

What is your gender?

Male	37%
Female	63%

What is your age?



7-17	2%
18-29	24%
30-39	23%
40-49	21%
50-61	22%
62+	9%

What is your approximate annual household income group?

Less than \$10,000	13%
\$10,000-\$14,999	4%
\$15,000-\$19,999	7%
\$20,000-\$24,999	12%
\$25,000-\$29,999	7%
\$30,000-\$34,999	8%
\$35,000-\$39,999	13%
\$40,000 or more	29%
Don't know	8%



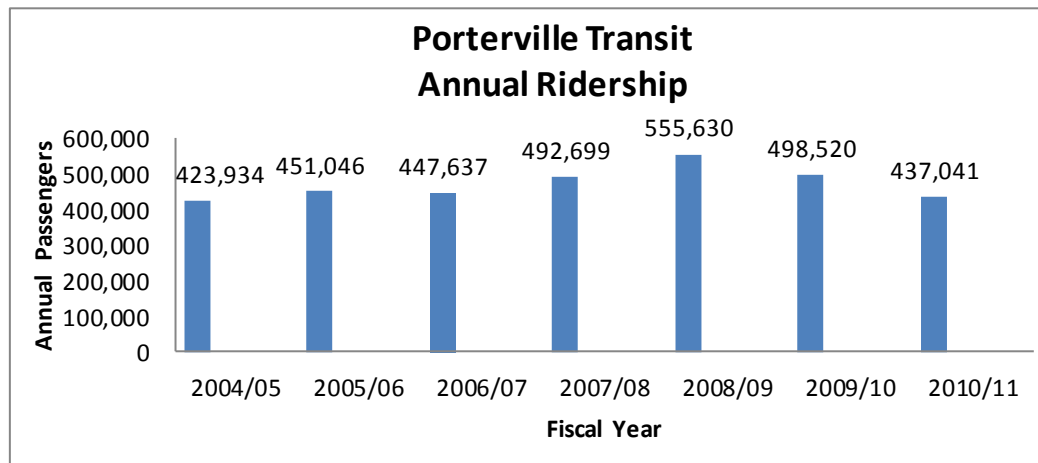


CHAPTER 4 – SYSTEM ANALYSIS

The Analysis Section will review various components of both the Porterville Transit and COLT services. By analyzing individual service performance and operational trends, a better understanding of the overall system is achieved. The analysis will identify performance issues and successes which should be addressed, or supported, over the next five years. This chapter will begin by looking at the overall service performance of the existing fixed route and demand-response services. The analysis will illustrate annual ridership, cost per passenger, and farebox ratios for each service, and estimate future transit demand based on current performance. In addition, this chapter will present an analysis of the system's fare structure, and compliance with various transit requirements.

PORTERVILLE TRANSIT SERVICE PERFORMANCE

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

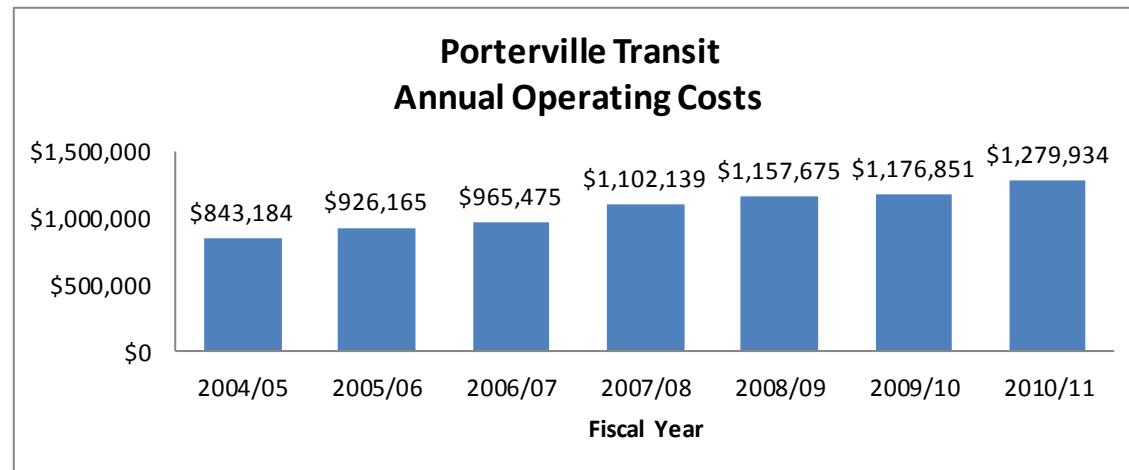


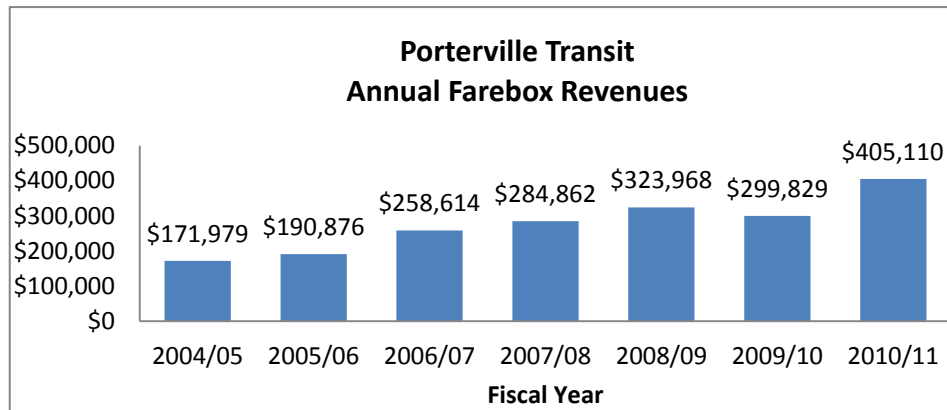
Annual ridership on Porterville Transit dropped slightly (by 0.8%) between FY 2005/06 and FY 2006/07, as expected, due in part to a service fare increase, but had increased yearly until FY 2009/10. Ridership increased by approximately 13% between FY 2007/08 and FY 2008/09. Fiscal year 2008/09 was the first year that ridership peaked over 500,000 passengers. In FY 2009/10, ridership dropped 10% from the prior year to 498,520 and then decreased again in



