

# TULARE COUNTY ASSOCIATION OF GOVERNMENTS

CITY OF TULARE 2014 SHORT RANGE TRANSIT PLAN AND PARATRANSIT PLAN, FINAL REPORT

JUNE 2014





# CITY OF TULARE

## 2014 Short Range Transit Plan

### FINAL REPORT

June 2014

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# 1

## EXECUTIVE SUMMARY

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## CHAPTER 1 – EXECUTIVE SUMMARY

Home to approximately 60,000 residents in an area of 21 square miles, the city of Tulare is located in the western portion of Tulare County. The Visalia Urbanized Area and Tulare Urbanized Area were combined as a result of the 2010 Census, and now include a population of approximately 220,000. Today, the City of Tulare is a key part of the Visalia Urbanized Area (VUA), which also includes the cities of Exeter, Farmersville, and Visalia, as well as portions of unincorporated Tulare County. The Matheny Tract (unincorporated Tulare County) lies within the City of Tulare's sphere of influence<sup>1</sup>, while East Tulare Villas lies just outside Tulare's sphere of influence, approximately 0.8 miles to the east; both are within the VUA.

Historically a predominately agricultural community, Tulare is also home to several large food processors, including Land O'Lakes, Nestlé, Saputo, Kraft Foods, and Ruiz Foods. Tulare hosts the World Ag Expo each February as well as the Tulare County Fair in September. College of the Sequoias opened its satellite Tulare College Center in 2013 to house the school's growing agriculture program.

Local fixed-route transit service in Tulare is marketed as the Tulare Inter-Modal Express (TIME). The program features seven routes, one of which links Tulare with Visalia. TIME Dial-A-Ride provides general public and ADA paratransit service within city limits. Inter-community bus service is provided by Tulare County Area Transit (TCaT), which connects Tulare with other communities throughout Tulare County as well as Delano in neighboring Kern County.

### Key Findings

- Public awareness and support of public transit is very high among Tulare residents.
- School-related trips account for nearly one-quarter of fixed-route ridership.
- The majority of current TIME users would like to see later Saturday service and the addition of Sunday service.
- The busiest fixed-route line is the intercity Route 11X connecting Tulare to Visalia, followed closely by Route 1 which serves northwest Tulare.
- System ridership has grown, on average, by nearly four percent annually since 2009. Annual system ridership was 413,243 in FY 2012-13.

### Report Overview

This report includes a Short Range Transit Plan (S RTP) as well as an Americans with Disabilities Act (ADA) Paratransit Chapter (Appendix A) and a Title VI Chapter (Appendix B). The S RTP presents a plan for short-term operational, financial, and capital improvements for Tulare's transit services. The S RTP,

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<sup>1</sup> The probable physical boundaries and service area of a local agency, as determined by the commission. (CA Government code 56076.)

covering a five-year horizon, includes strategies to increase service efficiency and effectiveness as well as how to finance implementation of those strategies. These strategies reflect findings from rider and non-rider (community) input as well as a review of transit system performance. The ADA Paratransit Chapter outlines the City's existing paratransit services, demographics, and recommended policy changes in order to maintain compliance with the 1990 Americans with Disabilities Act. Finally, as a recipient of Federal funds, the City's Title VI Chapter assesses compliance with the Federal Transit Administration's (FTA) Circular 4702.1B, dated October 1, 2012, which ensures TIME operates in accordance with Title VI of the Civil Rights Act of 1964.

An outline of this report's contents is as follows:

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

#### *Appendices*

- A. ADA Paratransit Plan,
- B. Title VI Chapter,
- C. FTA Recipient Requirements,
- D. Goals and Objectives,
- E. Survey Instruments,
- F. Boarding and Alighting Charts, and
- G. 2007 TDP Marketing Plan.

The [Overview and Population Analysis](#) (Chapter 2) describes Tulare's population characteristics, with a focus on those population groups most relevant to transit planning. It includes our Transit Needs Index map, which provides a general idea of the geographic distribution of Tulare residents who are more likely to depend on public transportation for their mobility. In addition, it overlays the existing TIME fixed-route network on a map of likely transit-dependent populations to illustrate how well the current system serves those populations.

The [Existing Services Evaluation](#) (Chapter 3) evaluates TIME services, providing a snapshot of current transit usage and system performance. Such data include ridership at the system level and by line as well as stop activity along each route. Also included is discussion of several performance measurements including riders per service hour and farebox recovery system-wide as well as by mode.

Supplementing discussion of system performance, primarily gathered through city-provided data and ride checks, is extensive survey data. Public involvement efforts included onboard rider surveys, community surveys, stakeholder surveys, and a community visioning workshop. Key findings stemming from these efforts include:

1. **A desire for increased weekend service.** Both onboard rider survey and community survey findings indicated a strong community desire for extended operating hours on Saturday as well as the introduction of Sunday demand-response/Dial-A-Ride service.
2. **Cost is a very important factor.** Fifty-seven percent of current TIME riders and 55 percent of community members indicated cost is a significant factor in their decision to use TIME services.
3. **Transit and quality of life.** Ninety-eight percent of riders and 96 percent of non-riders indicated that transit is an important community asset that improves quality of life in the community.

The **Operations Plan** (Chapter 4) was developed based on findings from Chapters 2 and 3 as well as discussions with City and TCAG staff. Recommendations for service enhancements and increased marketing, as well as steps to maintain FTA compliance in years beyond the SRTP horizon, are fully developed within the chapter. The list below highlights each of these recommendations as they are categorized within the chapter.

#### **Operations Recommendations**

- Ensure service delivery to Matheny Tract,
- Modify Route 7 to provide service to East Tulare Villa,
- Improve Route 4 on-time performance,
- Improve Route 7 on-time performance,
- Extend Saturday service to 7:00 p.m., and
- Revise fare policy to ensure FTA compliance.

#### **Administrative Recommendations**

- Improve data management and record-keeping,
- Initiate bus stop improvement program,
- Expand and maintain a customer feedback mechanism, and
- Establish a formal Transit Advisory Committee.

#### Marketing Recommendations

- Increase annual marketing budget in order to grow ridership and improve farebox recovery,
- Fully implement the Marketing Plan presented in the City's prior TDP,
- Increase promotion of TIME non-cash fare media, and
- Ensure all TIME promotional materials are available in Spanish.

Following the Operations Plan is the [Financial and Capital Plan](#) (Chapter 5). This chapter compares existing operating expenses to detailed cost projections for the recommended improvements. The chapter then identifies potential funding sources throughout the next five years using a combination of fare revenues, local subsidies, and federal grants. Finally, the [Implementation Plan](#) (Chapter 6) develops a hierarchy among the recommendations and a proposed timeframe for developing each of the respective recommendations.

The appendices include the ADA Paratransit Plan and Title VI chapter as well as detailed information regarding the City's 5307 designation, updated program goals and objectives, copies of all survey instruments used during outreach efforts, and boarding and alighting data from the service evaluation. Included for reference is the Marketing Plan from the City's 2007 Transit Development Plan, which is referenced in the Operation Plan contained herein as Chapter 4.

# 2

## OVERVIEW AND POPULATION ANALYSIS

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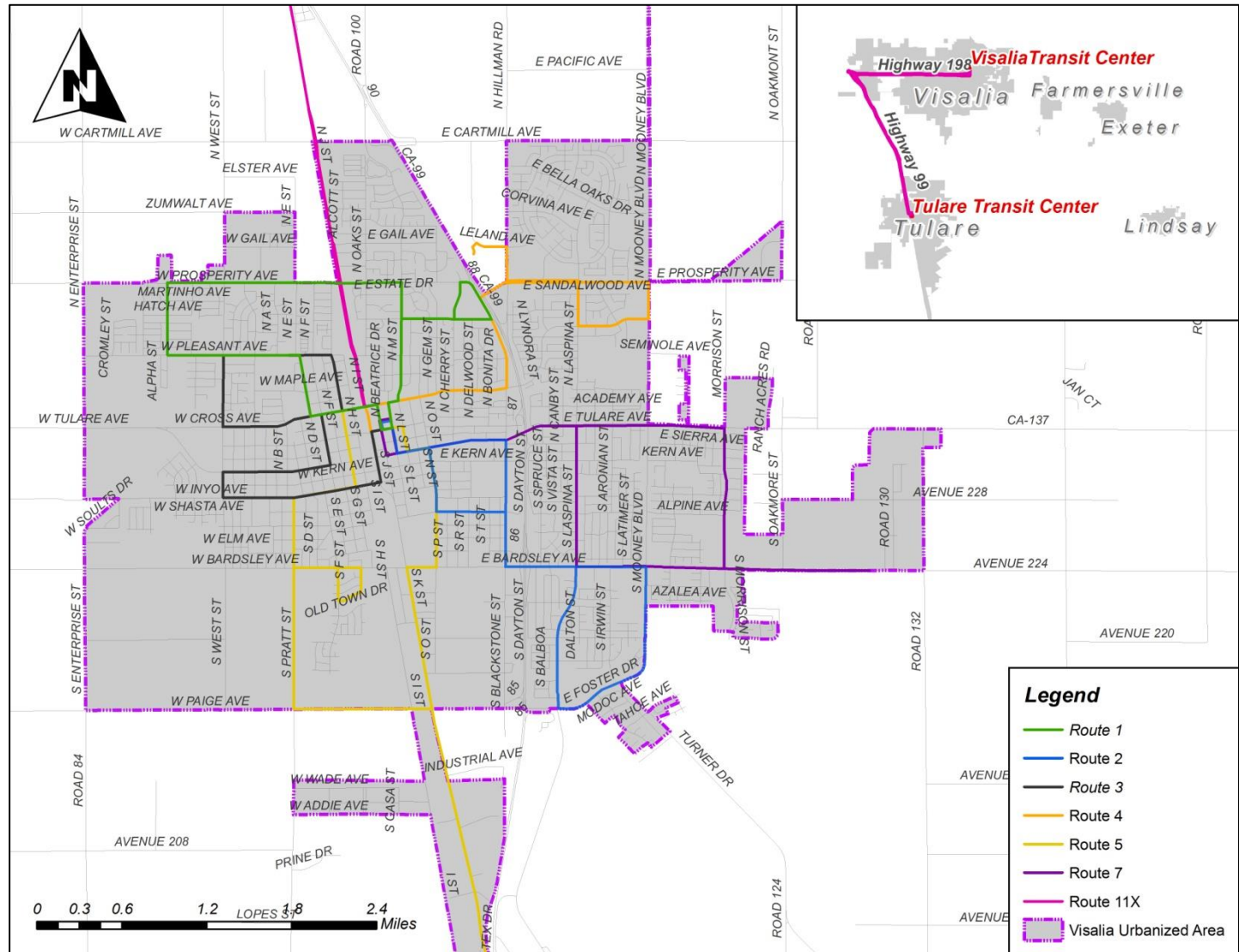
## CHAPTER 2 – OVERVIEW AND POPULATION ANALYSIS

Home to approximately 60,000 residents in an area of 21 square miles, the city of Tulare is located in the western portion of Tulare County. The Visalia UZA and Tulare UZA were combined as a result of the 2010 Census, and now include a population of approximately 220,000. Today, the city of Tulare is a key part of the Visalia Urbanized Area (VUA), which also includes the cities of Exeter, Farmersville, and Visalia, as well as portions of unincorporated Tulare County. The Matheny Tract (a census designated place within unincorporated Tulare County) lies within the City of Tulare's sphere of influence, while East Tulare Villas lies just outside Tulare's sphere of influence. However, both are within the Visalia Urbanized Area.

Historically a predominately agricultural community, Tulare is also home to several large food processors, including Land O'Lakes, Nestlé, Saputo, Kraft Foods, and Ruiz Foods. Tulare hosts the World Ag Expo each February as well as the Tulare County Fair in September. College of the Sequoias opened its satellite Tulare College Center in 2013 to house the school's growing agriculture program.

Local fixed-route transit service in Tulare is marketed as the Tulare Inter-Modal Express (TIME). The program features seven routes, one of which links Tulare with Visalia (see Exhibit 2.0.1). TIME Dial-A-Ride provides general public and ADA paratransit service within city limits. Inter-community bus service is provided by Tulare County Area Transit (TCaT), which connects Tulare with other communities throughout Tulare County as well as Delano in neighboring Kern County.

### Exhibit 2.0.1 Visalia Urbanized Area and TIME System Map





## 2.1 DEMOGRAPHIC OVERVIEW

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To effectively balance demand<sup>1</sup> with current and likely transit resources, we begin with a population analysis to see where individuals who are most likely to utilize public transit (aka transportation-disadvantaged individuals) reside. This chapter seeks to provide a foundation of how well the City's current transit services link potential users with destinations deemed most important (healthcare, housing, education, employment, etc.).

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

The demographic overview on the following pages includes maps based on census data at the census block level. A census block is a statistical area defined by physical and cultural features (such as streets, roads, and geographic features) as well as legal boundaries. The minimum size of a census block is 30,000 square feet, or 0.69 acres.<sup>2</sup> A block group is the aggregation of individual blocks and typically contains a population between 600 and 3,000 individuals. Data grouped at the block group level is the most precise level of information made available to the public by the United States Census Bureau. Use of census block group data in demographic analysis allows demographic differentiation by neighborhood, which is of particular importance in assessing demand for transit service.

### Low-Income Households

The 2012 American Community Survey identified 17.1 percent of families and 20.2 percent of individuals in Tulare as living below the poverty level.<sup>3</sup> This translates to approximately 12,000 residents living in poverty. Low-income households are often dependent upon public transit as they often do not have access to a personal vehicle, need to share a single vehicle, or may lack the financial resources to safely/legally operate said vehicle. Of note is the western neighborhood surrounding Parkwood Meadows Park which includes a modest number of low-income households.

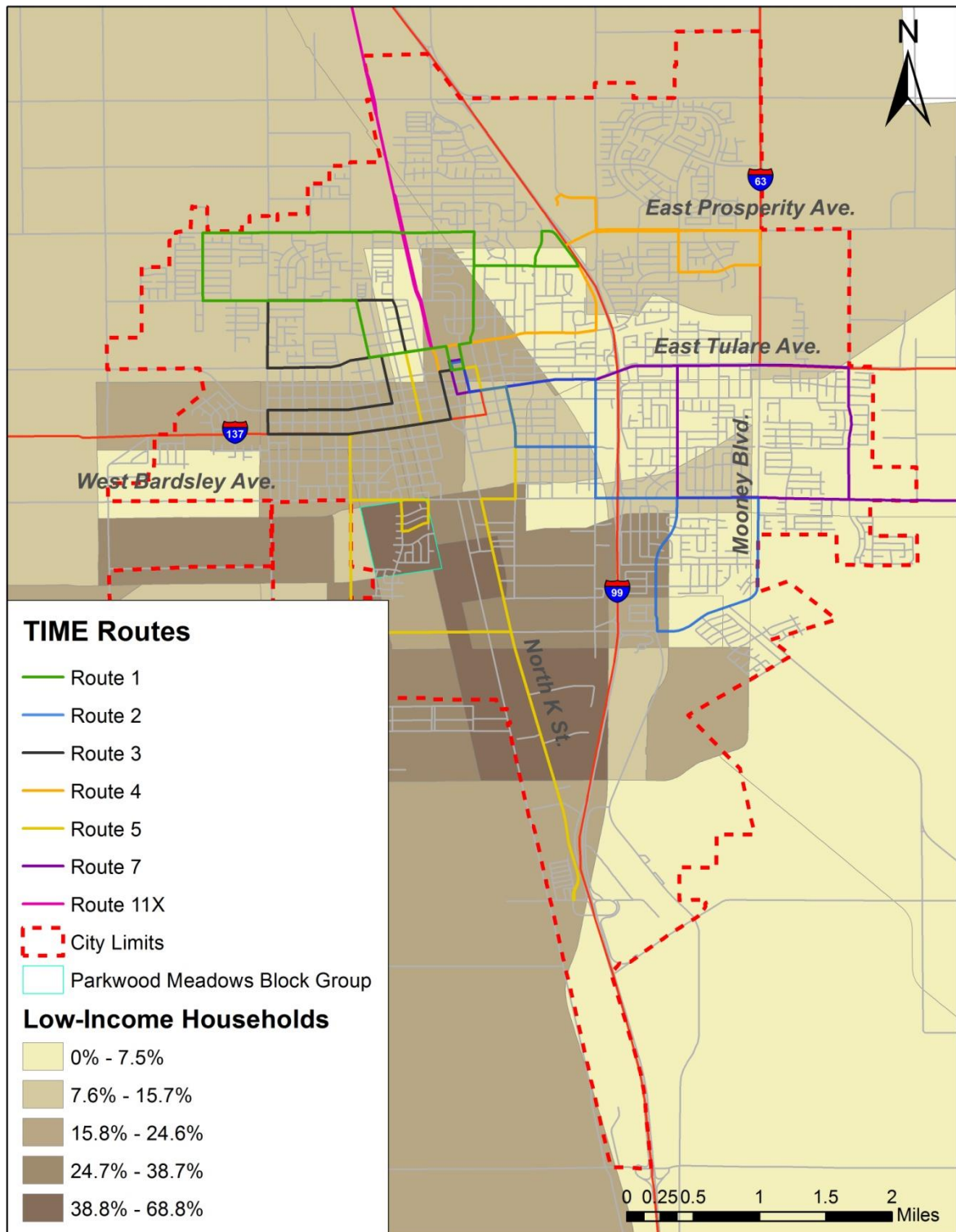
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<sup>1</sup> Defined as current as well as near-term mobility needs of the Tulare community.

<sup>2</sup> Chapter 11, "Census Blocks and Block Groups," *Geographical Areas Reference Manual*, U.S. Census Bureau, [www.census.gov](http://www.census.gov).

<sup>3</sup> The United States Department of Health and Human Services poverty guidelines define a four-person household with an annual income of \$23,550 or less as living below the poverty level. (Source: [aspe.hhs.gov/poverty/13poverty.cfm](http://aspe.hhs.gov/poverty/13poverty.cfm).)

Exhibit 2.1.1 Low-Income Households



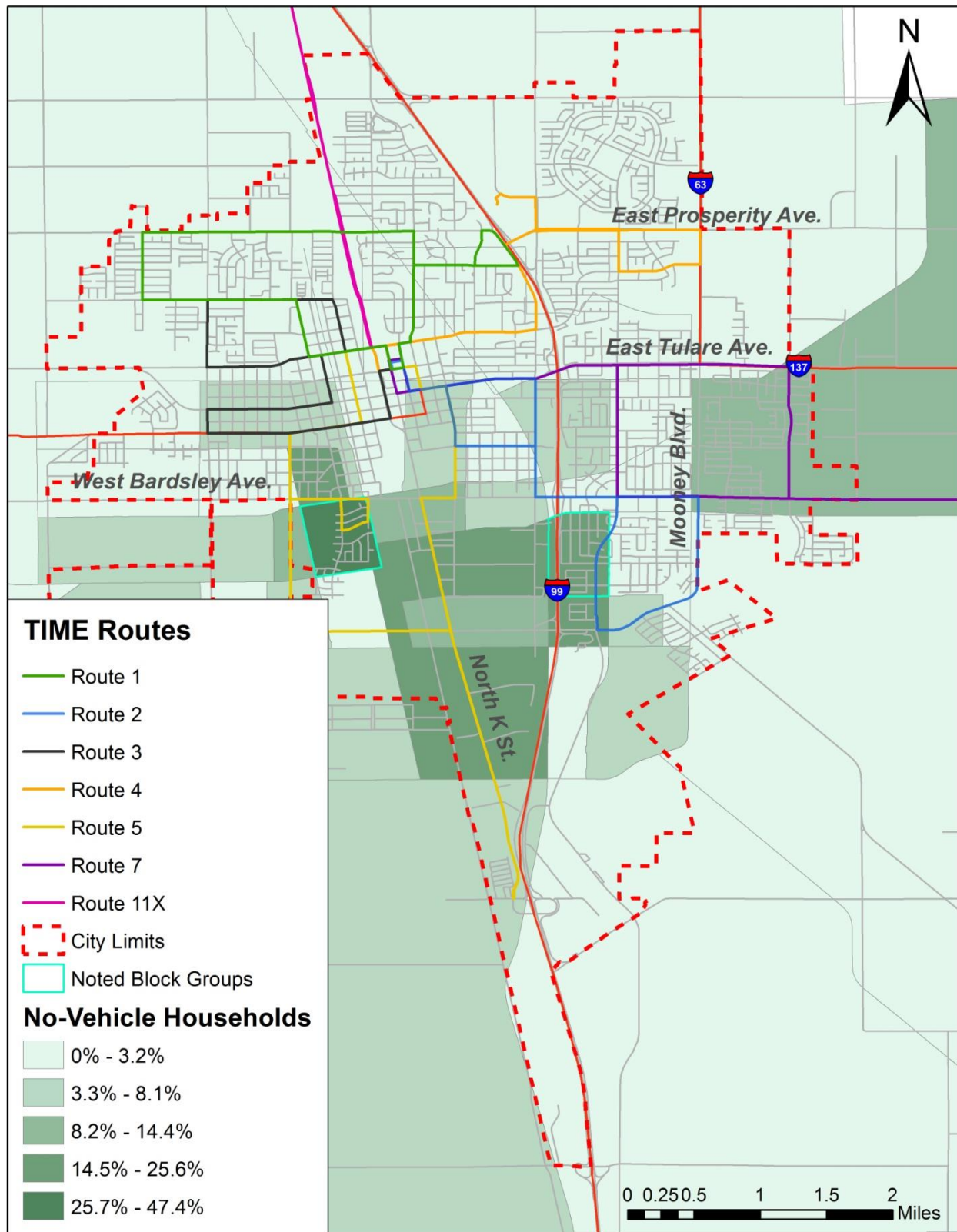
### No-Vehicle Households

According to the 2012 American Community Survey, nearly half (49.4 percent) of all Tulare households are single-vehicle households, while a further 11 percent do not have access to a personal vehicle at all. On an aggregate basis, this “limited vehicle accessibility” is greater than that of the county at-large.

Exhibit 2.1.2 shows the distribution of such households as a percentage of total households. All mapping reflects the block group level. As Exhibit 2.1.2 shows, the block group with the largest number of no-vehicle households (36 percent) lies just inside the southwest border of Tulare inclusive of the neighborhood surrounding Parkwood Meadows Park. Additionally, the neighborhood south of Frank Kohn Elementary School has a relatively high percentage of households absent vehicle access (12 percent). The western neighborhood is served by TIME Route 5, while the area surrounding Frank Kohn Elementary School is served by TIME Route 7.

The location of no-vehicle households is often congruent with that of low-income households. Exhibit 2.1.2 reflects findings similar to Exhibit 2.1.1, particularly in the western block group adjacent to Parkwood Meadows Park.

Exhibit 2.1.2 No-Vehicle Households



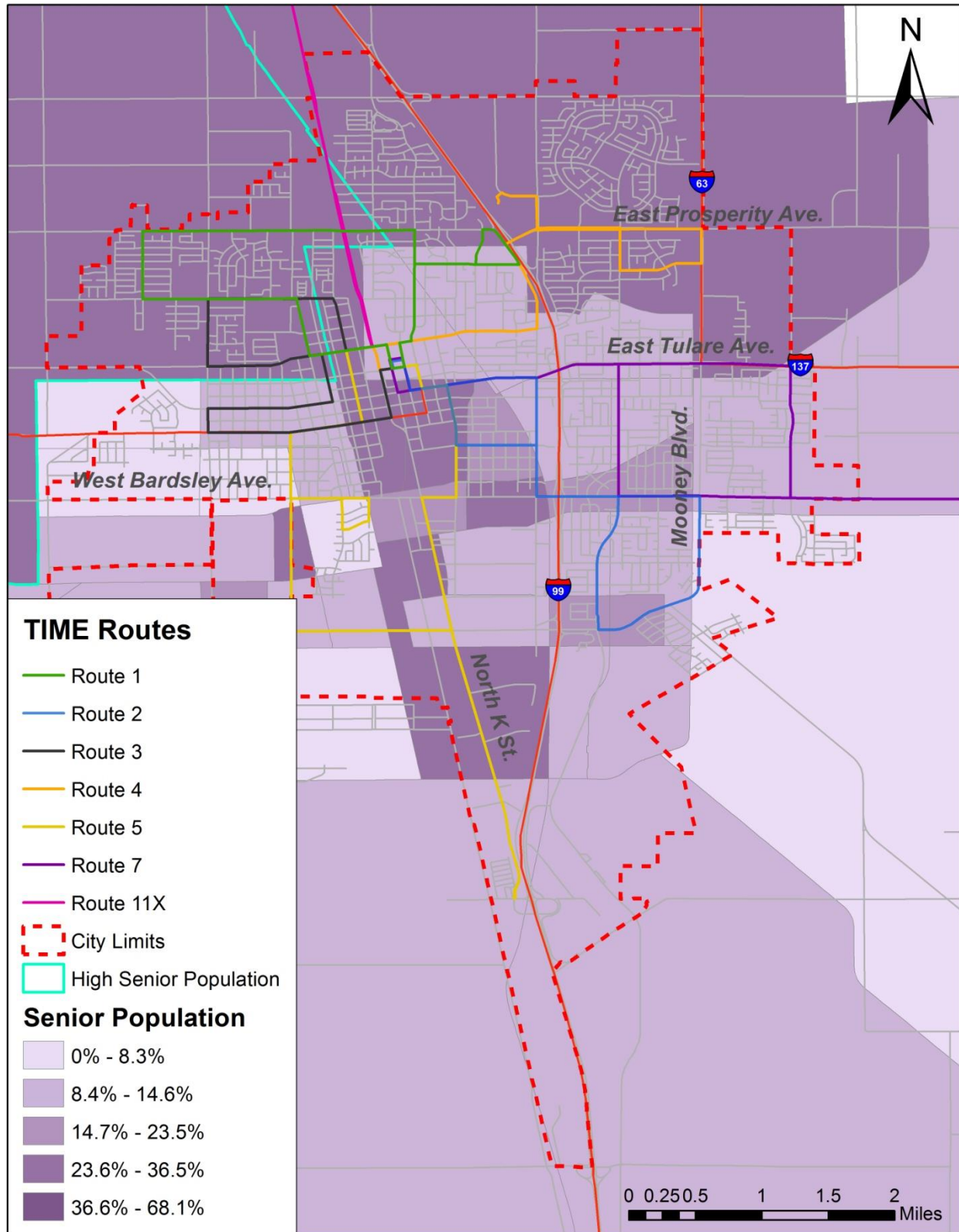
### Seniors

In the 2012 American Community Survey, nine percent of Tulare residents were identified as age 65 or older, which translates to approximately 5,400 individuals. Seniors frequently give up driving either by choice or because they can no longer safely operate a vehicle. As such, public transit serves as an increasingly important mode of travel.

Exhibit 2.1.3 illustrates the distribution of Tulare's senior population. As seen in the map, the block groups with the highest concentration of senior residents are served by local fixed routes. Particularly significant concentrations of senior residents reside in northwestern Tulare, which is served by TIME Route 1. However, it should be noted that TIME also operates Dial-A-Ride which is available throughout the city and is open to the general public. Should a resident not be able to safely utilize fixed-route transit, TIME Dial-A-Ride is a viable mobility option.



Exhibit 2.1.3 Senior Population

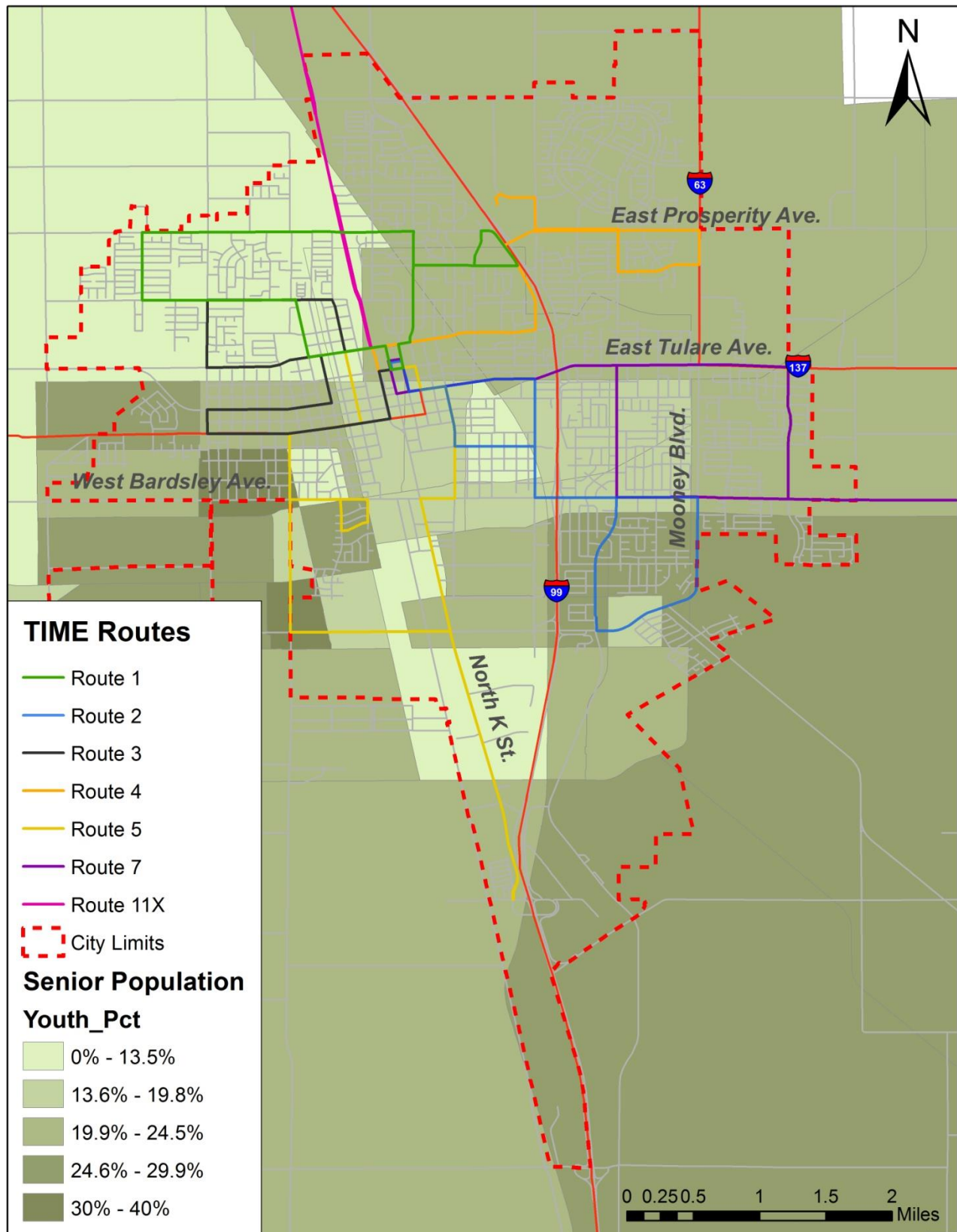


### Youth

The 2012 American Community Survey identified approximately 19,000 individuals (or 32.7 percent of the city's population) as being under the age of 18. Youth often constitute a significant portion of public transit ridership either because they are not yet of driving age or do not have ready access to a personal vehicle.

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

Exhibit 2.1.4 Youth Population





## 2.2 TRANSIT NEED WITHIN THE CITY OF TULARE

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

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

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

The formula above accounts for the demographic groups previously discussed in this chapter (low-income households<sup>4</sup>, households without access to a personal vehicle, seniors, and youth) as well as census-reported existing public transit ridership. As depicted in the model, the percent of low-income households is left untouched as it is traditionally a modest predictor for transit demand. However, households without access to personal vehicles are multiplied by 1.25 as this population group is typically heavily dependent upon public transit. Likewise, a multiplier value less than one is applied to senior and youth populations as they are typically less reliant upon public transit given their access to school buses, adult day health care transportation, etc.

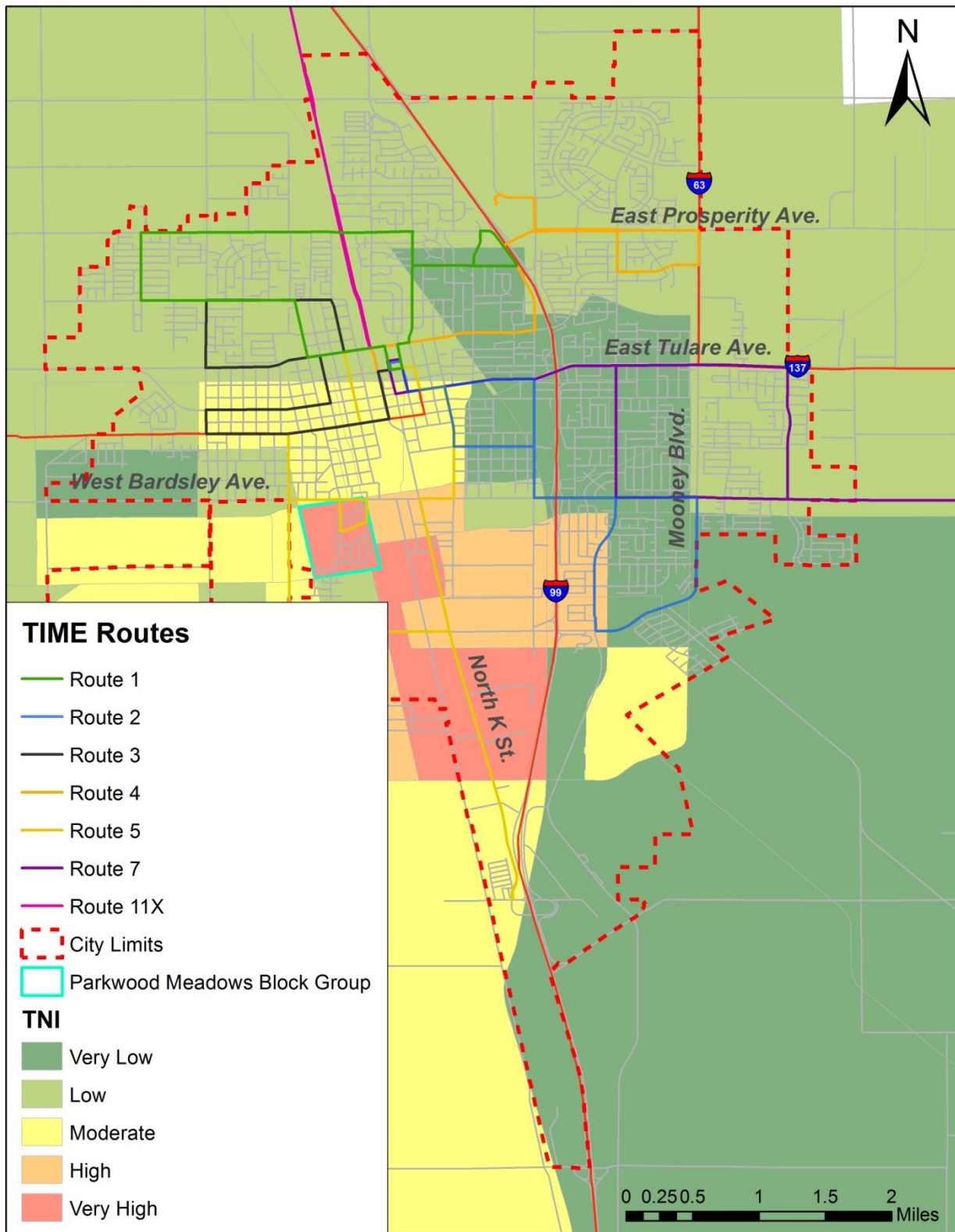
A higher TNI score indicates that a census block has a higher proportion of residents belonging to one or more transit-disadvantaged groups. In Exhibit 2.2.1, orange and red denote areas with a higher TNI score which translates to a greater concentration of transit-dependent persons. Unlike the individual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

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

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<sup>4</sup> “Low-income” referred to households whose total income was less than \$25,000 annually.

Exhibit 2.2.1 Transit Needs Index



### TNI Map Discussion

As seen in Exhibit 2.2.1, the southern portion of the city of Tulare reflects the greatest need for public transit. This finding is in line with the prior individual demographic maps, as the neighborhood surrounding Parkwood Meadows Park was repeatedly identified as having particularly high percentages of transit-disadvantaged residents. As noted earlier, some census block groups south of Bardsley Avenue are lightly populated, and therefore may suggest a higher-than-actual demand.

Given the results of the TNI as well as a review of the 2013 City of Tulare Municipal Services Review Update, transit service to nearby East Tulare Villa and Matheny Tract should be funded through the Visalia Urbanized Area. While neither East Tulare Villa nor Matheny Tract may exhibit the greatest need for transit service, both are considered economically disadvantaged communities.<sup>5</sup> The current TIME fixed-route service does not serve these neighborhoods. Should the City decide to provide service into said areas, we recommend it be done on a six-month trial basis with monthly summary of service performance (including two key performance indicators: Total Annual Trips and Cost/Ride).

### TNI Map Limitations

We used the TNI map as a tool to identify potential markets based on predicted need, yet two points must be defined. First, “need” does not always translate to demand. This is true because while persons with zero vehicles are more likely to use transit than those with vehicles, persons without vehicle access still make the majority of their trips in a vehicle (either getting a ride from a friend, borrowing a car, etc.). However, the Transit Needs Index provides the best estimation of transit demand based purely on weighted demographic data, and therefore can assist in identifying where transit is more likely to succeed.

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

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<sup>5</sup> City of Tulare MSR Update, Tulare County LAFCO, page 85-86.

Exhibit 2.2.2 Census Block Group Population

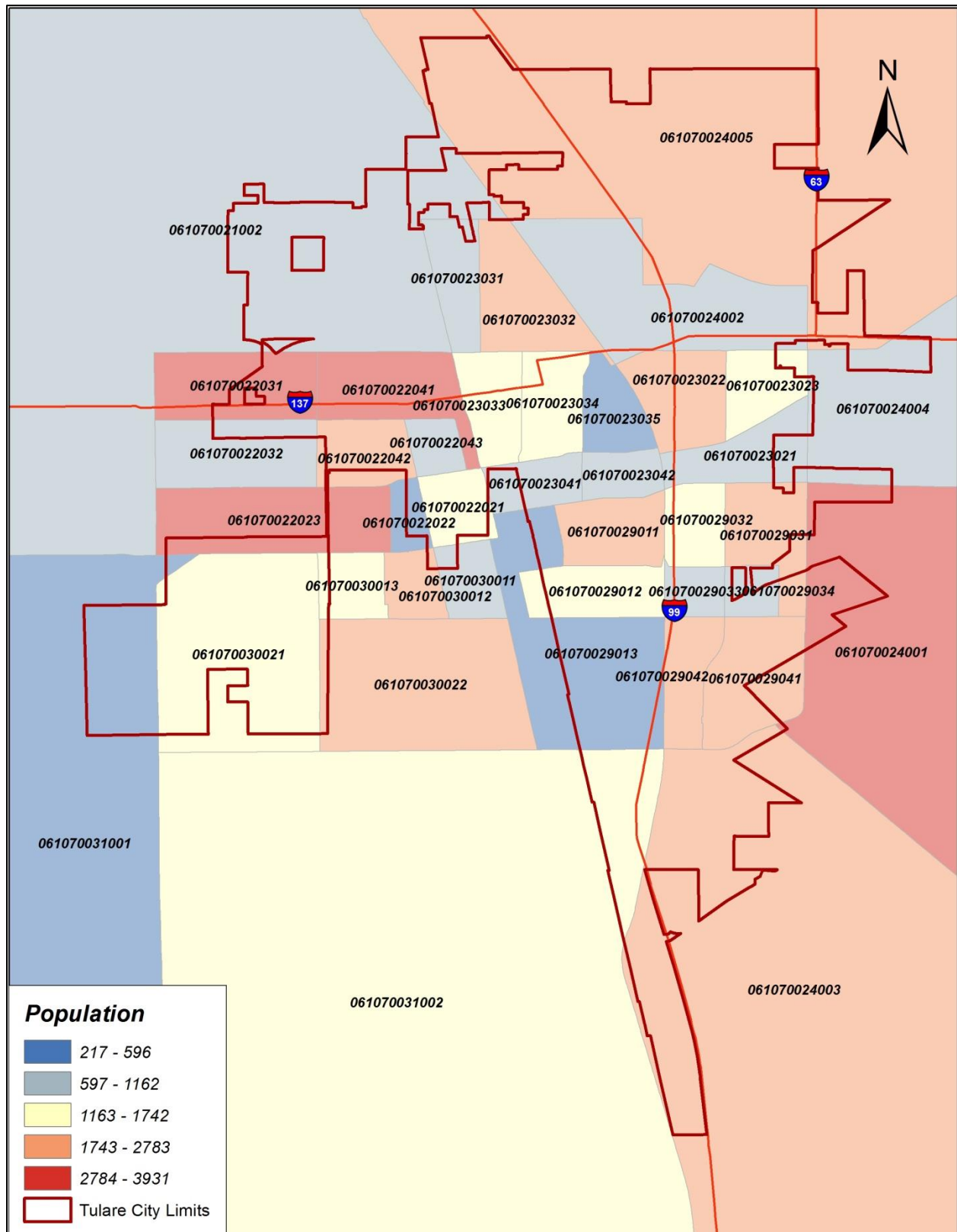


Exhibit 2.2.3 Transit-Dependent Populations by Block Group

Block Group	Population	Percent Youth	Percent Senior	Percent Zero-Vehicle Households	Percent Low-Income Households	Percent Transit Ridership
61070023042	846	18.4%	26.5%	4.3%	6.4%	-
61070022023	3053	27.5%	11.4%	6.3%	34.3%	-
61070029012	1188	21.9%	12.2%	13.1%	28.6%	-
61070023041	958	17.8%	18.7%	14.2%	34.1%	-
61070021002	909	12.4%	25.1%	-	18.7%	-
61070022021	1730	26.1%	5.0%	35.7%	62.7%	8.4%
61070031002	1742	21.8%	13.6%	5.1%	24.3%	-
61070029013	217	-	26.3%	21.1%	70.3%	-
61070029011	2207	24.3%	13.1%	20.2%	30.0%	-
61070024004	1162	21.3%	14.0%	11.8%	5.8%	-
61070029042	2091	22.4%	14.2%	1.2%	13.7%	-
61070030012	2236	34.0%	10.2%	5.4%	32.5%	-
61070023034	1240	14.4%	31.0%	6.1%	4.6%	-
61070023031	846	12.6%	35.1%	2.1%	11.5%	-
61070024002	1081	22.5%	12.2%	-	11.1%	-
61070029032	1495	29.8%	12.0%	18.5%	35.9%	-
61070029034	960	19.4%	19.4%	3.6%	5.1%	-
61070030022	2533	24.4%	5.1%	7.1%	20.6%	8.2%
61070029033	849	26.6%	17.4%	15.7%	26.1%	-
61070029041	2783	23.1%	11.7%	6.9%	17.9%	0.8%
61070022041	3327	21.1%	13.7%	4.3%	11.1%	-
61070022042	2095	32.5%	8.1%	-	21.1%	3.0%
61070029031	2075	25.2%	10.6%	2.1%	2.4%	-
61070031001	579	18.8%	10.2%	1.2%	23.1%	-
61070023021	900	14.9%	21.8%	-	26.0%	-
61070023033	1222	17.3%	28.2%	-	31.7%	-
61070030021	1518	27.3%	11.9%	8.0%	18.1%	-
61070030011	936	15.9%	12.2%	2.1%	25.5%	-
61070030013	1400	27.9%	16.3%	1.1%	11.7%	-
61070031003	750	22.8%	13.7%	6.7%	8.5%	-
61070023032	2605	24.2%	14.4%	1.8%	15.6%	-
61070022022	596	18.0%	26.0%	8.3%	17.3%	-
61070022031	3549	25.0%	8.2%	-	20.4%	-
61070022032	1042	21.8%	4.0%	2.9%	8.8%	-
61070024005	2022	20.8%	23.8%	1.7%	7.6%	-
61070022043	853	11.3%	9.4%	17.6%	22.7%	-
61070023023	1250	19.4%	10.1%	-	-	-
61070023035	364	4.7%	23.1%	-	12.9%	-
61070024001	3931	28.2%	7.6%	2.4%	4.7%	0.7%
61070023022	2530	18.0%	11.1%	5.8%	5.6%	1.4%
61070024003	1904	28.0%	9.7%	2.3%	7.8%	-

Source: 2007-2011 American Community Survey

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# 3

## EXISTING SERVICE EVALUATION

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## CHAPTER 3 – EXISTING SERVICE EVALUATION

### 3.1 EXISTING TRANSPORTATION SERVICE

#### Tulare InterModal Express (TIME)

The City of Tulare began operating transit service in 1980 with the introduction of its Dial-A-Ride Tulare (DART) demand-response service. Fixed-route service was introduced in 1989 under the name Tulare Transit Express (TTE), which consisted of three routes. Rebranded Tulare InterModal Express (TIME) in 2007, the current system is comprised of seven route alignments providing nearly 394,000 trips in FY 2012-2013. (See Exhibit 2.0.1 for a map of current TIME route network.)

#### Operating Hours

While specific operating hours vary by line, TIME fixed-route service currently operates Monday through Friday from 6:30 am until approximately 10:00 pm, and on Saturday from 9:00 am until approximately 5:30 pm. TIME Dial-A-Ride service operates Monday through Friday 6:00 am to 10:00 pm and Saturday 9:00 am to 5:30 pm. There is no Sunday service. Exhibit 3.1.1 summarizes the operating hours of each TIME fixed-route.

Exhibit 3.1.1 Operating Hours and Frequencies

Route	Area Served	Weekday Operating Hours	Saturday Operating Hours	Frequency (minutes)*
Route 1	Northwest Tulare	6:30 am-9:26 pm	9:00 am-5:26 pm	30
Route 2	Southeast Tulare	6:30 am-9:25 pm	9:00 am-5:25 pm	30
Route 3	West Tulare	6:30 am-9:20 pm	9:00 am-5:20 pm	30
Route 4	Northeast Tulare	6:30 am-9:57 pm	9:00 am-5:27 pm	30
Route 5	Southwest Tulare	6:30 am-9:53 pm	9:00 am-5:23 pm	30
Route 7	East Tulare	6:30 am-9:58 pm	9:00 am-5:28 pm	30
Route 11X	Tulare-Visalia Express	6:30 am-9:26 pm	9:30 am-5:26 pm	30**

\*After 6:00 pm, service operates every 60 minutes.

\*\*TIME Route 11X operates every 60 minutes, Route 11 (inclusive of Visalia's 11A/B) operates every 30 minutes.

### Performance Analysis

Exhibit 3.1.2 summarizes the TIME system performance during FY 2009-10 through FY 2012-13 utilizing several metrics to assess service efficiency and effectiveness. It should be noted that as the City transitions to an FTA Section 5307 recipient, its farebox recovery ratio needs to be at least 20 percent. However, this requirement has been waived by TCAG for the next three years.