2010/11, by 12% compared to FY 2009/10. The ridership decreases in FY 2009/10 and 2010/11 can be attributed to the economic downturn, particularly increases in unemployment in the Porterville area. As unemployment rates increased, fewer people had jobs, thus fewer commute trips were made. Using Bureau of Labor Statistics unemployment rates for the Visalia-Porterville Metropolitan Statistical Area (MSA), one can develop an idea as to what the economic situation in Porterville is. The average unemployment rate in the Visalia-Porterville MSA for FY 2007/08 was 9.5%, in FY 2008/09 it was 13.1%, in FY 2009/10 it was 16.3% and in FY 2010/11 it was 16.7%. As one can see, the ridership decreases coincide with unemployment levels in the area being over 16%. Though correlation does not mean causation, unemployment likely played a strong role in the ridership decrease. It should be noted, that FY 2011/12 is seeing a rebound in unemployment for the first six months of the fiscal year had dropped to an average of 15.7% per month.

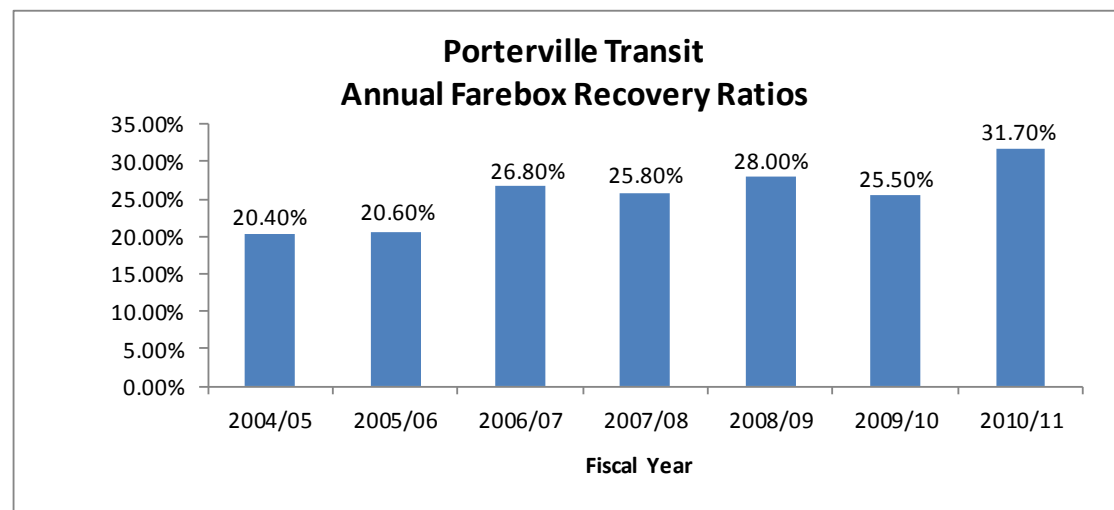
The annual cost of providing Porterville Transit service has risen steadily over the seven years reported. Operating costs have increased approximately 7% annually from FY 2004/05 to FY 2010/11. This rise can be attributed to a service contract increase, associated with the implementation of an additional route (Route 8) in August of 2008, as well as general inflation. Maintenance costs have historically accounted for a large portion of annual operating cost increases, but maintenance costs have been mitigated to an extent due to increased coordination and communication between transit operations and city maintenance.





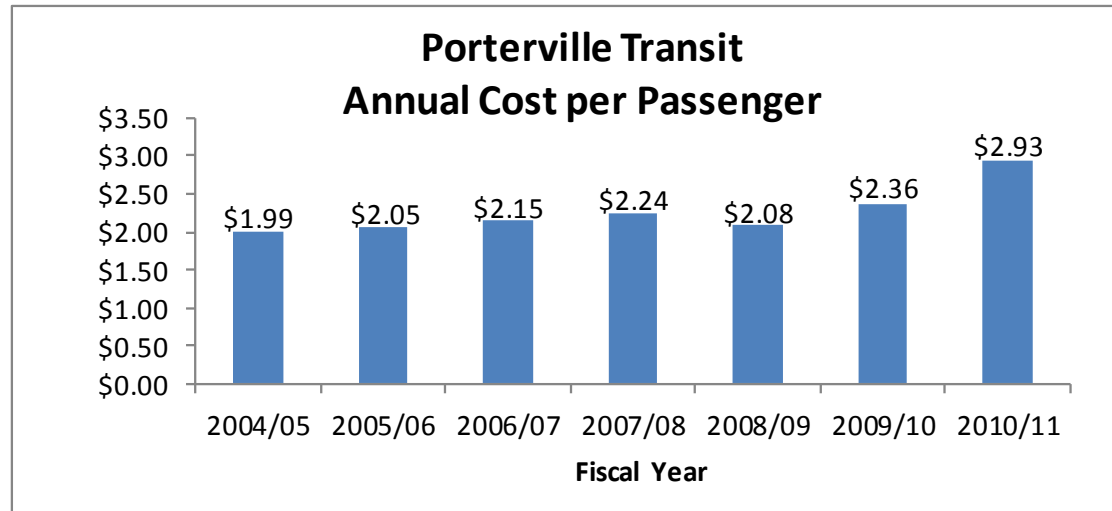
Porterville Transit's farebox revenues increased by approximately 15% annually from FY 2004/05 to FY 2010/11. This upward trend is in spite of FY 2009/10's farebox revenues decreasing by 7.5% from FY 2008/09 levels. Farebox revenues have been able to maintain steady levels of increase largely in-part to the regular practice of marginally increasing fares.

Porterville Transit's farebox ratios increased in FY 2010/11 to the highest levels experienced by the service in the last seven fiscal years. The recovery ratio has increased annually by 7.5%, and has seen a 55% increase from FY 2004/05 to FY 2010/11. Given current ridership trends, farebox ratios are expected to continue to increase. Farebox ratios should continue to improve if cost increases can continue to be contained and productivity can be increased, either through increased ridership, fare increases, or both.





The current (FY 2010/11) annual cost per passenger for Porterville Transit is approximately 24% higher than the previous fiscal year, and 41% higher than FY 2008/09. This increase is reflective of the ridership decreases experienced during the economic downturn. Over the seven year period examined, cost per passenger increased by 47%, and at an annual rate of 6.5%.



The Porterville Transit operational performance data for 2010/11 indicates that the fixed route service is achieving some of the service standards established in the *City of Porterville 2010 SRTP*. The following table compares the overall performance of the Porterville Transit service for FY 2010/11 with the current performance and service standards.



TABLE 4 : PORTERVILLE TRANSIT PERFORMANCE & SERVICE STANDARDS

	<u>Standard</u>	<u>FY 2010/11</u>
Operating Cost per Passenger	\$2.20	\$2.93
Operating Cost per Revenue Hour	\$51.00	\$52.39
Passengers per Revenue Hour	23.0	17.9
Farebox Recovery Ratio	28.0%	31.65%*
<u>On-time Performance</u>		
0-5 minutes	90%	32% ^Φ
<u>Passenger Complaints/ Passengers Carried</u>		
1 complaint / 1,000 boardings	0.10%	0.011%*
<u>Preventable Accidents/ Revenue Miles Operated</u>		
1 accident / 200,000 revenue miles	0.0005%	0.0007%^
<u>Roadcalls / Revenue Miles Operated</u>		
1 roadcall / 10,000 revenue miles	0.01%	0.021%
<u>Bus Trips Cancelled</u>		
Zero tolerance	0%	0%*

On-time performance assessments track the schedule adherence of each route. The *City of Porterville 2010 SRTTP* established a 90% on-time performance benchmark for the Porterville Transit service, meaning that all revenue bus trips must depart the route start point and arrive at the route end point within 5 minutes of the time published in the system schedule. During FY 2008/09 and the first part of FY 2009/10 Porterville Transit experienced a substantial decline in on-time performance. An increase in the number of wheelchair boardings, along with a general ridership increase created run-time issues for many routes during peak service hours. Because the service runs on a timed-transfer system, the delay of one bus means the delay of the entire fixed route system. According to the City and the service contractor, on many days the buses would run so far behind schedule that the system would have to be reset at least twice a day to keep the buses running on the posted schedule. These missed runs equate to bus trips being cancelled. Since no trips were

reported as cancelled in FY 2010/11, the conversion of the service to 40-minute headways was reflected in this data.

Roadcall reporting protocols were revised by the City during FY 2008/09 to comply with National Transit Database (NTD) reporting requirements. Roadcalls should be monitored against system standards over the



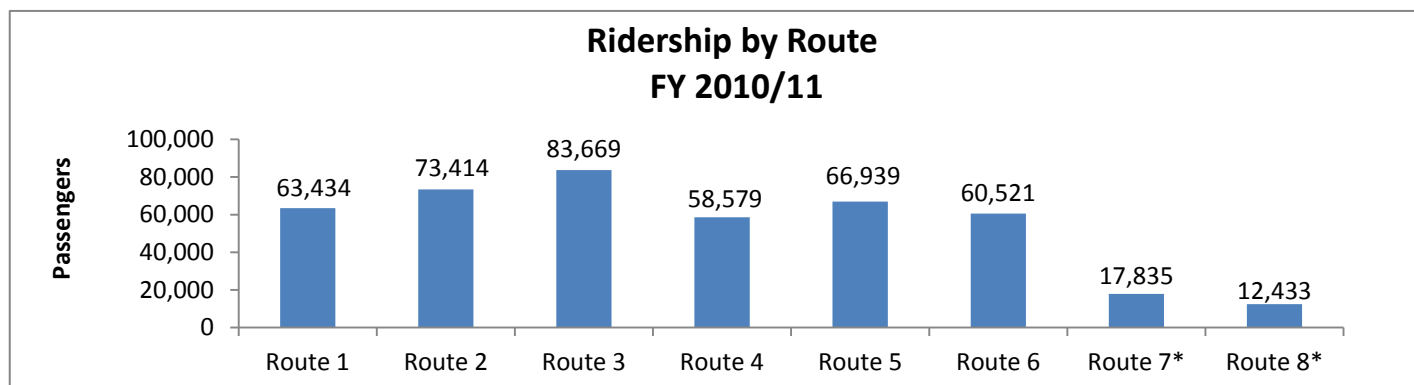
next couple of years in order to assess potential problems. Fiscal year 2010/11 saw a .021% roadcall to revenue miles operated ratio, not quite meeting the performance standard set in the 2010 SRTP.