It should be noted that the operating costs and fare revenues reported in the City's Transit Operator Financial Transaction Reports are not consistent with those reported in the City's transit budgets. As such, farebox recovery ratios reported to the State Controller may be higher than those presented here. We have included Measure R funds as a farebox subsidy, given the City began using such funds to supplement its farebox revenue beginning in 2009. Implementation of the administrative recommendation regarding the tracking of performance data (Chapter 4) should aid in reconciling discrepancies such as these in the future.

Exhibit 3.1.2 System-Wide Performance

Performance Measure	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13
Operating Cost	\$2,576,830	2,492,053	2,457,245	2,542,110
percent change		-3.3%	-1.4%	3.5%
Fare Revenue	\$271,950	290,892	387,346	356,923
percent change		7.0%	33.2%	-7.9%
Measure R Fare Revenue Subsidy	\$105,000	\$105,000	\$105,000	\$105,000
Vehicle Service Hours	33,063	32,290	30,161	30,423
percent change		-2.3%	-6.6%	0.9%
Vehicle Service Miles	540,733	544,936	532,770	533,406
percent change		0.8%	-2.2%	0.1%
Ridership	372,108	428,864	439,154	413,243
percent change		15.3%	2.4%	-5.9%
<b>Performance Indicator</b>				
Operating Cost/VSH	\$77.94	\$77.18	\$81.47	\$83.56
percent change		-1.0%	5.6%	2.6%
Operating Cost/VSM	\$4.77	\$4.57	\$4.61	\$4.77
percent change		-4.0%	0.9%	3.3%
Operating Cost/Passenger	\$6.92	\$5.81	\$5.60	\$6.15
percent change		-16.1%	-3.7%	9.9%
Passengers/VSH	11.25	13.28	14.56	13.58
percent change		18.0%	9.6%	-6.7%
Passengers/VSM	0.69	0.79	0.82	0.77
percent change		14.4%	4.7%	-6.0%
Unsubsidized Farebox Recovery	10.6%	11.7%	15.8%	14.0%
percent change		10.6%	35.0%	-10.9%
Subsidized Farebox Recovery	14.6%	15.9%	20.0%	18.2%
percent change		8.6%	26.1%	-9.3%
Fare/Passenger	\$0.73	\$0.68	\$0.88	\$0.86
percent change		-7.2%	30.0%	-2.1%

Source: Cost and revenue figures taken from Tulare City Budgets.  
Operating data taken from Transit Operator Financial Transaction Reports.

### Fixed-Route

Exhibit 3.1.3 summarizes fixed-route program performance. Fixed-route operations account for approximately 75 percent of the program's total operating cost and 95 percent of ridership. With seven routes operating six days a week, productivity averages nearly 16 passengers/hour. The unsubsidized farebox recovery ratio for fixed-route services has ranged from 13.3 percent to 16.9 percent across the past four years.

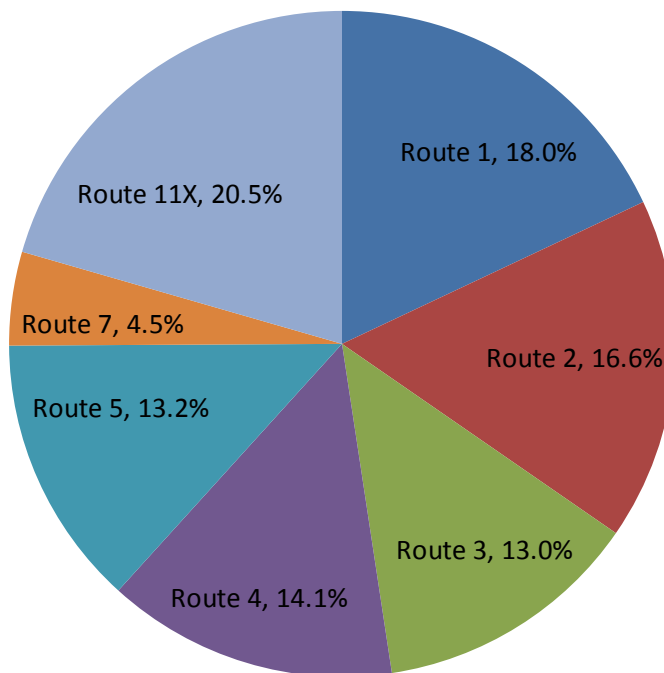
Exhibit 3.1.3 Fixed-Route Performance Summary

Performance Measure	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13
Operating Cost	\$1,734,270	\$1,818,166	\$1,840,364	\$1,892,500
<i>percent change</i>		4.8%	1.2%	2.8%
Fare Revenue	\$231,472	\$251,148	\$344,912	\$320,000
<i>percent change</i>		8.5%	37.3%	-7.2%
Vehicle Service Hours	25,442	25,190	24,714	24,404
<i>percent change</i>		-1.0%	-1.9%	-1.3%
Vehicle Service Miles	458,287	463,497	466,622	461,066
<i>percent change</i>		1.1%	0.7%	-1.2%
Ridership	347,338	406,497	420,950	393,601
<i>percent change</i>		17.0%	3.6%	-6.5%
<b>Performance Indicator</b>				
Operating Cost/VSH	\$68.17	\$72.18	\$74.47	\$77.55
<i>percent change</i>		5.9%	3.2%	4.1%
Operating Cost/VSM	\$3.78	\$3.92	\$3.94	\$4.10
<i>percent change</i>		3.7%	0.5%	4.1%
Operating Cost/Passenger	\$4.99	\$4.47	\$4.37	\$4.81
<i>percent change</i>		-10.4%	-2.3%	10.0%
Passengers/VSH	13.65	16.14	17.03	16.13
<i>percent change</i>		18.2%	5.6%	-5.3%
Passengers/VSM	0.76	0.88	0.90	0.85
<i>percent change</i>		15.7%	2.9%	-5.4%
Farebox Recovery	13.3%	13.8%	18.7%	16.9%
<i>percent change</i>		3.5%	35.7%	-9.8%
Fare/Passenger	\$0.67	\$0.62	\$0.82	\$0.81
<i>percent change</i>		-7.3%	32.6%	-0.8%

Source: Cost and revenue figures taken from Tulare City Budgets.  
Operating data taken from Transit Operator Financial Transaction Reports.

Exhibit 3.1.4 summarizes average monthly ridership by route using City-provided data. As shown in the chart, at over 20 percent of total fixed-route ridership, Route 11X is the most productive line. Interestingly, Route 7 carries the fewest passengers, despite the fact that it serves two local schools (Frank Kohn Elementary School and Mission Oaks High School) and the College of the Sequoias' Tulare satellite campus. The reported ridership data is similar to onboard survey findings presented in Exhibit 3.4.8.

Exhibit 3.1.4 Fixed-Route Monthly Ridership Summary<sup>1,2</sup>



<sup>1</sup> Note: Ridership percentages do not include trips provided by the TIME fueler vehicle, which should not have a significant impact on the weighting described herein as it affects all routes.

<sup>2</sup> Ridership percentages were calculated by averaging monthly ridership totals for each route across a full year (FY 2012-13).

### Dial-A-Ride

Starting as a general public dial-a-ride, the City's Dial-A-Ride now operates chiefly as a complementary paratransit service to the TIME fixed-route system with service. Dial-A-Ride performance metrics are shown in Exhibit 3.1.5. Most performance figures are within an acceptable range of the program's goals and objectives (see Appendix D). However, Dial-A-Ride farebox recovery is lower than desired, which in turn impacts system farebox recovery. As the City transitions to Section 5307 funding status, attention should be given to Dial-A-Ride's farebox recovery ratio in order to attain the system-wide 20 percent standard.

Exhibit 3.1.5 Dial-A-Ride Performance Summary

Performance Measure	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13
Operating Cost	\$662,040	\$673,887	\$616,882	\$649,610
<i>percent change</i>		1.8%	-8.5%	5.3%
Fare Revenue	\$40,478	\$39,744	\$42,434	\$36,923
<i>percent change</i>		-1.8%	6.8%	-13.0%
Vehicle Service Hours	7,621	7,100	5,447	6,019
<i>percent change</i>			-23.3%	10.5%
Vehicle Service Miles	82,446	81,439	66,148	72,340
<i>percent change</i>		-1.2%	-18.8%	9.4%
Ridership	24,770	22,367	18,204	19,642
<i>percent change</i>		-9.7%	-18.6%	7.9%
<b>Performance Indicator</b>				
Operating Cost/VSH	\$86.87	\$94.91	\$113.25	\$107.93
<i>percent change</i>		9.3%	19.3%	-4.7%
Operating Cost/VSM	\$8.03	\$8.27	\$9.33	\$8.98
<i>percent change</i>		3.0%	12.7%	-3.7%
Operating Cost/Passenger	\$26.73	\$30.13	\$33.89	\$33.07
<i>percent change</i>		12.7%	12.5%	-2.4%
Passengers/VSH	3.25	3.15	3.34	3.26
<i>percent change</i>		-3.1%	6.1%	-2.4%
Passengers/VSM	0.30	0.27	0.28	0.27
<i>percent change</i>		-8.6%	0.2%	-1.3%
Farebox Recovery	6.1%	5.9%	6.9%	5.7%
<i>percent change</i>		-3.5%	16.6%	-17.4%
Fare/Passenger	\$1.63	\$1.78	\$2.33	\$1.88
<i>percent change</i>		8.7%	31.2%	-19.4%

Source: Cost and revenue figures taken from Tulare City Budgets.  
Operating data taken from Transit Operator Financial Transaction Reports.

### 3.2 PERFORMANCE SUMMARY FOR FIXED-ROUTE SERVICES

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This section presents the ridership and productivity analysis arising from the September 2013 ride check.

During the week of September 10, 2013, Moore & Associates completed 134 ride checks (94 weekday and 40 Saturday).<sup>3</sup> This evaluation includes an analysis of ridership and on-time performance by route, as well as boarding and alighting activity by stop.

Runs on each route were randomly selected for the ride check, which included some evening and late evening trips. However, not all runs were assessed and some runs were surveyed more than once.

#### **Overall Findings**

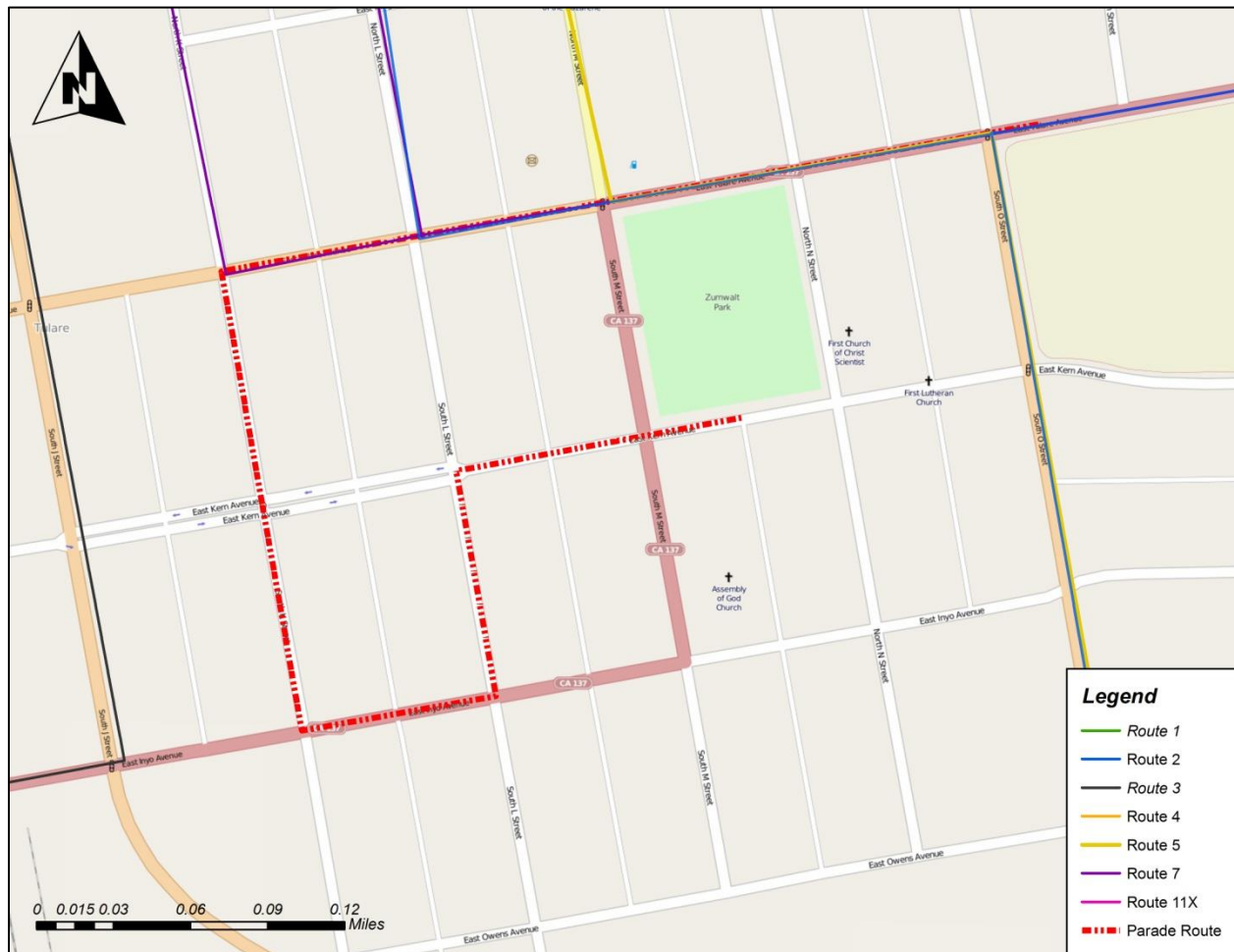
Exhibit 3.2.2 summarizes fixed-route on-time performance, as assessed at published time-points for each surveyed trip. On-time performance is defined as departing precisely on-time (must not leave early) to departing no more than five minutes late from a given time-point along the route. On-time performance typically produces results in the 70 to 80 percent range for transit operators.

It should be noted that the County Fair parade on September 11, 2013 blocked several streets in Tulare's central business district and likely impacted the on-time performance of some trips, most notably on Routes 2, 5, and 7 (which operated along or crossed the parade route depicted in Exhibit 3.2.1). Other traffic congestion in the vicinity of the Transit Center may have also had a negative impact on on-time performance.

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<sup>3</sup> TIME typically operates 180 runs on each weekday and 109 runs on Saturday.

### Exhibit 3.2.1 Parade Route



As such, 11 ride checks completed during the time of the parade were excluded from the performance assessment. Furthermore, due to slight re-routing at times during the parade and County Fair, the total number of timepoints observed on any particular route may not equal the total number of timepoints per scheduled trip.

### Exhibit 3.2.2 System On-Time Performance

Route	Weekday	Saturday	Overall
1	74.2%	91.7%	78.9%
2	83.3%	74.3%	80.8%
3	46.2%	91.7%	65.4%
4	51.9%	80.0%	57.6%
5	79.7%	89.9%	85.0%
7	44.2%	78.6%	54.7%
11X	74.3%	86.7%	78.0%
<b>Total</b>	<b>65.1%</b>	<b>83.3%</b>	<b>72.2%</b>

Source: Fall 2013 ride checks.

## Route Profiles

This section contains route profiles that describe operating and performance data for each TIME route, including:

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

All operating data within this section is derived from the ride check conducted in Fall 2013.

### ROUTE 1: NORTHWEST TULARE

#### Overview

Route 1 originates at the Tulare Transit Center and travels along North M St., East Merritt Ave., Cherry St., Prosperity Ave., Milner St., Pleasant Ave., North E St., and West Cross Ave. before returning to the Transit Center. The route serves the Tulare Regional Medical Center, Vallarta Supermarket, Prosperity Sports Park, and Pleasant Elementary School. A map of Route 1 is shown in Exhibit 3.2.3.



Exhibit 3.2.3 Route 1 Map<sup>4</sup>



Weekday service on Route 1 is provided every 30 minutes beginning at 6:30 am, with the last trip arriving back at the Transit Center at 9:20 pm. Saturday service operates with the same frequency, with service beginning at 9:00 am and ending at 5:20 pm. After 6:00 pm on weekdays, frequency decreases to every 60 minutes. Each round trip requires 26 minutes to complete. Nine stops are identified as time-points.

#### Boarding and Alighting

The five busiest stops in terms of weekday boardings on Route 1 were:

• Tulare Transit Center	86
• Vallarta Supermarket	38
• Prosperity Sports Park	15
• Pleasant Elementary School	14
• North Milner St. & W. Tyson Ave.	10

The six busiest stops in terms of Saturday boardings on Route 1 were:

• Tulare Transit Center	25
• Vallarta Supermarket	13

<sup>4</sup> Route maps contained within this chapter reflect the routing in place at the time of the ride check (September 2013) as well as the maps published in the August 10, 2013 edition of the Tulare County Transit Guide.

- Pleasant Elementary School 10
- Prosperity Sports Park 6
- Tulare Regional Medical Center 4
- E St. & Pleasant Ave. 4

The five busiest stops in terms of weekday alightings on Route 1 were:

- Tulare Transit Center 94
- Vallarta Supermarket 39
- Tulare Regional Medical Center 22
- Prosperity Sports Park 10
- Pleasant Elementary School 6

The five busiest stops in terms of Saturday alightings on Route 1 were:

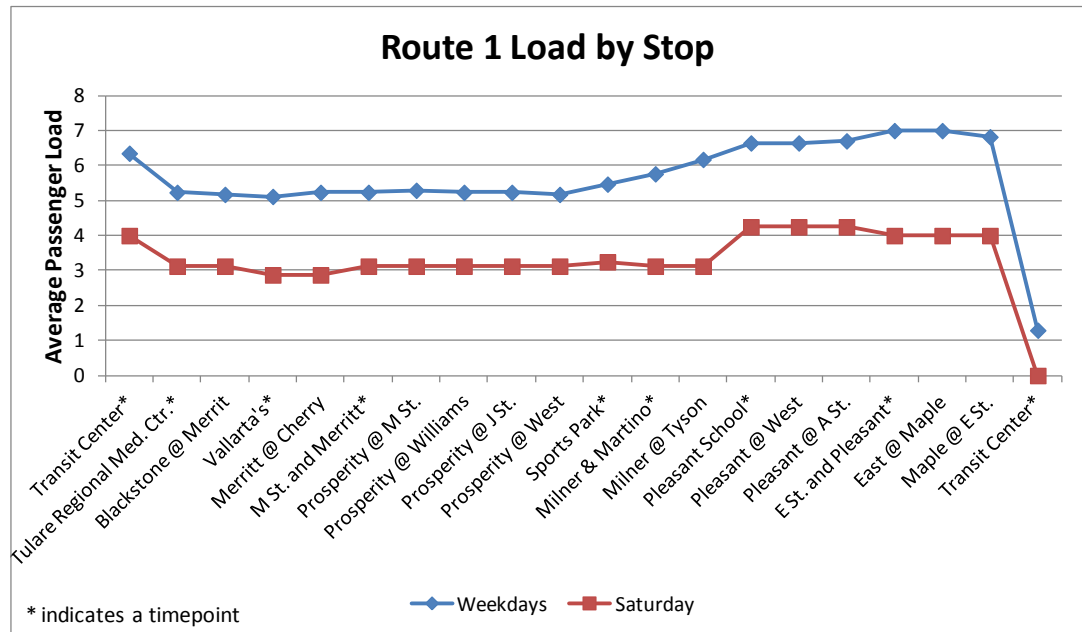
- Tulare Transit Center 25
- Vallarta Supermarket 15
- Tulare Regional Medical Center 11
- North E St. & W. Pleasant Ave. 6
- Prosperity Sports Park 5

#### Ridership Load

Vehicle load data illustrates how full a typical bus was at key points along a route. Each data point in Exhibit 3.2.4 shows the average number of people onboard a bus as it departed the corresponding stop. For example, on weekdays, an average Route 1 bus had slightly more than five people aboard when it departed the Vallarta Market. An important exception is the last stop at the Transit Center, wherein load reflects the number of people onboard after the bus arrived and all passengers wishing to alight did so. Therefore, the loads on buses arriving at the Transit Center will have considerably lower loads as no riders are boarding to “replace” the alighting passengers.

As Exhibit 3.2.4 shows, the drop in onboard count between the Transit Center and the Tulare Regional Medical Center suggests many Route 1 riders use it to access the medical center. There is also a notable increase at the Pleasant School stop, indicating it is a reasonably common origin point. However, load patterns vary by stop throughout the day. For example, if the average load increases at a stop during the morning, the load likely decreases at that same stop in the afternoon as many patrons boarding at the stop in the morning will alight at the same stop in the afternoon.

Exhibit 3.2.4 Route 1 Ridership Load



### Schedule Adherence

Exhibit 3.2.5 presents schedule adherence data as measured by the percent of all surveyed time-points at which the bus was precisely on-time to five minutes after the scheduled time for Route 1 on weekdays and Saturday.

Exhibit 3.2.5 Route 1 On-Time Performance

	Early		Late		On-Time		Total Time-points
	Time-points	Percent	Time-points	Percent	Time-points	Percent	
<b>Weekday</b>	3	2.0%	36	23.8%	112	74.2%	<b>151</b>
<b>Saturday</b>	2	2.8%	6	8.3%	64	88.9%	<b>72</b>

On weekdays, schedule adherence eroded throughout the trip, with the majority of late departures taking place after the stop at M St. and Merritt Ave. Saturday on-time performance is significantly higher than weekday on-time performance. The proximity of the County Fair parade to the Tulare Transit Center (resulting in additional traffic and congestion) may have had a slight impact on weekday on-time performance. Early departures on both weekdays and Saturday typically took place at the Transit Center at the beginning of the trip.

## ROUTE 2: SOUTHEAST TULARE

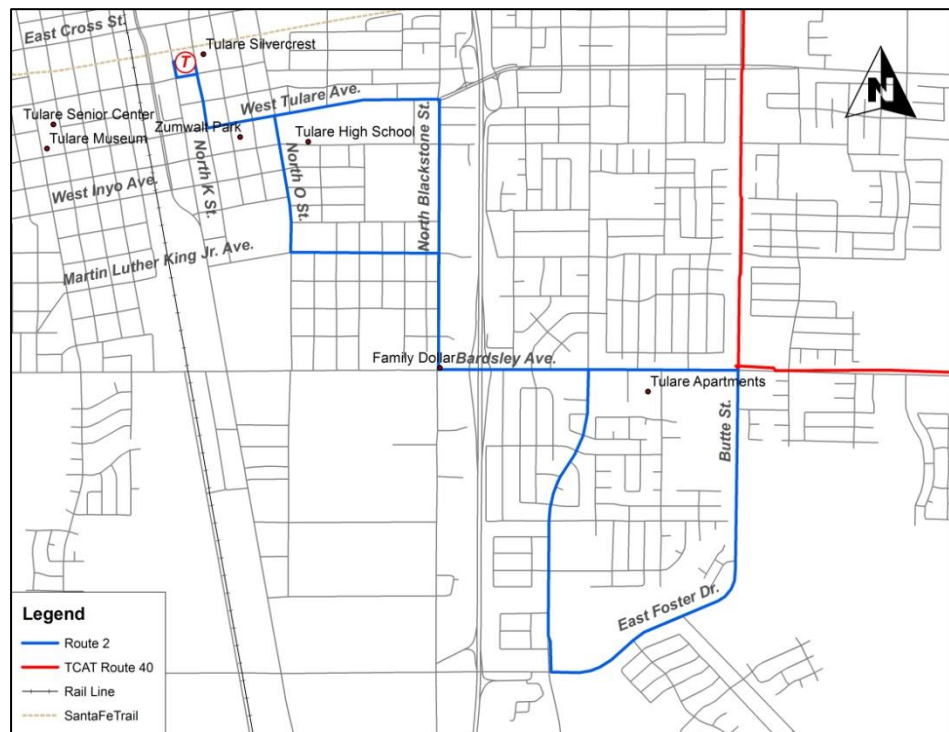
### Overview

Route 2 normally begins its route at the Tulare Transit Center and travels south along North L St., East Tulare Ave., South O St., Martin Luther King Jr. Ave, South Blackstone St., East Bardsley Ave., and South Mooney Boulevard. It then returns to the Transit Center via South Laspina St., East Bardsley Ave., South Blackstone St., East Tulare Ave., and North N St.

However, due to the County Fair parade, the route was modified. In some instances surveyed trips did not operate along East Tulare Blvd. Instead, buses began at the Transit Center, then traveled to the intersection of East Bardsley Ave. and South Laspina St. via South O St., before returning to the established alignment

Route 2 serves Cypress Elementary and Tulare Union High School, as well as the Blackstone Apartments on Blackstone St. near the Tulare Cemetery.

Exhibit 3.2.6 Route 2 Map



Route 2 weekday service is provided every 30 minutes beginning at 6:30 am, with the last trip returning back at the Transit Center at 9:25 pm. Saturday service operates with the same frequency, with service beginning at 9:00 am and ending at 5:25 pm. After 6:00 pm on weekdays, frequency decreases to every 60 minutes. Each circuit requires 25 minutes to complete. Seven stops are identified as time-points.

### Boarding and Alighting

The five busiest stops in terms of weekday boardings on Route 2 were:

- Tulare Transit Center 107
- East Martin Luther King Jr. Ave. & South Q ST. 12
- Cypress School 10
- East Bardsley Ave. at South Blackstone St. 10
- Foster Drive 7

The five busiest stops in terms of Saturday boardings on Route 2 were:

- Tulare Transit Center 20
- Cypress School 8
- East Bardsley Ave. at S. Blackstone St. 3
- East Martin Luther King Jr. Ave. & South Q ST. 2
- East Bardsley Ave & South Irwin St. 1

The five busiest stops in terms of weekday alightings on Route 2 were:

- Tulare Transit Center 56
- East Bardsley Ave & South Irwin St. 22
- East Bardsley Ave. at South. Blackstone St. 18
- Cypress School 16
- East Martin Luther King Jr. Ave. & South Q ST. 11

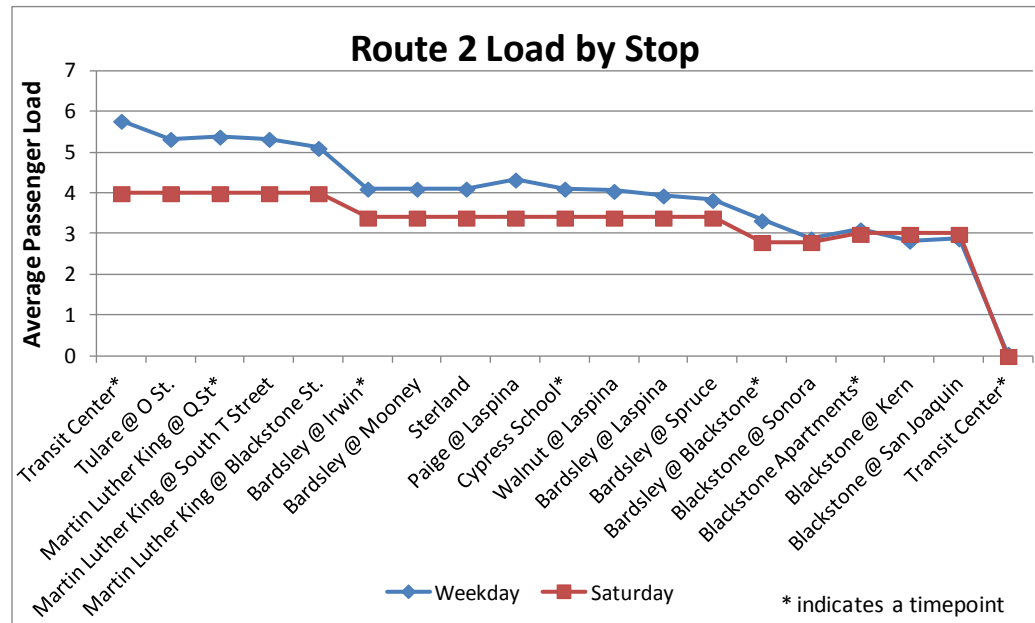
The five busiest stops in terms of Saturday alightings on Route 2 were:

- Tulare Transit Center 14
- Cypress School 8
- East Bardsley Ave. at South Blackstone St. 7
- East Martin Luther King Jr. Ave. & South Q ST. 5
- East Bardsley Ave & South Irwin St. 1

### Ridership Load

Exhibit 3.2.7 suggests many of Route 2's passengers board at the Transit Center, likely transferring from other TIME routes. As most surveyed trips departed the Transit Center during mid-day and late afternoon, it is likely many Route 2 riders were returning home, with the average load steadily dropping as people alight along the route. Additional morning trip observations would likely show an opposite trend, with passenger loads increasing rather than decreasing along the route.

Exhibit 3.2.7 Route 2 Ridership Load



#### Schedule Adherence

Exhibit 3.2.8 presents Route 2's schedule adherence data, in terms of the percent of all published time-points at which the bus was precisely on-time to five minutes after the published time for Route 2 on weekdays and Saturday.

Exhibit 3.2.8 Route 2 On-Time Performance

	Early		Late		On-Time		Total Time-points
	Time-points	Percent	Time-points	Percent	Time-points	Percent	
<b>Weekday</b>	14	15.6%	1	1.1%	75	83.3%	<b>90</b>
<b>Saturday</b>	7	20.0%	2	5.7%	26	74.3%	<b>35</b>

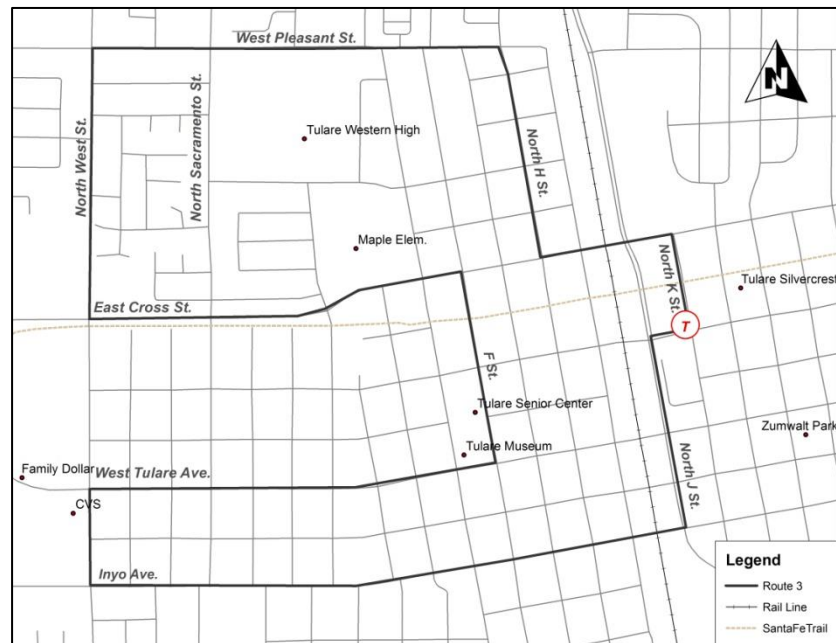
As Exhibit 3.2.8 shows, Route 2's on-time performance was impacted far more by early trips than by late trips. Early buses generally arrived one to two minutes early, though in one instance a bus departed five minutes early. There was no discernible pattern in terms of which runs had early departures, nor stops from which buses tended to depart early.

## ROUTE 3: WEST TULARE

### Overview

Route 3 begins its route at the Tulare Transit Center and provides service on East Cross Ave., North H St., West Pleasant Ave., South West St., West Cross Ave., North F St., West Tulare Ave., South West St. again, West Inyo Ave., South J St., and East San Joaquin Ave. before returning to the Transit Center. Key destinations along Route 3 include Tulare Western High School and the Tulare Senior Center and the Tulare Historical Museum.

Exhibit 3.2.9 Route 3 Map



Weekday service for Route 3 is provided every 30 minutes beginning at 6:30 am, with the last trip returning to the Transit Center at 9:20 pm. Saturday service operates with the same frequency, with service beginning at 9:00 am and ending at 5:20 pm. After 6:00 pm on weekdays, frequency decreases to every 60 minutes. Each circuit requires 20 minutes to complete. Eight stops are identified as time-points.

### Boarding and Alighting

The five busiest stops in terms of weekday boardings on Route 3 were:

- |                                |    |
|--------------------------------|----|
| • Tulare Transit Center        | 61 |
| • North West St. & Cross Ave.  | 16 |
| • North West St. & Tulare Ave. | 8  |
| • West Inyo Ave. & I St.       | 6  |

- Senior Center<sup>5</sup> 5

The five busiest stops in terms of Saturday boardings on Route 3 were:

- Tulare Transit Center 26
- West Inyo Ave. & South Pratt St. 7
- North West St. & West Cross Ave. 5
- North West St. & West Tulare Ave. 2
- Senior Center 1

The five busiest stops in terms of weekday alightings on Route 3 were:

- Tulare Transit Center 33
- North West St. & West Tulare Ave. 15
- West Inyo Ave. & South I St. 11
- Tulare Western High School 10
- North West St. & West Cross Ave. 8

The five busiest stops in terms of Saturday alightings on Route 3 were:

- Tulare Transit Center 10
- West Inyo Ave. & South I St. 10
- Tulare Western High School 7
- North West St. & West Cross Ave. 4
- North West St. & West Tulare Ave. 1

#### Ridership Load

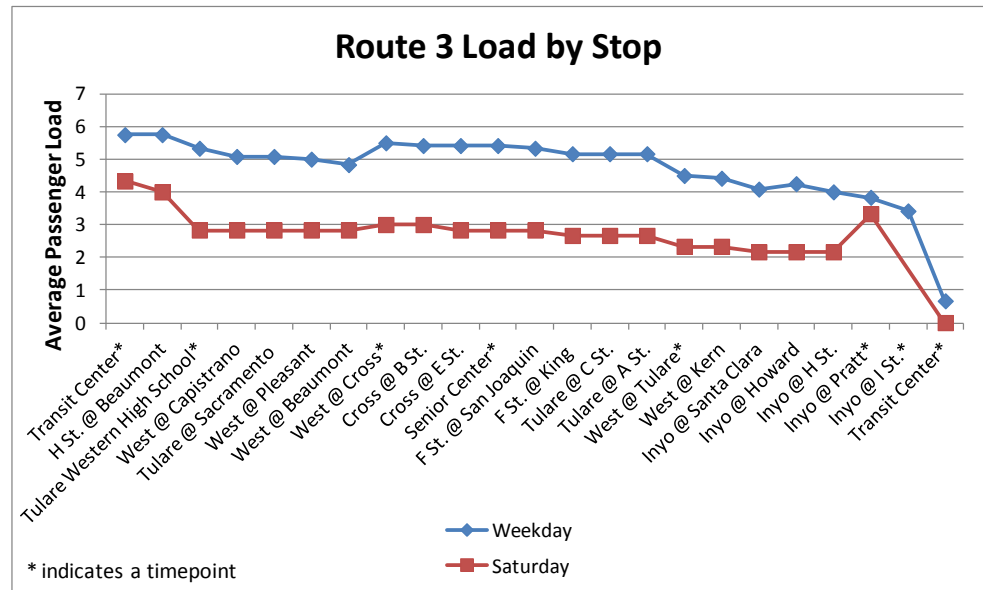
Exhibit 3.2.10 shows Route 3 to have generally consistent passenger loads over the length of the route. Saturday loads vary somewhat more from stop to stop because fewer runs were assessed. The spike at the W. Inyo Ave./S. Pratt St. stop, for example, is due to a single run in which five people boarded the bus at that stop on that run, which increased the average for all surveyed trips.

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<sup>5</sup> West Inyo Ave at South Pratt St. and Tulare Western High School also had five boardings each.



Exhibit 3.2.10 Route 3 Ridership Load



### Schedule Adherence

Exhibit 3.2.11 presents schedule adherence data, in terms of the percent of all surveyed time-points at which the bus was precisely on-time to five minutes after the scheduled time for Route 3 on weekdays and Saturday.

Exhibit 3.2.11 Route 3 On-Time Performance

	Early		Late		On-Time		Total Time-points
	Time-points	Percent	Time-points	Percent	Time-points	Percent	
<b>Weekday</b>	1	1.5%	34	52.3%	30	46.2%	<b>65</b>
<b>Saturday</b>	2	4.2%	2	4.2%	44	91.7%	<b>48</b>

Route 3's relatively low weekday on-time performance of 46 percent is due to five surveyed runs departing the Transit Center as late as 15 minutes after the published time, leading in most instances to late departures from all subsequent stops. While some of these late runs were checked on the day of the County Fair parade (and as such are not counted within this assessment), most of the late runs were surveyed on either September 12 or September 13, suggesting the parade was not a significant determinant of whether a run left the Transit Center late. Further, even late runs checked on September 11 departed several hours after the parade had ended.<sup>6</sup> Most late runs tended to depart the Transit Center between 2:00 pm and 3:00 pm

<sup>6</sup> It is possible the proximity of the County Fair parade to the Tulare Transit Center (resulting in additional traffic and congestion) may have had a slight impact on weekday on-time performance.

On-time performance was significantly better on Saturday. This improvement may be due to less local roadway congestion than is normal for weekdays.

## ROUTE 4: NORTHEAST TULARE

### Overview

At the time of surveying Route 4 began at the Tulare Transit Center and traveled along East Cross Ave., North Blackstone St., East Prosperity Ave., North Mooney Bl., East Cross St. a second time, Hillcrest St., North Blackstone St. again through the Monte Vista Shopping Center, before returning back to the Transit Center via North Blackstone St. and East Cross Ave. Route 4 provides access to several local retailers (which are also major employers) including Walmart, Kmart, Target, and the Tulare Outlets Center. Subsequent to ride checks, Route 4 was revised to alleviate on-time performance concerns.

Exhibit 3.2.12 Route 4 Map



*Exhibit 3.2.11 represents the route alignment at the time the ride check was conducted. See Operations Plan Exhibit 4.1.1 for updated alignment (effective January 10, 2014).*

Weekday service on Route 4 is provided every 30 minutes beginning at 6:30 am, with the last trip arriving back at the Transit Center at 9:54 pm. Saturday service operates with the same frequency, with service beginning at 9:00 am and ending at 5:24 pm. After 6:00 pm on weekdays, frequency decreases to every 60 minutes. Each circuit requires 24 minutes to complete. Ten stops have been identified as time-points.

### Boarding and Alighting

The five busiest stops in terms of weekday boardings on Route 4 were:

• Tulare Transit Center	57
• Kmart	17
• Walmart	14
• Target	14
• East Prosperity Ave. at CVS	5

The five busiest stops in terms of Saturday boardings on Route 4 were<sup>7</sup>:

• Tulare Transit Center	4
• Walmart	3
• Kmart	2
• Target	1
• Tulare Outlets Center	1

The five busiest stops in terms of weekday alightings on Route 4 were:

• Tulare Transit Center	52
• Walmart	19
• East Prosperity Ave. at CVS	19
• Target	10
• Kmart	4

The five busiest stops in terms of Saturday alightings on Route 4 were:

• Tulare Transit Center	6
• East Cross Ave. & N. Cherry St.	3
• East Prosperity Ave. at CVS	1
• Walmart	1
• East Prosperity Ave. at Chili's	1

### Ridership Load

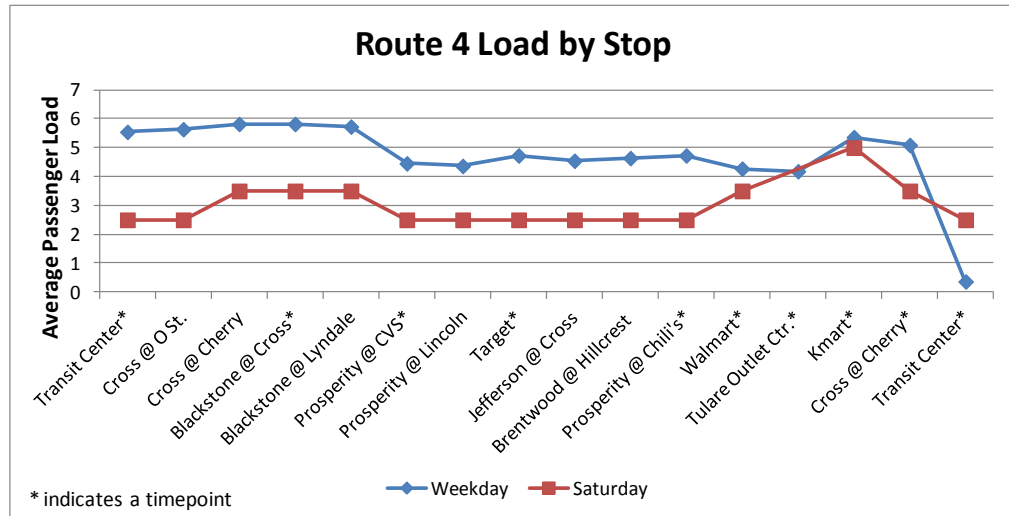
Route 4's typical load experiences a notable dip at the CVS stop on East Prosperity Ave., and an increase in load at the Walmart and Outlets stops. One possible explanation for this trend is that passengers wishing to access Walmart and the Outlets from the Transit Center may opt to alight at the CVS stop and

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<sup>7</sup> Ride checks were performed on only two Route 4 runs on Saturday, which contributed to the low boarding and alighting totals represented herein.

walk the remaining distance, rather than wait for the bus to serve North Mooney Bl. and East Cross St. prior to arriving at Walmart. However, when traveling back to the Transit Center it would likely be more convenient to wait at the Outlet or Walmart stop for the bus to arrive, as it travels directly to the Transit Center from these stops. This factor may explain the jump in ridership at the Outlets and Kmart stops.

Exhibit 3.2.13 Route 4 Ridership Load



### Schedule Adherence

Exhibit 3.2.14 presents schedule adherence data, in terms of the percent of all surveyed time-points at which the bus was precisely on-time to five minutes after the published time for Route 4 on weekdays and Saturday.

Exhibit 3.2.14 Route 4 On-Time Performance

	Early		Late		On-Time		Total Time-points
	Time-points	Percent	Time-points	Percent	Time-points	Percent	
<b>Weekday</b>	0	0.0%	38	48.1%	41	51.9%	<b>79</b>
<b>Saturday</b>	0	0.0%	4	20.0%	16	80.0%	<b>20</b>

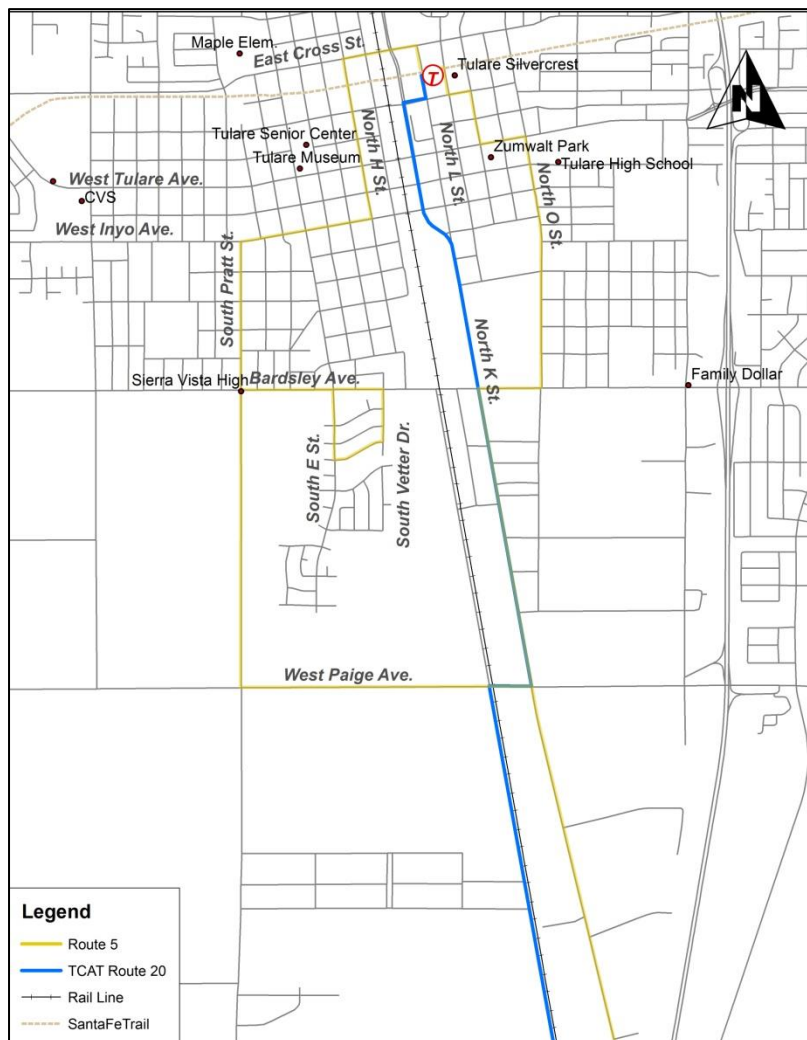
Route 4 tended to fall behind schedule after the stop at Chili's, and continued to erode as it reached Walmart and the Tulare Outlets Center. One factor impacting on-time performance was a run on September 13 which was scheduled to depart from the Transit Center at 3:00 pm actually left 14 minutes late, causing it to (also) depart late from all subsequent stops. The proximity of the County Fair parade to the Tulare Transit Center (resulting in additional traffic and congestion) may have had a slight impact on weekday on-time performance. Observed Saturday performance was better than weekday performance.

## ROUTE 5: SOUTHWEST TULARE

### Overview

Route 5 begins at the Tulare Transit Center and travels along East Cross St., North H St., West Inyo Ave., South Pratt St., West Bardsley Ave., South E St., Oakwood Ave., Vetter Dr., West Bardsley Ave., South Pratt Street, West Paige Ave., South K St., Martin Luther King Jr. Ave., South O St., returning to the Transit Center via East Inyo Ave. and South M St. Destinations along Route 5 include Parkwood Meadows Park, Tulare City Hall, and numerous apartment complexes throughout the City. TCaT Route 20 connects with Route 5 at the Tulare Transit Center.

Exhibit 3.2.15 Route 5 Map



Weekday service is provided every 30 minutes beginning at 6:30 am, with the last trip arriving back at the Transit Center at 9:53 pm. Saturday service operates with the same frequency, with service beginning at 9:00 am and ending at 5:23 pm. After 6:00 pm on weekdays, frequency decreases to every

60 minutes. Each circuit requires 23 minutes to complete. Eight stops have been identified as time-points.