PORTERVILLE TRANSIT ROUTE ANALYSIS

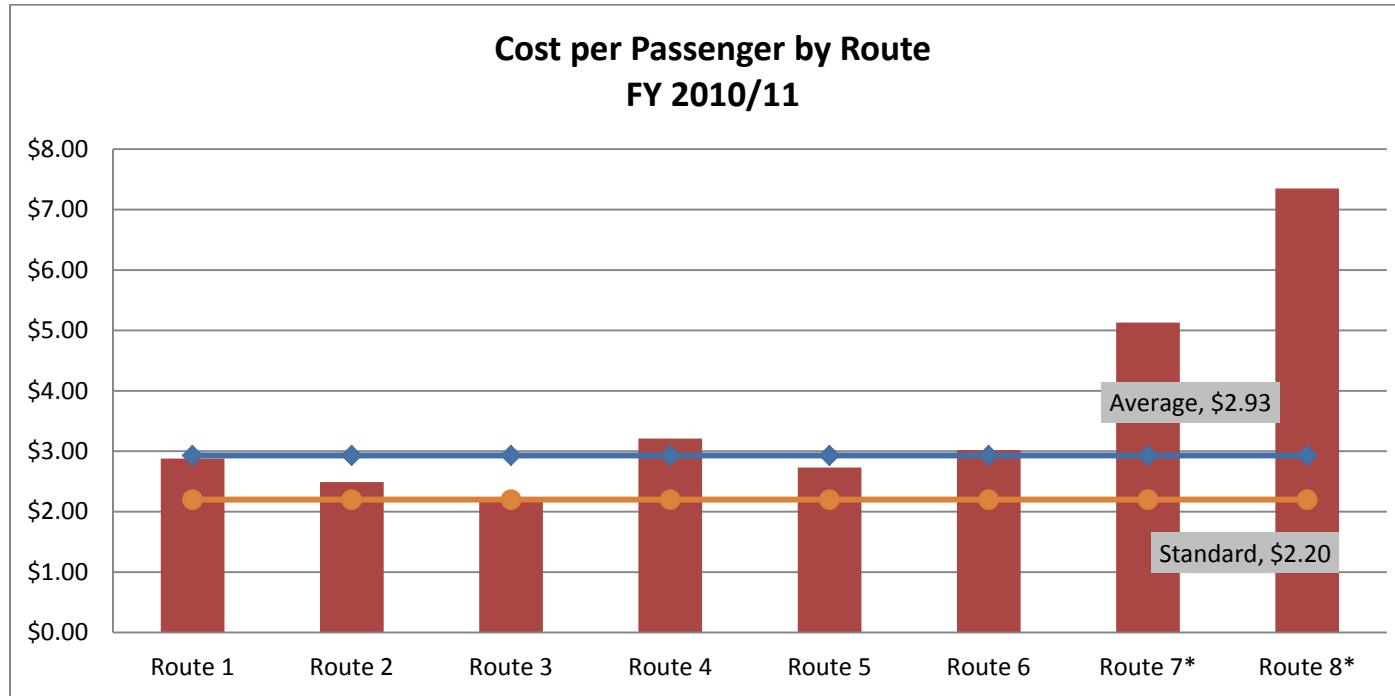
A comprehensive assessment of each route's performance is essential to the overall understanding of the Porterville Transit operation. Of particular concern is the interrelationship between an individual route and the entire system. This route analysis is based on FY 2010/11 data. When reviewing the following data, it is important to note that Routes 7 and 8 operate on 80 minute headways, alternating one bus between the two routes.

Performance Standards by Route

Performance indicators provide a comprehensive understanding of the operational productivity of the existing system. Passenger data is collected for each route of the fixed route system. The following graphs depict the ridership of each Porterville Transit routes. During FY 2010/11, Route 3 carried approximately 19% of the total fixed route ridership, Route 2 carried 17%, Route 5 and 1 carried 15%, Route 6 carried 14%, Route 4 carried 13%, Route 7 carried 4 % and Route 8 carried 3%. This ridership distribution is roughly the same as the FY 2008/09 distribution completed for the *City of Porterville 2010 SRTP*, with the FY 2010/11 being slightly more balanced, due to increased ridership shares in Routes 6, 7 and 8.

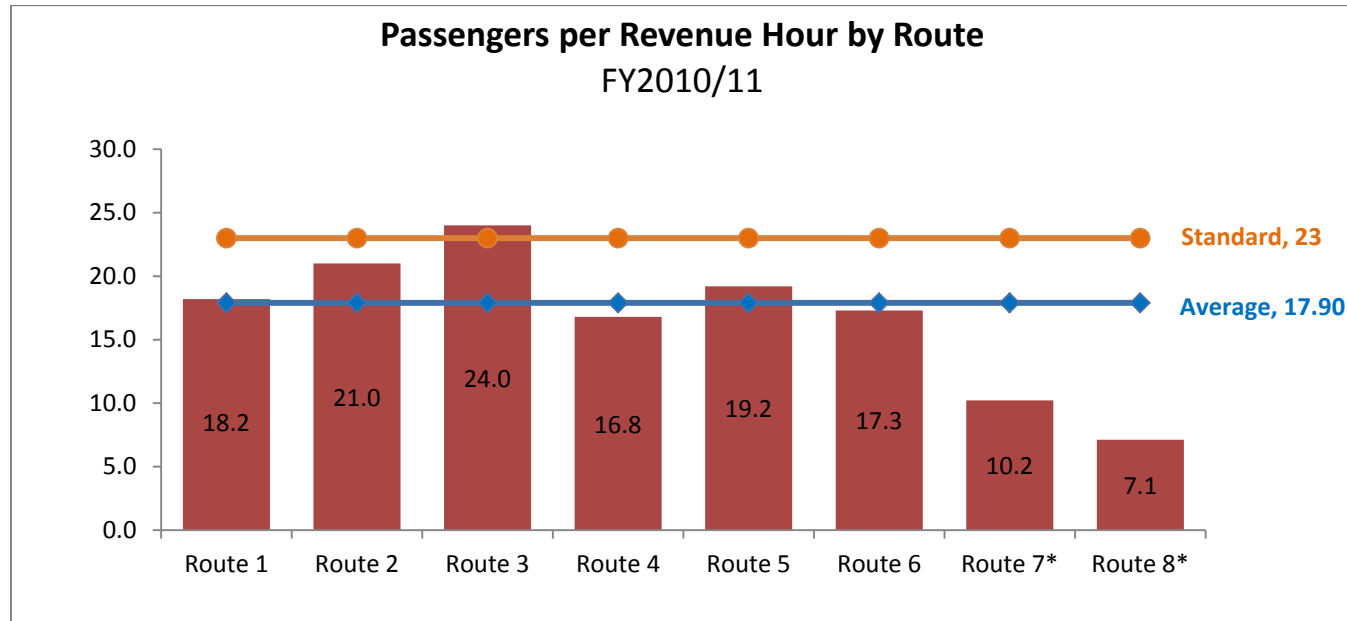


* Routes 7 and 8 operate on 80 minute headways with a shared bus



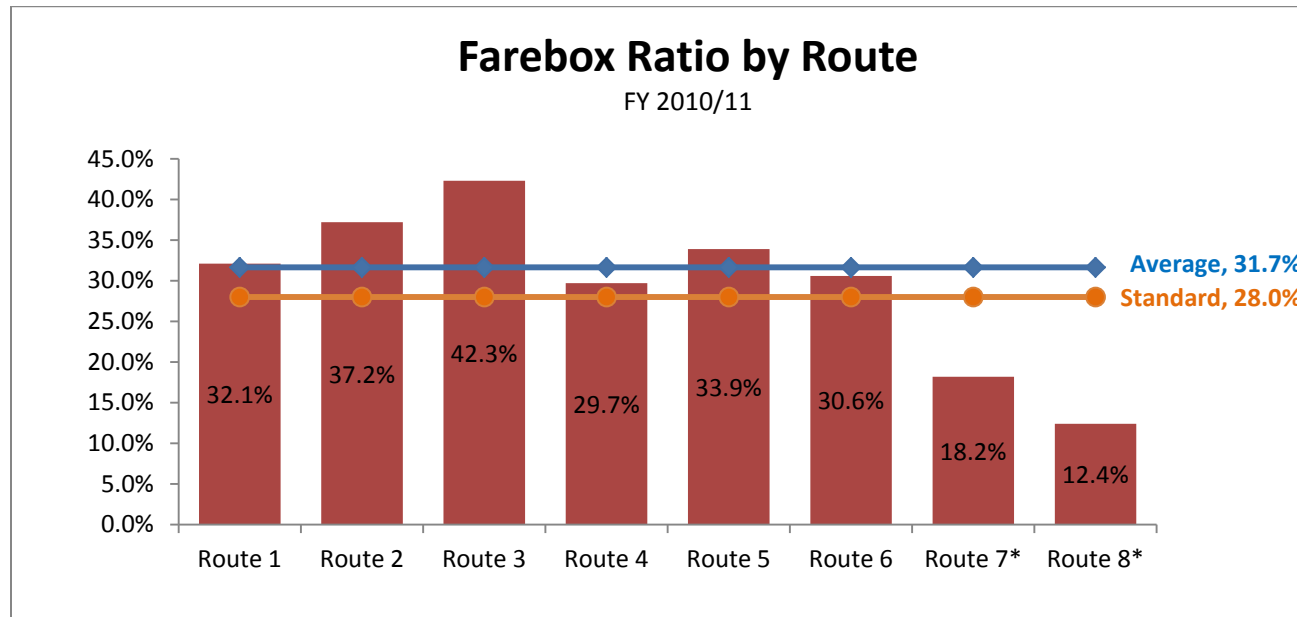
* Routes 7 and 8 operate on 80 minute headways with a shared bus

The cost per passenger represents the operating costs divided by the number of passengers and provides a clear indication of the operating efficiency of the system and a comparative analysis of the individual routes. The cost per passenger data shows that only Route 3 meets the performance standard of \$2.20 per passenger. The FY 2010/11 standard was adopted with the *City of Porterville 2010 SRTP*. The above chart shows that Route 3 cost the least to operate per passenger, while Route 8 had the highest cost per passenger. All routes, except Route 8, saw an increase in their cost per passenger compared to FY 2008/09 numbers; Route 8's cost decreased by 8%.



* Routes 7 and 8 operate on 80 minute headways with a shared bus

Passenger per revenue hour data provides additional information on a service's efficiency and is directly related to the number of passengers a service carries for each unit of service provided. The passengers per revenue hour data reflects the cost per passenger data; Route 3 shows the highest number of passengers per revenue hour and is the only route in FY 2010/11 to exceed the service standard of 23 passengers per revenue hour. Route 8 shows the fewest passengers per hour, but is the only route to have increased its ratio since FY 2008/09. The standard of 23 passengers per hour was adopted with the *City of Porterville 2010 SRTP*.