#### Boarding and Alighting

The five busiest stops in terms of weekday boardings on Route 5 were:

• Tulare Transit Center	59
• Vetter Dr. & W. Bardsley Ave.	15
• South K St. & West Bardsley Ave.	13
• West Bardsley Ave. & South Pratt St.	5
• South. H St. & West Inyo Ave.	4

The five busiest stops in terms of Saturday boardings on Route 5 were:

• Tulare Transit Center	35
• West Bardsley Ave. & South E St.	18
• West Tulare Ave & North H St.	7
• Vetter Dr. & West Bardsley Ave.	3
• Tulare City Hall	3

The five busiest stops in terms of weekday alightings on Route 5 were:

• Tulare Transit Center	35
• Vetter Dr. & West Bardsley Ave.	14
• South K St. & West Bardsley Ave.	14
• West Bardsley Ave. & South Pratt St.	12
• Tulare City Hall	6

The five busiest stops in terms of Saturday alightings on Route 5 were:

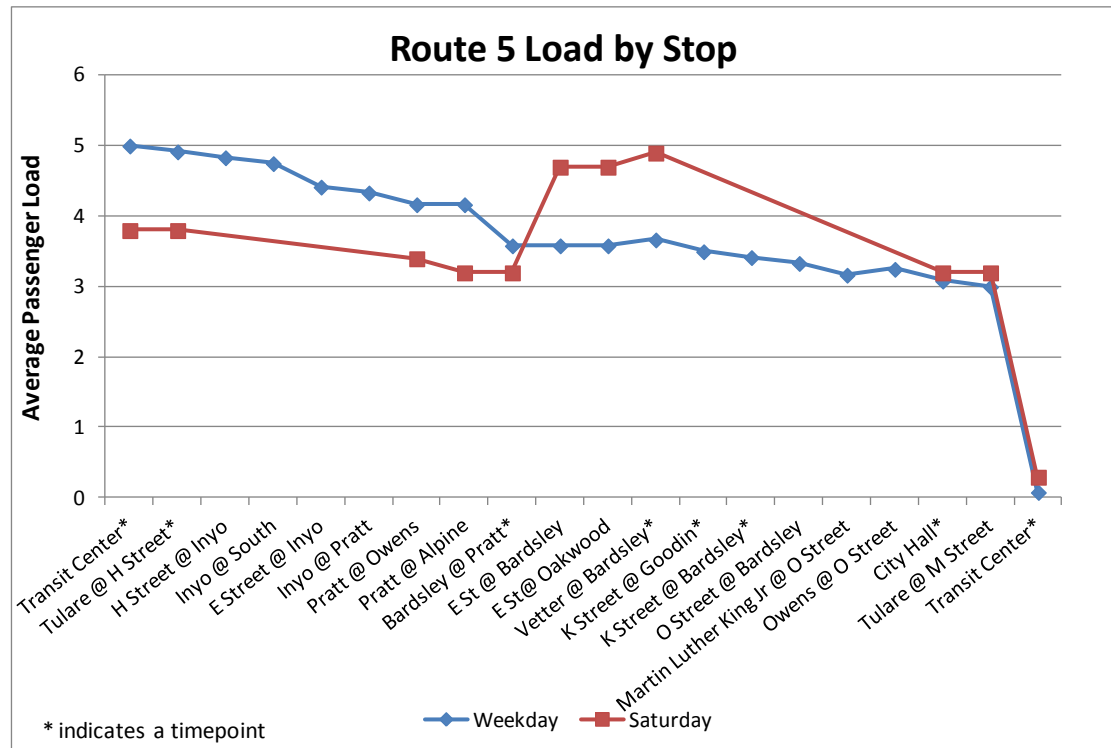
• Tulare Transit Center	27
• South K St. & West Bardsley Ave.	12
• South H St. & West Inyo Ave.	11
• Tulare City Hall	8
• West Bardsley Ave. & South E St.	3

#### Ridership Load

During the week, there was a tendency for Route 5's load to start high at the Transit Center, then taper off along the length of the route. A possible impacting factor was the bulk of surveyed runs departed during the midday period in an effort to capture the greatest number of surveys. It is possible that during day-parts with less ridership, such as later afternoon or early morning, a different pattern could

be seen (such as loads increasing rather than decreasing along the length of the route). Saturday loads vary somewhat more by stop, though the jump at the Bardsley/Pratt stop and following dip at the K/Bardsley stop are due to a modest sample size, during which four people boarded at Bardsley/Pratt and three alighted at K/Bardsley. Currently, construction on Bardsley (which began in June 2013) has impacted four stops. As a result, these may be atypical patterns. Construction in this area is expected to continue through 2015.

Exhibit 3.2.16 Route 5 Ridership Load



### Schedule Adherence

Exhibit 3.2.17 presents schedule adherence data, in terms of the percent of all surveyed time-points at which the bus was precisely on-time to five minutes after the scheduled time for Route 5 on weekdays and Saturday.

Exhibit 3.2.17 Route 5 On-Time Performance

	Early		Late		On-Time		Total Time-points
	Time-points	Percent	Time-points	Percent	Time-points	Percent	
Weekday	4	6.3%	9	14.1%	51	79.7%	64
Saturday	2	2.9%	5	7.2%	62	89.9%	69

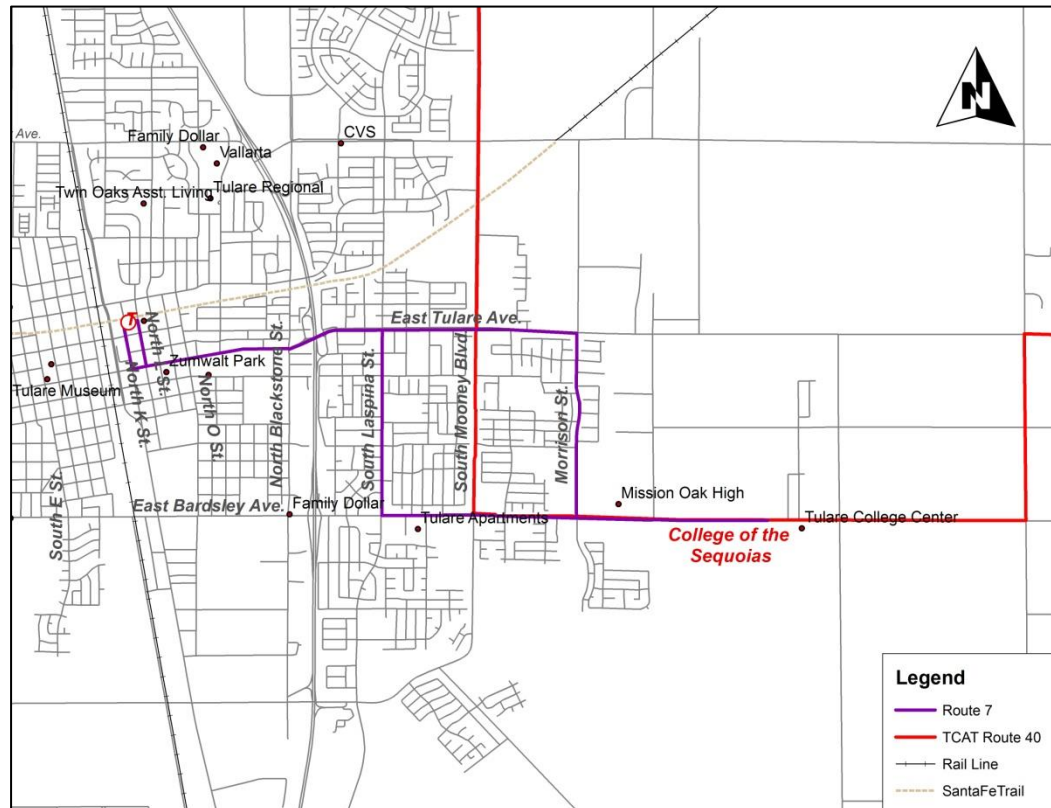
At 80 percent, Route 5 had relatively strong weekday on-time performance. Much of the 14.1 percent of late departures can be attributed to a single run on September 13 that left the Transit Center six minutes behind schedule, causing all other bus stop times to be late.

## ROUTE 7: EAST TULARE

### Overview

Route 7 begins at the Tulare Transit Center and travels along North L St., East Tulare Ave., South Oakmore St., East Bardsley Ave., before returning to the Transit Center via South Laspina St., East Tulare Ave., and North L St. Key destinations along Route 7 include the College of the Sequoias' Tulare satellite campus, Mission Oak High School, and Frank Kohn Elementary School. TCaT Route 40 offers connections with Route 7 at College of the Sequoias' Tulare College Center and Tulare Ave./S. Mooney Blvd.

Exhibit 3.2.18 Route 7 Map



Weekday service is provided every 30 minutes beginning at 6:30 am, with the last trip arriving back at the Transit Center at 9:58 pm. Saturday service operates with the same frequency, with service beginning at 9:00 am and ending at 5:22 pm. After 6:00 pm on weekdays, frequency decreases to every 60 minutes. Each circuit requires 22 minutes to complete. Seven stops have been identified as time-points.



### Boarding and Alighting

The five busiest stops in terms of weekday boardings on Route 7 were:

• Tulare Transit Center	47
• COS Tulare Campus	23
• East Tulare Ave. & South Mooney Bl.	12
• Kohn School	6
• Mission Oaks High School	5

The five busiest stops in terms of Saturday boardings on Route 7 were:

• Kohn School	6
• Tulare Transit Center	5
• East Tulare Ave. & South Mooney Bl.	3
• COS Tulare Campus	2
• East Tulare Ave. & Lane St.	1

The five busiest stops in terms of weekday alightings on Route 7 were:

• Tulare Transit Center	54
• COS Tulare Campus	14
• East Tulare Ave. & South Laspina St.	8
• East Tulare Ave. & South Mooney Bl.	8
• Kohn School	6

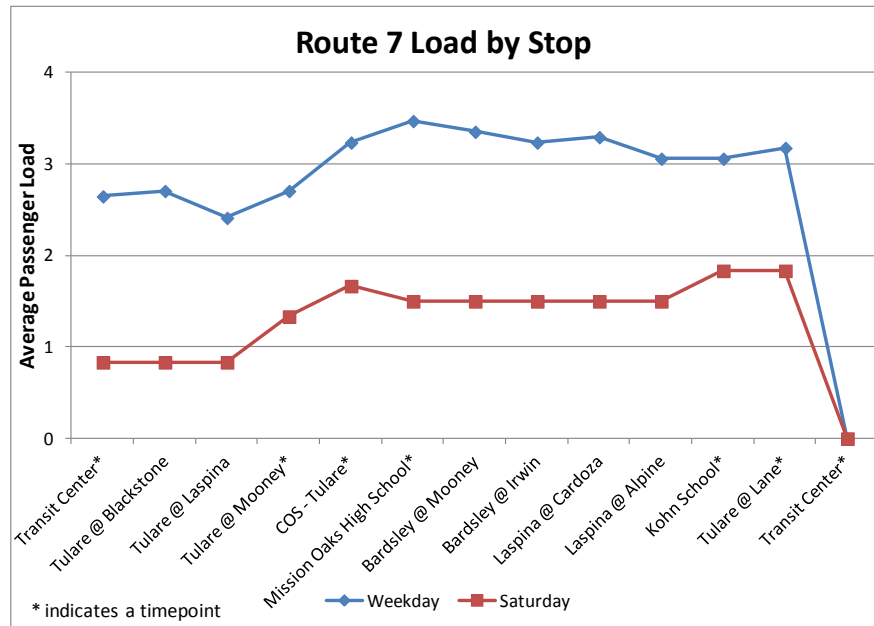
The only four stops with any Saturday alightings on Route 7 were:

• Tulare Transit Center	11
• Kohn School	4
• Mission Oaks High School	1
• East Tulare Ave. & Lane St.	1

### Ridership Load

As Exhibit 3.2.19 shows, while loads on Route 7 do not vary dramatically from stop to stop, there is a notable increase at the Tulare/Mooney and COS Tulare campus stops. This trend is in part due to the fact that more afternoon runs than morning runs were surveyed. Therefore, many COS Tulare students and staff finishing their school/work day were likely riders. Nonetheless, this trend, along with the most productive stops listed above, suggests Route 7 is an important link for COS, Mission Oak, and Kohn School students and staff.

Exhibit 3.2.19 Route 7 Ridership Load



#### Schedule Adherence

Exhibit 3.2.20 presents schedule adherence data, in terms of the percent of all surveyed time-points at which the bus was precisely on-time to five minutes after the published time for Route 7 on weekdays and Saturday.

Exhibit 3.2.20 Route 7 On-Time Performance

	Early		Late		On-Time		Total Time-points
	Time-points	Percent	Time-points	Percent	Time-points	Percent	
Weekday	1	1.1%	52	54.7%	42	44.2%	95
Saturday	0	0.0%	9	21.4%	33	78.6%	42

Route 7's relatively low on-time performance is attributable, in part, to two runs that departed the Transit Center late, resulting in late departures for all subsequent stops. Surveyed trips, particularly in the afternoon, tended to fall behind schedule at the COS Tulare campus and Mission Oak High School stops. While on-time performance can be impacted by high boarding and alighting activity, this was not the case for Route 7 at any of the points at which it lost time. It is unclear whether there was some other issue (e.g., traffic congestion) or if perhaps the current schedule includes inadequate run time.

On-time performance was significantly better on Saturday. As with weekdays, Route 7 trips on Saturdays tended to fall behind schedule at the COS Tulare campus and Mission Oak High School stops. However, there is no ready explanation for why vehicles fell behind schedule at these locations as boarding and alighting activity was significantly lower than weekdays.

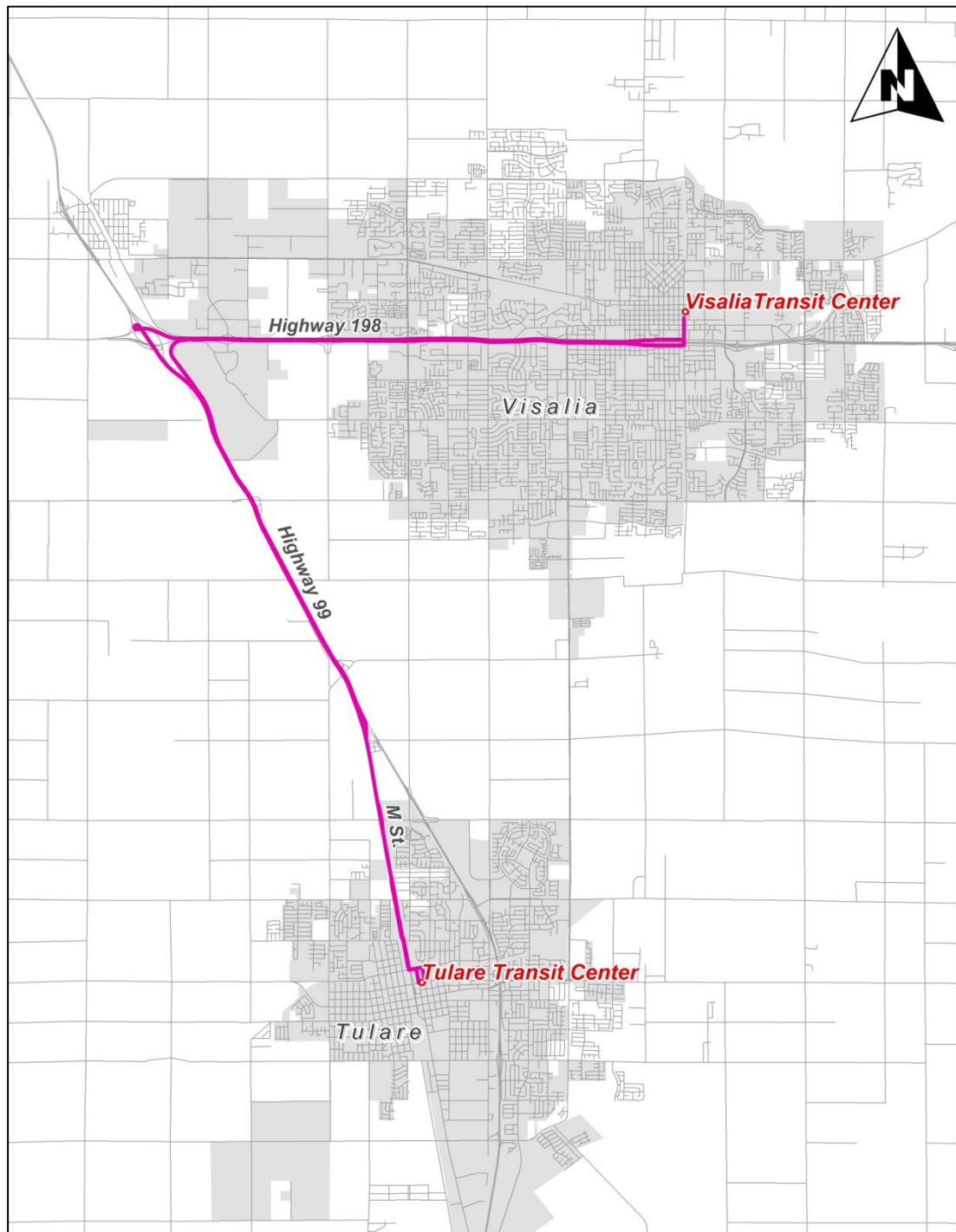
ROUTE 11X: TULARE – VISALIA SERVICE

Overview

Route 11 is jointly operated by the City of Tulare and City of Visalia. Tulare operates trips that serve the Tulare Transit Center at the bottom of the hour while Visalia operates trips that serve the Tulare Transit Center at the top of the hour. This assessment of Route 11 pertains only to those trips operated by Tulare, designated as Route 11X.

Route 11X begins at the Tulare Transit Center and terminates at the Visalia Transit Center. The route travels via North J St., SR 99, SR 198, and West Noble Ave. It then makes the return trip to the Tulare Transit Center using the same streets, but instead of traveling along West Nobel Ave. Route 11X travels along West Mineral King Ave. Route 11X is a limited-stop service, with stops at the Visalia Transit Center, College of the Sequoias' main campus on Mooney Blvd., and Tulare Transit Center. This route connects Tulare and Visalia and is used by many COS students who live in Tulare and attend classes at College of the Sequoias' main campus on Mooney Blvd.

Exhibit 3.2.21 Route 11X Map



Weekday service is provided every 30 minutes beginning at 6:30 am, with the last trip returning to the Tulare Transit Center at 9:26 pm. Saturday service operates with the same frequency, with service beginning at 9:30 am at the Tulare Transit Center and ending there at 5:26 pm. Each circuit requires 60 minutes to complete. Two buses are assigned to Route 11X; one each from TIME and Visalia Transit. Five stops have been identified as time-points.

### Boarding and Alighting

The following weekday boardings were counted at each Route 11X stop:

• Tulare Transit Center	81
• Visalia Transit Center	45
• West Noble Ave. & South Mooney Bl. (COS en route to Visalia)	35
• West Mineral King Ave. and South Mooney Bl. (westbound)	12

The following weekday alightings were counted at each Route 11X stop:

• Tulare Transit Center	89
• West Noble Ave. & South Mooney Bl. (eastbound)	47
• Visalia Transit Center	37

*(No boardings were counted at Mineral King/Mooney)*

The following Saturday boardings were counted at each Route 11X stop:

• Tulare Transit Center	15
• Visalia Transit Center	4
• West Mineral King Ave. and South Mooney Bl. (westbound)	1

*(No boardings were counted at Noble/Mooney)*

The following Saturday alightings were counted at each Route 11X stop:

• Visalia Transit Center	11
• Tulare Transit Center	5
• West Noble Ave. & South Mooney Bl. (eastbound)	4

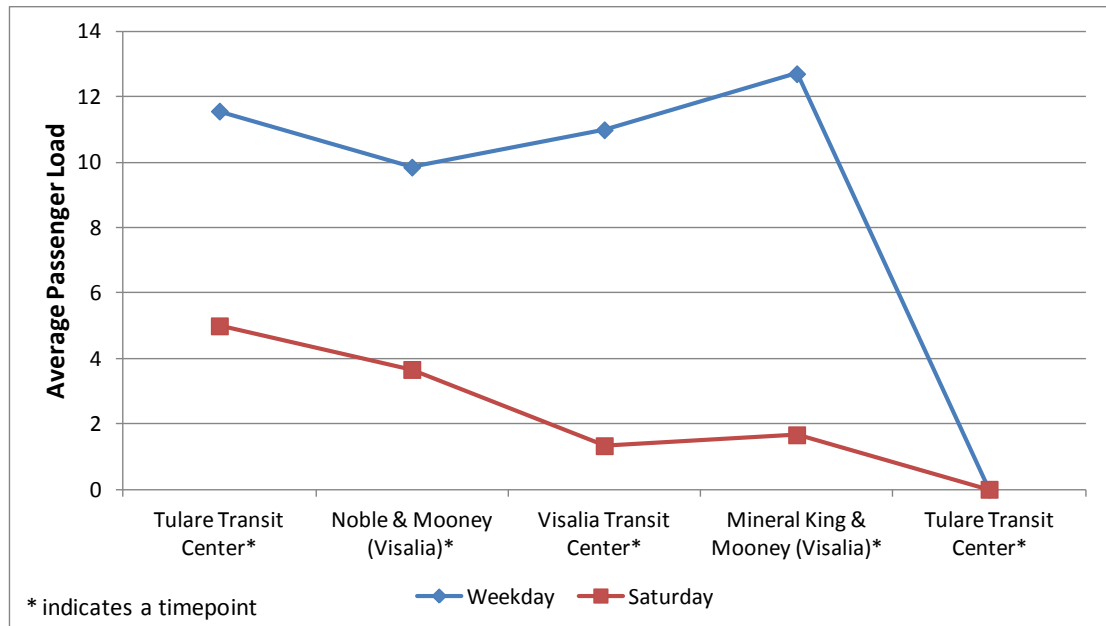
*(No boardings were counted at Mineral King/Mooney)*

### Ridership Load

The load chart in Exhibit 3.2.22 suggests many Route 11X riders board at the Tulare Transit Center, alight at West Noble Ave. and South Mooney Blvd. (most likely to access College of Sequoias' main campus), then return to Tulare by boarding at West Mineral King Ave. and South Mooney Blvd. This trend applies primarily to riders who work and/or attend classes at COS, while other riders use Route 11X to access the Visalia Transit Center, and from there transfer to other Visalia Transit buses to complete their journey.

TIME Route 11X and Visalia Transit Route 11A each originate at their respective transit centers at 6:30 am and both end back at their respective transit centers at approximately 9:30 pm. Therefore, on the load chart we indicated the Tulare Transit Center as the beginning and terminus for the route.

Exhibit 3.2.22 Route 11X Ridership Load



#### Schedule Adherence

Exhibit 3.2.23 presents schedule adherence data, in terms of the percentage of all surveyed time-points at which the bus was precisely on-time to five minutes after the published time for Route 11X on weekdays and Saturday.

Exhibit 3.2.23 Route 11X On-Time Performance

	Early		Late		On-Time		Total Time-points
	Time-points	Percent	Time-points	Percent	Time-points	Percent	
<b>Weekday</b>	8	22.9%	1	2.9%	26	74.3%	<b>35</b>
<b>Saturday</b>	2	13.3%	0	0.0%	13	86.7%	<b>15</b>

Early departures affected Route 11X's on-time performance far more than late departures. These departures, with one exception, left early by two minutes or less. In addition, they tended to occur at the Noble/Mooney stop, which is primarily a drop-off stop (the only stop thereafter is the Visalia Transit Center, which is also accessible by Visalia Transit Route 1). Therefore, the incidence of early arrivals (hot running) is not significant.

### 3.3 ONBOARD SURVEY

To garner feedback from current transit riders, surveys were distributed onboard TIME fixed-route buses concurrent with the ride check. Trained bilingual surveyors were placed onboard vehicles for a random sampling of 134 TIME fixed-route trips (94 weekday and 40 Saturday) between September 11 and 14, 2013. While all routes were surveyed, specific runs on each route were randomly selected for the ride check. As a result, not all runs were assessed and some runs were surveyed more than once.

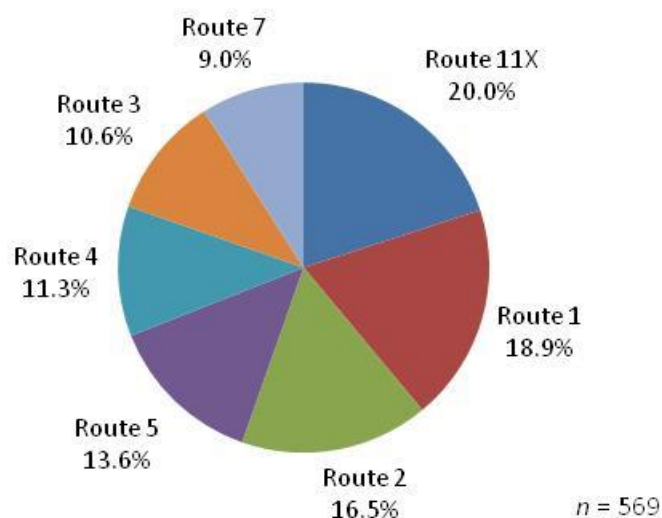
The surveying dates were selected so as to encompass both weekday and weekend operations. Teams distributed surveys to all passengers age 16 and older and answered questions as necessary. Survey quotas were set for each route so as to ensure a sample which was representative of system ridership. However, additional time was spent surveying on routes with lower ridership to ensure a valid sample size. During fielding the City was host to a County Fair parade as well as the Tulare County Fair. While these events attracted some new or less-frequent riders, the survey results benefitted from the insight of these passengers.

A total of 574 surveys were collected, which fulfills the desired statistical validity goal (95 percent confidence level and  $\pm 5$  percent margin of error).

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

Route 1 (through the northwestern portions of Tulare) and Route 11X (linking Tulare and Visalia) garnered the largest ridership, collectively serving nearly 40 percent of surveyed riders. Route 11X's high ridership stems from the significant number of College of the Sequoias' students who use the route, as shown in the data cross-tabulation under Question 6.

Exhibit 3.3.1 Route Taken



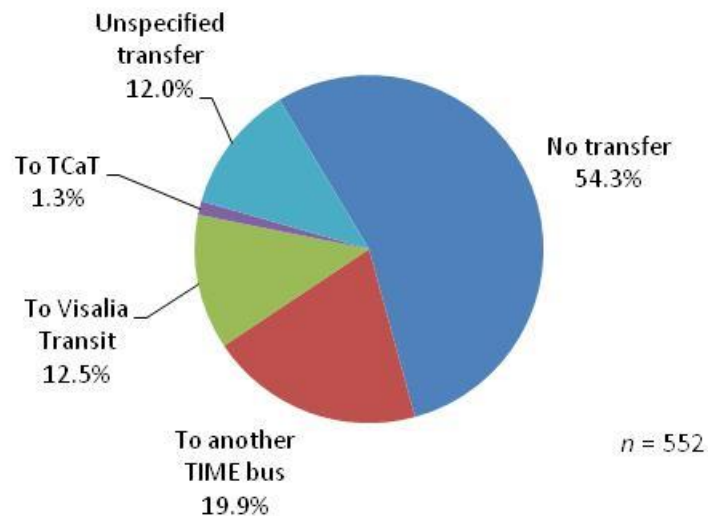
Question 2: Where did you board the bus today (bus stop)? and Question 3: Where will you get off the bus today (bus stop)?

Given the significant diversity of responses received, we will not identify or tabulate specific origin-destination pairings. In lieu of these data, our ride check data will provide a more accurate snapshot of how riders are using TIME services and which stops experience the greatest use.

Question 4: Does this trip include a transfer?

A modest majority (54 percent) of survey respondents indicated that the trip they were making did not require a transfer, while twenty percent reported transferring either to/from another TIME bus. A significant portion (13 percent) indicated their trip involved a transfer to/ from Visalia Transit. This finding is not surprising given the relatively large number of respondents who were surveyed on Route 11X, which links Tulare and Visalia.

Exhibit 3.3.2 Transfer Usage

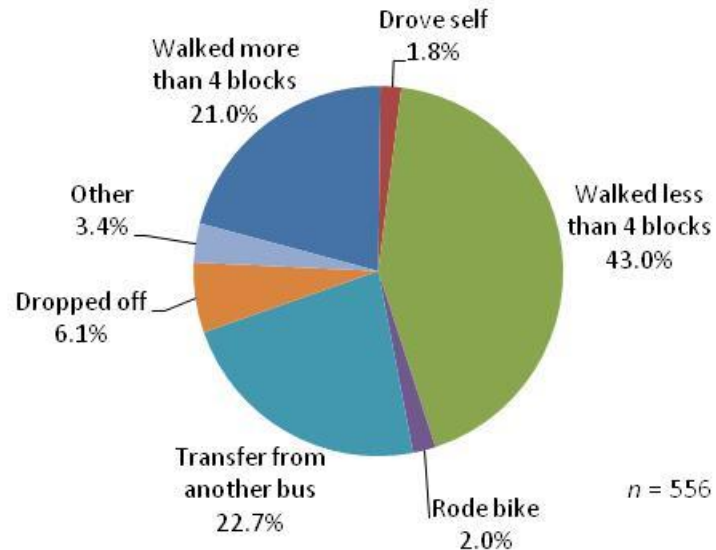




Question 5: How did you get to the bus stop today?

Approximately 64 percent of surveyed riders indicated accessing their boarding point on foot, with 43 percent walking less than four blocks from their origin point. Nearly 25 percent cited transferring from another bus.

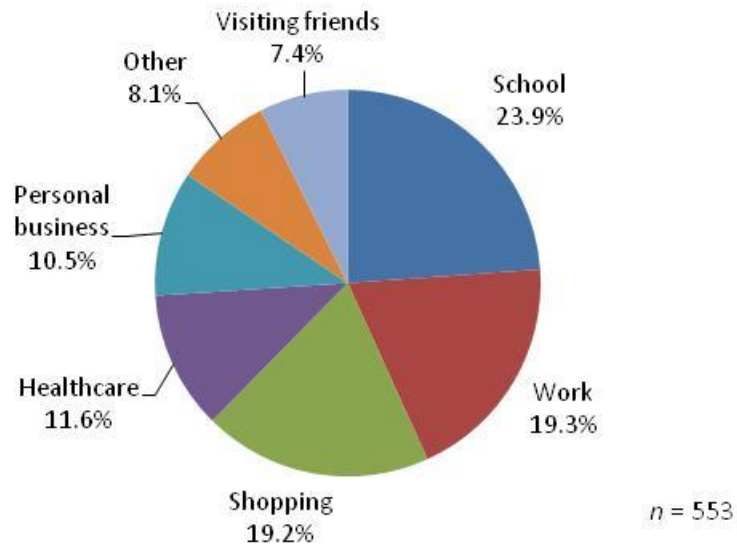
Exhibit 3.3.3 Bus Stop Access



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

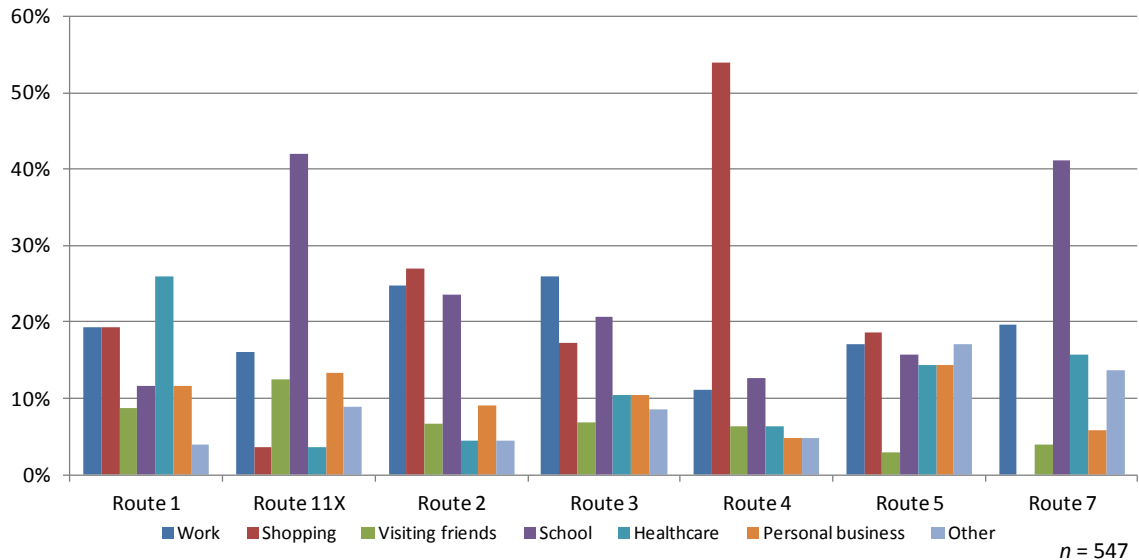
Traveling to school was the most common trip purpose, cited by nearly 25 percent of survey respondents; followed by work and shopping, each of which was cited by 19 percent. Of the 45 respondents who indicated some "other" trip purpose, eight stated they were using TIME to travel to the Tulare County Fair, while four stated they were going home. The remainder did not specify a trip purpose (or destination).

Exhibit 3.3.4 Trip Purpose



The data cross-tabulation in Exhibit 3.3.5 sheds light on the significant number of respondents who reported traveling to school. As shown, the routes with the highest proportions of students were Route 11X, with approximately 42 percent of its riders reporting school as their trip purpose; and Route 7, 41 percent of whose riders indicated school as the trip purpose. This is not surprising given Route 11X serves College of the Sequoias (COS) in Visalia while Route 7 serves Mission Oak High School and College of Sequoias' Tulare satellite campus.

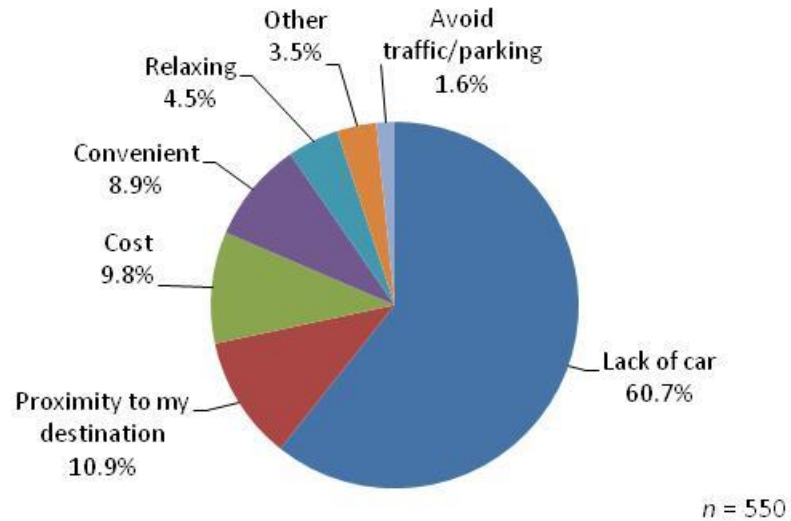
Exhibit 3.3.5 Trip Purpose by Route



Question 7: Why did you choose TIME for this trip?

More than 60 percent of surveyed riders indicated they rode TIME because they didn't have access to a personal vehicle. This relatively high percentage suggests a significant degree of transit dependence among TIME riders.

Exhibit 3.3.6 Reason for Riding TIME



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

The ratings given in Exhibit 3.3.7<sup>8</sup> reflect an averaging of scores that riders gave to various TIME service attributes. As the exhibit shows, riders gave fairly high marks overall. While there was not much variation in scoring across the different service attributes, “travel time” had a slightly lower rating of 3.90, while “onboard safety” had the highest rating of 4.18.

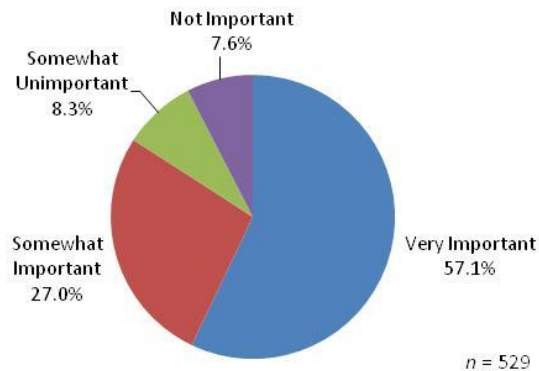
Exhibit 3.3.7 Service Attribute Rating



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

While less than 10 percent of TIME riders indicated cost as their primary motivator for riding TIME (Question 7), nearly 60 percent cited cost as being a “very important” factor in their decision.

Exhibit 3.3.8 Influencing Factors

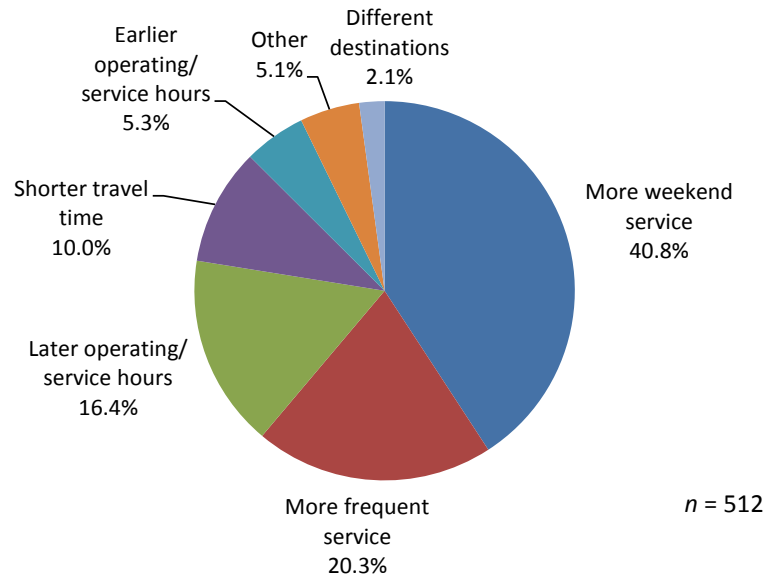


<sup>8</sup> The “Minimum n” in Exhibit 3.3.7 is used because not all respondents rated all service attributes. For example, 532 respondents rated travel time, while only 526 rated service reliability.

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

“More weekend service” was the most requested improvement among surveyed riders, with 41 percent listing it as their preferred enhancement. Other strongly-desired service enhancements included “more frequent service” (indicated by 20 percent of riders) and “later operating hours” (16 percent of respondents).

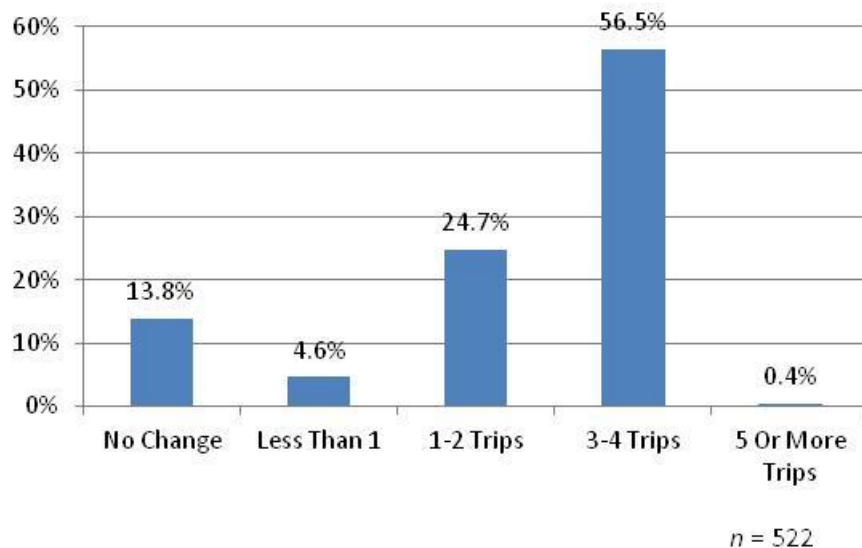
**Exhibit 3.3.9 Preferred Service Enhancement**



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

The majority of surveyed riders indicated a positive relationship between their preferred service improvement and increased usage. Of note, 57 percent indicated they would make an additional three to four trips per week if the cited improvement was implemented.

Exhibit 3.3.10 Potential Increase in Usage if Service Improvement Implemented



Interestingly, the number of additional trips a respondent indicated he/she would make depends in large part on the preferred improvement. As Exhibit 3.3.11 shows, more weekend service was the top preference among all riders. Nearly 60 percent who cited “more weekend service” stated they would take three to four additional trips every week if the additional weekend service was implemented. Only two service improvements would potentially cause riders to add five or more trips per week: more frequent service and earlier operating/service hours.

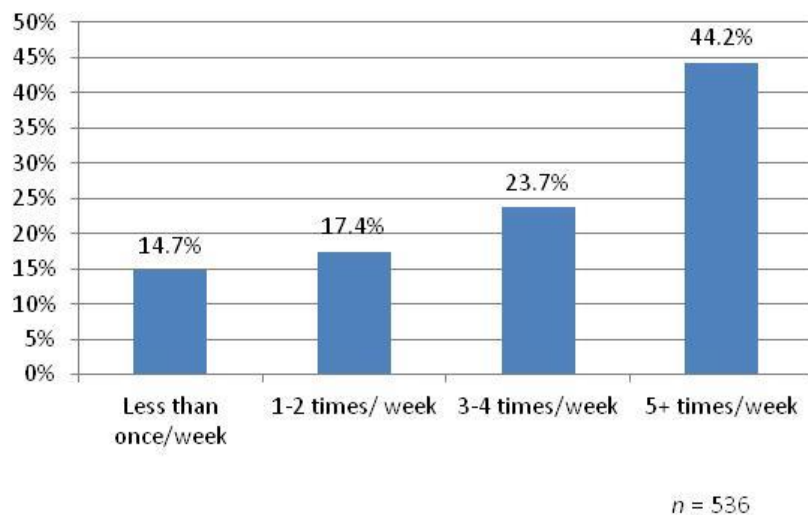
Exhibit 3.3.11 Potential Increase in Usage if Service Improvement Implemented



**Question 12: How often do you ride TIME?**

Most survey participants can be classified as frequent riders, with 85 percent using the service at least once a week and 44 percent doing so five or more times per week. This relatively high usage is not surprising given the majority of riders surveyed reported not having access to a personal vehicle.

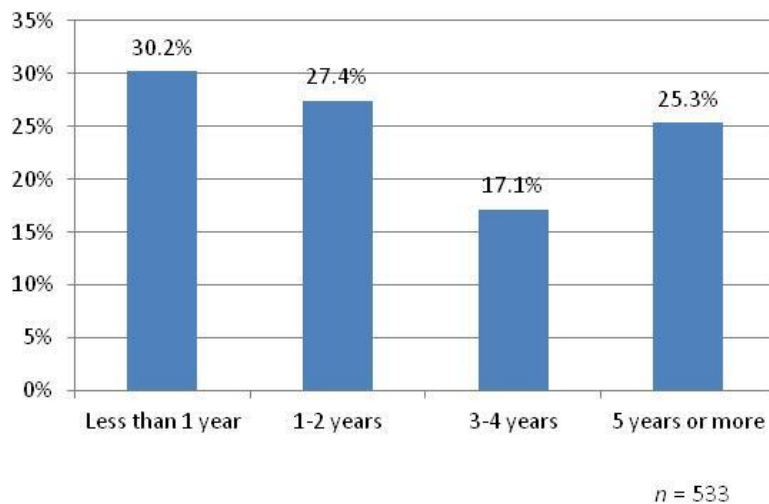
Exhibit 3.3.12 Frequency of Usage



**Question 13: How long have you been a TIME customer?**

The riders we surveyed were not disproportionately long-time riders or recent riders. Interestingly, the greatest share (nearly one-third), reported using TIME for less than a year. One possible explanation for this is that many who indicated using the service for less than a year could be students whose ridership tends to be seasonal.

Exhibit 3.3.13 Length of Patronage

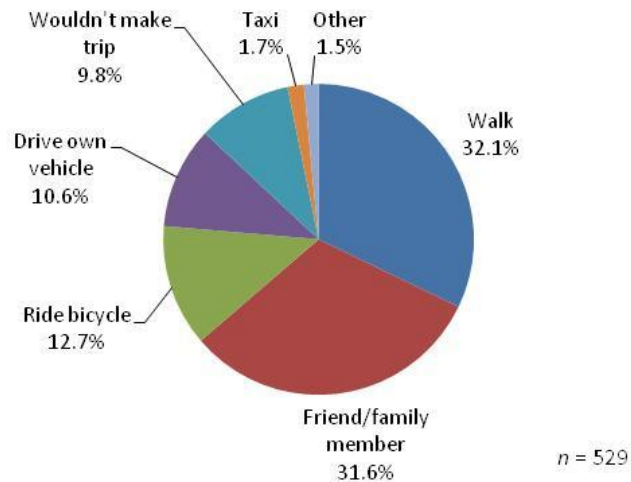




Question 14: How would you travel if TIME was not available?

Exhibit 3.3.14 underscores the important role TIME plays in a rider's ability to address his/her mobility needs. Nearly one-third reported they would ride with a friend or family member, which is often a less reliable option than transit, while another one-third selected walking as the alternative. Only ten percent said they would drive their own vehicle, further emphasizing TIME's customer base is primarily comprised of transit-dependent riders.

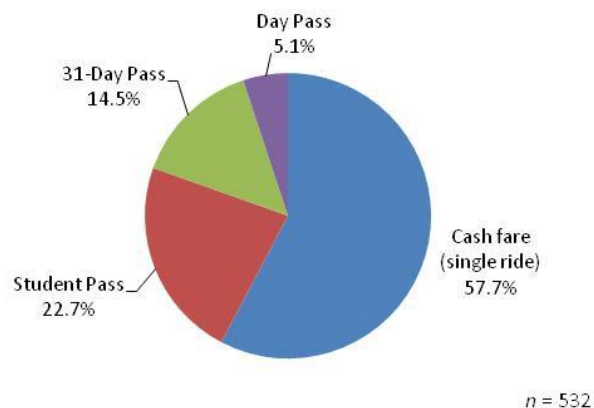
Exhibit 3.3.14 Mobility Alternatives



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

A majority of surveyed riders pay their bus fare via cash, and nearly 25 percent pay with a student pass. Given the findings noted in Questions 6 and 25, the relatively high percentage of riders paying with a student pass is not surprising. Many non-students likely pay with cash rather than a monthly pass as more than half of riders reported using TIME four times per week or less, and a rider must use a monthly pass more than four times per week in order for the per-ride cost to be less expensive than paying with cash.

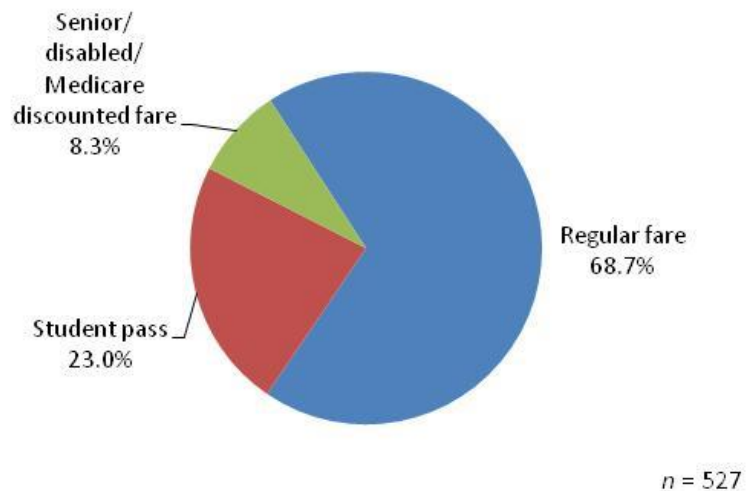
Exhibit 3.3.15 Method of Fare Payment



Question 16: What fare category typically applies to you?

As one might expect given the findings to Question 15, nearly 25 percent of surveyed riders reported using a student fare, eight percent paid a discounted (senior/Medicare) fare, and the balance paid the regular adult cash fare.

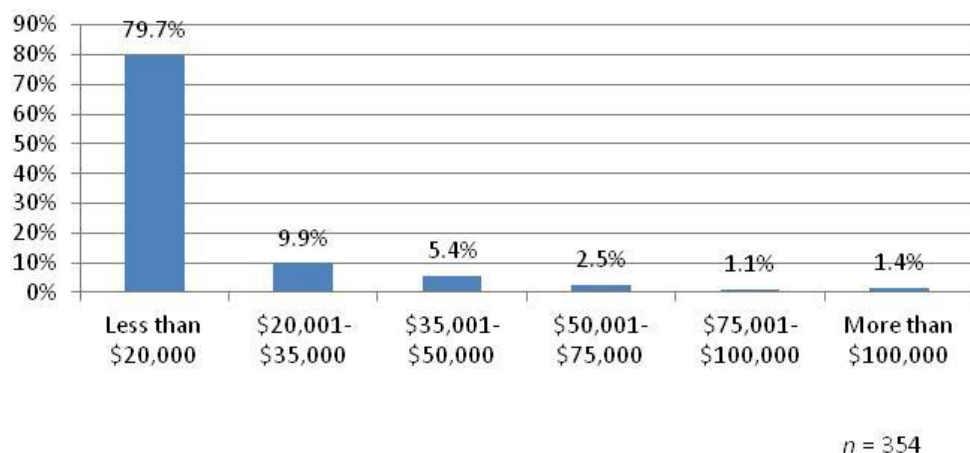
Exhibit 3.3.16 Fare Category



Question 17: What is your approximate annual household income?

Eighty percent of surveyed riders reported their household incomes to be less than \$20,000 annually. In comparison, only 46 percent of community survey respondents indicated being from households earning less than \$20,000 annually. This suggests TIME riders have lower incomes than Tulare's overall population.

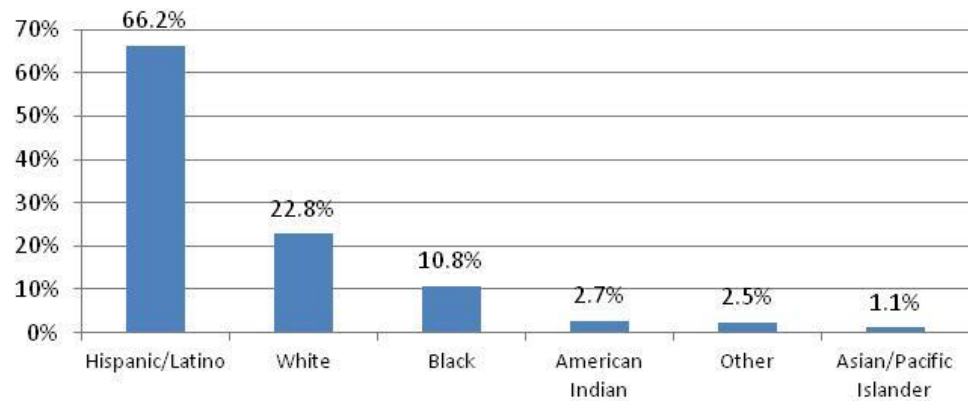
Exhibit 3.3.17 Annual Household Income



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

Approximately two-thirds of surveyed riders identified themselves as Hispanic/Latino. The ethnic breakdown of surveyed riders is similar to those of the city as a whole, which Census 2012 identifies as 62 percent Latino and 32 percent white. Thirty-two survey respondents also identified themselves as two or more races, therefore the responses in Exhibit 3.3.18 add up to more than 100 percent.

Exhibit 3.3.18 Race/Ethnicity

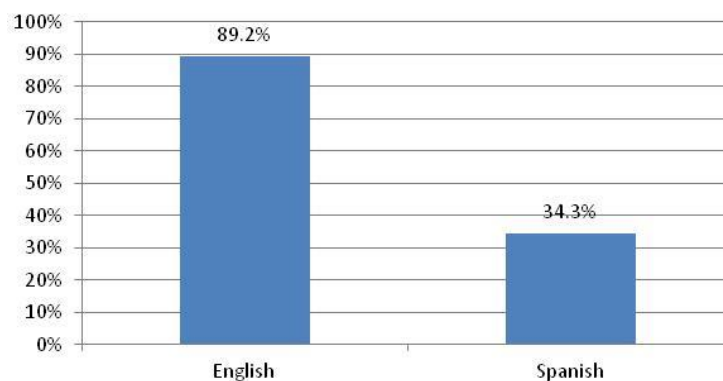


n = 527, multiple responses allowed

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

Nearly 90 percent of surveyed riders reported speaking English at home, while slightly more than one-third reported speaking Spanish. The data in Exhibit 3.3.19 add up to more than 100 percent as respondents were allowed to select more than one language.

Exhibit 3.3.19 Language Spoken at Home

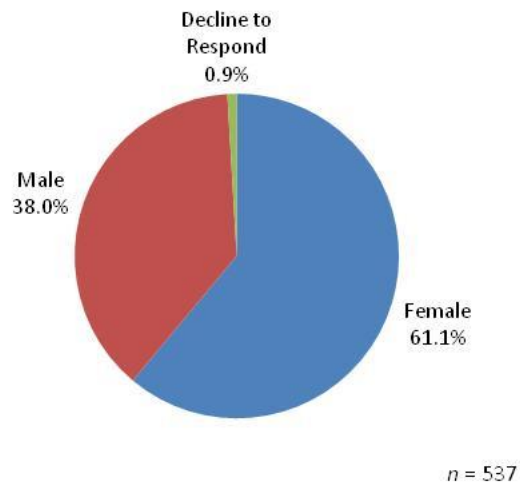


n = 539, multiple responses allowed

Question 20: What is your gender?

More than 61 percent of surveyed riders selected female, while 38 percent cited male. By comparison with the City's overall population (which Census 2012 estimates to be 50 percent female) females are over-represented among TIME riders.

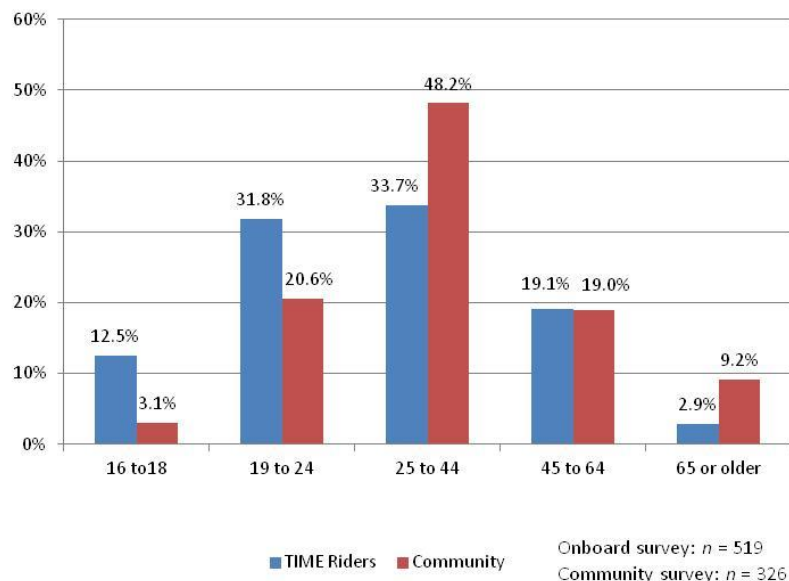
Exhibit 3.3.20 Gender



Question 21: What is your age?

As Exhibit 3.3.21 illustrates, surveyed riders appear to be generally younger than the Tulare population at-large (as revealed in the community survey), particularly within the 16 to 18 and 19 to 24 age categories. This younger age distribution is likely due to the fact that many TIME riders are students.

Exhibit 3.3.21 Age

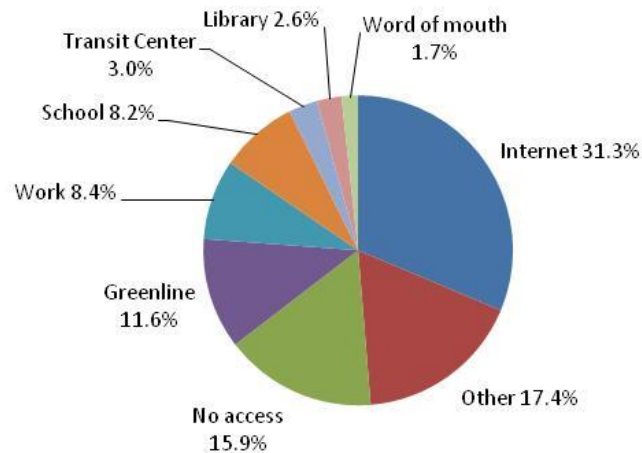


**Question 22: Where do you typically obtain information about TIME services?**

A significant number of surveyed riders indicated using the internet to obtain information about TIME services. This trend likely results from the generally younger age surveyed riders. The substantial proportion who reported obtaining service information from “other” sources indicated obtaining service information via the drivers and service brochures.

It should be noted that 16 percent of surveyed riders cited “no access” to TIME service information which suggests increased marketing and outreach efforts would translate to increased ridership.

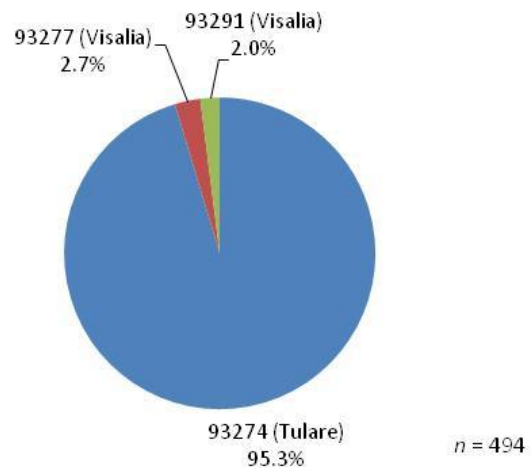
**Exhibit 3.3.22 Source of TIME Service Information**



**Question 23: What is your home ZIP code?**

Nearly all (95 percent) of respondents indicated living within the Tulare city limits. The balance cited Visalia which suggests individuals commute into Tulare for work trips and/or attendance at College of the Sequoias' Tulare satellite campus.

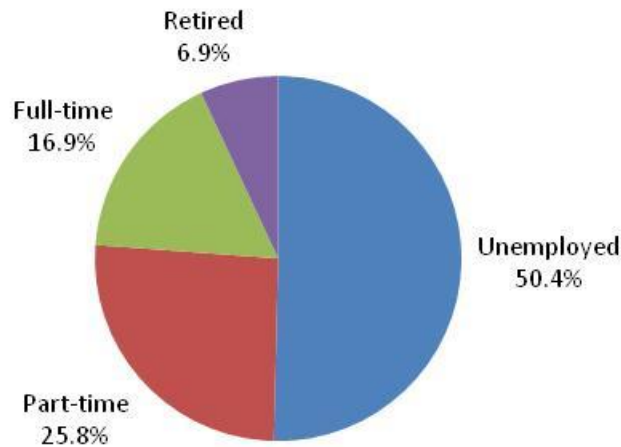
**Exhibit 3.3.23 Home ZIP Code**



**Question 24: Are you employed?**

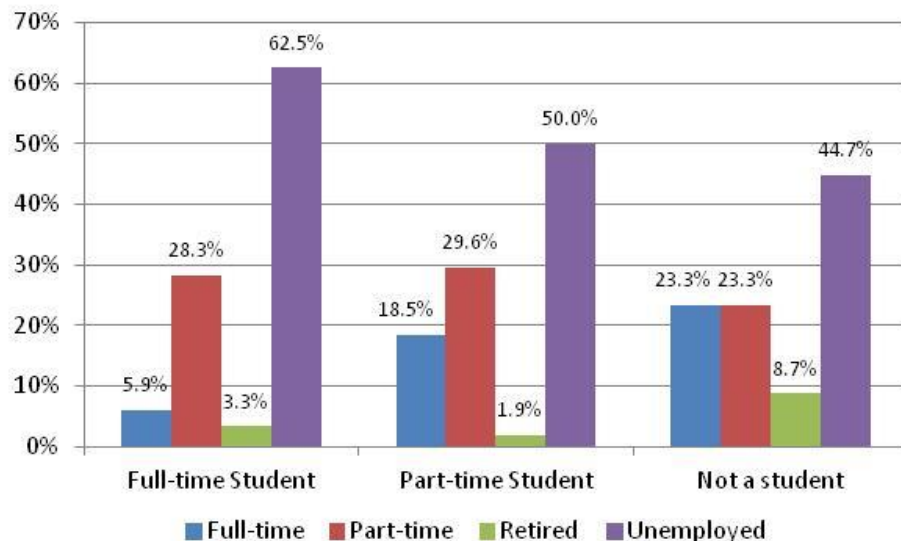
Forty-three percent of surveyed riders indicated being employed either part-time or full-time, while half reported being unemployed.

Exhibit 3.3.24 Employment Status



This significant incidence of unemployment may be due to the large share of school-age riders (who would not identify themselves as being employed in the traditional sense). While disability status was not included in this survey as a response option, many survey respondents indicated receiving some form of disability payments which might account for the large number of unemployed individuals that did not indicate student status.

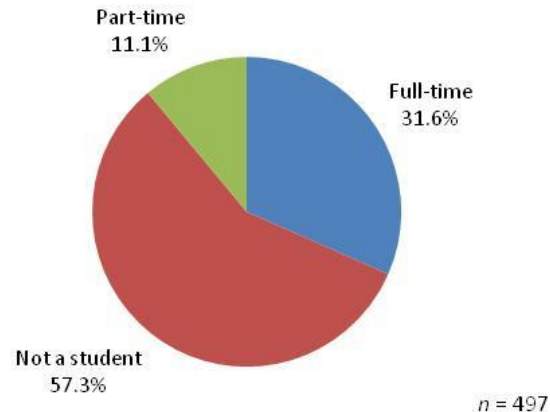
Exhibit 3.3.25 Employment Status vs. Student Status



Question 25: Are you a student?

Collectively, full-time and part-time students comprised 43 percent of surveyed riders. This relatively high proportion of students may be due to Route 11X's service to College of the Sequoias' main campus in Visalia, as well as Route 7's service to Mission Oak High School and College of the Sequoias' Tulare satellite campus.

Exhibit 3.3.26 Student Status



### 3.4 COMMUNITY SURVEY

To garner feedback from the general public, community surveys were distributed to residents of Tulare, regardless of whether or not they were recent transit riders. Surveying the general community can often reveal service recommendations that may enhance transit's position as a mobility option, particularly among "choice riders."<sup>9</sup> Community intercept surveys were conducted at the Tulare Farmers Market and Tulare County Fair between September 11, 2013 and September 14, 2013. The survey was also distributed to a random-sampling of 250 Tulare households, as well as made available on the City's website.

The community survey was made available in English and Spanish and conducted by a survey team comprised of bilingual (English/Spanish) surveyors. A total of 363 responses were collected through the combination of methodologies.

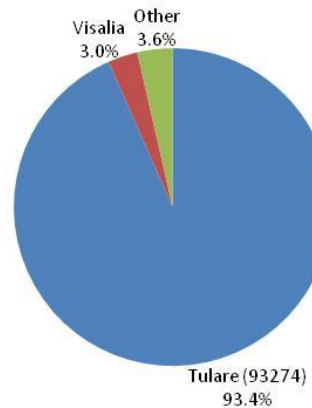
The community survey provides a broader perspective about the role TIME services play in the community. It also provides an important contrast between people who have and have not used TIME services recently, giving insight into differences between riders and non-riders as well as potential barriers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

<sup>9</sup> A "choice rider" is defined as a transit rider who has other mobility options (such as a personal vehicle) but chooses to use transit.

Qualifier: What is your ZIP code?

This question was used to determine the number of responses from Tulare residents versus visitors. The vast majority (93 percent) of community survey respondents lived in the 93274 ZIP code, which includes the entire city of Tulare. Other ZIP codes, each of which was listed by five or fewer respondents, included 93277 in Visalia and 93272 in Tipton. This concentration of Tulare residents is not surprising given the lion's share of the surveys were collected via in-person intercept or through direct mail survey formats administered within the city of Tulare.

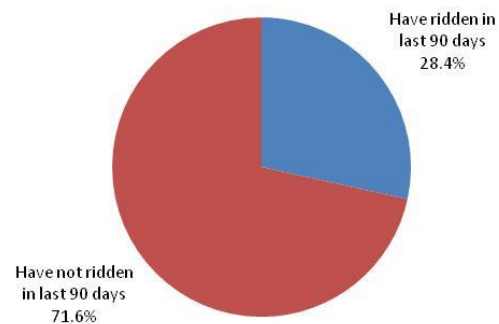
Exhibit 3.4.1 Respondent ZIP Code



Question 1: In the last 90 days, have you ridden either TIME's fixed-route bus service or the TIME Dial-A-Ride service?

The majority of community survey respondents (72 percent) reported not having used any TIME services within the prior 90 days. Going forward, we will consider respondents who have used TIME services within the prior 90 days to be "riders" and those who have not to be "non-riders."

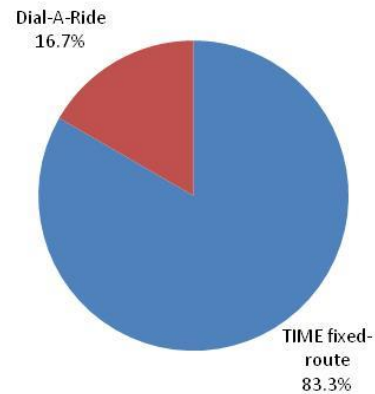
Exhibit 3.4.2 Propensity to Ride





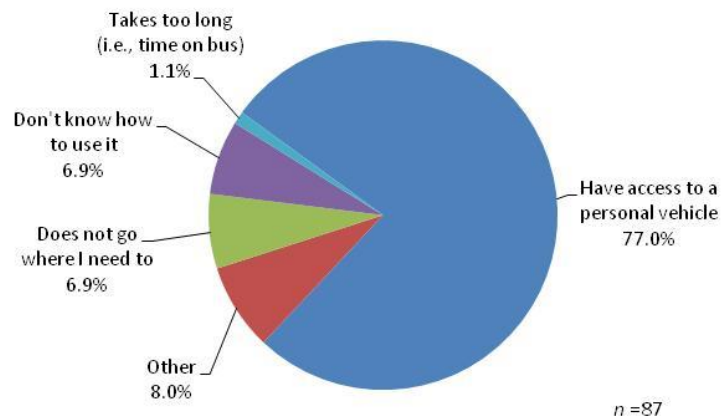
Among riders, 84 percent had used TIME fixed-route services, while 17 percent reported using TIME's Dial-A-Ride service. When asked why they did not use TIME services, 72 percent of non-riders indicated they instead had access to a personal vehicle.

Exhibit 3.4.3 Mode Used (Riders)



Non-riders were asked to indicate the primary reason for not using TIME. The primary reason cited by 77 percent of respondents was access to a personal vehicle. Other responses included riding with family, use of a bicycle, and a perception that the service is inconvenient.

Exhibit 3.4.4 Reason for Not Riding (Non-riders)

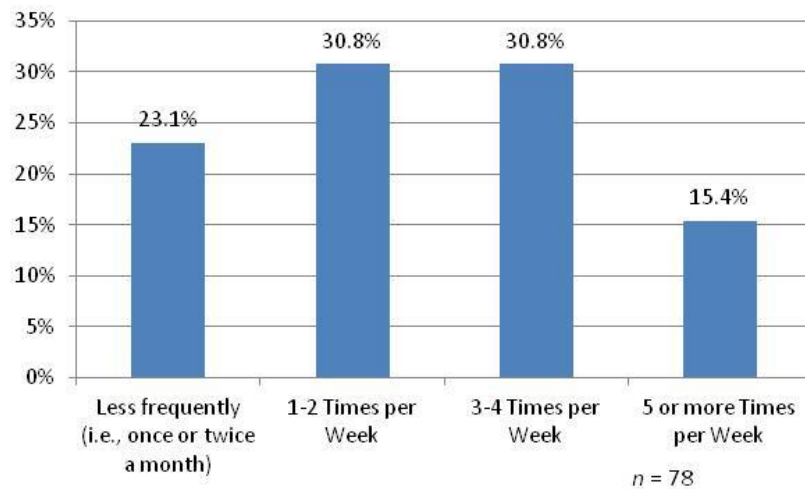


*Those answering "Yes" to Question 1 were asked to complete Questions 2 through 8. Those answering "No" to Question 1 were asked to skip to Question 9.*

Question 2: How many times in a typical week do you ride TIME? (Riders only)

In general, riders in our community survey sample used TIME services less frequently than riders in our onboard survey. Whereas 44 percent of onboard survey respondents used TIME services five or more times per week, only 15 percent of riders included in the community survey reported using TIME services with such frequency. Furthermore, while only 15 percent of onboard survey respondents reported using TIME services less than once a week, more than 30 percent of community survey riders reported using the service with that frequency.

Exhibit 3.4.5 Frequency of Use (Riders)

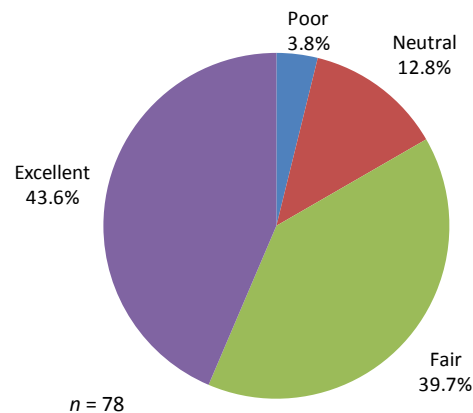


The significantly higher frequency with which onboard survey respondents tended to use TIME services is likely due to a higher likelihood of encountering a high-frequency user during the onboard survey. In other words, if a rider uses the bus more frequently, he/she will have had a higher probability of being included in our onboard survey sample versus a low-frequency user.

Question 3: On a four-point scale (where one is “poor” and four is “excellent”), how would you rate your overall satisfaction with TIME services? (Riders only)

Riders were generally satisfied with TIME services, with 44 percent rating the service as “excellent” and 40 percent rating it as “fair.” Nearly 13 percent were neutral in their opinion, while fewer than four percent rated it as “poor.”

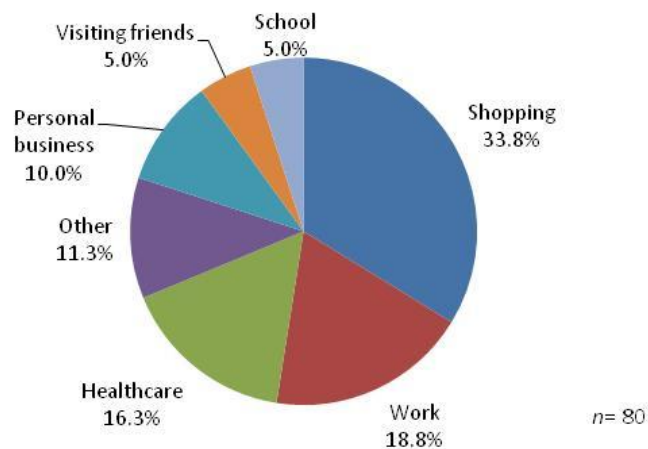
Exhibit 3.4.6 Customer Satisfaction (Riders)



Question 4: When riding TIME, what is your most common trip purpose? (Riders only)

The greatest number of TIME riders (34 percent) cited shopping as their most common trip purpose. In contrast, shopping was the reported trip purpose for only 19 percent of onboard survey respondents. In addition, whereas only five percent of community survey riders reported school as their most common trip purpose, 20 percent of onboard survey respondents reported using TIME services to travel to school.

Exhibit 3.4.7 Most Common Trip Purpose (Riders)



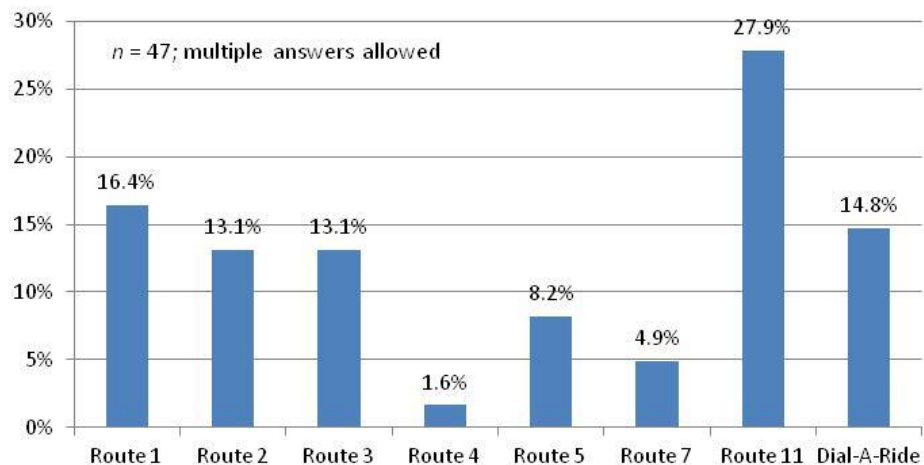
Important to note is that while Question 4 asked community survey respondents what their most common trip purpose is, onboard respondents were asked what the purpose was for the trip they were

taking at the time of surveying. This difference in phrasing may account for some of the differences in results as the trip purpose for the surveyed transit trip is not necessarily a rider's "most common" trip purpose.

**Question 5: When riding TIME, what route or service do you use most often? (Riders only)**

Route 11X was cited as the most frequently used route, with nearly 28 percent of rider respondents indicating its use. Route 1 was next (16.4 percent), followed closely by Dial-A-Ride (14.8 percent) and Routes 2 and 3 (13.1 percent each). While these figures are close to the City-provided data seen in exhibit 3.1.4, Route 4's customer reported ridership (1.6) is significantly less than actual ridership (14.1 percent). This is likely caused by fewer observations onboard Route 4, as well as riders whose trip included a transfer.

**Exhibit 3.4.8 Most Commonly-Used Route/Service (Riders)**



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

Riders were most satisfied with service accessibility, giving it an average rating of 3.89 out of five possible points. Bus stop safety and onboard comfort were also ranked high (3.86 and 3.85, respectively). Rider respondents were least satisfied with service frequency, giving it an average rating of 3.57.

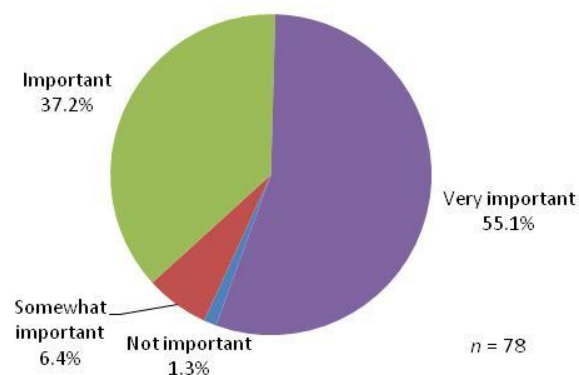
Exhibit 3.4.9 Service Attribute Ratings (Riders)



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

As noted in the onboard survey, cost was a significant factor in deciding whether to use TIME services, with 55 percent of riders stating it was “very important” and another 37 percent indicating it was “important.” One respondent cited cost as being “not important.”

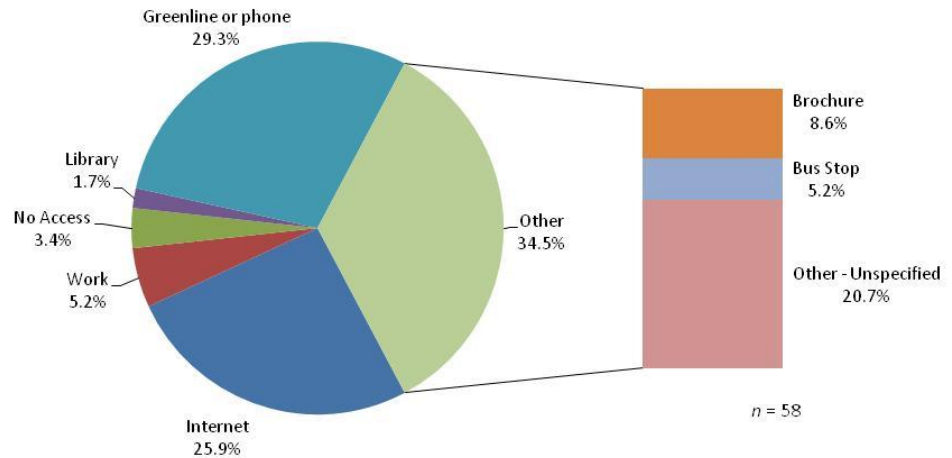
Exhibit 3.4.10 Price as a Determinant (Riders)



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

Nearly 30 percent of riders use the telephone to obtain transit information, either through the Greenline or another source. Just over one-quarter use the internet, while more than one-third cited other sources, including the bus stop or transit brochure.

Exhibit 3.4.11 Service Information Source (Riders)

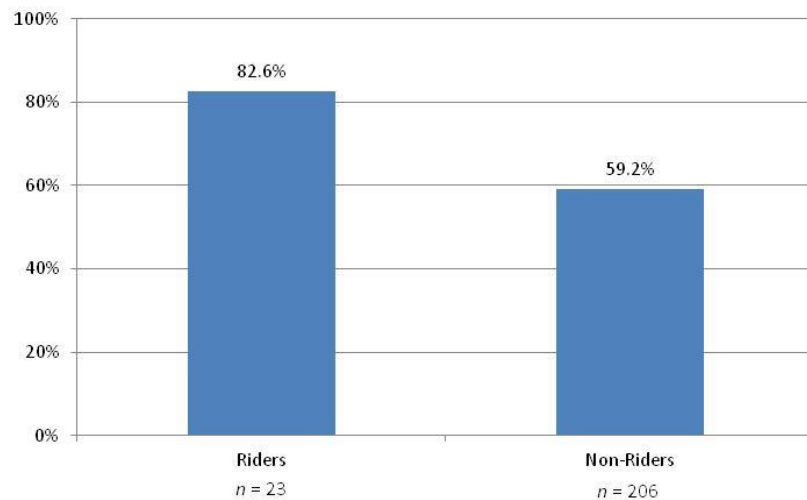


All respondents were asked to complete Questions 9 through 24.

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

Nearly 60 percent of non-riders said they knew the location of the TIME bus stop nearest their home. This high figure suggests that many non-riders are aware of the service and are also familiar with its proximity to their residence.

Exhibit 3.4.12 Awareness of Closest Bus Stop



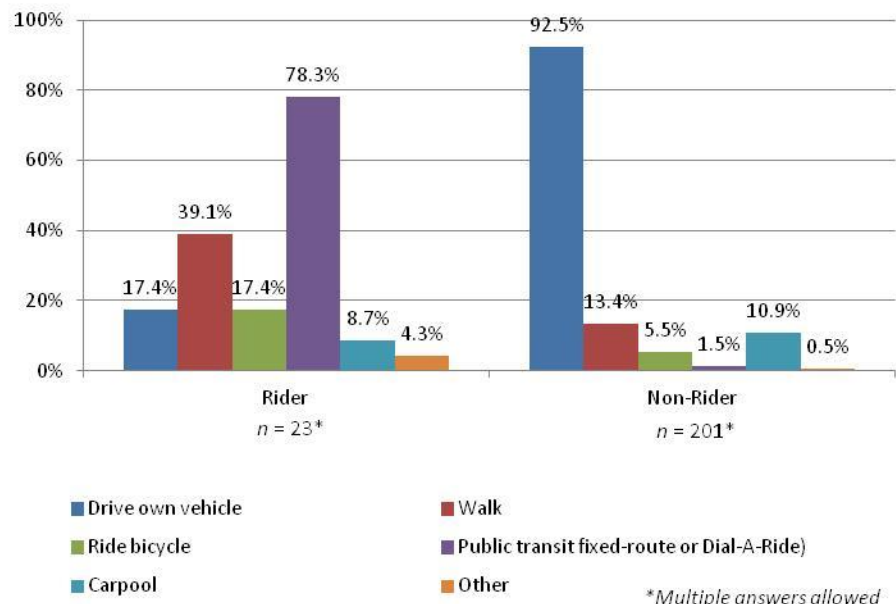
Interestingly, 17 percent of riders indicated they did not know the location of the TIME stop nearest their home. However, this 17 percent reflects only four respondents. Therefore, it is likely these respondents are Dial-A-Ride users who do not use the City's fixed-route services. Note: A large percentage of those who identified themselves as riders did not respond to this question.

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

Respondents were asked to indicate, in no particular order, the two transportation modes they use most often when traveling within Tulare. Nearly all non-riders (more than 92 percent) reported driving as one of their two most common modes of travel, while more than 13 percent included "walk" and 11 percent "carpool" among their top travel modes.

Among riders, 78 percent indicated public transit such as TIME's services as one of their top two modes, while over 39 percent stated walking as one of their two primary travel modes. The high proportion of riders indicating transit as one of their primary transportation modes suggests that TIME services play a vital role in the Tulare community's overall mobility.

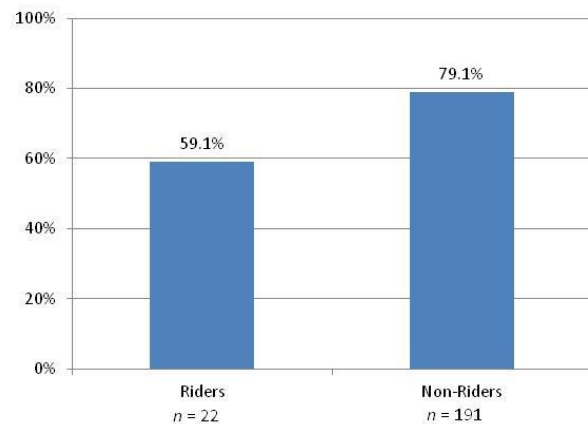
**Exhibit 3.4.13 Most Common Methods of Travel**



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

Approximately 79 percent of non-riders reported having internet available in their home, while only 59 percent of riders indicated having such access. However, while most of the 209 surveyed non-riders responded to this question, only 21 of the 83 riders responded. Given this fairly small sample size, it is difficult to conclude whether non-riders have significantly more access to internet than do riders.

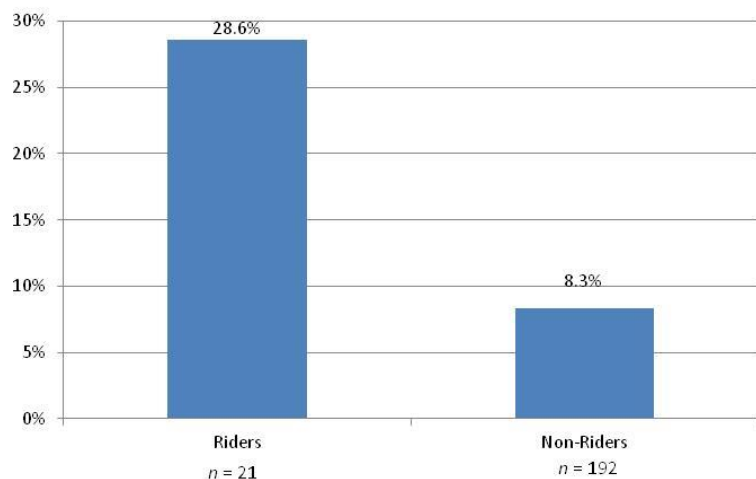
**Exhibit 3.4.14 Internet Access**



**Question 12: Have you visited the TIME or GoTulareCounty website within the past 90 days?**

Only eight percent of non-riders reported visiting either the TIME or GoTulareCounty website within the prior 90 days, while approximately 29 percent of riders visited one or both of the sites. This finding is not particularly surprising given the majority of non-riders likely do not have a reason to visit either website as they do not regularly use transit services. However, given the generally high internet penetration among Tulare households, these websites serve as a valuable access point for “potential” riders, or individuals who may want to use public transit, but need more information in order to do so.

**Exhibit 3.4.15 Transit Website Visitation**

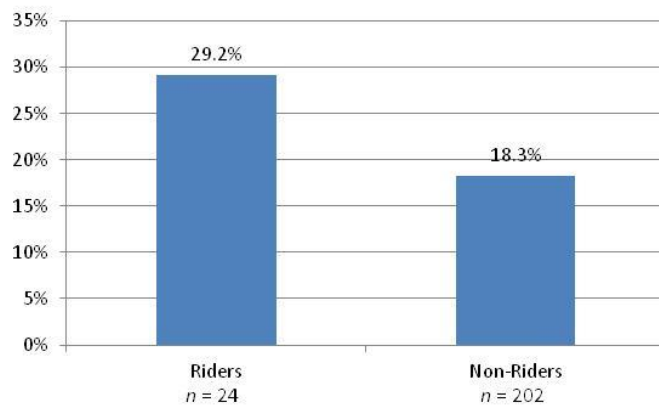




Question 13: Have you seen any advertising for TIME within the past 90 days?

Just over 18 percent of non-riders reported seeing TIME advertising within the past 90 days, while nearly 30 percent of riders stated they had seen such advertising. Non-riders reported seeing advertising for TIME services primarily on TIME vehicles, though four reported seeing TIME advertising in the newspaper.

Exhibit 3.4.16 Have seen TIME Advertising



Question 14: If your typical/normal method of travel was not available, would you consider riding TIME?

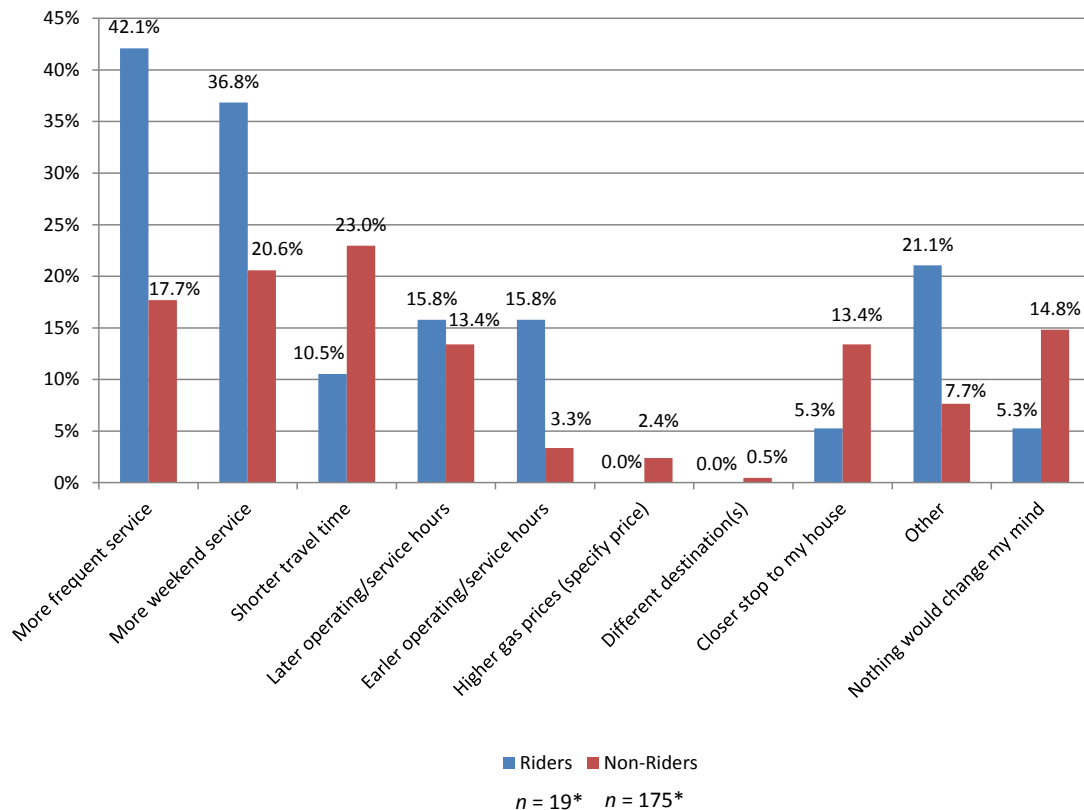
Most non-riders (88 percent) indicated they would consider using TIME services if their typical mode(s) of travel were not available. This high proportion indicates that TIME services provide value even for non-riders as they may act as a “backup” travel option in the event that a non-rider’s normal travel mode is unavailable, such as their car breaking down, their carpool partner being unavailable, having a disability that prevents them from driving, etc. All rider respondents stated they would use TIME if their normal method of travel were not available.

Question 15: What change, if any, could cause you to ride TIME fixed-route or demand-response? (select up to 2)

Shorter travel time was cited by the greatest share of non-riders (27 percent) as being a change that would encourage them to begin using TIME services. A desire for shorter travel times among non-riders is not surprising given the majority of non-riders typically travel within Tulare by driving, which in nearly all cases is faster than traveling via transit. Other popular improvements among non-riders include more weekend service (25 percent) and more frequent service (21 percent).

For the 29 riders who answered this question, we interpret their answers not so much as what improvements would cause them to *begin* using TIME services, but rather what would get them to use TIME services *more*. The largest share of riders (42 percent) indicated increased service frequency as the improvement that would most encourage them to increase their use of TIME services. Following increased service frequency, 37 percent of riders desired more weekend service.

Exhibit 3.4.17 Service Change That Would Result in Transit Usage



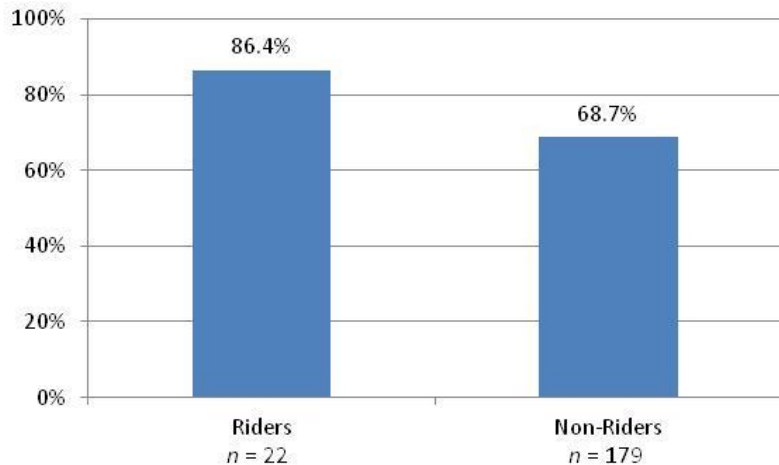
\*Multiple responses allowed

Important to consider as well is that significant shares of both riders (37 percent) and non-riders (25 percent) stated that they would either begin using TIME services or use the services more if there was increased weekend service.

Question 16: If your employer offered discounted TIME bus passes, would this cause you to begin riding the bus?

More than two-thirds of non-riders indicated they would begin using TIME services if their employer offered discounted TIME bus passes. Although the amount of the subsidy was not specified, this high rate of positive responses suggests that a program wherein employers offer subsidized transit passes could be an effective way to increase ridership for TIME as well as other transit options in the county.

Exhibit 3.4.18 Impact of Discounted Passes

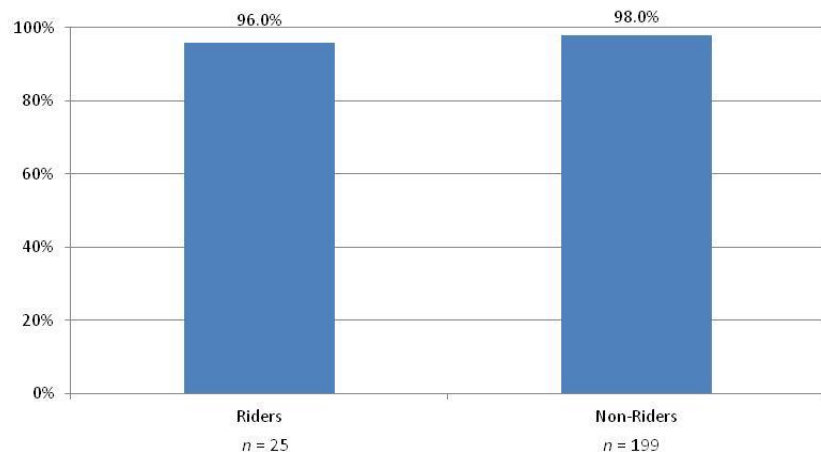


As with Question 15, we interpret rider responses in terms of whether a discount pass program would cause them to use TIME services *more*, rather than whether it would cause them to *begin* using the service. A higher share of these 22 riders (86 percent) indicated they would use TIME services more if their employer offered discounted transit passes. Although this sample size is small, it further suggests that offering a discount pass program to employers would increase ridership.

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

Nearly all respondents (96 percent of riders and 98 percent of non-riders) believe transit plays a significant role in their community's quality of life. This encouraging finding indicates there is strong support for continued transit service in Tulare even among survey participants who indicated not riding public transit. The particularly high positive response among non-riders could be connected to their responses to Question 14, which suggest that non-riders view TIME as an important alternative in case their typical mode of travel is not available.

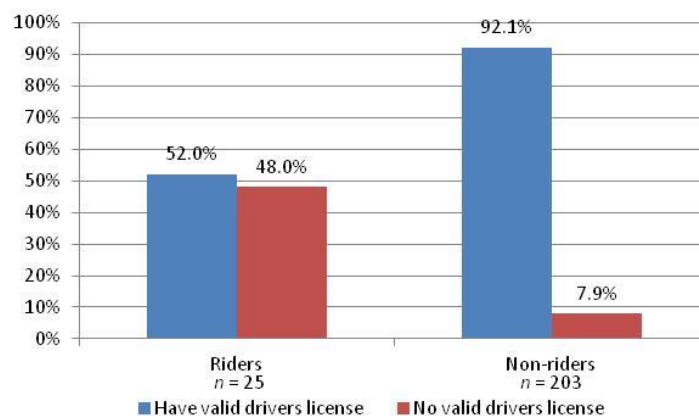
**Exhibit 3.4.19 Transit Impact on Quality of Life**



**Question 18: Do you have a valid driver license?**

More than 92 percent of non-riders reported having a valid driver license. This is in line with non-riders' responses to Question 10, wherein a vast majority stated that driving was one of their primary modes of travel within Tulare. In sharp contrast to non-riders, only 52 percent of non-riders reported having a valid driver's license. However, only 25 riders responded to this question.

**Exhibit 3.4.20 Valid Driver License**

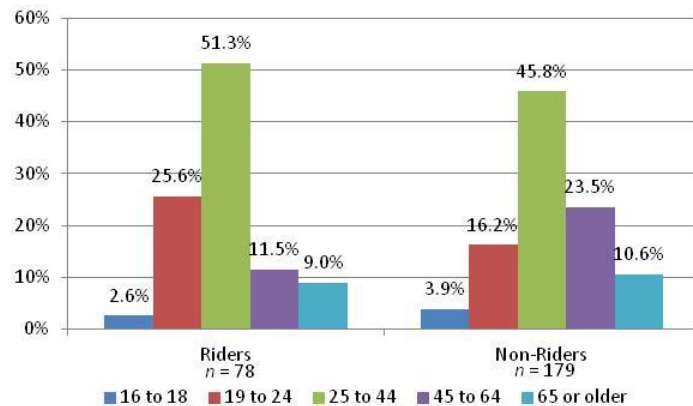


## Demographics

### Question 19: What is your age?

As discussed in our analysis of onboard survey data, riders tended to be, on average, younger than non-riders. In particular, while just over 16 percent of non-riders belonged to the 19 to 24 age group, nearly 26 percent of riders did. This difference is roughly in line with our onboard survey findings, which indicated a significant share of TIME users are students and are therefore more likely to fall within younger age brackets.