* Routes 7 and 8 operate on 80 minute headways with a shared bus

The farebox ratio represents the ratio of fares paid by passengers in comparison to operational costs for the service. It is calculated by dividing farebox revenues by total operating costs. The routes running through downtown and major shopping, employment, and school areas showed the highest farebox ratios, while the outlying routes showed the lowest ratios; Route 3 generated the highest farebox ratio at 42.3%. Route 8 had the lowest farebox ratio at 12.4%. Routes 1 through 6 all exceeded the performance standard and every route except Route 3 improved its farebox recovery ratio as compared to FY 2008/09.

The TDA mandates a system farebox recovery ratio of 20% for fixed route operators serving urbanized areas who are receiving state funding through either the LTF (Local Transportation Fund) or State Transit Assistance Fund (STAF). The average farebox ratio for Porterville Transit during this time period was just under 32%, which is well above the TDA requirement of 20% and above the City's adopted standard of 28%. The standard was adopted with the City of Porterville 2010 SRTP.



Passenger Activity

The following maps depict average daily passenger activity for each route. Passenger activity includes the total number of passenger on and offs (boardings and alightings) at each designated stop. This data is used to assess bus stop activity and to determine the most effective placement of bus stops, benches and shelters. Bus stop activity data is also combined with average passenger loads, or the number of passengers carried between each stop, to assess the implications of route and schedule changes. Load factors greater than the carrying capacity of the bus indicate the need for additional service to the stops generating the loads.

The following passenger activity was taken from the *2009 Porterville Transit On/Off Surveys*. TPG Consulting conducted these random surveys during August and September of 2009, for each Porterville Transit route in service. The following data represents weekday service only.