Exhibit 3.4.21 Age



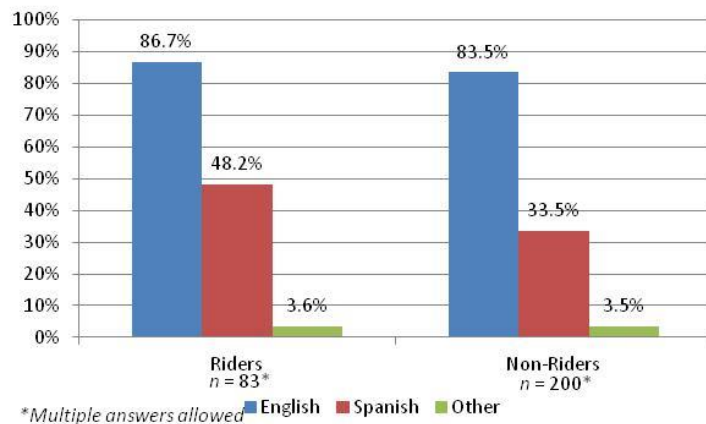
### Question 20: What is your gender?

Sixty-three percent of riders and 57 percent of non-riders were female, while according to the 2012 Census, females comprise 50 percent of Tulare's overall population. The disproportionately high number of female respondents among the rider population is in line with our onboard survey findings, which showed approximately 61 percent of riders to be female. The high proportion of females among non-riders suggests females may be over-represented in the sample. A small number of respondents (six percent of riders and 5.3 percent of non-riders) declined to respond to this question.

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

Most riders (87 percent) reported speaking English in their home, though nearly half (48 percent) reported speaking Spanish and three percent reported speaking some other language. A similar number of non-riders (84 percent) spoke English, but a significantly smaller share (34 percent) spoke Spanish, suggesting TIME riders are more likely to speak Spanish than non-riders.

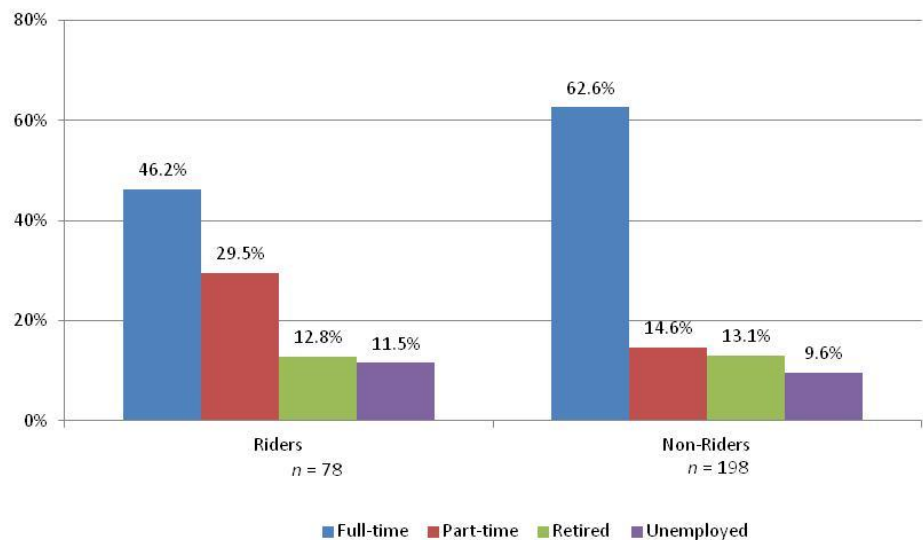
Exhibit 3.4.22 Home Language



Question 22: Are you employed?

Employment rates were similar for both riders and non-riders, with 77 percent of non-riders and 75 percent of riders being employed at least part-time. Riders were twice as likely as non-riders to be employed part-time (29 percent for riders versus 15 percent for non-riders). This higher rate of part-time employment among riders may be connected to the finding to Question 23, showing that riders are more likely to be at least part-time students.

Exhibit 3.4.23 Employment Status

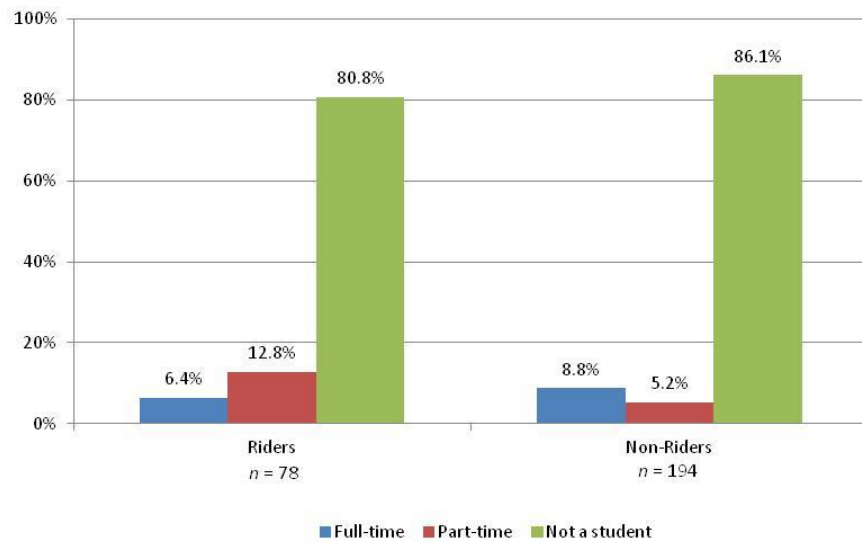


Interestingly, the unemployment rate for riders in our community survey sample (10 percent) is significantly lower than the 50-percent unemployment rate reported among riders in our onboard survey. One possible explanation for this sharp difference is that riders in our community survey sample were half as likely to be students as onboard survey respondents (43 percent of who reported having at least part-time student status).

**Question 23: Are you a student?**

As mentioned above, riders were somewhat more likely than non-riders to be students, with 19 percent of riders being at least part-time students and 13 percent of non-riders being at least part-time students.

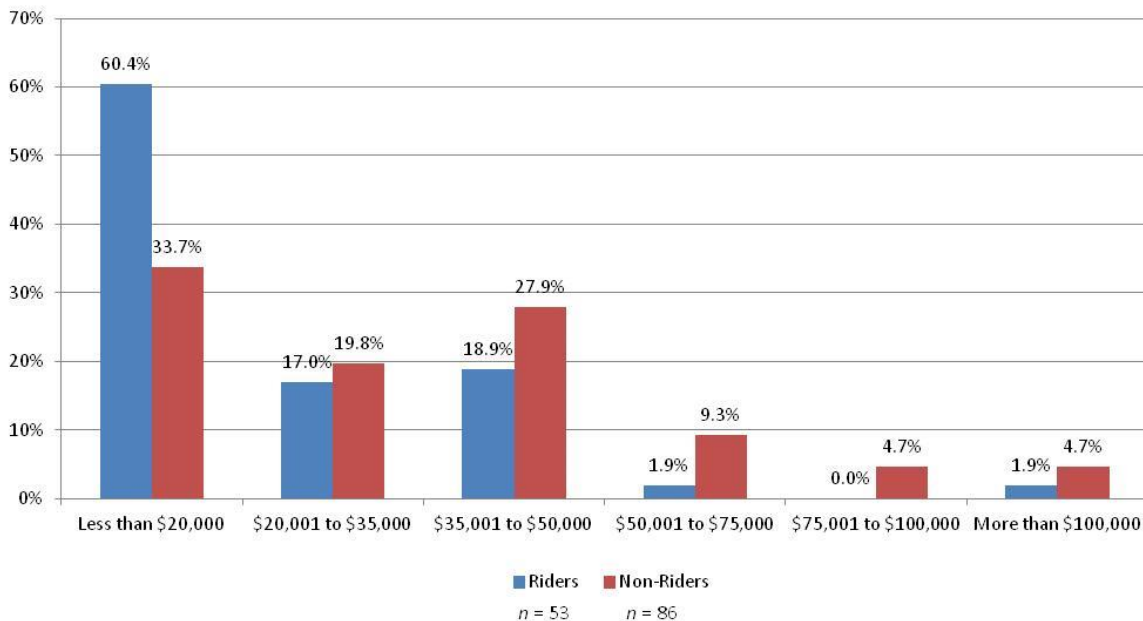
Exhibit 3.4.24 Student Status



Question 24: What is your approximate annual household income?

Riders were significantly more likely to be low-income than non-riders, with 60 percent being within in a household earning less than \$20,000 annually. In comparison, only 34 percent of non-riders reported living in a household earning less than \$20,000 annually. However, among riders included in the onboard survey sample, nearly 80 percent indicated a household income of less than \$20,000. Given the substantially larger sample size of riders in the onboard survey, we believe this to be closer to the real proportion of riders living in low-income households.

Exhibit 3.4.25 Annual Household Income



### 3.5 STAKEHOLDER SURVEY

To garner feedback from Tulare community stakeholders, self-administered surveys were mailed to a City-approved list of community groups/organizations. Local stakeholders can provide key insight into the needs of specific groups within a community. Stakeholders can also provide valuable information as to how an organization addresses the mobility needs of its clientele, and how public transit might better assist in meeting said needs. Approximately 115 stakeholder surveys were mailed out along with postage-paid return envelopes. These were followed by telephone calls in which stakeholders were reminded of the survey and given the opportunity to complete it over the phone.

The stakeholder survey was made available in English and Spanish, and resulted in a total of 14 responses through the combination of methodologies.



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

**Question 1: What organization or clientele do you represent?**

The first question acts as a qualifier, in order to identify the type of organization that has responded. Exhibit 3.5.1 below categorizes each of the surveyed organizations their primary focus/clientele. As seen below, responses were captured from a wide array of organizations, reflecting various interests within the community.

**Exhibit 3.5.1 Stakeholder Survey Respondents**

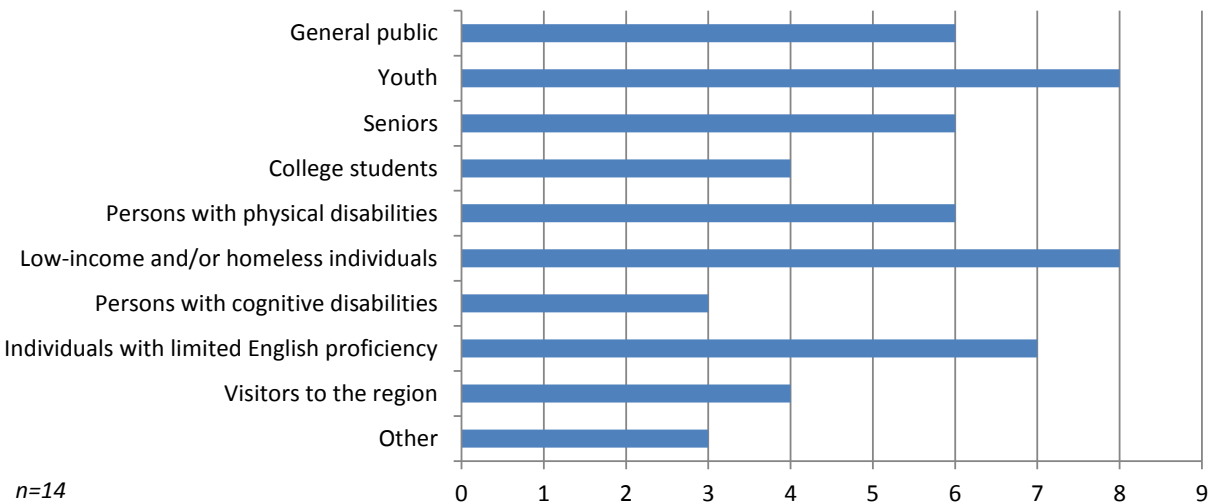
Stakeholder Survey Respondents
Nestle Dreyers Ice Cream
Oak Valley Union School District
Tulare Church of God
Tulare Community Health Clinic
Tulare Downtown Association
Tulare Industrial Center, Inc.
Tulare Joint Union High School District
Tulare Public Library
Tulare School District
Tulare Senior Community Center
Tulare Silvercrest Residence
Turning Point Central One Stop
University of California Davis, VMTRC
Wayside Church of the Nazarene

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

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

Given many organizations serve a diverse clientele, Question 5 asks respondents to identify which groups they represent. Exhibit 3.5.2 shows the number of times each group was selected. As expected, most stakeholder groups indicated serving more than one demographic or client group. Therefore, the number of responses exceeds the number of stakeholder groups surveyed. The most commonly cited groups (youth, low-income individuals, the homeless, and persons with limited English proficiency) correspond to the most frequent transit riders as evidenced by the on-board surveys.

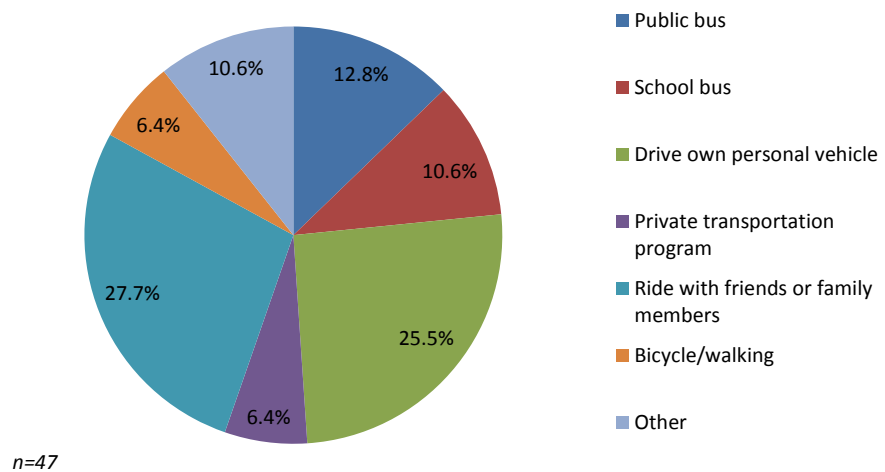
Exhibit 3.5.2 Frequency of Use (Riders)



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

Stakeholders were asked to identify their clientele's most common means of transportation. Exhibit 3.5.3 below presents the findings. Similar to Question 5, respondents were allowed to select more than one option, meaning between the 14 stakeholder groups a total of 47 options were selected. As seen in the exhibit, "ride with friends or family members" and "drive own personal vehicle" were the two most common responses at 27.7 and 25.5 percent, respectively. "Public bus" was the third most common response at 12.8 percent. Estimated transit ridership by stakeholders is lower than the 28 percent as revealed in our community surveying efforts. Following our findings in Question 5, this suggests increased cooperation between local stakeholders and the City's transit program would likely result in increased ridership.

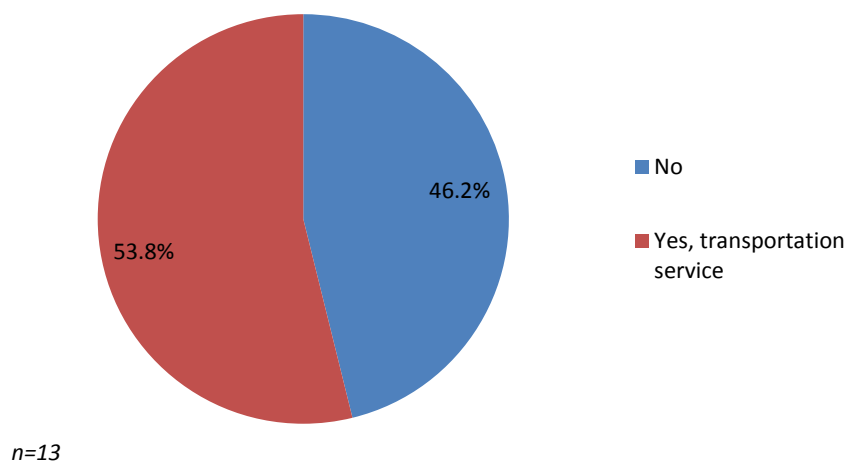
Exhibit 3.5.3 Clientele Mode of Travel



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

Of the 13 stakeholders that responded to this question, 53.8 percent indicated they provided some form of transportation to their clientele, while 46.2 percent stated they did not offer any form of transportation or transit subsidy. Three of the stakeholders were schools or school districts which transport students using their own school buses. Other stakeholder groups providing such services include transportation to/from senior centers as well as transportation for seasonal agricultural workers. These providers offer a service specific to the needs of their clientele, such as direct service to farming locations, which would not be an appropriate use of publically-funded transit services. However, working with these operators might help improve overall connectivity for residents. For example, if agricultural workers meet at a particular location, then take the van into the field, the City could offer information on accessing the collection point via transit or how to organize employee-based transportation funds.

Exhibit 3.5.4 Agency-provided Transportation



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

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

Organizations listed a variety of needs, some of which (e.g., installation of traffic signals) can’t be addressed by a transit provider. A number of stakeholders cited a lack of transit service to their respective locations. Some groups citing lack of transit service such as the UC, Davis, VMTRC were well outside of the TIME service area and had little other potential trip generators nearby. However, at least

two stakeholder groups reported a lack of transit service to their establishment despite each having bus stops in close proximity. This lack of information can easily be addressed through increased outreach to local stakeholders to ensure their organization/clientele know about the City's public transit services. Similarly, an Oak Valley Union School District representative noted students often can't attend evening school activities as the school bus doesn't operate after normal school hours. Additional outreach to local schools regarding the availability of TIME services could provide students with an alternate travel option.

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

As a follow-up to Question 8, respondents were asked to provide suggestions regarding how to improve transit services. Of the 14 stakeholder groups surveyed, eight provided responses to Question 9, while a total of three responses were related to transit (i.e., some groups requested road and other infrastructure improvements).

- One request was to improve on-time performance, which did also appear to be an issue on some routes as noted in our service evaluation.
- The second request was related to spare vehicles. The respondent indicated a need for more back-up vehicles to prevent the deterioration of on-time performance when one or more transit vehicles break-down. This was also noted during the visioning workshop to which City staff indicated an upcoming vehicle procurement would likely alleviate this issue.
- The final stakeholder suggested two improvements: increase the service frequency to every 15 minutes and to offer day passes as a fare option.

### 3.6 MARKETING ASSESSMENT

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The City of Tulare rebranded its local public transportation program (previously known as Tulare Transit Express) as Tulare InterModal Express (TIME) at the direction of the city council, incorporating a new logo, color scheme, and updated materials. These aspects of TIME's marketing appear across the City of Tulare, on vehicles, and in transit collateral produced by the City and Tulare County Association of Governments.

In order to effectively assess TIME's marketing activities and materials, it is critical to understand its role within the community. TIME provides affordable and convenient transportation to a customer base of more than 60,000 Tulare residents and visitors and operates between the Tulare Transit Center and various destinations throughout the city. Visalia Transit (VT) and Tulare County Area Transit (TCaT) also provide service to Tulare. However, given the limited nature of VT's and TCaT's service in Tulare, TIME is effectively positioned as the community's primary public transit service. Given this advantage, TIME's biggest competition is the personal vehicle and offers significant cost savings versus a number of competing modes.

The marketing of TIME is the primary means of communication to existing and prospective customers and encompasses a wide variety of media. To gauge the impact of TIME's current efforts, questions regarding accessibility of information and public perception were included in the onboard and community surveys conducted in September 2013. Those findings will be incorporated into this assessment, which will review the following:

1. How do existing and prospective riders access information regarding the service?
2. Are the materials, activities, and messages appropriate to the target markets?
3. What public perceptions are widely held about the transit operator and its services?
4. Do the marketing messages and images reflect the community's vision and values?

### **Current Accessible Service Information**

Presented below is a breakdown of TIME's current marketing materials and media.

#### **Branding**

TIME's brand identity encompasses much more than simply its logos and colors. Customer service, promotions, materials, even its performance and public perception all play into its overall brand. However, for the sake of this marketing assessment, the focus will be on the aesthetics and utilization of TIME's brand.

Upon rebranding to Tulare InterModal Express, the City transitioned to a red and black color scheme and "TIME" logo, which features black lettering and a red outline. The full name is spelled out below the logo with "InterModal" appearing in red lettering. The slogan "Take TIME to go from place to place" also appears below the logo as well as independently on some of the vehicles. Additionally, a variant of the logo includes a three-dimensional red and black clock behind "TIME" with black arrows rotating around its circumference. The logo appears very clean and crisp where used. The slogan "Take TIME to go from place to place" is an interesting tagline. However, it may not connote a quick and easy connection, but rather one that is more leisurely paced.

#### **Printed Materials**

Materials such as printed brochures, schedules, and maps are often the cornerstone of public transit marketing as people plan their trips and look for general information about the service. The City's transit program includes the following:

##### **Fixed-route information**

While TIME does not currently offer its own branded fixed-route brochures, easy-to-read bilingual service information, including route maps and schedules for all seven routes can be found in TCAG's Tulare County Transit Guide (effective January 10, 2014). This guide also includes information on other transit providers from around the region and is distributed at the Tulare Transit Center and onboard TIME vehicles. During

surveying efforts in Fall 2013, we noted that some vehicles do not feature brochure holders. Therefore, Transit Guides are stored in boxes underneath the seats. The TIME information in the Transit Guide is produced chiefly in black and white with a full-color service map.

#### Dial-A-Ride (DAR) information

Limited DAR information is included within TCAG's Transit Guide. There isn't a brochure specific to the City's DAR services. Having a printed brochure as the source of information for the DAR service could be a valuable marketing component, especially considering that nearly 10 percent of the 2013 community survey respondents identified themselves as "seniors."

#### Online Media

The TIME webpage is an important first point of contact for many of TIME's existing and prospective customers. Currently the TIME page is located on the City of Tulare's website and provides information about fixed-route and DAR services via links to .pdf files. These .pdf files feature the same information and layout as can be found in TCAG's Transit Guide. The website also includes a hyperlink to the Tulare County Association of Governments' website, which takes the visitor to an "interactive" version of the Transit Guide comprised of links to .pdf files like those mentioned above.

The current TIME webpage does not feature any TIME-specific branding, including the logo or color scheme. Aside from the aforementioned .pdf files, the only additional content available on the site is general contact information for the service contractor, MV Transportation. All other links take visitors to pages associated with the City of Tulare and are not TIME-specific.

#### Bus Stops

TIME bus stops provide additional basic awareness of the public transit service in the city of Tulare. In some cases, observing a bus stop is the first indication that there is transit service in their area. As a best practice, all bus stops should have visible signage and display units (info-posts) that illustrate the route, service area and schedule. Depending on the area, benches and/or shelters are also available to protect customers while they are waiting for their buses.

In the City's 2007 Transit Development Plan (TDP), it was recommended the City add signage, benches and shelters to its current bus stops. Funds were supposedly allocated for this purpose. However, our field observations revealed this recommendation has not been completely implemented. The rebranding also adopted in the 2007 TDP has been incorporated into some of the bus stop signage via weather-proof stickers. However, some stops still feature the old Tulare Transit Express (TTE) logo and color scheme, as does the TIME office at the Tulare Transit Center, which still features "Tulare Transit Express" on the door. These inconsistencies can create confusion among riders and erodes the overall effectiveness of the brand.

### **Service Vehicles**

Currently, all TIME service vehicles feature the updated program logo, service name, tagline, and contact information, and brand identity. Headsigns and bike racks are featured on all TIME vehicles as well, providing existing and prospective customers with amenities that speak to their needs. There are also areas to display rider notices inside all TIME vehicles. However, field observations during community surveying in Fall 2013 revealed inconsistencies among driver attire, including uniforms from out-of-area transit programs.

The aforementioned components present marketing and messaging opportunities for the City of Tulare to reach current and prospective riders. With this understanding of TIME's current marketing efforts, materials, and media, we can effectively evaluate the four questions posed at the beginning of this assessment.

#### ***1. How do existing and prospective riders access information regarding the service?***

According to the onboard survey, more than 31 percent of respondents indicated "Internet" as their primary means of accessing transit information. Approximately 16 percent stated they did not have access to transit service information while nearly 12 percent indicated getting information via the Green Line. Additionally, more than 17 percent selected "other" but did not provide details. "Work" and "school" both garnered over 8 percent, while TCAG's Transit Guide was cited by fewer than 2 percent of respondents.

Interestingly, in the community intercept survey, 59 percent of current transit riders noted having access to the Internet in their home versus 79 percent of non-riders. Given the Internet received the greatest number of responses among current riders seeking service information, one could conclude that non-riders would also utilize TIME's website if effectively promoted. Additionally, the website also presents one of the strongest opportunities for enhancement given the modest nature of the site and the lack of TIME-specific branding. Only 8 percent of non-riders indicated visiting the TIME or GoTulareCounty websites within the prior 90 days, indicating additional promotion of these sites is needed.

Additionally, 18 percent of non-riders claimed to have seen TIME advertising within the prior 90 days. The advertising observed was defined by the respondents as chiefly on TIME vehicles and in the local newspaper, though print advertisements only garnered four responses and may not have been TIME-specific. As a measure of non-riders' awareness of TIME's services, nearly 41 percent could not identify the TIME bus stop nearest to their home. This is significant given TIME bus stops/shelters represent one of the primary components of the City's marketing given the absence of other outreach efforts.

#### ***2. Are the materials, activities, and messages appropriate to the target markets?***

To assess this aspect of TIME's marketing efforts, we must first identify the target markets (defined as those persons most likely to be receptive to specific marketing and/or messaging). By tailoring efforts to



the following target markets, each marketing component or campaign will communicate an understanding of their concerns, needs, attitudes, and behaviors.

*Transportation-disadvantaged individuals (Example: low-income persons).*

Persons of this demographic are a target market because of their limited mobility options due to age, low income, or limited access to a personal vehicle. The 2013 community survey revealed the majority of respondent households could be living below the federal poverty level, with an income less than \$20,000 annually.<sup>10</sup> This population segment often uses public transit as its primary means of transportation given no other options are available.

*Transportation-dependent individuals (Example: persons with disabilities and youth)*

Persons in this demographic category are a target market due to the freedom and independence TIME can provide for an affordable price. In many cases, a physical or cognitive disability results in the inability to operate a personal vehicle for individuals in this group, creating reliance upon public transit for their mobility needs. Youth also falls into this category because many are not yet old enough to drive or do not have access to a personal vehicle. These individuals are a key target market because they make up a significant portion of current TIME riders and their mobility needs most closely align with the City's current fixed-route service offerings.

*Choice riders (defined as persons with available mobility options that still opt to ride public transit)*

"Choice riders" are a target market because they offer the greatest opportunity for growth. "Choice riders" look at public transit as an alternative, in most cases, to solo driving. They choose transit for a number of reasons, including environmental and financial. The 2013 onboard survey revealed the current TIME customer base does not include many "choice riders," as nearly 60 percent cited their reason for using the service was the absence of alternative options. Therefore, this is an important market for ridership growth. Ready access to up-to-date TIME service information would play a key role in attracting future riders from this market segment.

While the utilization of a focused transit website is a solid way to address many demographic groups, it is also a strong way to appeal to transportation-dependent youth as well as "choice riders." Given the growing use of internet-accessible mobile devices, a focused website would be a valuable tool for TIME promotion.

The City does address the need for printed materials through incorporation of service information in the county-wide Transit Guide. However, printed materials represent another opportunity for ridership growth. The lack of TIME-specific collateral (e.g., route schedules and Dial-A-Ride brochure) limits

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<sup>10</sup> Defined as households of four or more with an annual income of less than \$23,550, according to 2013 U.S. Department of Health and Human Services federal poverty guidelines.

promotional potential among transportation-disadvantaged individuals that may lack ready access to a the Internet.

Service branding (defined here as logo and color scheme) translates to a visually appealing, easily recognized identity across all target markets. In terms of messaging, the limited nature of TIME's marketing efforts make it difficult to assess impact within the aforementioned target markets.

### ***3. What public perceptions are widely held about the transit operator and its services?***

Two primary groups are assessed below. First, the non-riding public and what might convince them to ride. Second, the opinions of current riders and how they believe the service could be improved.

#### **Non-riders**

During the community survey, 77 percent of respondents said their primary reason for not using TIME was access to a personal vehicle. However, 88 percent said they would consider riding TIME if their typical means of transportation was not available. Meanwhile, non-riders also indicated that shorter travel time (27 percent), more weekend service (25 percent), and more frequent service (21 percent) were all factors that could influence their use of public transit. In other words, they would use TIME if it offered them the same efficiency as their personal vehicle. This willingness to use the bus as a backup option indicates a potential receptivity to marketing/messaging, as does the effective communication of service improvements. However, the slogan "Take TIME to go from place to place" does not lend itself to changing this perception.

In light of these findings, increased messaging surrounding the positioning of TIME as an alternative to the personal vehicle could prove effective for the City. Transit market research indicates that if a two-person household reduced the number of vehicles used by one, it could save up to \$10,000 per year.<sup>11</sup> This information, if effectively communicated to "choice riders," could convince them to sample TIME. Meanwhile, nearly 69 percent of respondents indicated they would use TIME if their employer offered a discounted bus pass.

Overall, 98 percent of non-riders believe transit plays a significant role in the city's quality of life.

#### **Riders**

For current riders, the perception of TIME's services was assessed during the onboard survey by asking participants to rate a variety of service components ranging from on-time performance to safety to overall perception on a scale of 1 to 5 (1=poor and 5=excellent). Overall satisfaction was rated 4.11 by respondents (a strong "good-to-excellent" rating), indicating a high level of public perception.

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<sup>11</sup> <http://www.publictransportation.org/news/facts/Pages/default.aspx>.

The service attribute options included travel time, service reliability, operating hours, service frequency, onboard comfort, accessibility of service info, safety at stops, service accessibility, fare/cost, and onboard safety. “Travel time” was rated the lowest at 3.90, while “onboard safety” was highest at 4.18.

In terms of marketing, it is important to remember that accessibility to service information was rated highly at 4.07. Also, the aggregate ratings were all well above average for each service attribute, presenting a valuable marketing opportunity to retain current riders and attract new riders. Considering that 96 percent of current riders believe transit plays a significant role in Tulare’s quality of life, the fact TIME was rated so highly indicates efficiency in line with the community’s vision and values.

***4. Do the marketing messages and images reflect the community’s vision and values?***

The City of Tulare’s mission is “to promote a quality of life making Tulare the most desirable community in which to live, learn, play, work, worship and prosper.” As discussed previously, current and non-riders see public transit as playing a significant role in Tulare’s quality of life. This mentality validates TIME’s ultimate goal: “To provide affordable, reliable and efficient transit service that effectively meets the needs of City of Tulare residents who have limited mobility options, or those who choose transit for some or all of their local travel needs.” However, none of the City’s current transit marketing collateral includes any targeted marketing messages and/or images that communicate (or reflect) this goal.

As the City moves forward with promotion of its public transit program, it is important to feature its goal and the ways it is working to achieve it. Currently, TIME offers a service that complements the overall mission of the City, but does not effectively leverage opportunities to ensure the community knows about it. This general lack of awareness is illustrated by the demonstrated lack of awareness regarding nearest bus stops. While the City does present basic transit information in TCAG’s semi-annual Transit Guide as well as online, an increased level of outreach and promotion (marketing) could positively affect transit ridership and fare revenue.

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# 4

## OPERATIONS PLAN

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## CHAPTER 4 – OPERATIONS PLAN

This chapter presents the recommended transit service enhancements for the City of Tulare. The recommendations are based on the perceived needs of the community as identified by the various public outreach efforts, field observations, and discussions with City and TCAG staff as well as the updated service goals and objectives developed through discussions with City staff (see Appendix D). Given the City's pending change to FTA 5307 recipient status (as discussed in Appendix C), recommendations were also developed to ensure the City remains compliant with all federal funding requirements.

Recommendations within this chapter are segregated into operations, administrative, and marketing. Operations recommendations pertain to service delivery such as transit routes, schedules, and performance. Administrative recommendations are primarily no-cost improvements to existing data collection, reporting, and funding practices. Finally, marketing recommendations are provided along with rationale and suggested activities. Each is discussed in further detail on the following pages.

### Operations Recommendations

- Ensure service delivery to Matheny Tract,
- Modify Route 7 to provide service to East Tulare Villa,
- Improve Route 4 on-time performance,
- Improve Route 7 on-time performance,
- Extend Saturday service to 7:00 pm, and
- Revise fare policy to ensure FTA compliance.

### Administrative Recommendations

- Improve data management and record-keeping,
- Initiate bus stop improvement program,
- Expand and maintain a customer feedback mechanism, and
- Establish a formal Transit Advisory Committee.

### Marketing Recommendations

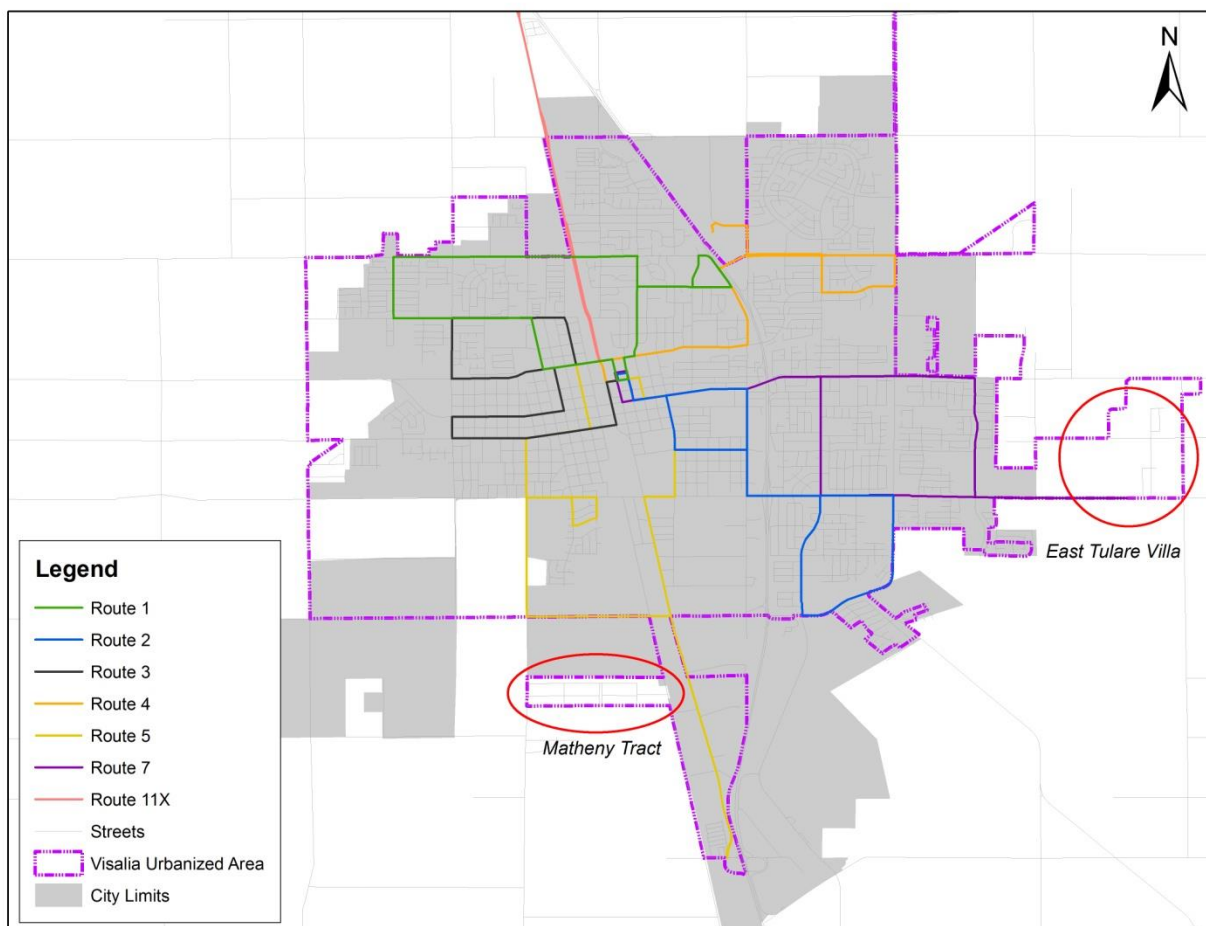
- Increase annual marketing budget in order to grow ridership and improve farebox recovery,
- Fully implement the Marketing Plan presented in the City's prior TDP,
- Increase promotion of TIME non-cash fare media, and
- Ensure all TIME promotional materials are available in Spanish.

## 4.1 OPERATIONS RECOMMENDATIONS

### Ensure service delivery within Tulare's portion of the Visalia Urbanized Area

As an FTA 5307 recipient, the City of Tulare is responsible for ensuring transit service delivery within the designated urbanized area (see Exhibit 4.1.1). While the TIME service area does not differ significantly from the Tulare portion of the Visalia Urbanized Area, two population clusters identified as disadvantaged<sup>1</sup> are either unserved or underserved (with respect to access to public transit). The Matheny Tract and East Tulare Villa are each on the outer limits of the current TIME service area yet within the boundary of the Visalia Urbanized Area (Exhibit 4.1.1). As such, recommendations were developed in order to ensure the provision of transit service to these communities while ensuring compliance with FTA Section 5307.

Exhibit 4.1.1 Tulare Portion of Visalia Urbanized Area



<sup>1</sup> City of Tulare Municipal Services Review Update, 2013.



While current FTA guidance does not require service to be provided to these areas, FTA Circular 9030.1E states that Section 5307 funds must be allocated “based on local needs and arrangements, and in coordination with the MPO.”<sup>2</sup> Therefore, should either the Matheny Tract or East Tulare Villa be identified as an unmet transit need that is reasonable to meet by TCAG, it is the City’s responsibility to fund that service using a portion of its 5307 funds. Recommendations for providing service to these communities are provided below.

*Ensure service delivery to Matheny Tract*

The Matheny Tract lies south of the city limits to the west of I Street. It is a 0.43 square mile residential community with a population of 1,202<sup>3</sup>. While not within Tulare city limits, the Matheny Tract is well within both the City’s sphere of influence and the Visalia Urbanized Area; City water service to the community is slated to begin in 2014. Currently, transit service to the Matheny Tract is provided by Tulare County. TCaT provides ten southbound and nine northbound trips per day between the Addie Avenue/Pratt Street stop and the Tulare Transit Center. TIME does not currently provide service to the Matheny Tract.

We recommend the City utilize a portion of the its Local Transportation Fund (LTF) monies to fund TCaT’s provision of service to Matheny Tract via its Route 20. TCaT Route 20 already operates along Pratt Street, thereby connecting the Matheny Tract with the Tulare Transit Center.

This service delivery scenario would require establishing an MOU with the County of Tulare. The MOU could also allow transit riders who board TCaT at the Pratt Street/Addie Avenue stop to transfer to TIME routes for free. Similarly, TIME passengers should be permitted to transfer to TCaT for free if their destination is the Pratt Street/Addie Avenue stop. Introduction of such a policy would be similar to the existing TIME transfer policy wherein drivers ask passengers if they will be alighting at the Matheny Tract, and if so distribute a color-coded transfer pass. Drivers would have to monitor passenger use of transfers to ensure riders do not take advantage of the system.

Given the County already provides transit service to the Matheny Tract, the most equitable means of subsidizing the service is through a cost per/trip arrangement. It is recommended that the cost be set so as to equal current TCaT fare-revenue prior to the MOU. In addition, the City would be responsible for using a portion of its Section 5307 funds to pay for the County’s transit service operating within the Tulare portion of the Visalia Urbanized Area.

*Install additional stop along Route 7 to serve East Tulare Villa*

Much like the Matheny Tract, East Tulare Villa lies just outside of City boundaries. Therefore, based on its location, as well as its identification as a “disadvantaged community” in the 2013 City of

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<sup>2</sup> FTA Circular 9030.1E, “Urbanized Area Formula Program: Program Guidance and Application Instructions,” January 16, 2014, page II-3.

<sup>3</sup> Census 2010.

Tulare Municipal Services Review Update, transit service to the neighborhood requires consideration. The community of 778<sup>4</sup> lies outside of Tulare city limits by approximately 0.8 mile. However, unlike the Matheny Tract, East Tulare Villa is within walking distance (approximately one-quarter of a mile) from the existing TIME Route 7. The nearest stop serving the community is on the College of Sequoias Tulare campus on the south side of Bardsley Avenue.

It is recommended that the City install an additional stop on the north side of Bardsley Avenue in order to allow East Tulare Villa Residents access to the system without having to cross the uncontrolled intersection. Given the new stop would be along a major arterial roadway, amenities should maximize both passenger and motorist safety. It is recommended the stop include a shelter with solar lighting (both assuming adequate right-of-way access) as well as signage along Bardsley Avenue indicating the stop 500 feet prior in order to notify motorists of possible pedestrian activity or traffic pattern changes. Construction of a bus pull-out may be considered in the future (at an approximate cost of \$245,000).

While providing service directly through the community via Road 130 and Munson Road would be optimal, such a routing is not currently feasible given existing road conditions and schedule timing limitations. Discussion regarding a possible future alternative can be found at the end of this chapter in section 4.4.

#### Improve Route 4 on-time performance

Maintaining on-time performance is a key element of ensuring service efficiency and customer satisfaction. Onboard ride checks performed in September 2013 revealed that Route 4 experienced difficulty adhering to its published schedule during peak travel hours. Given the nature of TIME's pulse schedule, a single late route can have a cascading effect system-wide.

Following the September ride check, the City adjusted Route 4's alignment and schedule in an attempt to improve on-time performance. The new alignment was introduced with the release of TCAG's Tulare County Transit Guide dated January 10, 2014. While the majority of the route remains the same, a small loop in the northern section of the route was been eliminated. The adjustment resulted in 0.8 fewer vehicle miles per trip, which translates to a time savings of approximately two to four minutes per trip.

While on-time performance has improved as a result of this change, it is recommended that City staff continue to monitor Route 4's performance. Increased ridership resulting from increased marketing and outreach efforts could potentially lead to renewed on-time performance concerns for this route.

#### Improve Route 7 on-time performance

Route 7 also experienced on-time performance issues during the September 2013 field observations. On-time performance on Route 7 was primarily impacted by increased morning and mid-day ridership.

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<sup>4</sup> Census 2010.

The demand is likely attributable to Route 7's service to Tulare Union High School, Mission Oak High School, and the new College of the Sequoias (COS) Tulare satellite campus. Given Tulare's COS campus is still relatively new (having opened in January 2013), enrollment will likely continue to increase over the next few years.

With respect to current and projected ridership trends, adjusting Route 7's schedule would likely improve on-time performance in the morning. However, such an adjustment is expected to create new issues during mid- to late-afternoon hours, where the schedule would be too "padded" and therefore result in early departures or unproductive layover time at stops. Therefore, we recommend the city add an additional vehicle on Route 7 on weekdays to provide two additional morning trips (7:15 am and 7:45 am) as well as one additional afternoon trip (3:15 pm). These trips would supplement the existing schedule by alleviating overcrowding and excessive boarding and alighting during peak hours.

This recommendation could be implemented through the use of a Dial-A-Ride driver or transit staff as needed, and would require one additional service vehicle be available. Currently, the City provides a "tripper" vehicle on an as-needed basis which does not appear on the schedule. The additional VSH totals one and a half hours each day, plus fifteen minutes for vehicle inspections. Applying the average cost per fixed-route VSH across the past three years of \$70.98, the annual cost to operate the additional trips totals approximately \$32,295.

#### [Extend Saturday service to 7:00 pm](#)

While the September 2013 field observation showed decreased ridership on Saturday, "more weekend service" was the second most requested service enhancement (following "increased service frequency") in both the community and onboard surveys. Saturday service generally operates from approximately 9:00 am to approximately 5:30 pm (see Exhibit 3.1.1 for a detailed listing of service span by route). It is possible that the reduced ridership is in part a result of the limited service span. For example, if a customer were to work a retail job (typically 10:00 am to 6:00 pm), the current Saturday schedule would not allow for a return trip, which would likely cause the individual to identify alternative transportation options.

Expanding service to 7:00 pm would increase VSH from a total of 55.41 hours on Saturdays to 65.91 hours. The average cost per fixed-route VSH across the past three years was \$70.98. Applying this rate to the increased operating hours translates to an additional \$745 per week. Given the cost of providing the expanded service and the disparity between observed weekend ridership and the demand for increased weekend service hours, we recommend this improvement be implemented on a six-month trial basis. This proposed time period would allow the City to collect sufficient ridership data to determine whether actual ridership reflects reported demand. The anticipated increase in cost for the six-month trial period is \$19,378.

#### Revise fare policy to ensure FTA compliance

As Tulare transitions to FTA Section 5307 funding, it must ensure TIME follows all recipient requirements. Among these parameters (which can be seen in Appendix C.1), 49 U.S.C. § 5307(d)(1)(D) stipulates a recipient “will ensure that elderly and handicapped individuals, or an individual presenting a Medicare card...will be charged during non-peak hours...not more than 50 percent of the peak hour fare.” TIME does not currently offer such a discount its fixed-route service (except for senior monthly passes). It is recommended that Tulare update the current fare structure immediately to ensure FTA compliance and future federal funding. Exhibit 4.1.2 compares the current fare structure against the proposed structure.

Exhibit 4.1.2 Proposed Fare Structure

Mode	Fare Category	Current	Proposed
Fixed-Route	General Public	\$1.25	\$1.50
	Children (five and younger w/ fare-paying adult)	Free	Free
	Senior/ADA/Medicare Cardholder	\$1.25	\$0.75
	Personal Care Attendant (with ADA passenger)	Free	Free
	Monthly General Pass	\$40.00	\$40.00
	Monthly Senior/ADA/Medicare Pass (60 and over)	\$33.00	\$20.00
	Monthly Student Pass	\$33.00	\$33.00
	Trip Tickets (book of 20)	\$25.00	\$30.00
Dial-A-Ride	General Public	\$2.50	\$3.25
	ADA-Certified	\$2.00	\$2.00
	ADA Attendant	Free	Free
	Children (seven and younger w/ fare-paying adult)	\$1.25	\$1.25
	Children without fare-paying adult	\$2.25	\$2.50
	Trip Tickets (book of 10)	\$25.00	\$32.50
	ADA Trip Tickets (book of 10)	\$20.00	\$25.00

The general public Dial-A-Ride fare has increased slightly in order to more accurately reflect the true cost of Dial-A-Ride service (i.e., unsubsidized). This proposed increase will also encourage those riders capable of utilizing the fixed-route service to shift away from Dial-A-Ride use, which will subsequently provide greater scheduling flexibility for senior/ADA/Medicare passengers. Using similar rationale, the Dial-A-Ride fare for unattended children has also been increased from \$2.25 to \$2.50.

The impact of proposed fare changes on both ridership and fare revenue can be found in the Financial Plan (Chapter 5).

## 4.2 ADMINISTRATIVE RECOMMENDATIONS

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### Improve data management and record-keeping

Maintaining a database of key system performance metrics not only helps ensure consistency among various reports (such as the Transit Operators Financial Transactions Report and National Transit Database reporting), but also allows transit staff to quickly review and assess system performance. City staff was able to provide sufficient financial data and basic ridership data by mode upon request. However, information such as fare revenue by mode was not readily available as it had to be calculated from multiple databases. This suggests that additional (possibly extensive) staff time is required in order to prepare the data needed for the completion of each of the aforementioned reports. Further, it makes day-to-day review of system performance unnecessarily time-consuming. We recommend the City maintain a basic performance matrix (in Microsoft Excel) inclusive of the following information:

- Ridership by mode (and by route if automated passenger counting/APC or other automated system data is available),
- Fare category,
- Fare revenue by mode,
- Vehicle service miles, and
- Vehicle service hours.

In order for the performance matrix to be used effectively, it should be updated monthly and reviewed by staff in a timely manner (e.g., at the end of each calendar month). Any significant changes in ridership, operating costs, etc. should be noted and service delivery, operating procedures, or outreach methods should be modified accordingly.

### Initiate bus stop improvement program

The City maintains bus stops, shelters, benches, signage, and trash cans in support of the TIME program. In an effort to improve rider comfort and safety, we recommend the City maintain a comprehensive inventory of all existing stops. At a minimum, the inventory should include the following information for each stop:

- Stop location (cross streets),
- Unique identification number,
- Position relative to intersection (near-side, far-side, mid-block),
- Routes served,
- Available amenities (bench, shelter, signage, info-posts, etc.),
- Condition of amenities,
- Ground cover,
- ADA/accessibility concerns,
- GIS coordinates (which would support Google Transit),

- Photographs, and
- Recommended improvements.

Once complete, the inventory should be reviewed and recommended improvements prioritized based on critical repairs, ADA compliance, stop activity, and safety. At a minimum, every stop should include signage identifying it as a TIME bus stop, as well as the route(s) that serve it. We recommend the City utilize available capital funds to install no less than ten new info-post units and three shelters annually. Careful attention should be paid to ADA standards to ensure any improvements made are in compliance.

The bus stop inventory should be reviewed no less than twice annually. This will help ensure amenities remain in a proper state of repair and expedite annual improvement prioritization. Given the size of the TIME system, it is estimated that an initial inventory inclusive of the aforementioned elements, an initial check for ADA compliance, and prioritization of recommendations could be completed in approximately 80 hours if prepared by City staff. However, we recommend the City work with a qualified consultant for the initial inventory development and improvement prioritization. A consultant with prior experience conducting bus stop inventories will have the necessary data collection processes in place and can likely complete such a project in one business week. Subsequent inventory updates could then be completed by City staff.

#### [Expand and maintain a customer feedback mechanism](#)

The City currently collects and addresses all service complaints in addition to soliciting community input as part of the required annual TDA Article 8 unmet needs hearings. However, the purpose of this recommendation is to move beyond the minimum outreach requirements and establish a more easily accessible feedback mechanism. Onboard comment cards as well as a customer feedback mechanism on the City's transit website would provide a method for riders and the community to submit comments. The expediency of these two collection methods allows the City to more quickly identify potential service problems and address concerns, resulting in improved customer service and public perception. Both the onboard comment cards and web-based comment feature can be implemented at little cost to the city, and can be monitored monthly along with performance metrics.

#### [Establish a formal Transit Advisory Committee](#)

The City of Tulare currently hosts monthly public transit roundtable sessions as a means of soliciting public input regarding transit fare, routing, policies, etc. In an effort to ensure continued public input regarding Tulare's transit operations, it is recommended the City establish a formal Transit Advisory Committee (TAC) using the aforementioned roundtable sessions as a foundation. Formalizing these meetings would help establish a degree of accountability on behalf of the City and would in turn instill a greater sense of legitimacy in the public's perception. A TAC would further support improved customer feedback mechanisms listed in the previous recommendation.

Should the City elect to not form a formal TAC, it should, at a minimum, focus on improving advertising and promotion of the monthly roundtable sessions as a mechanism for public participation.

### 4.3 MARKETING RECOMMENDATIONS

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#### Increase annual marketing budget to grow ridership and improve farebox recovery

In recent years, the City has operated its TIME program with modest marketing/promotional expenditures. Tulare's transition to FTA Section 5307 funding will require TIME to maintain a farebox recovery ratio of 20 percent. Across the past three years TIME's farebox recovery ratio has averaged 13.8 percent (unsubsidized; 18.0 percent with Measure R subsidy). In order to close the gap, increased marketing will be required to encourage new riders. A five percent increase in overall ridership year over year would result in a steady increase in farebox recovery.

It is recommended that five percent of the overall operating budget for Fiscal Year 2014-15 (approximately \$168,000) be dedicated to marketing and outreach efforts. The initial increased funding will help raise transit awareness and attract new riders, but should be scaled back by one percent each fiscal year until annual marketing expenditures reach three percent of total operating expenses in Fiscal Year 2016-17.

#### Fully implement the Marketing Plan presented in the City's prior TDP

The City's 2007 Transportation Development Plan contained a Marketing Plan (see Appendix G) that listed a number of simple yet effective marketing and outreach activities. While most of the recommendations have already been implemented, many are ongoing activities which should be continued past their initial implementation. Such recommendations include the production of current maps, schedules, and service information in brochures and as display pieces (such as info-post inserts or system maps posted in bus shelters). Advertising onboard vehicles or at local bus stops is another recommendation which should be continued as it is an effective way of both generating revenue and increasing transit awareness. However, the City's 2007 TDP included two marketing recommendations which either have not been implemented or have not been fully implemented: marketing promotions and free advertising.

Marketing promotions include participation in community-wide events (such as the Tulare County Fair) via the provision of special shuttle services or offering reduced fares for service to the event. Participating in events is an effective image-building tool which also helps to foster a sense of community, particularly in a city such as Tulare. It is recommended that TIME participate in major events such as the Tulare County Fair and the World Ag Expo, as well as smaller local events such as the Concerts in the Park series and the Cars on K car show. Participation could range from provision of a shuttle service or reduced fare (assuming such services comply with FTA charter service regulations as defined in FTA 49 U.S.C. 5323(d)) to advertising in community circulators offering information about

how to take transit to the event. Other opportunities could include monetary sponsorship of an event, hosting a booth during the event to distribute transit information, or provision of materials (informational or promotional) to be distributed as part of participant kits or bags.

Earned media or free advertising (such as press releases) is another recommendation that should be carried forward from the prior TDP. Such announcements should be crafted for any notable transit-related service change, capital improvement, or performance achievement and distributed by the City to local media outlets. In addition, media releases that promote TIME as a solution to economic challenges such as increased gas prices can also be used effectively increase ridership. Additionally, a “state of the service” editorial should be released annually to highlight the year. A well-crafted announcement published by a local media outlet comes at no cost to the city while also providing free positive advertising for the service.

Finally, the TIME website should be updated per the direction in the 2007 TDP. It is the first point of contact for many existing and prospective customers. Currently the webpage is located on the Tulare City website and provides information about fixed-route and DAR services via links to .pdf files. The same files are also accessible through TCAG’s Go Tulare County website.

The current TIME webpage is not branded with the system logo or any other visually appealing imagery and only provides a minimum level of information. We recommend the City undertake the following steps with respect to its transit webpage:

- Secure a stand-alone URL (such as [www.TulareTransit.com](http://www.TulareTransit.com) or [www.TulareTIME.com](http://www.TulareTIME.com)) that will redirect online visitors directly to the transit page of the City’s website.
- Provide a welcome message with general information about TIME service offerings.
- Improve the appeal of the webpage by adding photos and arranging the information in a clear way. Incorporate image icons that hyperlink to the route schedule .pdf files.
- Add imagery that reflects the community and captures TIME in action. An inexpensive photo shoot could be arranged to capture riders in action (riding the bus, waiting at the bus stop, boarding or disembarking, etc.)
- Use the webpage to alert the community to upcoming system changes, events, etc., by featuring press releases and rider alerts.
- Use the webpage to advertise the value of non-cash fare media.
- Ensure all information on the webpage is accurate and consistent with the information presented in the Tulare County Transit Guide.

In contrast with TCAG’s countywide transit website ([www.GoTulareCounty.com](http://www.GoTulareCounty.com)), the City’s website should strive to keep customers informed while also providing the most up-to-date service information. The countywide site, while an effective location for obtaining regional transit information, is not dynamic in that it does not provide rider alerts or other messaging online. Aside from fares, schedules,



and basic rider information, this site and the Tulare County Transit Guide do not provide a significant amount of customer information specific to TIME. Visalia and Porterville offer good examples of transit websites with a focus on customer service and the dissemination of information.

#### [Increase promotion of TIME non-cash fare media](#)

The onboard survey completed in September 2013 indicated more than 44 percent of riders used the service five or more times per week, while more than 57 percent pay the standard cash fare. At the current base fare of \$1.25 per trip, if a rider were to pay cash for five trips each week, monthly expenses would total \$25.00. A book of 20 one-trip tickets is available for the same amount, which yields no cash savings but provides the convenience of not having to carry exact change. However, should a customer use the service to commute to and from work each day (ten trips per week), purchasing a monthly pass for \$40.00 would save the customer \$10.00 each month.

Use of non-cash fare media holds distinct benefits for the City as well as its customers. Not only does use of non-cash fare media streamline the boarding/payment process, but the purchase of passes ensures a more reliable revenue stream.

These results indicate as many as 13 percent of riders are overpaying for transit and would benefit from the monthly pass. Currently the city does not actively advertise the monthly pass program, aside from its inclusion in the Tulare County Transit Guide. Increased advertising of non-cash fare media options would not only improve existing customers' perceptions of the service and potentially increase ridership among frequent riders, but would also attract new riders who were previously unaware of the potential transportation savings available to them.

Promotional opportunities include advertisements in local community circulars and outreach to local schools as well as major employers.

#### [Ensure all TIME promotional materials are available in Spanish](#)

Pursuant to Title VI requirements, all TIME promotional/marketing materials should be printed in both English and Spanish. The current materials which would be subject to this recommendation are limited to those found within the Tulare County Transit Guide, which already includes Spanish content. However, given the proposed increase in marketing and outreach activities over the next three years, this recommendation is included to ensure future materials continue to be produced in both languages.

#### 4.4 FURTHER CONSIDERATION

This section provides narrative regarding service alternatives that, while not fully developed into recommendations, should be included as noteworthy alternatives for future consideration.

##### Modify Route 7 to provide improved service to East Tulare Villa

As previously discussed, transit service to East Tulare Villa should be improved based on its proximity to the City of Tulare as well as its designation as “disadvantaged community.” While the recommendation to add a stop at the southern limit of the community provides residents adequate access to the system it may not be the best possible solution. Providing service through the community may be safer and more convenient. However, that requires transit vehicles to operate along South Oakmore Street, which is not currently advised given the road conditions and heavy student traffic. Should controlled intersections be installed, the City should consider the alignment provided in Exhibit 4.4.1.

Exhibit 4.4.1 presents the recommended route adjustment for East Tulare Villa. The adjustment would require making a left turn onto Avenue 228 via South Oakmore Street, then traveling south along Road 130, and finally west along East Bardsley Avenue to the College of the Sequoias campus before returning to the original route alignment.

Exhibit 4.4.1 Proposed Route 7



#### Introduce general public Dial-A-Ride service on Sunday

Transit rider and community requests for “more weekend service” – the same motivation for extending Saturday service hours – form the basis for recommending Sunday Dial-A-Ride service. While the City operates Saturday service as a reduced weekday schedule, it does not currently offer Sunday service.

As noted in the prior recommendation, the September 2013 field observation (which assessed Saturday ridership) did not reflect demand for increased weekend service. As such, it is unclear what level of ridership could be expected on Sundays. Rather than offer Sunday fixed-route service (which would also require the provision of complementary Dial-A-Ride service), we recommend TIME Dial-A-Ride be the sole operating service on Sundays. Sunday service should be introduced for a six-month trial period during which time the City should closely monitor ridership. Dial-A-Ride performance should be reviewed against the goals and objectives presented in Exhibit D.1 during this trial period in order to assess sustainability of the service.

Operations should be limited to 12 VSH/day (seven VSH for the am driver and five VSH for the pm driver). Service should be offered between 8:00 am and 5:00 pm, with the morning and afternoon shifts overlapping in the mid-day. The estimated Dial-A-Ride operating cost per hour is \$95.31, which when applied to the proposed operating schedule totals approximately \$1,143.72 per service day. It should be noted that in addition to two drivers, one customer service representative (CSR) should be present to schedule any same-day reservations, manage cancellations, and assign trips to drivers. In addition, the City’s contract with MV requires that a supervisor and mechanic be, at a minimum, on-call during any period of operation. Therefore, the anticipated cost of the six-month trial service would be approximately \$40,000.

Given the staffing needs for this services as well as the unknown demand, we recommend the City not pursue Sunday service at this time. However, should demand become clear, it should be considered as a potential expansion opportunity.

#### Consider introduction of eligibility-based Dial-A-Ride service

The City of Tulare currently offers both ADA and general public Dial-A-Ride service. Given Dial-A-Ride service is more costly to operate than fixed-route, the recommendations contained within this chapter included an increase in the general public Dial-A-Ride fare (from \$2.00 to \$3.25) to partially offset the cost of the trip. However, should Dial-A-Ride costs continue to rise, the City may want to consider making its Dial-A-Ride program eligibility-based, which would limit its use to ADA and senior customers. The fixed-route service would continue to provide service for general public customers. Such a policy change would need to be accompanied by a robust marketing and travel training effort in order to retain general public customers who use Dial-A-Ride as fixed-route riders.

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# 5

## FINANCIAL AND CAPITAL PLANS

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## CHAPTER 5 – FINANCIAL AND CAPITAL PLANS

### 5.1 FINANCIAL PLAN

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This chapter presents the five-year operating budget projections required to support the City's public transit program within the parameters established in each of the scenarios detailed within the Operations Plan. The Operations Plan presents a number of service enhancement recommendations designed to improve Tulare InterModal Express (TIME) administrative, operational, and marketing/public outreach functions. In order to support these recommendations we developed two distinct funding and capital scenarios – Optimized and Expanded – based on input received from customers, the community, and discussions with City and TCAG staff.

#### Optimization Service Scenario

The Optimization Scenario assumes all current transit services would continue in their current form (i.e., fixed-route and demand-response) and focuses on sustainability of the existing program while improving service through administrative and marketing recommendations. In addition, this scenario incorporates the implementation of a bus stop improvement program aimed at maintaining and enhancing current transit amenities and infrastructure. This Scenario includes the following recommendations from Chapter 4 (Operations Plan):

##### Operations Recommendations

- Improve Route 4 on-time performance, and
- Revise fare policy to ensure FTA compliance.

##### Administrative Recommendations

- Improve data management and record-keeping,
- Initiate bus stop improvement program,
- Expand and maintain a customer feedback mechanism, and
- Establish a formal Transit Advisory Committee.

##### Marketing Recommendations

- Increase annual marketing budget in order to grow ridership and improve farebox recovery,
- Fully implement the Marketing Plan presented in the City's prior TDP,
- Increase promotion of TIME non-cash fare media, and
- Ensure all TIME promotional materials are available in Spanish.

#### Expansion Service Scenario

The Expansion Scenario focuses primarily on the expansion of TIME operations through service recommendations developed through extensive community outreach as well as discussions with stakeholders. In addition the recommend service changes are proposed with complementary marketing and awareness strategies to ensure successful integration with existing services. Recommendations include expansion of transit service to include additional neighboring (Matheny Tract, East Tulare Villa),

improvements to route alignments, and introduction of new service to the community on Sunday. In addition, expanded capital projects are accounted for within this Scenario's budget table. It should be noted the Expansion Scenario also incorporates all recommendations within the Optimization Scenario.

#### Operations Recommendations

- Modify Route 7 to provide service to East Tulare Villa,
- Improve Route 7 on-time performance,
- Extend Saturday service to 7:00 pm, and
- Expanded capital projects and costs.

#### Overview of Current and Potential Funding Sources

Below is a summary of available funding sources for the operation of the City's public transit program. Additional sources of funding may become available within the Short Range Transit Plan (S RTP) horizon; however those presented below represent the primary sources of funding for the City's transit program.

#### Federal

There are a number of available federal funding programs for which the City could apply which are regulated under the Moving Ahead for Progress in the 21st Century Act (MAP-21). These are primarily formula grant programs with established eligibility and disbursement parameters. The primary federal sources of funding for the City's public transit program include:

##### FTA Section 5304 Statewide Planning

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

##### FTA Section 5307

These funds are apportioned to the state on a formula basis, providing funding to support the administrative, operating and capital costs of public transit services in urbanized areas. Though the direct recipient for these funds (within Tulare) is Caltrans, TCAG has the primary responsibility to provide for the fair and equitable distribution of funds to qualified applicants by developing and submitting regular Call for Projects to Caltrans for funding. The City of Tulare was recently incorporated into the Visalia Urbanized Area (UZA) (Census 2010) thus granting eligibility for these funds in future years.

During FY 2012-13 and FY 2013-14, 5307 funds were allocated using a 50/50 split. In July 2013, the City of Visalia and the City of Tulare agreed to a Memorandum of Understanding (MOU) which details the methodology for calculating the portion of available Section 5307



funds to be allocated to the City of Tulare. From FY 2014-15 onward, the City of Tulare will receive a portion of the Visalia and Tulare Urbanized Area (VUA) based on a weighted average index comprised of:

- 40-percent based on population.
- 40-percent based on ridership (system-wide).
- 20-percent based on vehicle revenue miles.

The MOU formula was utilized to calculate funding estimates for the Financial Plan.

#### State

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

#### Local

Local funding is primarily comprised of passenger fares, and a local ½ cent tax measure, (Measure R). In addition the City accrues revenue from investments, advertisements, and other miscellaneous fees. Fare revenues system-wide for FY 2013 were \$307,904. The City's public transit program does not currently receive a significant portion of its revenue through transfers from the City's General Fund. In our budget tables, we assume an average rate of inflation of not greater than 2.5 percent for variable or revenue streams.

## Fare Policy

Fares are collected and reconciled by City staff on a weekly basis. Final deposit amounts are recorded and reconciled with the City's bank deposit records. Tulare's current and proposed fare structures are presented in Exhibit 5.1.1.

Exhibit 5.1.1 Current and Proposed Fare Structures

Mode	Fare Category	Current	Proposed
Fixed-Route	General Public	\$1.25	\$1.50
	Children (five and younger w/ fare-paying adult)	Free	Free
	Senior/ADA/Medicare Cardholder	\$1.25	\$0.75
	Personal Care Attendant (with ADA passenger)	Free	Free
	Monthly General Pass	\$40.00	\$40.00
	Monthly Senior/ADA/Medicare Pass (60 and over)	\$33.00	\$20.00
	Monthly Student Pass	\$33.00	\$33.00
	Trip Tickets (book of 20)	\$25.00	\$30.00
Dial-A-Ride	General Public	\$2.50	\$3.25
	ADA-Certified	\$2.00	\$2.00
	ADA Attendant	Free	Free
	Children (seven and younger w/ fare-paying adult)	\$1.25	\$1.25
	Children without fare-paying adult	\$2.25	\$2.50
	Trip Tickets (book of 10)	\$25.00	\$32.50
	ADA Trip Tickets (book of 10)	\$20.00	\$25.00

## Overview of Revenue Projection<sup>1</sup>

The changes brought to the funding environment by the establishment of the Moving Ahead for Progress in the 21st Century Act (MAP-21) may result in additional funds becoming available to the City of Tulare. MAP-21 effectively eliminated the Job Access and Reverse Commute (JARC – Section 5316) and New Freedom (Section 5317), while making those funds available to existing Section 5311 applicants. It is likely existing beneficiaries of Section 5316 and 5317 funds may continue to apply for rural operator designation, and thus qualify for Section 5311, which may again alter the available funding.

Fare elasticity models allow transit operators to estimate the impacts to farebox recovery based on fare increases. It is not uncommon for a transit operator to experience ridership loss during the first year a fare increase is implemented. This negative impact can be calculated by the fare elasticity formula which

<sup>1</sup>Base operating budget projections are based largely on actual and approved figures provided in the City's annual transit budget.

attributes a 0.4 percent decrease in ridership for every one percent increase in fare. This is applicable to fare decreases as well, resulting in a potential increase in ridership<sup>2</sup>.

The **Optimization Scenario** revenues are projected to remain fairly consistent from years prior. To elaborate, primary sources of funding will continue to be focused on local (transfers from City's reserve account) and state (TDA) sources. The following assumptions were utilized in development of the Optimization Scenario budget table presented in Exhibit 5.1.2.

#### Assumptions

- All Administrative Recommendations are implemented.
- All Marketing Recommendations are implemented.
  - The marketing budget is set at five percent in FY 2014-15, four percent in FY 2015-16, and three percent in FY 2016-17 and subsequent years.
- Transition to Section 5307 funding would result in an overall increase in available funding for both operations and capital projects.
- Proposed fare changes result in:
  - Reduction of 32,834 annual fixed-route trips due to fare elasticity, resulting in approximately \$46,000 in additional fare revenue due to fare increase.
  - Additional 677 annual ADA customer trips on fixed-route (estimated decrease of \$4,400 in fare revenue due to decrease in fare).
  - Reduction of 2,306 annual general public trips on Dial-A-Ride (estimated cost-savings of more than \$75,000 based on average operating cost/passenger of \$33.07).
- Implementation of electronic fareboxes concurrent with the fare increase result in a decrease in free rides; approximately two percent of ridership is calculated as riding free (i.e., young children traveling with an adult or a Personal Care Attendant).
- Fixed-route ridership and respective fare revenues would increase at not less than five percent/annum due to the implementation of marketing recommendations.
- Dial-A-Ride ridership and respective fare revenues would increase at not less than two percent/annum.
- Anticipated fare recovery is met in all years.
- A 2.5 percent rate of inflation<sup>3</sup> has been applied to all expenses except as specifically noted.
- All federal useful life requirements are met (varies by vehicle type).
- Vehicle costs in future years are calculated using a 2.5-percent/year rate of inflation.
  - Details in the Capital Plan (Chapter 5.2).
  - Vehicle costs include vehicle branding costs estimated between \$1,500 and \$4,000 per vehicle (varies by type).
- Fuel cost is estimated to increase at a rate of three percent/year.

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

<sup>3</sup> Based on U.S. Department of Labor, Bureau of Labor Statistics.

- Transfers from City's Transit Fund Balance are used to balance revenue/expenditure variance.
- All revenue and expenditure figures based on City or TCAG-provided data<sup>4</sup>.

The [Expansion Scenario](#) assumptions differ from the Optimization Scenario primarily through the addition of service recommendations and expansion of existing services. The following assumptions were utilized in development of the Expanded Scenario budget table presented in Exhibit 5.1.4:

- All Optimization Scenario assumptions remain in effect (unless noted below).
- Expansion Scenario costs and anticipated revenues begin in FY 2015 (estimated total of \$85,848).
  - Estimated cost of \$32,925 annually to improve Route 7 on-time performance.
  - Estimated cost of \$19,378 across six-month trial period to extend Saturday service to 7:00 p.m. (The budget table assumes the six-month trial period is extended through subsequent fiscal years.)
- Additional facilities maintenance is anticipated given projected ridership increases. Costs are budgeted at an increase of \$25,000 annually beginning in FY 2015.
- Fixed-route ridership and respective fare revenues would increase at not less than seven percent/annum due to the implementation of marketing recommendations.
- Dial-A-Ride ridership and respective fare revenues would increase at not less than four percent/annum.
- Additional capital improvement costs are addressed through increases in federal and state funding (Section 5307 and CMAQ) as well as transfers from City's Fund Balance.

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<sup>4</sup> City of Tulare FY 2013/14 Budget, State Controller's Office Financial Transactions Reports, Revenue/Expenditure Detail Reports for FY 2011, FY 2012, and FY 2013. TCAG 2013 Federal Transportation Improvement Program.

Exhibit 5.1.2 Optimization Scenario Budget

	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
<b>Revenue</b>							
Federal Grant (Section 5307)	\$1,126,960.00	\$1,155,134.00	\$1,184,012.35	\$1,213,612.66	\$1,740,671.78	\$1,871,159.48	\$1,306,928.09
Passenger fares - Fixed-route	\$383,882.10	\$526,897.91	\$553,242.81	\$580,904.95	\$609,950.19	\$640,447.70	\$672,470.09
Passenger fares - Demand-response	\$37,661.60	\$53,347.33	\$54,414.28	\$55,502.56	\$56,612.61	\$57,744.87	\$58,899.76
State Funding - LTF	\$1,456,720.00	\$1,493,138.00	\$1,530,466.45	\$1,568,728.11	\$1,607,946.31	\$1,648,144.97	\$1,689,348.60
State Funding - STA	\$100,000.00	\$102,500.00	\$105,062.50	\$107,689.06	\$110,381.29	\$113,140.82	\$115,969.34
State Funding - CTSGP-CTAF (Prop 1B)	\$46,447.00	\$46,447.00	\$46,447.00	\$46,447.00	\$0.00	\$0.00	\$0.00
State Funding - PTMISEA (Prop 1B)	\$262,749.00	\$262,749.00	\$262,749.00	\$262,749.00	\$0.00	\$0.00	\$0.00
Advertising/Admin Charges	\$38,030.00	\$38,980.75	\$39,955.27	\$40,954.15	\$41,978.00	\$43,027.45	\$44,103.14
Measure R (local fund)	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00
Miscellaneous Revenues	\$650.00	\$666.25	\$682.91	\$699.98	\$717.48	\$735.42	\$753.80
Rental Income	\$59,200.00	\$60,680.00	\$62,197.00	\$63,751.93	\$65,345.72	\$66,979.37	\$68,653.85
Fund Balance Transfer	-\$377,189.70	-\$199,705.50	-\$241,284.82	-\$458,414.72	-\$657,272.18	-\$1,838,743.54	\$883,742.91
CMAQ	---	---	---	\$2,078,398.91	\$496,715.80	\$1,069,817.18	\$1,069,817.18
<b>Total Revenue</b>	<b>\$3,305,110.00</b>	<b>\$3,710,834.74</b>	<b>\$3,767,944.74</b>	<b>\$5,731,023.58</b>	<b>\$4,243,047.01</b>	<b>\$3,842,453.72</b>	<b>\$6,080,686.77</b>
<b>Expenses</b>							
<b>Operating Expenses</b>							
Salaries	\$119,720.00	\$122,713.00	\$125,780.83	\$128,925.35	\$132,148.48	\$135,452.19	\$138,838.50
Benefits	\$47,780.00	\$48,974.50	\$50,198.86	\$51,453.83	\$52,740.18	\$54,058.68	\$55,410.15
Public Relations	\$1,250.00	\$1,281.25	\$1,313.28	\$1,346.11	\$1,379.77	\$1,414.26	\$1,449.62
Postage	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	\$158.40	\$162.36
Repairs and maintenance	\$16,500.00	\$16,912.50	\$17,335.31	\$17,768.70	\$18,212.91	\$18,668.24	\$19,134.94
Communications	\$13,300.00	\$13,632.50	\$13,973.31	\$14,322.65	\$14,680.71	\$15,047.73	\$15,423.92
Travel/Conference/Training	\$800.00	\$820.00	\$840.50	\$861.51	\$883.05	\$905.13	\$927.75
Professional Services	\$93,000.00	\$95,325.00	\$97,708.13	\$100,150.83	\$102,654.60	\$105,220.96	\$107,851.49
Contractual Maintenance	\$2,107,850.00	\$2,121,883.25	\$2,174,930.33	\$2,229,303.59	\$2,285,036.18	\$2,342,162.08	\$2,400,716.14
Fuel/Lubricants	\$425,000.00	\$437,750.00	\$450,882.50	\$464,408.98	\$478,341.24	\$492,691.48	\$507,472.23
Office Supplies	\$350.00	\$358.75	\$367.72	\$376.91	\$386.33	\$395.99	\$405.89
Printing/Copying/Advertising	\$3,150.00	\$3,228.75	\$3,309.47	\$3,392.21	\$3,477.01	\$3,563.94	\$3,653.03
Rents and Leases	\$16,500.00	\$16,912.50	\$17,335.31	\$17,768.70	\$18,212.91	\$18,668.24	\$19,134.94
Liability/Insurance	\$1,920.00	\$1,968.00	\$2,017.20	\$2,067.63	\$2,119.32	\$2,172.30	\$2,226.61
Dues and Subscriptions	\$3,750.00	\$3,843.75	\$3,939.84	\$4,038.34	\$4,139.30	\$4,242.78	\$4,348.85
Fleet Maintenance	\$360.00	\$369.00	\$378.23	\$387.68	\$397.37	\$407.31	\$417.49
Admin Fees	\$56,330.00	\$57,738.25	\$59,181.71	\$60,661.25	\$62,177.78	\$63,732.22	\$65,325.53
Depreciation	\$302,110.00	\$309,662.75	\$317,404.32	\$325,339.43	\$333,472.91	\$341,809.74	\$350,354.98
Debt Service	\$95,300.00	\$97,682.50	\$100,124.56	\$102,627.68	\$105,193.37	\$107,823.20	\$110,518.78
Marketing Recommendations	---	\$167,559.99	\$137,486.74	\$105,760.56	\$108,474.24	\$111,257.85	\$114,113.20
<b>Subtotal</b>	<b>\$3,305,110.00</b>	<b>\$3,518,759.74</b>	<b>\$3,574,655.23</b>	<b>\$3,631,112.68</b>	<b>\$3,724,282.21</b>	<b>\$3,819,852.72</b>	<b>\$3,917,886.40</b>
<b>Capital Expenses</b>							
Vehicles	---	\$168,100.00	\$172,302.50	\$2,078,398.91	\$496,715.80	\$0.00	\$2,139,634.36
Amenities	---	\$23,975.00	\$20,987.00	\$21,512.00	\$22,049.00	\$22,601.00	\$23,166.00
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$192,075.00</b>	<b>\$193,289.50</b>	<b>\$2,099,910.91</b>	<b>\$518,764.80</b>	<b>\$22,601.00</b>	<b>\$2,162,800.36</b>
<b>Total Expenses</b>	<b>\$3,305,110.00</b>	<b>\$3,710,834.74</b>	<b>\$3,767,944.73</b>	<b>\$5,731,023.59</b>	<b>\$4,243,047.01</b>	<b>\$3,842,453.72</b>	<b>\$6,080,686.76</b>

**CITY OF TULARE SHORT RANGE TRANSIT PLAN  
JUNE 2014**

**Exhibit 5.1.3 Expansion Scenario Budget**

	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
<b>Revenue</b>							
Federal Grant (Section 5307)	\$1,126,960.00	\$1,155,134.00	\$1,184,012.35	\$1,213,612.66	\$1,740,671.78	\$1,784,185.50	\$1,306,928.09
Passenger fares - Fixed-route	\$383,882.10	\$526,897.91	\$563,780.76	\$603,245.42	\$645,472.60	\$690,655.68	\$739,001.58
Passenger fares - Demand-response	\$37,661.60	\$53,347.33	\$55,481.22	\$57,700.47	\$60,008.49	\$62,408.83	\$64,905.18
State Funding - LTF	\$1,456,720.00	\$1,493,138.00	\$1,530,466.45	\$1,568,728.11	\$1,607,946.31	\$1,648,144.97	\$1,689,348.60
State Funding - STA	\$100,000.00	\$102,500.00	\$105,062.50	\$107,689.06	\$110,381.29	\$113,140.82	\$115,969.34
State Funding - CTS GP-CTAF (Prop 1B)	\$46,447.00	\$46,447.00	\$87,608.18	\$46,447.00	\$0.00	\$0.00	\$0.00
State Funding - PTMISEA (Prop 1B)	\$262,749.00	\$262,749.00	\$262,749.00	\$262,749.00	\$0.00	\$0.00	\$0.00
Advertising/Admin Charges	\$38,030.00	\$38,980.75	\$39,955.27	\$40,954.15	\$41,978.00	\$43,027.45	\$44,103.14
Measure R (local fund)	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00
Measure R - Special Projects	\$0.00	\$0.00	\$300,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Miscellaneous Revenues	\$650.00	\$666.25	\$682.91	\$699.98	\$717.48	\$735.42	\$753.80
Rental Income	\$59,200.00	\$60,680.00	\$62,197.00	\$63,751.93	\$65,345.72	\$66,979.37	\$68,653.85
Fund Balance Transfer	-\$377,189.70	-\$98,190.45	\$49,011.04	-\$136,920.35	-\$588,952.16	-\$1,696,722.23	\$923,873.24
CMAQ	---	---	---	\$2,078,398.91	\$496,715.80	\$1,069,817.18	\$1,069,817.18
<b>Total Revenue</b>	<b>\$3,305,110.00</b>	<b>\$3,812,349.79</b>	<b>\$4,411,006.68</b>	<b>\$6,077,056.34</b>	<b>\$4,350,285.31</b>	<b>\$3,952,372.99</b>	<b>\$6,193,354.01</b>
<b>Expenses</b>							
<b>Operating Expenses</b>							
Salaries	\$119,720.00	\$122,713.00	\$125,780.83	\$128,925.35	\$132,148.48	\$135,452.19	\$138,838.50
Benefits	\$47,780.00	\$48,974.50	\$50,198.86	\$51,453.83	\$52,740.18	\$54,058.68	\$55,410.15
Public Relations	\$1,250.00	\$1,281.25	\$1,313.28	\$1,346.11	\$1,379.77	\$1,414.26	\$1,449.62
Postage	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	\$158.40	\$162.36
Repairs and maintenance	\$16,500.00	\$16,912.50	\$17,335.31	\$17,768.70	\$18,212.91	\$18,668.24	\$19,134.94
Communications	\$13,300.00	\$13,632.50	\$13,973.31	\$14,322.65	\$14,680.71	\$15,047.73	\$15,423.92
Travel/Conference/Training	\$800.00	\$820.00	\$840.50	\$861.51	\$883.05	\$905.13	\$927.75
Professional Services	\$93,000.00	\$95,325.00	\$97,708.13	\$100,150.83	\$102,654.60	\$105,220.96	\$107,851.49
Contractual Maintenance	\$2,107,850.00	\$2,121,883.25	\$2,174,930.33	\$2,229,303.59	\$2,285,036.18	\$2,342,162.08	\$2,400,716.14
Facilities Maintenance	---	\$25,000.00	\$25,625.00	\$26,265.63	\$26,922.27	\$27,595.32	\$28,285.21
Fuel/Lubricants	\$425,000.00	\$437,750.00	\$450,882.50	\$464,408.98	\$478,341.24	\$492,691.48	\$507,472.23
Office Supplies	\$350.00	\$358.75	\$367.72	\$376.91	\$386.33	\$395.99	\$405.89
Printing/Copying/Advertising	\$3,150.00	\$3,228.75	\$3,309.47	\$3,392.21	\$3,477.01	\$3,563.94	\$3,653.03
Rents and Leases	\$16,500.00	\$16,912.50	\$17,335.31	\$17,768.70	\$18,212.91	\$18,668.24	\$19,134.94
Liability/Insurance	\$1,920.00	\$1,968.00	\$2,017.20	\$2,067.63	\$2,119.32	\$2,172.30	\$2,226.61
Dues and Subscriptions	\$3,750.00	\$3,843.75	\$3,939.84	\$4,038.34	\$4,139.30	\$4,242.78	\$4,348.85
Fleet Maintenance	\$360.00	\$369.00	\$378.23	\$387.68	\$397.37	\$407.31	\$417.49
Admin Fees	\$56,330.00	\$57,738.25	\$59,181.71	\$60,661.25	\$62,177.78	\$63,732.22	\$65,325.53
Depreciation	\$302,110.00	\$309,662.75	\$317,404.32	\$325,339.43	\$333,472.91	\$341,809.74	\$350,354.98
Debt Service	\$95,300.00	\$97,682.50	\$100,124.56	\$102,627.68	\$105,193.37	\$107,823.20	\$110,518.78
Expanded Scenario Service Costs	---	\$71,681.00	\$73,473.03	\$75,309.85	\$77,192.60	\$79,122.41	\$81,100.47
Marketing Recommendations	---	\$172,394.04	\$141,450.66	\$108,807.83	\$111,597.68	\$114,459.38	\$117,394.77
<b>Subtotal</b>	<b>\$3,305,110.00</b>	<b>\$3,620,274.79</b>	<b>\$3,677,717.18</b>	<b>\$3,735,735.42</b>	<b>\$3,831,520.51</b>	<b>\$3,929,771.99</b>	<b>\$4,030,553.65</b>
<b>Capital Expenses</b>							
Vehicles	---	\$168,100.00	\$172,302.50	\$2,078,398.91	\$496,715.80	\$0.00	\$2,139,634.36
ITS Upgrades	---	---	\$150,000.00	---	---	---	---
Capital Improvements (Includes Transit Center Security)	---	\$23,975.00	\$60,987.00	\$21,512.00	\$22,049.00	\$22,601.00	\$23,166.00
Electronic Fareboxes	---	---	\$350,000.00	---	---	---	---
Transit Center Expansion	---	---	---	\$241,410.00	---	---	---
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$192,075.00</b>	<b>\$733,289.50</b>	<b>\$2,341,320.91</b>	<b>\$518,764.80</b>	<b>\$22,601.00</b>	<b>\$2,162,800.36</b>
<b>Total Expenses</b>	<b>\$3,305,110.00</b>	<b>\$3,812,349.79</b>	<b>\$4,411,006.68</b>	<b>\$6,077,056.33</b>	<b>\$4,350,285.31</b>	<b>\$3,952,372.99</b>	<b>\$6,193,354.01</b>

## 5.2 CAPITAL PLAN

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The following Capital Plan for the City's transit program is segregated into two primary sections: funding sources for Capital projects and Capital cost forecasts. The Capital cost forecasts discussion is further divided into Optimized Scenario, Expanded Scenario, Additional Capital, and Fleet Replacement.

### 5.2.1 FUNDING SOURCES FOR CAPITAL PROJECTS

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

#### *Federal*

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

The [Surface Transportation Fund \(STP\)](#) is continued through MAP-21, providing an annual average of \$10 billion in flexible funding that may be used by states and other localities for projects to preserve or improve conditions and performance on any federally-funded highway, bridge projects on any public road, facilities for non-motorized transportation, transit capital projects and public bus terminals and facilities<sup>5</sup>. STP funds are considered "flex" funds, which allows each state to disburse up to 50-percent of the available funds throughout the state to eligible projects as deemed appropriate. In FY 2014, California was allocated approximately \$888 Million.

[Congestion Mitigation and Air Quality \(CMAQ\)](#) funds are disbursed to "non-attainment" areas where levels of certain pollution and particulate matter exceed federal standards. Non-attainment status is determined by the Environmental Protection Agency (EPA). CMAQ funds aim to help such non-attainment areas meet federal air quality standards by helping to finance transportation projects that reduce air pollution. Collectively, Tulare County (via TCAG) typically receives \$4.5 Million in funding annually for CMAQ eligible projects and releases a call for projects approximately every two years.

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<sup>5</sup> Federal Highway Administration website, <http://www.fhwa.dot.gov/map21/summaryinfo.cfm>, accessed February 27, 2014.

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

#### *State*

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

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

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

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<sup>6</sup> CA.gov website, <http://www.bondaccountability.dot.ca.gov/bondacc/MainMenuAction.do?%3E&page=transitsystemsafety>, accessed February 27, 2014.



*Local*

**Measure R** is a ½-cent sales tax collected locally for the primary purpose of funding transit and transportation projects. Approved in 2006 with a 30-year horizon, Measure R provides each city and the county funding based on a formula using population, maintained miles, and vehicles miles traveled. The funding is aimed at assisting municipalities and Tulare County meet maintenance needs and to rehabilitate transportation systems.<sup>7</sup> Per the most recent amendment to the Measure R Expenditure Plan approximately \$692,468 is available to the City annually. A total \$20,774,031 through the measure's effective term is programmed for the City of Tulare.

In addition the City collects various miscellaneous revenues through the rental/lease of property, vending machine sales, and advertisement programs.

**Exhibit 5.2.1 Capital Eligible Funding Sources**

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

<sup>7</sup> Tulare County Measure R website, <http://www.tcmeasurer.com/Index.aspx?NID=119>, accessed February 27, 2014.

**CITY OF TULARE SHORT RANGE TRANSIT PLAN  
JUNE 2014**

Program Name	Description/Purpose	Eligibility	Source	Funding Mechanism	FY 2014 Allotment
<b>State</b>					
Transportation Development Act - LTF and STA	The Transportation Development Act (TDA) provides two major sources of funding for public transportation: the Local Transportation Fund (LTF) and the State Transit Assistance fund (STA). These funds are for the development and support of public transportation needs that exist in California and are allocated to areas of each county based on population, taxable sales and transit performance.	State. Funds disbursed to eligible transit agencies.	TCAG.	State sales and fuel taxes.	\$1.9 Million in FY 2013.
Regional Surface Transportation Program - RSTP	The Regional Surface Transportation Program (RSTP) was established by California State Statute utilizing Surface Transportation Program Funds. Funds are reserved for various capital and planning projects throughout the state.	Tulare County agencies.	City of Tulare.	Surface Transportation Fund Program.	\$5.4 Million in FY 2014.
Proposition 1B - PTMISEA	Proposition 1B, the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006, established the PTMISEA program to fund transit and transportation capital projects statewide.	State. Funds apportioned to eligible Tulare County cities.	TCAG.	State bond sales.	\$3.6 Billion statewide.
Proposition 1B - CTSGP-CTAF	Proposition 1B, the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006, established the TSSSDRA program to fund transit and transportation safety and security projects statewide.	State. Funds disbursed to eligible transit agencies.	TCAG.	State bond sales.	\$1 Billion statewide.
<b>Local</b>					
Transportation Program Funds					
Measure R	a ½ cent sales tax collected locally for the primary purpose of funding transit and transportation projects.	Tulare County agencies as discussed in the expenditures plan.	TCAG	1/2 cent sales tax.	\$20.7 Million through the Measure's effective term (30 years).
General Fund/Local Match/Miscellaneous	Funds from the City of Tulare General Fund account are collected from local sales tax, state-shared revenues, and local fees. Local match may come from any available City revenues. Some grant programs allow for match-in-kind (i.e., staff hours/resources) as local match.	City of Tulare departments and agencies.	City of Tulare	City fees/fines, local sales tax, state-shared revenues, local fees, vending, advertisement revenues.	Varies.

## 5.2.2 CAPITAL COST FORECASTS

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### Capital Cost Forecast – Optimization Scenario

The Optimization Scenario presented in Chapter 4 focuses primarily on administrative enhancements and minor improvements to operations to improve transit service efficiency. It should be noted, however, the implementation of the bus stop improvement program could result in expanded transit amenity costs.

### Capital Cost Forecast – Expansion Scenario

The service recommendations as presented in the Operations Plan (Chapter 4) will not require additional capital in order to implement. It should be noted, however, that implementation of the proposed service recommendations would result in increased “wear and tear” which may result in vehicle replacement sooner than originally forecast based on federal useful life guidelines. Additional capital costs incurred under this scenario include Transit Center security enhancements (estimated at \$40,000), ITS upgrades (estimated at \$150,000) as well as the procurement of the additional land and associated improvements (estimated at \$231,410).

### Capital Cost Forecast – Bus stop amenities

In order to support the existing and proposed service, as well as to prepare for future service demands we propose the City institute and maintain a regular bus stop improvement program which includes the budgeting for bus stop amenities each year. The installation of the amenities should occur as funding becomes available and as warranted by the demands of the service and its customers.

We propose two shelters (with solar lighting), bench, and 36-gallon trash can as well as two stand-alone solar beacon units be budgeted each year. These materials will ensure improvements to at least three stop locations each year. In addition the cost of ten info-post units should be budgeted to ensure uniform upgrading at all fixed-route locations throughout the SRTP’s planning horizon. We also recommend a one-time purchase of 100 bus stop signs to permanently identify each stop location inclusive of the current branding. An annual rate of inflation of 2.5-percent was added to future amenity costs.

### Capital Cost Forecast – Additional safety and security equipment

In order to continue ensuring the safety and comfort of customers at the Transit Center, the City has expressed an interest in procuring and implementing additional security features. These features include additional security cameras and video recording systems, additional lighting throughout the center, and additional solar-powered lighting at waiting areas. The type and size of these enhancements vary greatly dependent on numerous factors including funding source, desired timeframe for installation, and compatibility with existing systems. For budgeting purposes we have estimated a total cost for these upgrades at \$40,000 to include initial purchase and installation of equipment and operation for one year.

#### Capital Cost Forecast – Intelligent Transportation System upgrades

Currently, all reservations and driver assignments are made via pen and paper. The City has expressed interest in upgrading its Dial-A-Ride reservation process. As such, it is recommended the City invest in scheduling software such as Route Match or Paths. Software such as this will help expedite reservations as well as more effectively assign trips to drivers. Additionally, automatic vehicle location (AVL) systems are recommended to supplement scheduling software. TIME currently has AVL hardware installed onboard its vehicles, but the units are dated and no longer functioning. In an effort to improve system efficiency it is recommended the transit department budget not less than \$150,000 for ITS improvements.

#### Capital Cost Forecast – Electronic Fareboxes

The City will be transitioning to electronic fareboxes as it begins replacing vehicles. While new vehicles will be equipped with the fareboxes, equipment will need to be purchased and installed on existing vehicles. The cost of the fareboxes is estimated at \$350,000, of which the City already has approximately \$300,000 in Measure R – Special Projects funds allocated for this purpose.

#### Capital Cost Forecast – Procure vacant lot to the north of the Transit Center

The current parking area at the Transit Center has limited spaces, which often leaves staff without a secure location to leave their personal vehicles during the day. Furthermore, drivers often park on the north side of the Transit Center for breaks or staging. Given the City of Tulare owns the lot just north of the Transit Center, it is recommended the transit department procure the land for use as additional parking for staff and transit riders as well as for transit vehicle staging areas. At the time of this report, vacant commercial properties in central Tulare averaged approximately \$108,172 per acre based on current land listings. The property in question is approximately 0.77 acres, which would sell for approximately \$83,810. An estimated \$157,600 would be required to pave and landscape the parcel based on estimates sourced from the 2012 Building Estimator's Reference Book. The total estimated cost for acquiring and improving the lot is \$241,410.