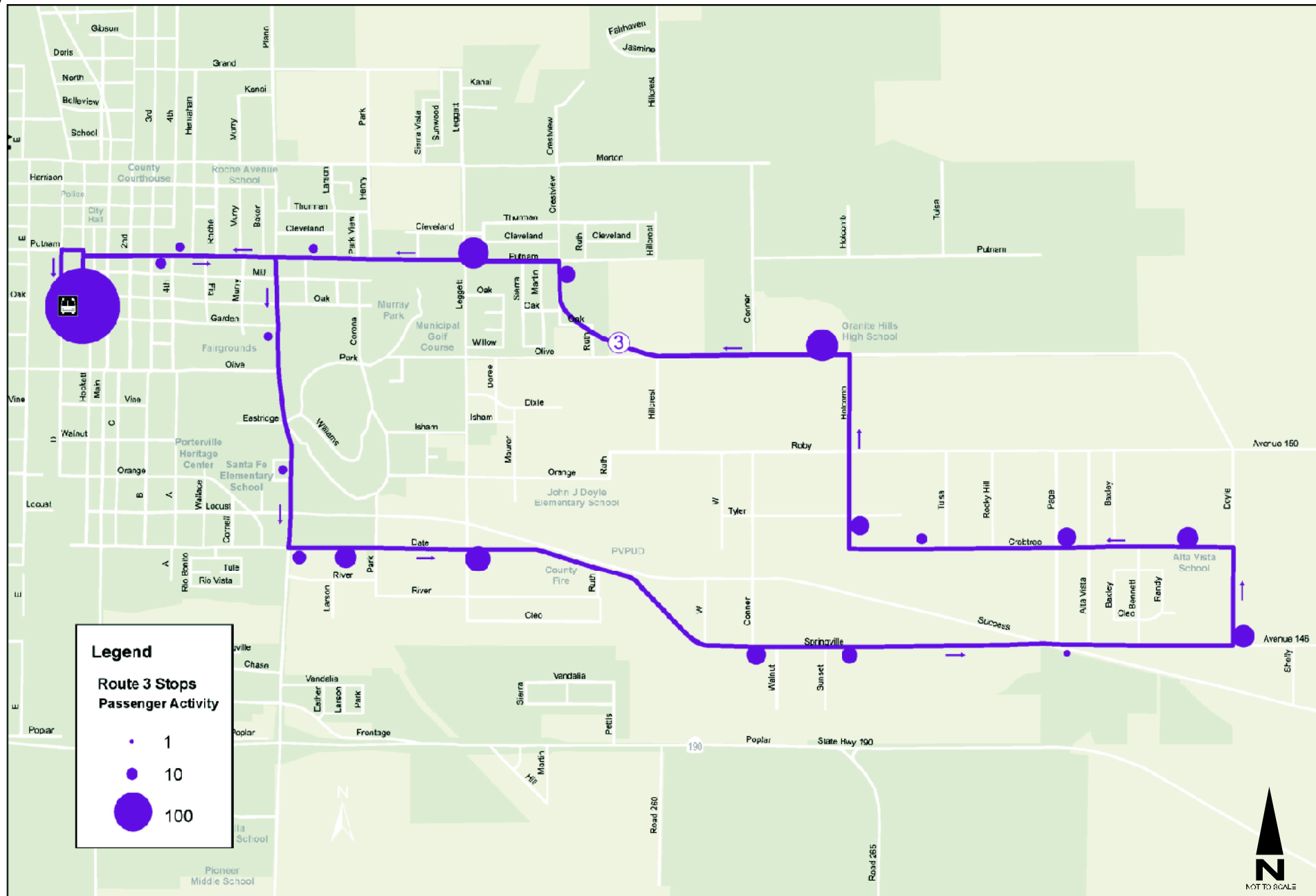




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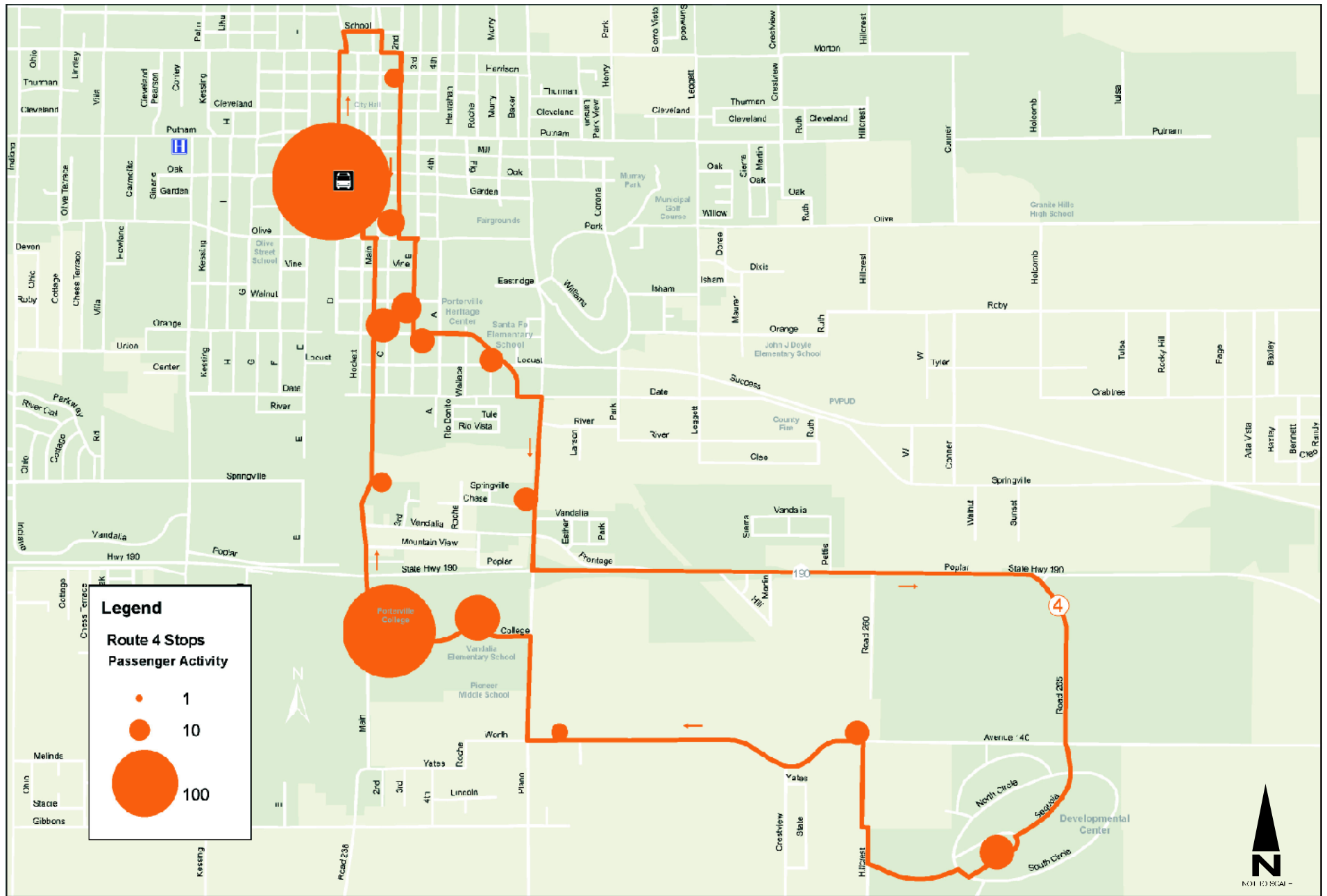


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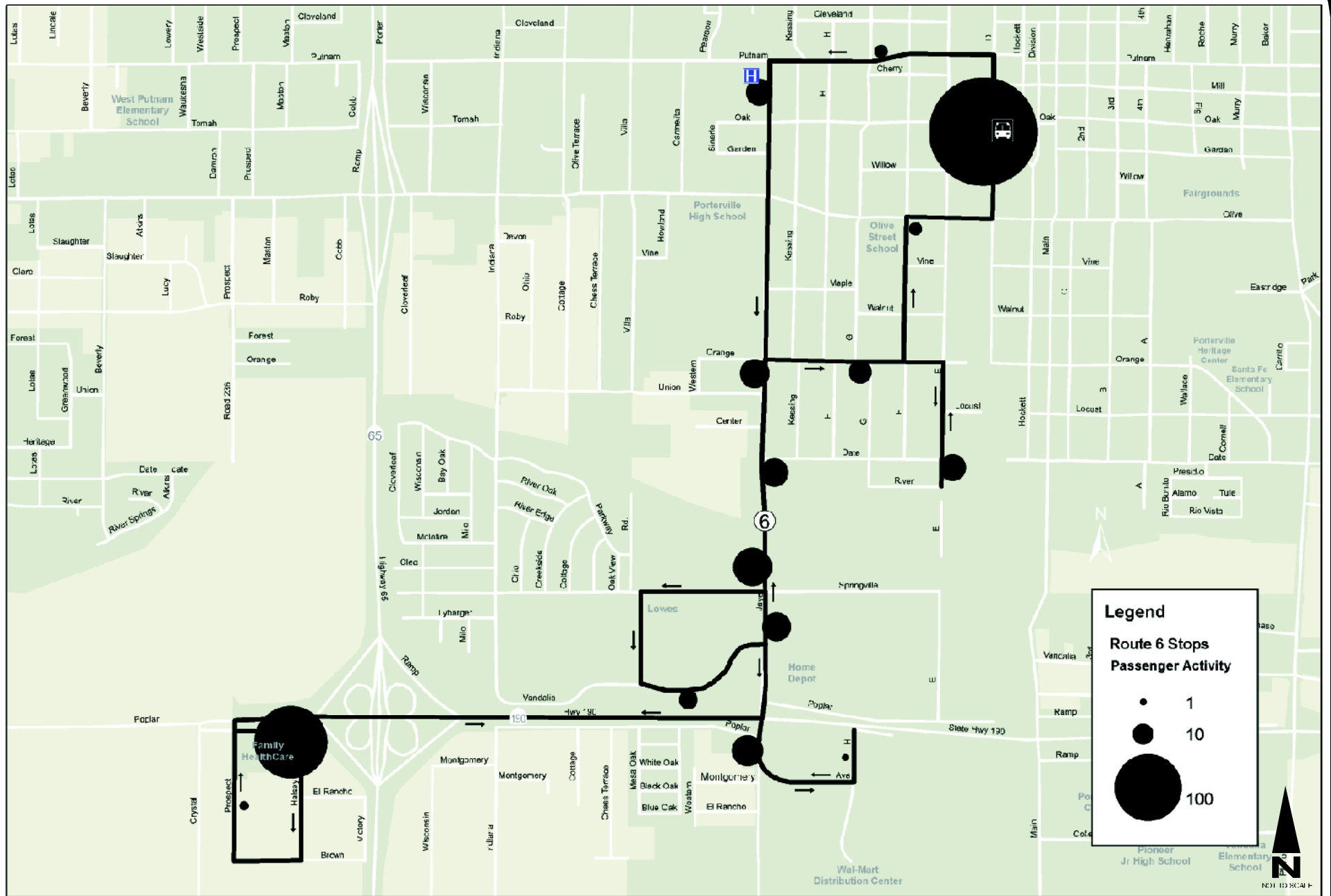