Exhibit 5.2.2 Capital Improvement Plan

Amenity	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	Total
Shelter	\$12,000	\$12,300	\$12,608	\$12,923	\$13,246	\$13,577	\$76,653
Solar Beacon	\$3,200	\$3,280	\$3,362	\$3,446	\$3,532	\$3,621	\$20,441
Info Post (Includes mounting hardware)	\$1,000	\$1,025	\$1,051	\$1,077	\$1,104	\$1,131	\$6,388
Bus Stop Sign	\$3,500	\$0	\$0	\$0	\$0	\$0	\$3,500
Bench	\$1,875	\$1,922	\$1,970	\$2,019	\$2,070	\$2,121	\$11,977
Trash cans	\$2,400	\$2,460	\$2,522	\$2,585	\$2,649	\$2,715	\$15,331
Transit Center Security Enhancements	\$0	\$40,000	\$0	\$0	\$0	\$0	\$40,000
ITS Upgrades	\$0	\$150,000	\$0	\$0	\$0	\$0	\$150,000
Electronic Fareboxes	\$0	\$350,000	\$0	\$0	\$0	\$0	\$350,000
Transit Center Expansion	\$0	\$0	\$241,410	\$0	\$0	\$0	\$241,410
<b>Total</b>	<b>\$23,975</b>	<b>\$560,987</b>	<b>\$262,922</b>	<b>\$22,049</b>	<b>\$22,601</b>	<b>\$23,166</b>	<b>\$915,699</b>

### Capital Plan – Fleet Replacement

Both the Optimization and Expansion scenarios rely upon the periodic replacement of transit vehicles as they reach the end of their useful life (which varies by vehicle type). In each scenario the City’s public transit program would require the same number of vehicles replaced during the same timeframe. We also propose the City maintain CNG as the primary fuel for its fleet given the increased funding options and the current infrastructure. Exhibit 5.2.3 presents the anticipated costs (adjusted for inflation at a rate of 2.5-percent/annum) and recommended year of procurement for each vehicle.<sup>8</sup>

Exhibit 5.2.3 Fleet Replacement Schedule

Make/Model	Assignment	Year	Seating Capacity	Estimated Replacement Cost*	FTA Minimum Year of replacement	2015	2016	2017	2018	2019	2020	2021
ElDorado Transmark	Fixed-route	2003	30+2	\$450,000	2015	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2003	30+2	\$450,000	2015	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2003	30+2	\$450,000	2015	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2004	30+2	\$450,000	2016	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2004	30+2	\$450,000	2016	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2004	30+2	\$450,000	2016	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
Ford Starcraft Allstar	Fixed-route/Dial-A-Ride	2007	16+3	\$80,000	2014	\$82,000.00	\$84,050.00	\$86,151.25	\$88,305.03	\$90,512.66	\$92,775.47	\$95,094.86
Ford Starcraft Allstar	Fixed-route/Dial-A-Ride	2007	16+3	\$80,000	2014	\$82,000.00	\$84,050.00	\$86,151.25	\$88,305.03	\$90,512.66	\$92,775.47	\$95,094.86
Ford Starcraft Allstar	Fixed-route/Dial-A-Ride	2008	16+3	\$80,000	2015	\$82,000.00	\$84,050.00	\$86,151.25	\$88,305.03	\$90,512.66	\$92,775.47	\$95,094.86
Ford Starcraft Allstar	Fixed-route/Dial-A-Ride	2008	16+3	\$80,000	2015	\$82,000.00	\$84,050.00	\$86,151.25	\$88,305.03	\$90,512.66	\$92,775.47	\$95,094.86
Chevy Uplander Van	Dial-A-Ride	2009	7+2	\$55,000	2014	\$66,625.00	\$68,290.63	\$69,997.89	\$71,747.84	\$73,541.53	\$75,380.07	\$77,264.57
Chevy Uplander Van	Dial-A-Ride	2009	7+2	\$55,000	2014	\$66,625.00	\$68,290.63	\$69,997.89	\$71,747.84	\$73,541.53	\$75,380.07	\$77,264.57
Blue Bird Low-floor	Fixed-route	2009	30+2	\$450,000	2021	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
Blue Bird Low-floor	Fixed-route	2009	30+2	\$450,000	2021	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
Blue Bird Low-floor	Fixed-route	2009	30+2	\$450,000	2021	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
Blue Bird Low-floor	Fixed-route	2009	30+2	\$450,000	2021	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
Total Cost						\$168,100.00	\$172,302.50	\$2,078,398.91	\$496,715.80	\$509,133.70	\$0.00	\$2,139,634.36

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

\*In 2014 dollars.

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

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# 6

## IMPLEMENTATION PLAN

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## CHAPTER 6 – IMPLEMENTATION PLAN

This chapter summarizes of recommendations listed in the Operations Plan and offers a recommended timeline for implementation. As with the Operations Plan, recommendations are segregated into three categories: operations, administrative, and marketing. Given the incorporation into the Visalia Urbanized Area (VUA) and transition to Section 5307 eligibility funding in FY 2014/15, several of the activities listed below are proposed for implementation within the next six calendar months.

### 6.1 SUMMARY OF RECOMMENDATIONS

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#### Operations Recommendations

In order for the City to effectively meet FTA Section 5307 requirements, three actions should be ideally completed prior to the commencement of FY 2014/15: 1) development of an MOU with the County to ensure service delivery to the Matheny Tract, 2) adjustment of Route 7 to improve service to East Tulare Villa, and 3) formal adoption of the revised fare policy by the city council. Recommendations concerning on-time performance should be addressed concurrently in order to consolidate service changes and reduce the need for additional revisions to TCAG's Transit Guide.

Service changes, including the extension of Saturday operating hours, were developed based on customer feedback and should be implemented in a second phase. Doing so would allow the City to evaluate transit service performance following initial improvements, as well as provide additional time to plan and to secure funding for service expansion.

#### Administrative Recommendations

Improved records-keeping (such as consolidating key performance indicators into a centralized dataset as noted in Chapter 4, Section 2) is a no-cost, procedural improvement which will ultimately streamline future reporting efforts. This should be implemented immediately in preparation for the Section 5307 transition and as a means to actively monitor performance of the transit program as service improvements are made. Similarly, an improved customer feedback mechanism involves minimal up-front cost and will allow for more effective assessment of customer satisfaction.

The bus stop improvement program requires capital investment as well as staff time as discussed in the Financial Plan. Therefore, initial stages of the program are slated to take place after City approval of anticipated capital expenditures.

#### Marketing Recommendations

Marketing recommendations can be addressed in two stages. Immediate tasks such as ensuring all materials are produced in English and Spanish and increased promotion of non-cash fare media can be made with minimal lead time. By contrast, increasing the City's transit marketing budget and implementing the prior TDP marketing recommendations requires additional lead time.

Exhibit 6.1.1 presents a hierarchal summary of the recommendations as well as a timeframe for their implementation. In addition, the table identifies the primary entity responsible for implementation. Recommendations with a “High” priority (defined as those based on significant demand during outreach efforts or those based on federal funding requirements) should be implemented within the next six calendar months. “Medium” priority recommendations should be implemented in FY 2014/2015, and those with “Low” priority should be implemented as resources allow.

#### Capital Recommendations

Capital recommendations stemming from the operations Chapter (Chapter 4) and the Financial and Capital Plans (Chapter 5) are included in this section. These recommendations include the purchase of scheduling software, enhanced maintenance activities, and land procurement.

Exhibit 6.1.1 Proposed Implementation Schedule

Recommendation	Timeframe	Responsible Agency	Priority
<i>Operations Recommendations</i>			
Ensure service delivery to Matheny Tract.	Implement during FY 2014/2015	County	Medium
Modify Route 7 to provide service to East Tulare Villa.	Implement during FY 2014/2015	Tulare	Medium
Improve Route 4 on-time performance.	Already implemented; ongoing monitoring	Tulare	High
Improve Route 7 on-time performance.	Complete within 3-6 months in conjunction with Transit Guide update	Tulare	High
Extend Saturday service to 7:00 p.m.	Implement no later than FY 2015/16	Tulare	Low
Revise fare policy to ensure FTA compliance.	Complete within 3-6 months in conjunction with Transit Guide update	Tulare	High
<i>Administrative Recommendations</i>			
Improve data management and record-keeping.	Initiate as soon as possible; ongoing	Tulare	High
Initiate bus stop improvement program.	Initiate in FY 2014/15; ongoing	Tulare	Low
Implement/maintain a customer feedback mechanism.	Initiate as soon as possible; ongoing	Tulare	Medium
<i>Marketing Recommendations</i>			
Increase annual marketing budget.	Initiate after adoption of FY 2014/15 budget	Tulare	High
Fully implement the marketing recommendations contained in the City's prior TDP.	Initiate after adoption of FY 2014/15 budget	Tulare	High
Increase promotion of TIME non-cash fare media.	Initiate as soon as possible; ongoing	Tulare	Medium
Ensure all TIME promotional collateral are available in Spanish.	Initiate as soon as possible; ongoing	Tulare/TCAG	High
<i>Capital Recommendations</i>			
Bus Stop Improvement Plan	Begin FY 2015/16; ongoing through FY 2020/21	Tulare	Medium
ITS system upgrades.	Complete by FY 2015/16, concurrent with vehicle procurement.	Tulare	Medium
Procure lot adjacent to Transit Center.	Complete by FY 2015/16	Tulare	Medium
Increase maintenance activities at Transit Center.	Initiate as soon as possible; ongoing	Tulare	High

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# APPENDIX



## ADA PARATRANSIT PLAN

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## APPENDIX A – ADA PARATRANSIT CHAPTER

### INTRODUCTION

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The City of Tulare is an operator of public transit services and is required by the American with Disabilities Act (ADA) to provide complementary paratransit services for individuals who, due to disability, are unable to use the available fixed-route transit services for some or all of their trips. Paratransit service must be comparable to the fixed-route service available to the general public.

Federal Regulation Title 49 of the Code of Federal Regulations (CFR), Part 37, Subpart F; *Paratransit as a Complement to Fixed-Route Service – 37.135 Submission of a paratransit plan* requires that each entity shall submit a paratransit plan with annual updates or certifications of compliance. The City of Tulare submitted its initial Paratransit Plan in February 1992 and updated that Plan in 1999 and 2005. The Plan has not been updated since that time.

In 2010, the federal Census Bureau determined the City of Tulare and its immediate metro area had exceeded 50,000 in population. Its Section 5311 funded transit program was transitioned to a Section 5307 funded program in 2012. The Tulare County Association of Governments (TCAG) acts as Tulare County's Council of Governments (COG) and Regional Transportation Planning Agency (RTPA). TCAG is also the designated Metropolitan Planning Organization (MPO) for Tulare County.

Given the need to plan for challenges presented by the transition from rural to small urban transit planning, the City of Tulare requested a Paratransit Chapter be included in its overall 2014 Short Range Transit Plan.

This Chapter covers the period Fiscal Year 2014 through Fiscal Year 2019 and includes the following elements as required by FTA:

- Identification of transit system and contact person(s),
- Description of existing fixed-route system,
- Description of existing paratransit service,
- Description of comparable paratransit service,
- Description of eligibility,
- Description of public participation,
- Description of efforts to coordinate with other entities, and
- Current and emerging issues.

## A.1 IDENTIFICATION

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Tulare InterModal Express (TIME) Dial-A-Ride/Paratransit System  
Darlene Thompson, Finance Director  
City of Tulare  
411 East Kern Avenue, Suite F  
Tulare, California 93274-4257  
559.684.4200

## A.2 FIXED-ROUTE SERVICE

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- A.2.1: Organizational Structure
- A.2.2: Service Area
- A.2.3: Route Structure
- A.2.4: Days and Hours of Service
- A.2.5: Fare Structure
- A.2.6: Population Served
- A.2.7: Vehicle Inventory
- A.2.8: Percentage of Accessible Vehicles
- A.2.9: Percentage of Accessible Routes

### A.2.1 ORGANIZATIONAL STRUCTURE – FIXED-ROUTE SERVICE

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In 1989, the City of Tulare introduced its fixed-route transit service, Tulare InterModal Express (TIME), as an evolution of its historic Dial-a-Ride program. The fixed-route service was originally named Tulare Transit Express, transitioning to the TIME brand in 2007.

The City of Tulare city council provides oversight and governance for the transit program including policy and budget making.

Day-to-day administration of the program lies with the City's Finance Department. The City employs a Transit Coordinator and a Transit Analyst, each of whom report directly to the Finance Director.

The day-to-day operations of both the Dial-A-Ride and Fixed-Route service components are contracted to MV Transportation, Inc., an established transportation/transit company with operations/clients throughout the United States.

The City of Tulare **does not** have a formal Transit Advisory Committee (TAC). However, the City does convene a meeting on the first Tuesday of each month at the Transit Center for the general public and passengers to provide evaluation and suggestions to the City concerning both the Dial-A-Ride and Fixed-Route transit programs. The meeting also provides an opportunity for Transit program



staff to provide information to the public. This meeting is held in the evening and attended by the Operations Contractor, Transit Analyst, Transit Coordinator, Finance Director, or any combination of representatives as they are available.

The City's Dial-A-Ride and Fixed-Route programs are represented on the regional Social Services Transportation Advisory Council (SSTAC), and are included in the Tulare County Association of Governments' Tulare County Coordinated Transportation Plan.

#### A.2.2 SERVICE AREA – FIXED-ROUTE SERVICE

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**Tulare** /tu:'ləəri:/ is a city in Tulare County, California, United States. The area of the City is 21.02 square miles with a population of 61,199 as of January 2013 (based on California Department of Finance estimates).

Located in California's Joaquin Valley, the city of Tulare supports a largely agricultural region which is centrally located between the Pacific Coast and the state's eastern boundary. California State Highway 99 bisects Tulare from north to south. State Route 137 bisects the City east to west. Interstate 5, California's primary north/south interstate, is located approximately 40 minutes to the west of Tulare. The Union Pacific Railway operates rail service through Tulare. The nearest international airport is located in Fresno (approximately 50 miles to the north); Los Angeles and San Francisco are each approximately four hours away by car. (See Exhibits A.2.2.1 and A.2.2.2.)

Exhibit A.2.2.1 Tulare City Map

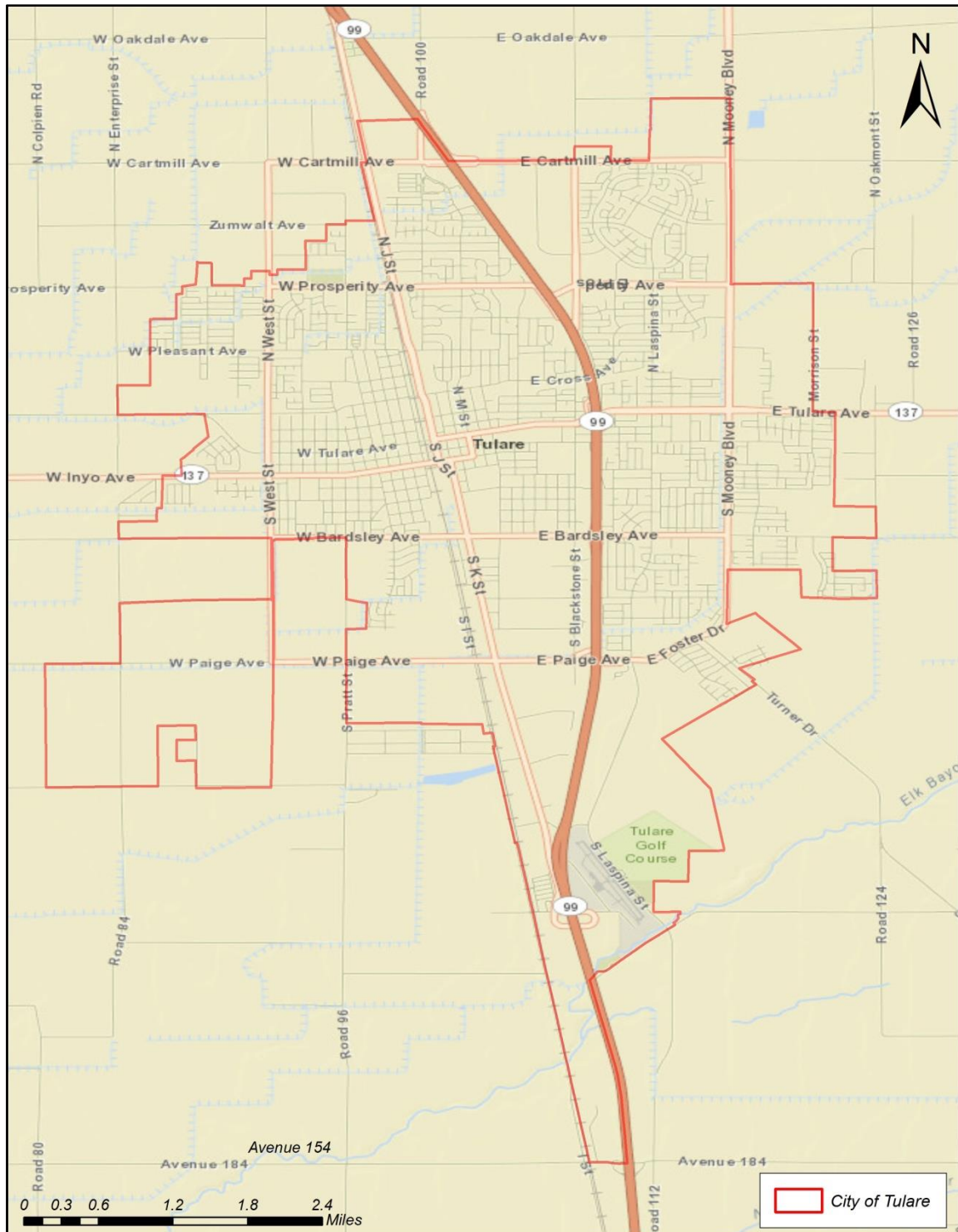
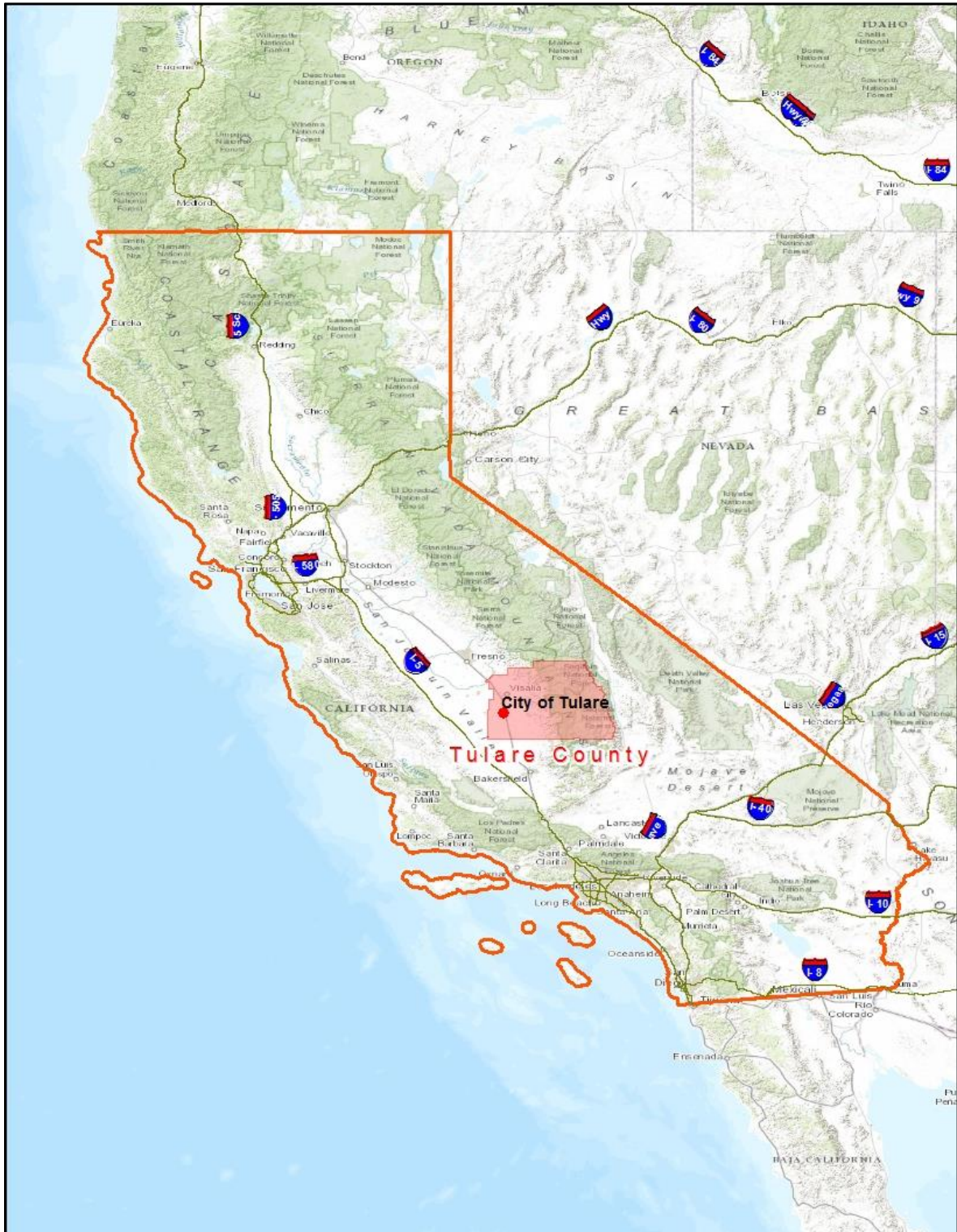


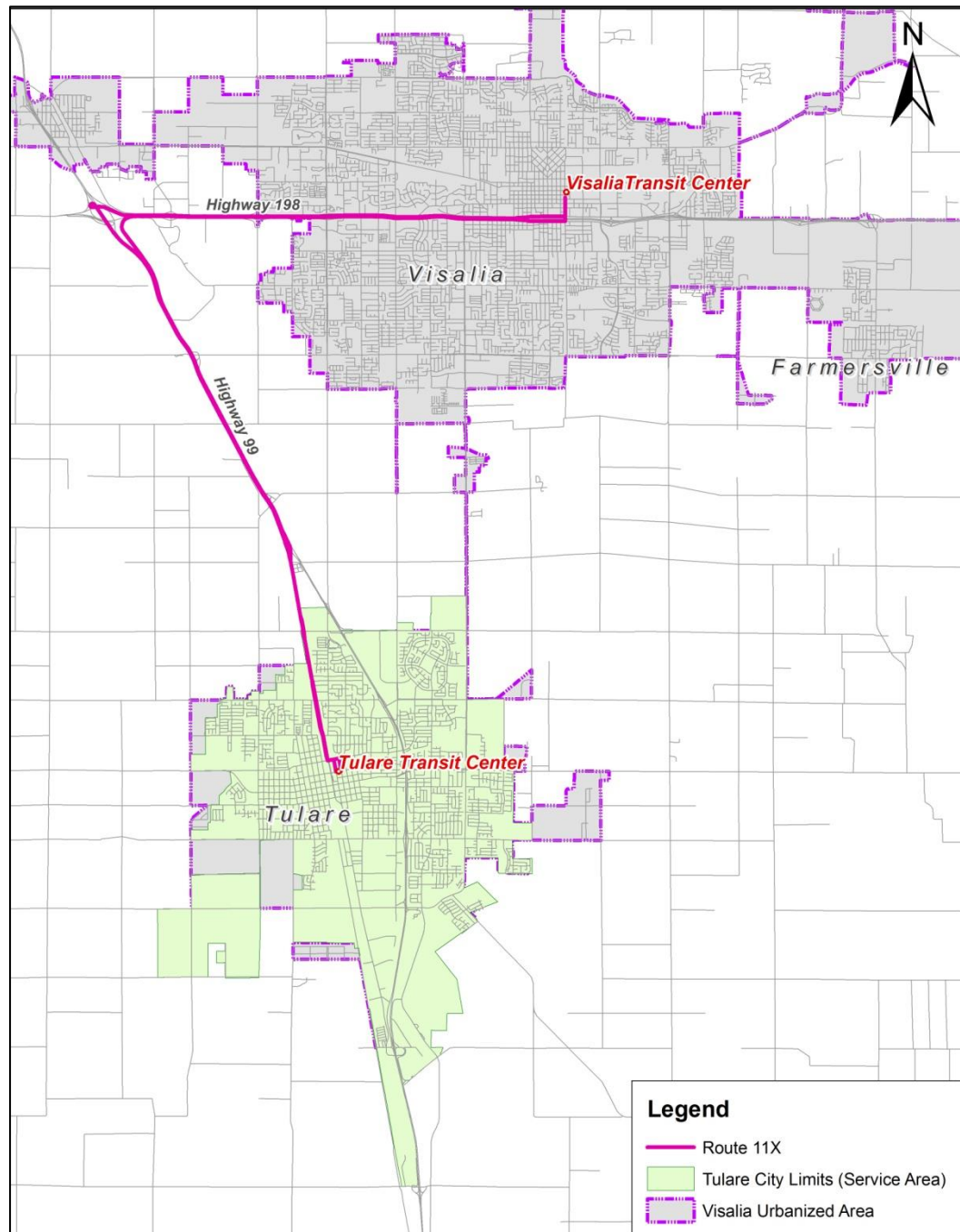
Exhibit A.2.2.2 California State Map with Tulare County and City of Tulare Identified





The City of Tulare's public transit service operates within the city limits of Tulare with one intercity route to Visalia, a neighboring city (population greater than 127,000) 15 miles to the north via Highway 99. (See Exhibit A.2.2.3.)

Exhibit A.2.2.3 Transit Service Area



### A.2.3 ROUTE STRUCTURE – FIXED ROUTE SERVICE

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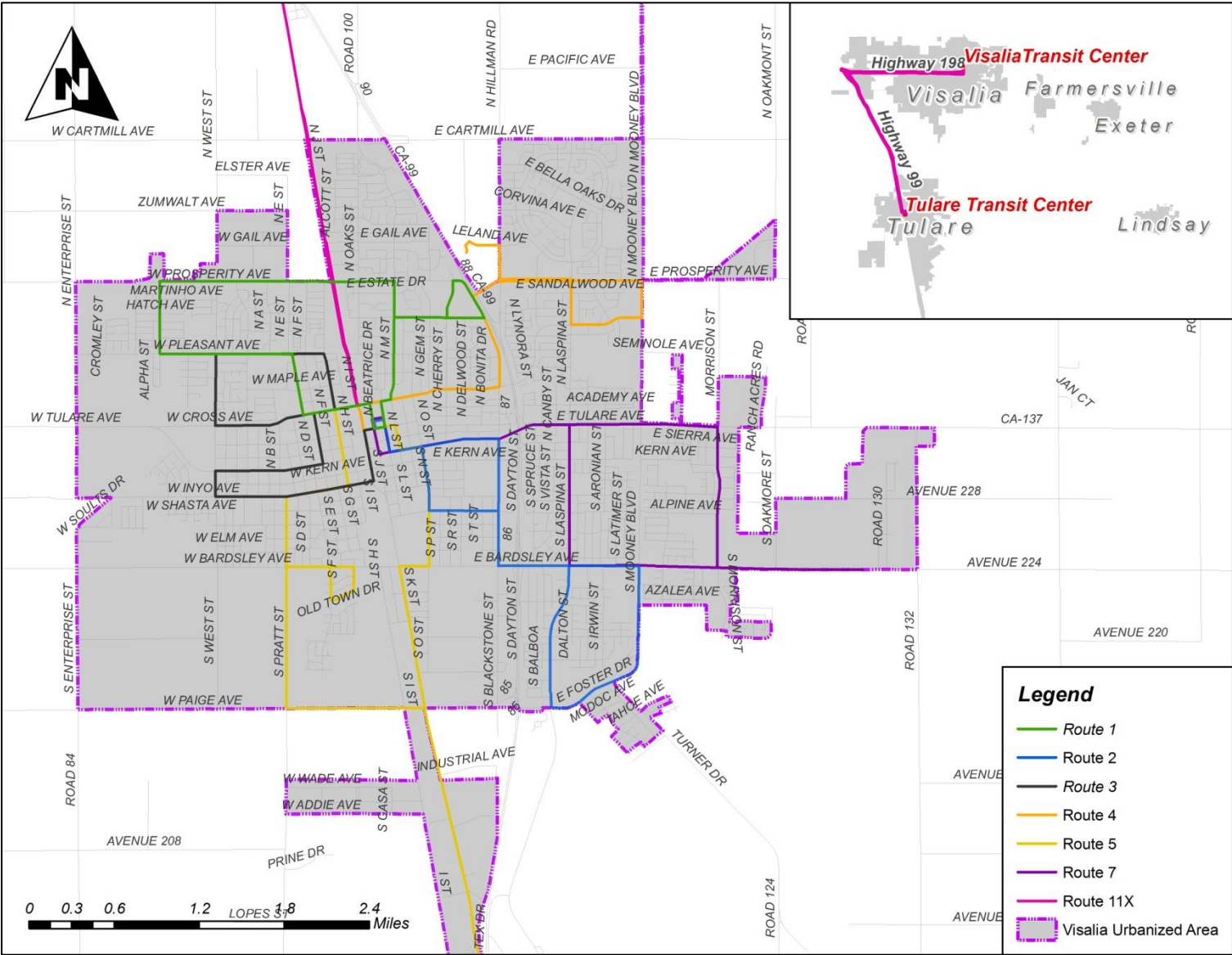
The City of Tulare's Tulare InterModal Express (TIME) system features six fixed routes and one intercity route (see Exhibit A.2.3.1).

- **Route 1** (Northwest Tulare) originates at the Tulare Transit Center with destinations including the Tulare Regional Medical Center, Vallarta Supermarket, Prosperity Sports Park, and Pleasant Elementary School.
- **Route 2** (Southeast Tulare) originates at the Tulare Transit Center with destinations including Cypress elementary school and Blackstone Apartments.
- **Route 3** (West Tulare) originates at the Tulare Transit Center and includes the key destinations of Tulare Western High School and the Tulare Senior Center.
- **Route 4** (Northeast Tulare) originates at the Tulare Transit Center with destinations including the Monte Vista Shopping Center, Wal-Mart, K-Mart, Target, CVS, and the Tulare Outlet Center.
- **Route 5** (Southwest Tulare) originates at the Tulare Transit Center with destinations including Parkwood Meadows Park, Tulare City Hall and numerous apartment complexes throughout the City.
- **Route 7** (East Tulare) originates at the Tulare Transit Center with destinations including the College of Sequoias' Tulare College Center, Mission Oak High School, and Kohn Elementary School.
- **Route 11X** (Intercity service) originates at the Tulare Transit Center and travels to the Visalia Transit Center via Highway 99, State Route 198, and West Noble Ave.; returning via West Mineral King Ave. The route serves as a link between the Tulare and Visalia transit centers.

Tulare County Area Transit (TCaT ) connects with the TIME system at two locations: College of the Sequoias' Tulare Campus (Route 40 – Southeast County) and the Tulare Transit Center (Route 20 – South County).

Greyhound Lines uses the Tulare Transit Center as its terminal to receive and drop passengers utilizing its statewide system. There are two private taxi companies serving Tulare.

Exhibit A.2.3.1 Visalia Urbanized Area and TIME System Map



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#### A.2.4 DAYS AND HOURS OF SERVICE – FIXED-ROUTE SERVICE

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Monday–Friday	6:30 a.m. – 10:00 p.m.
Saturday	9:00 a.m. – 5:30 p.m.
No Sunday service	

Service does not operate on New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, or Christmas Day.

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#### A.2.5 FARE STRUCTURE – FIXED-ROUTE SERVICE

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##### **Fixed-Route Fares *One-way***

General.....	\$1.25
Children/5 & younger.....	Free
<i>First two with fare-paying adult</i>	
Personal Care Attendant.....	Free
<i>One with ADA passenger to same destination</i>	
Monthly General Pass.....	\$40.00
<i>Unlimited rides</i>	
Monthly Senior Pass/60 & older.....	\$33.00
<i>Unlimited rides</i>	
Monthly Student Pass.....	\$33.00
<i>Unlimited rides</i>	
Trip Tickets/book of 20.....	\$25.00
Monthly T-Pass.....	\$50.00
<i>County-wide unlimited fixed route rides</i>	

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#### A.2.6 POPULATION SERVED – FIXED-ROUTE SERVICE

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The City of Tulare’s TIME program provides transit services to the general public in compliance with all federal Title VI and ADA regulations. Children under age 7 years are not allowed to ride the bus alone. All TIME buses are equipped with wheelchair lifts or ramps and securements to ensure universal accessibility. Bicycle racks are available on many buses. According to City Data<sup>1</sup>, the city’s population continues to grow with median age and median income below the California average. (See Exhibits A.2.6.1. through A.2.6.7.<sup>2</sup>)

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<sup>1</sup> Information provided by City-Data.com (January 2013).

<sup>2</sup> Exhibit data provided by City-Data.com (January 2013).

**Exhibit A.2.6.1 Population**

<b>Population in 2012:</b>	60,933 (99% urban, 1% rural)
<b>Population change since 2000:</b>	+38.5%
<b>Males:</b>	29,944 (49.1%)
<b>Females:</b>	30,989 (50.9%)
<b>Median resident age:</b>	29.1 years
<b>California median age:</b>	45.6 years

**Exhibit A.2.6.2 Household Income**

<b>Estimated median household income in 2000 (Tulare):</b>	\$33,637
<b>Estimated median household income in 2011 (Tulare):</b>	\$43,742
<b>Estimated median household income in 2011 (California):</b>	\$57,287

**Exhibit A.2.6.3 House or Condo Value**

<b>Estimated median house or condo value in 2000 (Tulare):</b>	\$92,900
<b>Estimated median house or condo value in 2011 (Tulare):</b>	\$146,448
<b>Estimated median house or condo value in 2011 (California):</b>	\$355,600

**Exhibit A.2.6.4 Race/Ethnicity**

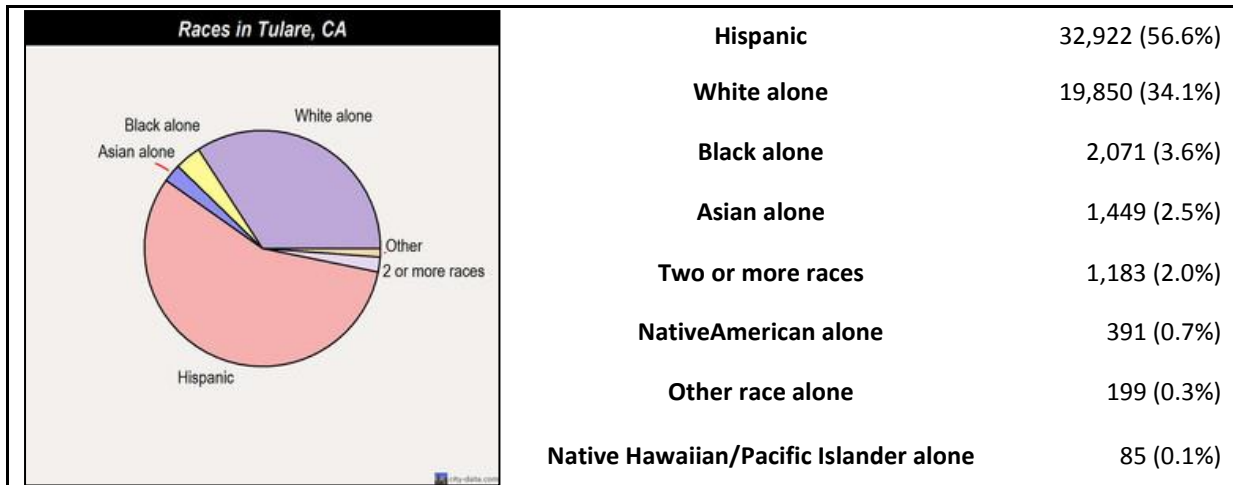






Exhibit A.2.6.5 Education and Employment<sup>3</sup>

High school or higher	73.2%
Bachelor's degree or higher	11.1%
Graduate or professional degree	3.8%
Unemployed	10.7%
Mean travel time to work	18.4 minutes

Exhibit A.2.6.6 Marital Status<sup>4</sup>

Never married	31.8%
Now married	51.7%
Separated	2.0%
Widowed	5.5%
Divorced	9.1%

Exhibit A.2.6.7 Place of Birth

Tulare	 20.7%
California	 26.9%
Another county	12,009 residents
Latin America	16.2%
Europe	2.1%

## A.2.7 VEHICLE INVENTORY – FIXED ROUTE SERVICE

The City of Tulare uses portions of its vehicle inventory in support of both the Dial-A-Ride and Fixed-Route programs. While some vehicles are designated for use in a particular mode, any vehicle may be used for both programs should the need arise. The majority of the current fleet has exceeded its anticipated useful life with very high mileage on more than half of the vehicles. Exhibit A.2.7.1 includes all vehicles not assigned solely to Dial-A-Ride service. (The Dial-A-Ride fleet is further detailed in Exhibit A.3.12.1.) Fleet maintenance is contracted to MV Transportation.

<sup>3</sup> For population 25 years and over in Tulare.

<sup>4</sup> For population 15 years and over in Tulare.

Exhibit A.2.7.1 Fixed-Route Vehicle Inventory<sup>5</sup>

Unit #	Year	Make	VIN	Engine	Fuel Type	Vehicle Mileage	Used For	# of Seats	Securement Locations
2009	2003	ElDorado Transmark	1N9TDACG13 C084056	8.3L Cummings	LNG	440,477	FR	30	2
2011	2003	ElDorado Transmark	1N9TDACG33 C084057	8.3L Cummings	LNG	432,902	FR	30	2
2014	2003	ElDorado Transmark	1N9TDACG73 C084059	8.3L Cummings	LNG	508,744	FR	30	2
2015	2004	ElDorado Transmark	1N9TDACG64 C084152	8.3L Cummings	LNG	422,585	FR	30	2
2016	2004	ElDorado Transmark	1N9TDACG14 C084155	8.3L Cummings	LNG	424,472	FR	30	2
2017	2004	ElDorado Transmark	1N9TDACG34 C084156	8.3L Cummings	LNG	460,086	FR	30	2
<b>2018</b>	<b>2007</b>	<b>Ford Starcraft Allstar</b>	<b>1FDXE45S16 DB18752</b>	<b>6.8L-V10</b>	<b>CNG</b>	<b>152,414</b>	<b>FR/DAR</b>	<b>16</b>	<b>3</b>
<b>2019</b>	<b>2007</b>	<b>Ford Starcraft Allstar</b>	<b>1FDXE45S96 DB18756</b>	<b>6.8L-V10</b>	<b>CNG</b>	<b>165,576</b>	<b>FR/DAR</b>	<b>16</b>	<b>3</b>
<b>2020</b>	<b>2008</b>	<b>Ford Starcraft Allstar</b>	<b>1FD4E45S98 DA70700</b>	<b>6.8L-V10</b>	<b>CNG</b>	<b>171,061</b>	<b>FR/DAR</b>	<b>16</b>	<b>3</b>
<b>2021</b>	<b>2008</b>	<b>Ford Starcraft Allstar</b>	<b>1FD4E45S98 DA70701</b>	<b>6.8L-V10</b>	<b>CNG</b>	<b>177,284</b>	<b>FR/DAR</b>	<b>16</b>	<b>3</b>
2024	2009	Blue Bird Low-Floor	1N90349598 A140678	BG230 Cummings	CNG	183,598	FR	30	2
2025	2009	Blue Bird Low-Floor	1N90349508 A140679	BG230 Cummings	CNG	192,672	FR	30	2
2026	2009	Blue Bird Low-Floor	1N93495159 A140155	BG230 Cummings	CNG	239,638	FR	30	2
<b>2027</b>	2009	Blue Bird Low-Floor	1N93495179 A140156	BG230 Cummings	CNG	N/A	FR	30	2

#### A.2.8 PERCENTAGE OF ACCESSIBLE VEHICLES – FIXED-ROUTE SERVICE

All vehicles operated by TIME are ADA-accessible.

#### A.2.9 PERCENTAGE OF ACCESSIBLE ROUTES – FIXED-ROUTE SERVICE

All routes operated by TIME are designed to be ADA-accessible. At the time this report was developed a single stop on Route 2 was adjacent to a construction site and was not ideally suited for ADA riders in inclement weather. This will be rectified once construction is completed.

<sup>5</sup> Inventory current as of December 31, 2013.

### A.3 EXISTING PARATRANSIT SERVICE

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- A.3.1: Organizational Structure
- A.3.2: Service Area
- A.3.3: Reservations and Schedules
- A.3.4: Days and Hours of Service
- A.3.5: Fare Structure
- A.3.6: Passenger Assistance
- A.3.7: Personal Attendants and Companions
- A.3.8: Boarding the Vehicle
- A.3.9: Suspension Policy
- A.3.10: Population Served
- A.3.11: Ridership Data
- A.3.12: Vehicle Inventory
- A.3.13: Percentage of Accessible Vehicles
- A.3.14: Paratransit Service Provided by Other Entities
- A.3.15: Paratransit Service Compliance with Service Criteria Requirements in §37.131

#### A.3.1 ORGANIZATIONAL STRUCTURE – PARATRANSIT SERVICE

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The City of Tulare has operated its Dial-A-Ride program since 1980. Originating as a general public dial-a-ride system, TIME Dial-A-Ride now operates primarily as a complementary paratransit service to the TIME fixed-route system with service to the general public as an ancillary component.

The City of Tulare city council provides oversight and governance for the transit program including policy and budget-making.

Administration of the system is provided by the City's Finance Department. The City employs a Transit Coordinator and a Transit Analyst, both of whom report directly to the Finance Director.

The day-to-day operations of both TIME Fixed-Route and TIME Dial-A-Ride are contracted to MV Transportation, Inc., an established transportation/transit company with clients/operations throughout the United States.

The City of Tulare **does not** have a formal Transit Advisory Committee (TAC). However, the City does convene a meeting on the second Tuesday of each month at the Transit Center for the general public and passengers to provide evaluation and suggestions to the City concerning both the Dial-A-Ride and Fixed-Route transit programs. It also allows Transit staff to provide information to riders relevant to the transit program. This meeting is held in the evening and attended by the Operations Contractor, Transit Analyst, Transit Coordinator, Finance Director, or any combination of representatives, as they are available.

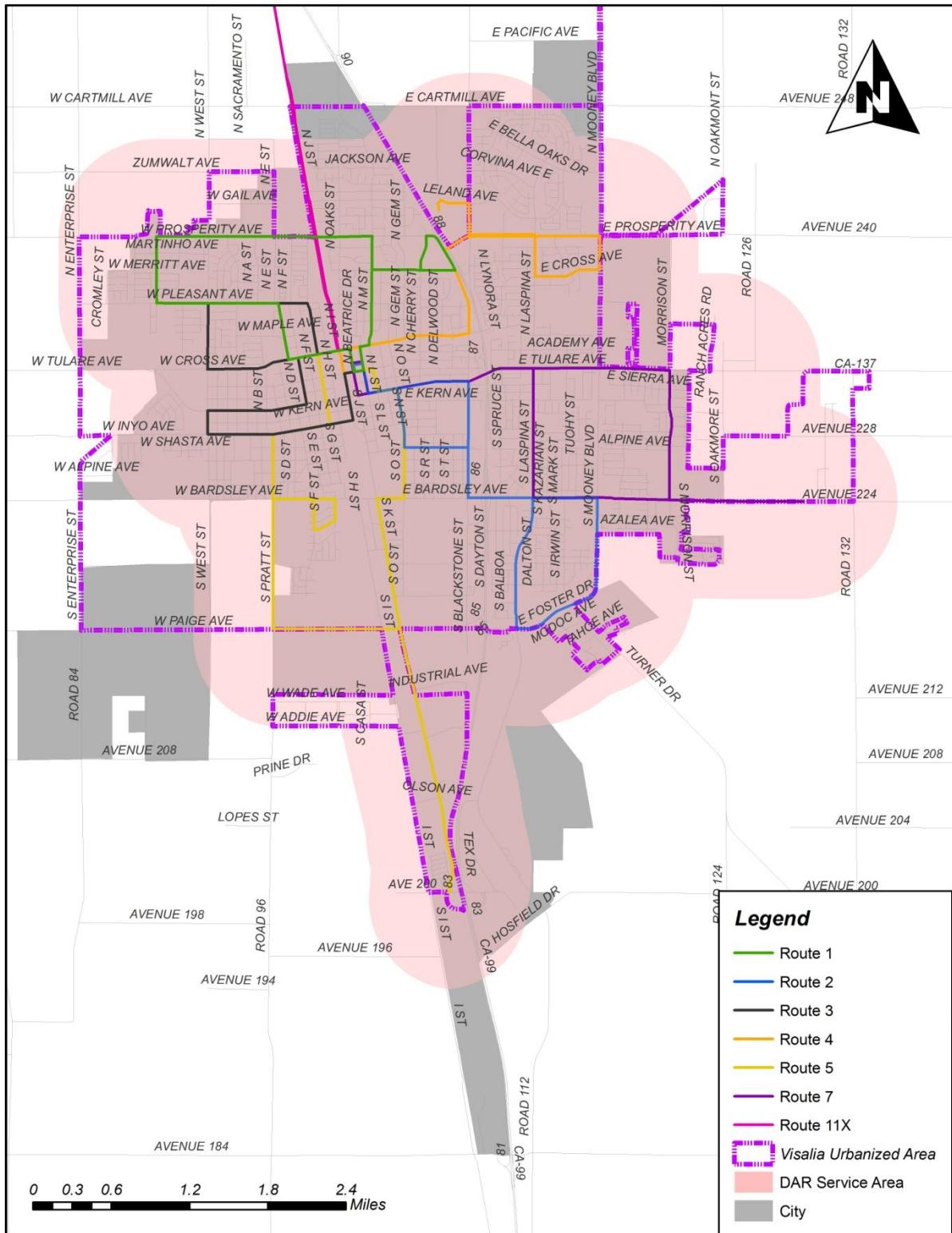
The TIME Dial-A-Ride program is represented on the regional Social Services Transportation Advisory Council (SSTAC) and is included in the Tulare County Association of Governments' Tulare County Coordinated Transportation Plan (last updated in 2010) and the Area Agency on Aging Senior Resources Directory.

#### A.3.2 SERVICE AREA – PARATRANSIT SERVICE

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The TIME Dial-A-Ride service operates within the city limits of Tulare. (See Exhibit A.3.2.1.) The most popular destinations for Dial-A-Ride riders include medical facilities, grocery and other shopping (Wal-Mart is the most requested destination for those shopping), schools, and job sites.

Exhibit A.3.2.1 TIME Dial-A-Ride Service Area (with ¼ mile shadow around fixed routes)



### A.3.3 RESERVATIONS AND SCHEDULES – PARATRANSIT SERVICE

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While TIME Dial-A-Ride does not require a prior day notice of a ride request, it does accept reservations up to fourteen days in advance. **Those who are eligible for paratransit services and who make a request for service the previous day or sooner receive priority and may override non-paratransit-eligible riders who have made advance reservations.**

Reservation services are available either through a reservation clerk or recording device during all days and hours of operation as well as during times reflective of normal business hours on a day when TIME Dial-A-Ride's office is not open before the beginning of the service day. TIME Dial-A-Ride services are provided to the general public on a "first come, first served" basis by calling 559.688.5706. The TDD line for the hearing impaired is 559.687.8772.