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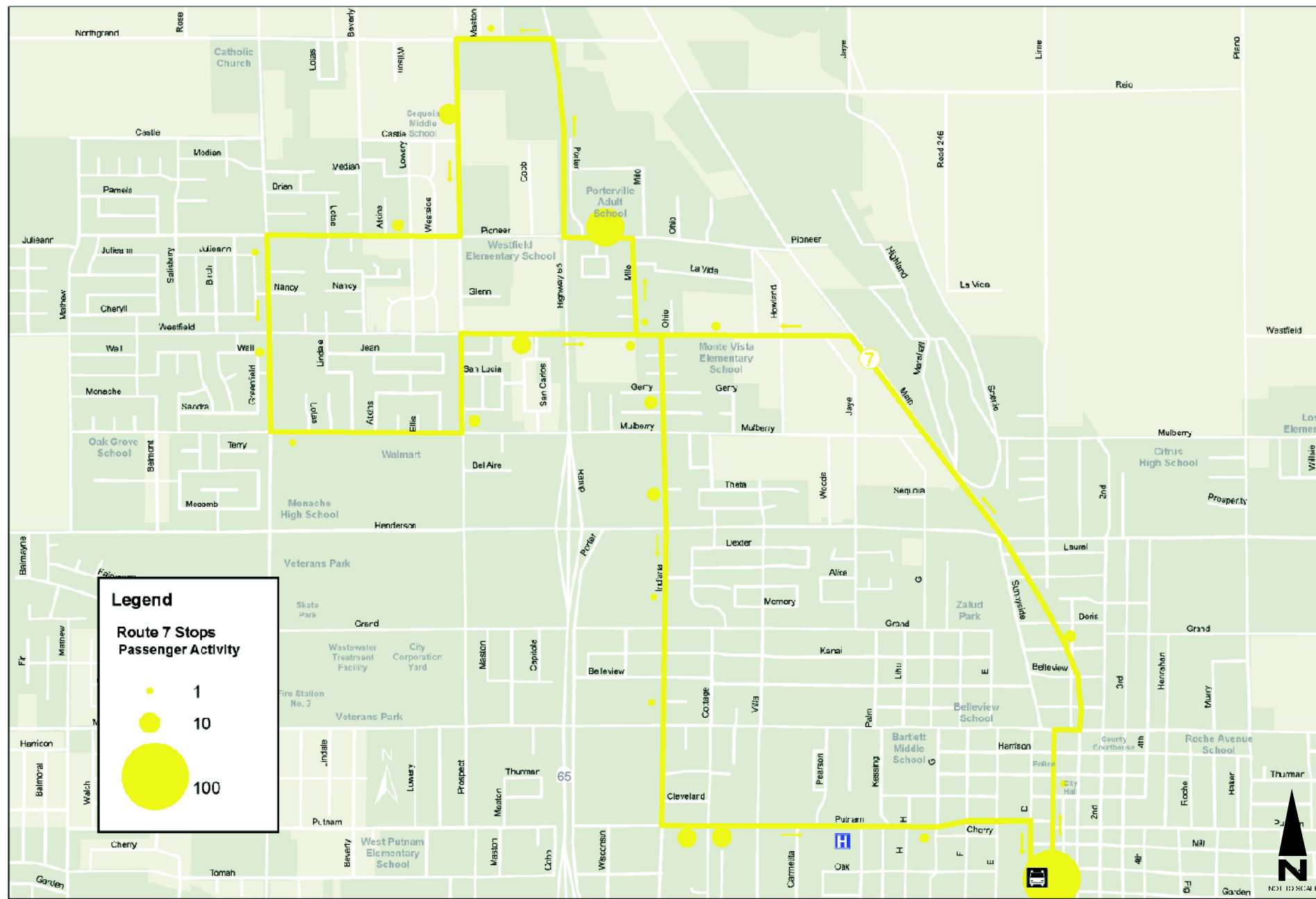


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