TIME Dial-A-Ride attempts to schedule all paratransit eligible requests made the day prior to the requested pick-up time. Customers are asked for the time they would like to be picked up. As permitted by ADA, reservation takers then negotiate trip times by searching for available space up to one hour on either side of the requested pick-up time. If space exists, the customer is offered a "ready time" and a trip confirmation is provided. If TIME Dial-A-Ride is not able to schedule the trip by 9:30 p.m. the day before service, the trip request is considered to have been denied and is recorded as such. **The City of Tulare has no recorded service denials across the past three years.**

Customers also may request a "standing ride" or subscription for trips that recur weekly at the same time and are to and from the same location. The City maintains a subscription waiting list which is reviewed periodically to see if establishing a subscription will create increased ride sharing opportunities. All subscription scheduling is based on time, geography, and direction of the trip – not on a "first come, first served" basis. Subscription services do not absorb more than 50 percent of the number of trips available at a given time and day unless there is adequate capacity. Most subscription holders use the Dial-A-Ride service to go to school or jobsites. In January 2014 there were approximately 40 subscription rides each week and the program was experiencing no capacity issues. **As of January 2014 there is no one on the waiting list nor has there been across the last three years.**

Calls for same-day trips are accepted until 9:30 p.m. weekdays and until 5:15 p.m. Saturdays.

TIME Dial-A-Ride does not accept reservations based on appointment times at a passenger's destination. However, reservation takers can suggest pick-up times based on a passenger's desired arrival time at a destination. Return trips need to be scheduled in advance, and passengers are advised to use their "best guess" when scheduling a return pick-up time. Paratransit eligible riders are not required to begin a trip more than one hour before or after the rider's desired departure time.

TIME Dial-A-Ride does not impose restrictions or priorities based on trip purpose and does not presently experience capacity constraints based on the number of trips an individual is provided, a pattern or practice such as untimely pickups, missed trips, excessive length, or traffic conditions not identified when planning the trip or any “substantial number” of trip denials.

Reservations must be cancelled two hours in advance of pick-up time in order to avoid a “no show” trip status.

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#### A.3.4 DAYS AND HOURS OF SERVICE – PARATRANSIT SERVICE

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Monday–Friday	6:00 a.m. – 10:00 p.m.
Saturday	9:00 a.m. – 5:30 p.m.
No Sunday service	

Calls for same-day trips are only accepted until 9:30 p.m. weekdays and 5:15 p.m. Saturdays.

TIME Dial-A-Ride does not operate on New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, or Christmas Day.

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#### A.3.5 FARE STRUCTURE – PARATRANSIT SERVICE

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##### **TIME Dial-A-Ride Fares *One-way***

General .....	\$2.50
ADA certified .....	\$2.00
Children/7 & younger riding with a fare-paying adult ....	\$1.25
Children over the age of 7 riding without an adult .....	\$2.25
Personal Care Attendant .....	Free
Trip Tickets/book of 10.....	\$25.00
ADA Trip Tickets/book of 10.....	\$20.00

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#### A.3.6 PASSENGER ASSISTANCE – PARATRANSIT SERVICE

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TIME Dial-A-Ride drivers provide curb-to-curb service. That is, they may assist passengers in getting into and out of the vehicle, but do not provide assistance getting to the vehicle. Personal belongings and a limited number of shopping bags must be able to be stowed securely and present no hazard to the driver or other passengers. Passengers who require additional assistance are advised to have a personal attendant on the trip.

#### A.3.7 PERSONAL ATTENDANTS AND COMPANIONS – PARATRANSIT SERVICE

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TIME Dial-A-Ride service is available to the general public. As such, the system does not deny access for reasons other than availability to any person requesting a ride. All general public riders who are not eligible paratransit riders are served on a “first come, first served” basis and are subject to their ride reservations being superseded by eligible paratransit rider requests.

Paratransit riders who have scheduled rides or received priority scheduling (over-riding existing non-paratransit ride requests) may be accompanied by a Personal Care Attendant as well as a family member or friend. Additional individuals accompanying the eligible rider may be provided service if space is available for them on the vehicle. Additional accompanying riders must have the same origin and destination as the eligible individual.

Persons accompanying the eligible rider are charged the same fare as the eligible rider.

Persons accompanying the eligible rider as a Personal Care Attendant are not charged a fare.

The City of Tulare does not track the number of Personal Care Attendants who receive free rides. Free rides are recorded without regard to the purpose of the free ride.

#### A.3.8 BOARDING THE VEHICLE – PARATRANSIT SERVICE

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Paratransit eligible riders are provided curb-to-curb escort if requested at the time a ride is scheduled. Drivers provide assistance to passengers when boarding the vehicle. Riders in wheelchairs or who are unable to negotiate a standard vehicle entrance are assisted in using the vehicle lift or ramp.

Passengers regardless of paratransit eligibility are given a 45-minute pick-up period from the time their ride is scheduled. If a rider schedules a pickup at 8:00 a.m. they may be picked up as late as 8:45 a.m. If they are picked up later than 8:45 a.m. the vehicle is considered late. When the vehicle arrives within the pick-up period the driver will wait no more than three minutes. If the vehicle arrives before the pick-up window, the rider may board if ready, if not, the driver will wait until the pick-up period begins plus the additional three minutes. If the passenger is not available to board at the end of the three-minute wait period and did not cancel the reservation at least two hours in advance, the trip is considered a no-show.

The City’s Dial-A-Ride service evaluates its on-time performance using a random selection of service days for auditing. As of January 2014, the Dial-A-Ride program had an average on-time performance of 97-98 percent.



#### A.3.9 SUSPENSION POLICY - PARATRANSIT

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ADA regulations state that suspensions will not be imposed for circumstances that are beyond the rider's control such as:

- A sudden personal emergency,
- Sudden or worsening illness,
- Inability to get through on TIME Dial-A-Ride's phone or TDD lines,
- Late arrival of the vehicle or operator error, or
- Disruptive behavior caused by a disability.

The City's Dial-A-Ride program **does not** have a formal suspension policy. Its informal policy is that a rider will receive a warning with two no-shows and will be suspended from riding for up to six months on the third no-show.

**There have been no service suspensions recorded across the last three years.**

#### A.3.10 POPULATION SERVED – PARATRANSIT SERVICE

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The City of Tulare's Dial-A-Ride program provides transit services to the general public and to qualified ADA eligible riders in compliance with all federal Title VI and ADA regulations.

The Census Bureau's 2012 American Community Survey found that 5.8 percent of all households in Tulare reported that no vehicle was available to the household.

The Census Bureau's 2012 American Community Survey found that 9.2 percent of Tulare's population was age 65 or older. (See Exhibit A.3.10.1.)

Exhibit A.3.10.1 Resident Age<sup>6</sup>

Subject	Tulare city, California			
	Estimate	Margin of Error	Percent	Percent Margin of Error
SEX AND AGE				
Total population	60,127	+/-40	60,127	(X)
Male	28,978	+/-864	48.2%	+/-1.4
Female	31,149	+/-858	51.8%	+/-1.4
Under 5 years	5,286	+/-522	8.8%	+/-0.9
5 to 9 years	5,658	+/-620	9.4%	+/-1.0
10 to 14 years	6,046	+/-638	10.1%	+/-1.1
15 to 19 years	4,570	+/-599	7.6%	+/-1.0
20 to 24 years	4,335	+/-612	7.2%	+/-1.0
25 to 34 years	8,515	+/-825	14.2%	+/-1.4
35 to 44 years	7,518	+/-591	12.5%	+/-1.0
45 to 54 years	7,034	+/-644	11.7%	+/-1.1
55 to 59 years	3,007	+/-497	5.0%	+/-0.8
60 to 64 years	2,615	+/-426	4.3%	+/-0.7
65 to 74 years	3,300	+/-415	5.5%	+/-0.7
75 to 84 years	1,533	+/-299	2.5%	+/-0.5
85 years and over	710	+/-211	1.2%	+/-0.4
Median age (years)	29.9	+/-0.9	(X)	(X)
18 years and over	40,476	+/-885	67.3%	+/-1.5
21 years and over	37,624	+/-938	62.6%	+/-1.6
62 years and over	7,013	+/-597	11.7%	+/-1.0
65 years and over	5,543	+/-480	9.2%	+/-0.8
18 years and over	40,476	+/-885	40,476	(X)
Male	19,263	+/-759	47.6%	+/-1.5
Female	21,213	+/-751	52.4%	+/-1.5
65 years and over	5,543	+/-480	5,543	(X)
Male	2,540	+/-294	45.8%	+/-3.9
Female	3,003	+/-356	54.2%	+/-3.9

The Census Bureau estimated that 11.5 percent of persons in Tulare reported having one or more types of disability. The estimated rate for persons 65 and over is 44.1 percent. (See Exhibit A.3.10.2.)

<sup>6</sup> Source: U.S. Census Bureau, 2010-2012 American Community Survey.

Exhibit A.3.10.2 Disability Estimates<sup>7</sup>

Subject	Tulare city, California					
	Total		With a disability		Percent with a disability	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total civilian noninstitutionalized population	59,150	+/-158	6,793	+/-777	11.5%	+/-1.3
<b>Population under 5 years</b>	5,490	+/-643	0	+/-123	0.0%	+/-1.1
With a hearing difficulty	(X)	(X)	0	+/-123	0.0%	+/-1.1
With a vision difficulty	(X)	(X)	0	+/-123	0.0%	+/-1.1
<b>Population 5 to 17 years</b>	13,965	+/-839	553	+/-273	4.0%	+/-1.9
With a hearing difficulty	(X)	(X)	18	+/-28	0.1%	+/-0.2
With a vision difficulty	(X)	(X)	44	+/-41	0.3%	+/-0.3
With a cognitive difficulty	(X)	(X)	491	+/-280	3.5%	+/-2.0
With an ambulatory difficulty	(X)	(X)	13	+/-21	0.1%	+/-0.1
With a self-care difficulty	(X)	(X)	13	+/-21	0.1%	+/-0.1
<b>Population 18 to 64 years</b>	34,373	+/-756	3,895	+/-582	11.3%	+/-1.7
With a hearing difficulty	(X)	(X)	752	+/-300	2.2%	+/-0.9
With a vision difficulty	(X)	(X)	802	+/-280	2.3%	+/-0.8
With a cognitive difficulty	(X)	(X)	1,244	+/-348	3.6%	+/-1.0
With an ambulatory difficulty	(X)	(X)	2,069	+/-406	6.0%	+/-1.2
With a self-care difficulty	(X)	(X)	587	+/-222	1.7%	+/-0.6
With an independent living difficulty	(X)	(X)	977	+/-336	2.8%	+/-1.0
<b>Population 65 years and over</b>	5,322	+/-539	2,345	+/-466	44.1%	+/-6.7
With a hearing difficulty	(X)	(X)	932	+/-270	17.5%	+/-4.4
With a vision difficulty	(X)	(X)	445	+/-187	8.4%	+/-3.4
With a cognitive difficulty	(X)	(X)	622	+/-226	11.7%	+/-4.0
With an ambulatory difficulty	(X)	(X)	1,662	+/-428	31.2%	+/-6.4
With a self-care difficulty	(X)	(X)	551	+/-193	10.4%	+/-3.4
With an independent living difficulty	(X)	(X)	1,156	+/-324	21.7%	+/-5.5
PERCENT IMPUTED						
Disability status	4.0%	(X)	(X)	(X)	(X)	(X)
Hearing difficulty	2.6%	(X)	(X)	(X)	(X)	(X)
Vision difficulty	2.6%	(X)	(X)	(X)	(X)	(X)
Cognitive difficulty	2.9%	(X)	(X)	(X)	(X)	(X)
Ambulatory difficulty	2.9%	(X)	(X)	(X)	(X)	(X)
Self-care difficulty	2.9%	(X)	(X)	(X)	(X)	(X)
Independent living difficulty	2.7%	(X)	(X)	(X)	(X)	(X)

<sup>7</sup> Source: U.S. Census Bureau, 2009-2011 American Community Survey.

### A.3.11 RIDERSHIP DATA – PARATRANSIT SERVICE

Ridership data is provided by the City’s transit operations contractor on a weekly basis. While collected, this data set does not include Route 11X, the intercity service to Visalia.

The totals of all TIME Dial-A-Ride passengers are indicated in blue.

The totals of ADA-qualified riders using the City’s Dial-A-Ride are indicated in green.

#### Exhibit A.3.11.1 Four-Year Ridership Summary

	TOTAL PASSENGERS				ADA			Dial-A-Ride % of Total*
	Fixed-Route	Dial-A-Ride	Total	% Total Change	Fixed-Route	Dial-A-Ride	Total	
FY 09-10	352,320	27,477	379,797		4,071	2,035	6,106	7%
FY 10-11	406,497	22,367	428,864	13%	5,389	2,412	7,801	5%
FY 11-12	420,950	18,204	439,154	2.5%	4,471	1,705	6,176	4%
FY 12-13	393,601	19,642	413,243	-6%	3,822	1,416	5,238	5%

*\*As compared with overall ridership.*

Between FY 09-10 and FY 10-11, non-Dial-A-Ride ridership rose 15 percent; Dial-A-Ride ridership fell 19 percent; ADA ridership on Dial-A-Ride rose 18 percent; and ADA riders on the Fixed-Route service rose 43 percent when compared to the previous year.

Between FY 10-11 and FY 11-12, non-Dial-A-Ride ridership rose three percent; Dial-A-Ride ridership fell 19 percent; ADA ridership on Dial-A-Ride fell 30 percent; and ADA riders on the Fixed-Route service fell 14 percent when compared to the previous year.

Between FY 11-12 and FY 12-13, non-Dial-A-Ride ridership fell six percent; Dial-A-Ride ridership rose eight percent; ADA ridership on Dial-A-Ride fell 17 percent; and ADA riders on the Fixed-Route service fell 15 percent when compared to the previous year.

Annual Dial-A-Ride ridership has been declining since FY 11-12. By contrast, the City’s Fixed-Route ridership has been increasing over the past four fiscal years.

Exhibit A.3.11.2 FY 09-10 Ridership

TOTAL PASSENGERS				ADA					
	Fixed-Route	Fuel Relief	Dial-A-Ride	Total	Fixed-Route	Fuel Relief	Dial-A-Ride	Total	% of ADA on Dial-A-Ride
Jul-09	24426	775	1787	26988	371	7	134	512	
Aug-09	27015	1038	2240	30293	314	5	159	478	
Sep-09	28686	1098	2441	32225	409	16	135	560	
Oct-09	31265	916	2719	34900	407	6	171	584	
Nov-09	27377	542	2110	30029	311	7	123	441	
Dec-09	27531	766	2465	30762	281	13	153	447	
Jan-10	25532	789	2445	28766	259	4	170	433	
Feb-10	29538	883	2559	32980	297	7	195	499	
Mar-10	32052	1320	2377	35749	305	8	230	543	
Apr-10	30706	1060	2221	33987	342	7	178	527	
May-10	28684	912	1988	31584	311	8	174	493	
Jun-10	28599	810	2125	31534	366	10	213	589	
Total	341411	10909	27477	379797	3973	98	2035	6106	7%
Total Fixed-Route and Fuel Relief	352320		Percent of all Dial-A-Ride rides as part of total rides						7%

Exhibit A.3.11.3 FY 10-11 Ridership

TOTAL PASSENGERS				ADA					
	Fixed-Route	Fuel Relief	Dial-A-Ride	Total	Fixed-Route	Fuel Relief	Dial-A-Ride	Total	% of ADA on Dial-A-Ride
Jul-10	28892	1010	2002	31904	22	190	541	753	
Aug-10	33707	562	1943	36212	441	10	163	614	
Sep-10	35426	1033	1792	38251	478	24	154	656	
Oct-10	35874	1082	1973	38929	405	13	191	609	
Nov-10	32846	991	1821	35658	459	16	174	649	
Dec-10	30811	1016	2107	33934	558	13	218	789	
Jan-11	30830	817	1893	33540	439	10	157	606	
Feb-11	34733	869	1885	37487	524	14	215	753	
Mar-11	36204	801	2173	39178	410	5	247	662	
Apr-11	33403	786	1760	35949	471	8	155	634	
May-11	33302	766	1612	35680	439	9	9	457	
Jun-11	30264	472	1406	32142	428	3	188	619	
Total	396292	10205	22367	428864	5074	315	2412	7801	10%
Total Fixed-Route and Fuel Relief	406497		Percent of all Dial-A-Ride rides as part of total rides						5%

Exhibit A.3.11.4 FY 11-12 Ridership

TOTAL PASSENGERS				ADA					
	Fixed-Route	Fuel Relief	Dial-A-Ride	Total	Fixed-Route	Fuel Relief	Dial-A-Ride	Total	% of ADA on Dial-A-Ride
Jul-11	27660	728	1356	29744	497	6	185	688	
Aug-11	37059	937	1682	39678	627	15	205	847	
Sep-11	36629	613	1562	38804	509	6	167	682	
Oct-11	37352	1171	1457	39980	432	10	154	596	
Nov-11	33570	1201	1465	36236	355	15	123	493	
Dec-11	32978	971	1445	35394	302	12	132	446	
Jan-12	33147	1180	1441	35768	322	13	135	470	
Feb-12	36680	1343	1321	39344	314	14	140	468	
Mar-12	38196	1602	1460	41258	249	5	134	388	
Apr-12	32138	991	1760	34889	192	4	115	311	
May-12	34536	941	1682	37159	244	7	120	371	
Jun-12	28416	911	1573	30900	313	8	95	416	
Total	<b>408361</b>	<b>12589</b>	<b>18204</b>	<b>439154</b>	<b>4356</b>	<b>115</b>	<b>1705</b>	<b>6176</b>	<b>9%</b>
Total Fixed-Route and Fuel Relief		<b>420950</b>	Percent of all Dial-A-Ride rides as part of total rides						<b>4%</b>

Exhibit A.3.11.5 FY 12-13 Ridership

TOTAL PASSENGERS				ADA					
	Fixed-Route	Fuel Relief	Dial-A-Ride	Total	Fixed-Route	Fuel Relief	Dial-A-Ride	Total	% ADA on Dial-A-Ride
Jul-12	26146	786	1527	28459	300	9	121	430	
Aug-12	36496	1071	1770	39337	402	15	123	540	
Sep-12	34223	920	1643	36786	310	15	94	419	
Oct-12	39983	952	1770	42705	337	7	126	470	
Nov-12	33847	808	1572	36227	325	3	135	463	
Dec-12	28976	715	1520	31211	348	2	132	482	
Jan-13	30357	721	1591	32669	291	0	151	442	
Feb-13	31503	753	1604	33860	319	22	89	430	
Mar-13	31765	1030	1646	34441	393	17	118	528	
Apr-13	33812	1088	1666	36566	0	0	0	0	
May-13	31330	877	1688	33895	322	7	154	483	
Jun-13	24407	1035	1645	27087	368	10	173	551	
Total	<b>382845</b>	<b>10756</b>	<b>19642</b>	<b>413243</b>	<b>3715</b>	<b>107</b>	<b>1416</b>	<b>5238</b>	<b>7%</b>
Total Fixed-Route and Fuel Relief		<b>393601</b>	Percent of all Dial-A-Ride rides as part of total rides						<b>5%</b>

### A.3.12 VEHICLE INVENTORY – PARATRANSIT SERVICE

The City of Tulare uses portions of its vehicle inventory in support of both the Dial-A-Ride and Fixed-Route programs. While some vehicles are designated for use in a particular mode, any vehicle may be used for both programs should the need arise. The majority of the current fleet has exceeded its anticipated useful life with very high mileage on more than half of the vehicles. Exhibit A.3.12.1 includes all vehicles not assigned solely to fixed-route service. (The fixed-route fleet is detailed in Exhibit A.2.7.1.) Fleet maintenance is contracted to MV Transportation.

Exhibit A.3.12.1 Vehicle Inventory<sup>8</sup>

Unit #	Year	Make	VIN	Engine	Fuel Type	Vehicle Mileage	Used For	# of Seats	Securement Locations
2018	2007	Ford Starcraft Allstar	1FDXE45S16DB 18752	6.8L-V10	CNG	152,414	FR/DAR	16	3
2019	2007	Ford Starcraft Allstar	1FDXE45S96DB 18756	6.8L-V10	CNG	165,576	FR/DAR	16	3
2020	2008	Ford Starcraft Allstar	1FD4E45S98DA 70700	6.8L-V10	CNG	171,061	FR/DAR	16	3
2021	2008	Ford Starcraft Allstar	1FD4E45S98DA 70701	6.8L-V10	CNG	177,284	FR/DAR	16	3
2022	2009	Chevy Uplander Van	1GBDV13WX8D 210316	3.4L V6	Gas	121,285	DAR	7	2
2023	2009	Chevy Uplander Van	1GBDV13W18D 212438	3.4L V6	Gas	126,990	DAR	7	2

### A.3.13 PERCENTAGE OF ACCESSIBLE VEHICLES – PARATRANSIT SERVICE

All of the City's Dial-A-Ride fleet is ADA-accessible.

### A.3.14 PARATRANSIT SERVICE PROVIDED BY OTHER ENTITIES – PARATRANSIT SERVICE

The Tulare County Coordinated Transportation Plan identifies no other providers of paratransit services in the City of Tulare. However, an online review revealed these additional sources:

- Tulare residents who are developmentally disabled receive services in Visalia. Those organizations provide transportation to and from day and residential programs.
- The City of Tulare's Senior Citizens Services provides transportation for recreational outings only. Otherwise, the senior programs rely on TIME Fixed-Route and Dial-A-Ride services to provide transportation for those going to and from the Senior Citizens Services Center.
- The Tulare Community Based Outpatient Clinic (CBOC) – a part of the Central California Health Care System provides transportation for rural patients to and from its Tulare Clinic.

<sup>8</sup> Inventory current as of December 31, 2013.

- Agricultural employer(s) who responded to the stakeholder survey indicated that they pick up workers in Tulare and provide transportation to worksites.

#### A.3.15 PARATRANSIT SERVICE COMPLIANCE WITH SERVICE CRITERIA REQUIREMENTS IN §37.131

The City of Tulare’s Dial-A-Ride program is in compliance with the service criteria requirements outlined in FTA 49 CFR Section 37. (See Exhibit A.3.15.1.)

Exhibit A.3.15.1 Compliance Comparison

	ADA Requirement	Dial-A-Ride Policy
Service Area	Origins and destinations within ¾ of fixed-route service	Service area is entire area within Tulare City limits. The Tulare County Transit system (TCaT) provides rides outside city limits, bringing passengers into the Tulare Transit Center.
Response Time	<p>Previous day reservation accommodation</p> <p>Reservation service available during normal business days and hours and a day when services are not available before a service day</p> <p>Advance reservations up to 14 days</p>	<p>No advance reservation required</p> <p>Reservations taken seven days a week – TTY available</p> <p>Reservations taken up to 14 days in advance.</p>
Fares	Cannot exceed twice the fare of full fare on fixed-route service	<p><b>TIME Dial-A-Ride</b></p> <p>General.....\$2.50</p> <p>Paratransit Eligible including accompanying persons...\$2.00</p> <p>Children/7 &amp; younger riding with a fare-paying adult...\$1.25</p> <p>Children over the age of 7 riding without an adult .....\$2.25</p> <p>Personal Care Attendant.....Free</p> <p><b>TIME Fixed-Route</b></p> <p>General.....\$1.25</p> <p>Children/5 &amp; younger.....Free</p> <p style="padding-left: 40px;"><i>First two with fare-paying adult</i></p> <p>Personal Care Attendant.....Free</p>
Trip Purpose	No trip purpose restrictions	No trip purpose restrictions



	ADA Requirement	Dial-A-Ride Policy
Hours and days of service	Must be available throughout the same hours and days as the fixed-route service	<p><b>Dial-A-Ride Days and Hours</b></p> <p>Monday–Friday      6:00 a.m.–10:00 p.m.  Saturday              9:00 a.m.–5:30 p.m.  No Sunday service</p> <p>Calls for same-day trips are accepted until 9:30 p.m. weekdays and 5:15 p.m. Saturday.</p> <p>Dial-A-Ride does not operate on New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, or Christmas Day.</p> <p><b>Fixed-Route Days and Hours</b></p> <p>Monday–Friday      6:30 a.m.–10:00 p.m.  Saturday              9:00 a.m.–5:30 p.m.  No Sunday service</p> <p>Fixed-Route does not operate on New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, or Christmas Day.</p>
Capacity Constraints	<p>No limits on the number of trips an individual will be provided</p> <p>No waiting lists for paratransit eligible riders</p> <p>No patterns or practices that limit availability including untimely pickups for initial or return trips; substantial number of trip denials or missed trips (operator driven); or substantial number of trips with excessive trip length</p>	<p>No limits imposed</p> <p>No capacity restraints</p> <p>No waiting lists</p> <p>Data on late pick-ups is determined on a random-selection model and indicates “late pickup” averages 2-3 percent.</p> <p>Data was not provided for missed trips, trip duration time, or hold time.</p> <p>No trip denials were reported across the past three years.</p>

#### A.4 PARATRANSIT COMPLIANCE PLAN FOR FIVE-YEAR PERIOD

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A.4.1: Paratransit Demand Estimates

A.4.2: Analysis of Service Comparisons

A.4.3: Planned Modifications to Comply with Service Criteria Requirements in §37.131

A.4.4: Timetable for Implementation of Modifications

A.4.5: Paratransit Budget

##### A.4.1 PARATRANSIT DEMAND ESTIMATES

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Population Trends & Projections – Municipal Service Review, City of Tulare, August 2013:

1. Based upon population estimates available from the California Department of Finance, the City had a population of approximately 61,199 as of January 2013.
2. Based on federal Census data, Tulare experienced an average annual growth rate of 2.93 percent between 1990 and 2010. The economic downturn and housing market collapse has slowed growth in Tulare to an annual rate of 1.96 percent between 2007 and 2012 (based on Department of Finance population estimates).
3. The historical growth rate of 2.93 percent between 1990 and 2010, the projected growth rate of 2.65 percent that is currently being used in the City's Draft General Plan Update, and the projected growth rate of 2.72 percent based on Department of Finance County population projections and the City's increasing share of County population all fall within the 2.5 percent to 3.0 percent growth rate range used in the 2007 Municipal Service Review for the City of Tulare.
4. The City of Tulare's Draft General Plan Update currently assumes a population of 100,000 in 2030 which translates to a 2.65 percent annual growth rate. A 2.65 percent growth rate appears to be a reasonable estimate in context with Department of Finance population projections and the historic population growth for the Tulare.

The City of Tulare does not anticipate any substantive changes to its Dial-A-Ride program and remains committed to continuing city-wide Dial-a-Ride services for the general public. Future needs will depend largely on population trends, the aging of the resident population, identification of contributors to recent downward trends in annual ridership, and adequate and effective marketing of existing Dial-A-Ride services.

##### Assumptions

At present, the City of Tulare reports its Dial-A-Ride program is not running at full capacity (given existing staff and vehicle inventory), and will not likely reach capacity within the planning horizon of this Paratransit Plan.

With an anticipated general population growth rate of 2.65 percent annually, and an associated increase in the aging population, Dial-a-Ride and supported ADA transit services will experience an incremental growth commensurate with general population growth.

Ridership data shows a peak growth in Fixed-Route and Dial-A-Ride ridership in FY 11-12 at 13 percent. However, Fixed-Route and Dial-A-Ride ridership has declined by 3.5 percent across the last two years from its peak in FY 10-11; experiencing a six percent loss in FY 12-13.

Identifying factors that may have played a critical role in ridership losses will help to support calculation of future ridership estimates. These factors could include the general economic downturn, housing costs, job access, marketing, and environmental factors.

If Dial-A-Ride ridership interest remains at four to five percent and general transit ridership remains steady as it relates to general population, Dial-A-Ride ridership may expect to hold steady in the total number of rides in FY 13-14. (See estimate 13-14 #2 in Exhibit A.4.1.1.) If, however, the trend continues downward, reduced ridership over two years or more will adversely affect overall budget and system management. (See estimate 13-14 #1 in Exhibit A.4.1.1.)

Exhibit A.4.1.1 Ridership Estimates – Population and Trending Pattern

YEAR	TOTAL PASSENGERS				ADA			
	Fixed-Route	Dial-A-Ride	Total	% Change	Fixed-Route	Dial-A-Ride	Total	Dial-A-Ride % Of Total*
FY 09-10	352,320	27,477	379,797		4,071	2,035	6,106	7%
FY 10-11	406,497	22,367	428,864	13%	5,389	2,412	7,801	5%
FY 11-12	420,950	18,204	439,154	2.5%	4,471	1,705	6,176	4%
FY 12-13	393,601	19,642	413,243	-6%	3,822	1,416	5,238	5%
FY 13-14 #1	390,000	15,600	405,600	-1%	3,042	1,092	4,134	4%
FY 13-14 #2	405,409	20,270	425,679	5%	4,256	1,419	5,675	5%

The Transit Cooperative Research Program (TCRP), a function of the National Transportation Research Board, updated its guidelines for estimating paratransit ridership in 2007. Using the estimation tools provided in TCRP Report 119: *Improving Complementary ADA Paratransit Demand Estimation*, the following ridership estimates for ADA passengers only was generated. These estimates would apply to both the City's Fixed-Route and Dial-A-Ride ridership. (See Exhibit A.4.1.2.)

Exhibit A.4.1.2 Estimation Tool for ADA Complementary Paratransit Demand FY 13-14

	Input Values	Data Year
ADA service area population (Census 2000)	61,199	2012
Base fare for ADA paratransit (Dollars)	\$2.00	2013
Percent of applicants for ADA paratransit eligibility found conditionally eligible	99.0	
Conditional trip determination	0	
Percent of the population in the ADA service area in households with 1999-2000 income below the poverty line	17.1	2012
Effective on-time window for ADA paratransit (minutes)	45	2013
	<b>Results</b>	
<b>Predicted Annual Ridership per Capita</b>	<b>0.10</b>	
<b>Predicted Annual Ridership</b>	<b>5,979</b>	
Confidence Intervals for Mean Value for Systems with the Characteristics Entered	Trips per Capita	Annual Ridership
Upper 95% confidence limit	0.18	10,986
Upper 90% confidence limit	0.16	9,894
Lower 90% confidence limit	0.06	3,613
Lower 95% confidence limit	0.05	3,254

Using an anticipated growth rate of 2.65 percent over the next five years, predicted annual ADA eligible ridership indicates a modest increase in ridership. This table only anticipates population changes and does not consider changes to fare rates, response times, poverty rates, and rates of eligibility. (See Exhibit A.4.1.3.)

Exhibit A.4.1.3 Anticipated Paratransit Growth Across Five Years

Year	FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18
Population +2.65%	61,199	61,372	64,486	67,949	69,749
Predicted Annual Ridership for ADA riders	5,979	5,996	6,300	6,638	6,814

#### A.4.2 ANALYSIS OF SERVICE COMPARISONS

As of January 2014, the City's Dial-A-Ride service meets all levels of comparable service as provided by the City's Fixed-Route system. No deficiencies were identified. No action is required to meet service comparisons.

#### A.4.3 PLANNED MODIFICATIONS TO COMPLY WITH SERVICE CRITERIA REQUIREMENTS IN §37.131

No modifications are required for compliance.

#### A.4.4 TIMETABLE FOR IMPLEMENTATION OF MODIFICATIONS

No modifications are required for compliance.

#### A.4.5 PARATRANSIT BUDGET

The City's FY 2013-14 budget is summarized in Exhibit A.4.5.1.

Exhibit A.4.5.1 City of Tulare FY 2013-14 Budget

FY 2013 Revenues	Transit			
Federal Grant (Section 5311)	\$364,860.00			
Federal Grant (Section 5307)				
Passenger fares - Fixed-route	\$320,000.00			
Passenger fares - Demand-response	\$42,000.00			
State Funding - LTF	\$1,456,720.00			
State Funding - STA	\$100,000.00			
State Funding - TSSSDRA	\$0.00			
State Funding - PTMISEA	\$0.00			
Advertising	\$38,030.00			
Measure R	\$105,000.00			
Miscellaneous Revenues	\$650.00			
Rental Income	\$59,200.00			
Fund Balance Transfers				
TOTAL (Budget Page 251)	\$2,486,460.00			
<b>FY 2013 Expenses</b>	<b>Fixed-route</b>	<b>DAR</b>	<b>Rental</b>	<b>Total</b>
<b>Operating Expenses</b>				
Salaries	\$77,810.00	\$41,910.00	\$0.00	\$119,720.00
Benefits	\$31,060.00	\$16,720.00	\$0.00	\$47,780.00
Public Relations	\$750.00	\$500.00	\$0.00	\$1,250.00
Postage	\$100.00	\$40.00	\$0.00	\$140.00
Repairs and maintenance	\$10,000.00	\$2,500.00	\$4,000.00	\$16,500.00
Communications	\$8,500.00	\$4,600.00	\$200.00	\$13,300.00
Travel/Conference/Training	\$530.00	\$270.00	\$0.00	\$800.00
Professional Services	\$70,000.00	\$23,000.00	\$0.00	\$93,000.00
Contractual Maintenance	\$1,502,100.00	\$605,450.00	\$300.00	\$2,107,850.00
Fuel/Lubricants	\$385,000.00	\$40,000.00	\$0.00	\$425,000.00
Office Supplies	\$100.00	\$50.00	\$200.00	\$350.00
Printing/Copying/Advertising	\$3,000.00	\$150.00	\$0.00	\$3,150.00
Rents and Leases	\$3,000.00	\$1,500.00	\$12,000.00	\$16,500.00
Liability/Insurance	\$0.00	\$1,920.00	\$0.00	\$1,920.00
Dues and Subscriptions	\$3,550.00	\$200.00	\$0.00	\$3,750.00
Fleet Maintenance	\$360.00	\$0.00	\$0.00	\$360.00
Admin Fees	\$36,610.00	\$19,720.00	\$0.00	\$56,330.00
Depreciation	\$190,080.00	\$43,990.00	\$68,040.00	\$302,110.00
Debt Service	\$62,000.00	\$33,300.00		\$95,300.00
Subtotal	\$2,384,550.00	\$835,820.00	\$84,740.00	
TOTAL (Budget Page 252)	\$3,305,110.00			

#### A.5 ELIGIBILITY AND CERTIFICATION

A.5.1: Eligibility Process

A.5.2: Appeals Process

A.5.3: Visitor Policy

#### A.5.1 ELIGIBILITY PROCESS

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49 CFR Subpart F Section 37.125 ADA Paratransit Eligibility: Process states that:

*Each public entity required to provide complementary paratransit service by Sec. 37.121 of this part shall establish a process for determining ADA paratransit eligibility.*

*(a) The process shall strictly limit ADA paratransit eligibility to individuals specified in Sec. 37.123 of this part.*

*(b) All information about the process, materials necessary to apply for eligibility, and notices and determinations concerning eligibility shall be made available in accessible formats, upon request.*

*(c) If, by a date 21 days following the submission of a complete application, the entity has not made a determination of eligibility, the applicant shall be treated as eligible and provided service until and unless the entity denies the application.*

*(d) The entity's determination concerning eligibility shall be in writing. If the determination is that the individual is ineligible, the determination shall state the reasons for the finding.*

*(e) The public entity shall provide documentation to each eligible individual stating that he or she is "ADA Paratransit Eligible." The documentation shall include the name of the eligible individual, the name of the transit provider, the telephone number of the entity's paratransit coordinator, an expiration date for eligibility, and any conditions or limitations on the individual's eligibility including the use of a Personal Care Attendant.*

*(f) The entity may require recertification of the eligibility of ADA paratransit eligible individuals at reasonable intervals.*

*(g) The entity shall establish an administrative appeal process through which individuals who are denied eligibility can obtain review of the denial.*

*(1) The entity may require that an appeal be filed within 60 days of the denial of an individual's application.*

*(2) The process shall include an opportunity to be heard and to present information and arguments, separation of functions (i.e., a decision by a person not involved with the initial decision to deny eligibility), and written notification of the decision, and the reasons for it.*

*(3) The entity is not required to provide paratransit service to the individual pending the determination on appeal. However, if the entity has not made a decision within 30 days of the completion of the appeal process, the entity shall provide paratransit service from that time until and unless a decision to deny the appeal is issued.*

*(h) The entity may establish an administrative process to suspend, for a reasonable period of time, the provision of complementary paratransit service to ADA eligible individuals who establish a pattern or practice of missing scheduled trips.*

*(1) Trips missed by the individual for reasons beyond his or her control (including, but not limited to, trips which are missed due to operator error) shall not be a basis for determining that such a pattern or practice exists.*

*(2) Before suspending service, the entity shall take the following steps:*

*(i) Notify the individual in writing that the entity proposes to suspend service, citing with specificity the basis of the proposed suspension and setting forth the proposed sanction.*

*(ii) Provide the individual an opportunity to be heard and to present information and arguments;*

*(iii) Provide the individual with written notification of the decision and the reasons for it.*

*(3) The appeals process of paragraph (g) of this section is available to an individual on whom sanctions have been imposed under this paragraph. The sanction is stayed pending the outcome of the appeal.*

*(i) In applications for ADA paratransit eligibility, the entity may require the applicant to indicate whether or not he or she travels with a Personal Care Attendant.*

49 CFR Subpart F Section 37.123 ADA Paratransit Eligibility Standards states that:

*(a) Public entities required by Sec. 37.121 of this subpart to provide complementary paratransit service shall provide the service to the ADA paratransit eligible individuals described in paragraph (e) of this section.*

*(b) If an individual meets the eligibility criteria of this section with respect to some trips but not others, the individual shall be ADA paratransit eligible only for those trips for which he or she meets the criteria.*

*(c) Individuals may be ADA paratransit eligible on the basis of a permanent or temporary disability.*

*(d) Public entities may provide complementary paratransit service to persons other than ADA paratransit eligible individuals. However, only the cost of service to ADA paratransit eligible individuals may be considered in a public entity's request for an undue financial burden waiver under Sec. Sec. 37.151-37.155 of this part.*

*(e) The following individuals are ADA paratransit eligible:*

*(1) Any individual with a disability who is unable, as the result of a physical or mental impairment (including a vision impairment), and without the assistance of another individual (except the operator of a wheelchair lift or other boarding assistance device), to board, ride, or disembark from any vehicle on the system which is readily accessible to and usable individuals with disabilities.*

*(2) Any individual with a disability who needs the assistance of a wheelchair lift or other boarding assistance device and is able, with such assistance, to board, ride and disembark from any vehicle which is readily accessible to and usable by individuals with disabilities if the individual wants to travel on a route on the system during the hours of*

*operation of the system at a time, or within a reasonable period of such time, when such a vehicle is not being used to provide designated public transportation on the route.*

*(i) An individual is eligible under this paragraph with respect to travel on an otherwise accessible route on which the boarding or disembarking location which the individual would use is one at which boarding or disembarking from the vehicle is precluded as provided in Sec. 37.167(g) of this part.*

*(ii) An individual using a common wheelchair is eligible under this paragraph if the individual's wheelchair cannot be accommodated on an existing vehicle (e.g., because the vehicle's lift does not meet the standards of part 38 of this title), even if that vehicle is accessible to other individuals with disabilities and their mobility wheelchairs.*

*(iii) With respect to rail systems, an individual is eligible under this paragraph if the individual could use an accessible rail system, but--*

*(A) There is not yet one accessible car per train on the system; or*

*(B) Key stations have not yet been made accessible.*

*(3) Any individual with a disability who has a specific impairment-related condition which prevents such individual from traveling to a boarding location or from a disembarking location on such system.*

*(i) Only a specific impairment-related condition which prevents the individual from traveling to a boarding location or from a disembarking location is a basis for eligibility under this paragraph. A condition which makes traveling to boarding location or from a disembarking location more difficult for a person with a specific impairment-related condition than for an individual who does not have the condition, but does not prevent the travel, is not a basis for eligibility under this paragraph.*

*(ii) Architectural barriers not under the control of the public entity providing fixed route service and environmental barriers (e.g., distance, terrain, weather) do not, standing alone, form a basis for eligibility under this paragraph. The interaction of such barriers with an individual's specific impairment-related condition may form a basis for eligibility under this paragraph, if the effect is to prevent the individual from traveling to a boarding location or from a disembarking location.*

*(f) Individuals accompanying an ADA paratransit eligible individual shall be provided service as follows:*

*(1) One other individual accompanying the ADA paratransit eligible individual shall be provided service--*

*(i) If the ADA paratransit eligible individual is traveling with a Personal Care Attendant, the entity shall provide service to one other individual in addition to the attendant who is accompanying the eligible individual;*

*(ii) A family member or friend is regarded as a person accompanying the eligible individual, and not as a Personal Care Attendant, unless the family member or friend registered is acting in the capacity of a Personal Care Attendant;*



*(2) Additional individuals accompanying the ADA paratransit eligible individual shall be provided service, provided that space is available for them on the paratransit vehicle carrying the ADA paratransit eligible individual and that transportation of the additional individuals will not result in a denial of service to ADA paratransit eligible individuals;*

*(3) In order to be considered as "accompanying" the eligible individual for purposes of this paragraph (f), the other individual(s) shall have the same origin and destination as the eligible individual.*

49 CFR Subpart F Section 37.127 Complementary Paratransit Service for Visitors states that:

*(a) Each public entity required to provide complementary paratransit service under Sec. 37.121 of this part shall make the service available to visitors as provided in this section.*

*(b) For purposes of this section, a visitor is an individual with disabilities who does not reside in the jurisdiction(s) served by the public entity or other entities with which the public entity provides coordinated complementary paratransit service within a region.*

*(c) Each public entity shall treat as eligible for its complementary paratransit service all visitors who present documentation that they are ADA paratransit eligible, under the criteria of Sec. 37.125 of this part, in the jurisdiction in which they reside.*

*(d) With respect to visitors with disabilities who do not present such documentation, the public entity may require the documentation of the individual's place of residence and, if the individual's disability is not apparent, of his or her disability. The entity shall provide paratransit service to individuals with disabilities who qualify as visitors under paragraph (b) of this section. The entity shall accept a certification by such individuals that they are unable to use fixed route transit.*

*(e) A public entity shall make the service to a visitor required by this section available for any combination of 21 days during any 365-day period beginning with the visitor's first use of the service during such 365-day period. In no case shall the public entity require a visitor to apply for or receive eligibility certification from the public entity before receiving the service required by this section.*

The City of Tulare did not provide a formal eligibility policy for review. However, discussions with City staff indicated an informal process exists. The process described below should be adopted as a formal policy to ensure ADA compliance.

**The City of Tulare provides Dial-A-Ride service to the general public.** Disabled residents who wish to receive preferential scheduling may apply for eligibility under the ADA paratransit requirement, thereby receiving comparable service with priority scheduling. Riders may apply for such status through the City's Transit Coordinator or Transit Analyst by requesting a written application form or by requesting an appointment whereby an applicant may receive assistance in filling out the application. Applicants may request a free ride to the Transit Center to complete the application process and to attend the subsequent interview as part of eligibility determination.

Upon receiving an application, City staff schedule an interview to determine the eligibility of an applicant. Criteria for determination are based on FTA 49 CFR regulations (See Section 37.123 above). An eligibility determination is made within 21 days of receipt of application and interview. Failure to make a determination will result in the applicant being treated as eligible until such time as a determination is made.

Upon determination, City transit personnel provide the application with a determination letter. If the applicant is found not to be eligible, the letter will include reasons for the finding. Upon finding the applicant eligible, an identification card is issued.

Applicants wishing to appeal a determination may first appeal to the City's Finance Director, then to the City Council. It is unclear, based on the information provided by the City, if the appeals process meets the requirements of Part 37.125(g)(1), (2), & (3).

The City of Tulare does not have a formal Suspension policy for riders who establish a pattern or practice of missing scheduled trips. However, the informal policy allows for two warnings followed by a suspension for the third missed trip. This informal policy is for all Dial-a-Ride riders and not limited to ADA eligible riders.

The following is the ADA Paratransit Eligibility application that is provided to any applicant who requests a determination:



**APPLICATION FOR  
CERTIFICATION OF AMERICAN DISABILITY ACT  
PARATRANSIT ELIGIBILITY**

The information obtained on this and all attached forms will be used by the City of Tulare's Transportation Division for the purpose of evaluation to determine ADA Paratransit eligibility. This information will only be provided to other transportation agencies to facilitate travel in their area or as authorized by law

Name \_\_\_\_\_  
First Middle Last

Address \_\_\_\_\_  
Number Street Apt.

City \_\_\_\_\_  
State Zip Code

Phone ( ) - ( ) - \_\_\_\_\_  
Home Cell

Describe the Disability that prevents you from using Fixed-Route service:

Is this condition: ☐ Permanent? ☐ Temporary?

If temporary, what is the expected duration? \_\_\_\_\_

Please check any of the following mobility aids you use:

☐ Personal Care Attendant ☐ Manual Wheelchair ☐ Power (electric) Wheelchair

☐ Power Scooter ☐ Cane/Walker ☐ Crutches

☐ Guide Dog / Service Animal ☐ Other: \_\_\_\_\_

What is the maximum distance you can travel without assistance?

☐ ¼ Mile ☐ ½ Mile ☐ ¾ Mile ☐ 1 Mile

Can you climb up and down three 12-inch steps?

☐ Yes ☐ No ☐ Sometimes

**INFORMATION RELEASE**

In order to allow the City of Tulare to evaluate your eligibility for ADA PARATRANSIT, it may be necessary to contact your physician or other professional to confirm the information you provided. Please complete the following information and **AUTHORIZATION FOR RELEASE OF MEDICAL INFORMATION**.

The following: ☐ Physician ☐ Rehabilitation Counselor ☐ Occupational Therapist  
☐ Social Service Professional ☐ Other Health Care Professional

Name \_\_\_\_\_

Address \_\_\_\_\_  
Number Street City State Zip Code

is familiar with my disability and **is authorized by me, the applicant, to release all necessary information to the City of Tulare** in order to complete and process this application. I further hereby certify that the information I have provided is true to the best of my knowledge.

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

If this application has been completed by someone other than the applicant, that person must complete and sign the following,

Please print  
Name \_\_\_\_\_

Address \_\_\_\_\_  
Number Street City State Zip Code

Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Relationship \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**REQUEST FOR PROFESSIONAL VERIFICATION**  
**THIS SECTION IS TO BE COMPLETED BY ONE OF THE FOLLOWING PROFESSIONALS:**

☐ Physician    ☐ Chiropractor    ☐ Health Care Professional    ☐ Rehabilitation Counselor  
☐ Physical Therapist    ☐ Other (please specify) \_\_\_\_\_

Licensed to practice in the State of California – License Number: \_\_\_\_\_

Name of Professional: \_\_\_\_\_

Address \_\_\_\_\_  
Number Street City State Zip Code

Phone: \_\_\_\_\_  
Area Code Number

Under the Americans with Disability Act of 1990, individuals must meet one or more of the following criteria in order to be certified as ADA Eligible. Please check the appropriate box(es) with respect to the applicant's medical condition that constitutes ADA Eligibility.

☐ I certify that the applicant whose name appears on the front page of this application "because of his/her disability" cannot independently board, ride, and/or disembark from any accessible wheelchair vehicle. **\*Specify qualifying condition below.**

☐ I certify that the applicant whose name appears on the front page of this application has a "disability related condition(s) that prevents him/her from getting to or from a boarding or disembarking location". **\*Specify qualifying condition below.**

☐ I certify that the named applicant **requires** a Personal Care Attendant (PCA) to accompany him/her during transportation. **\* Specify qualifying condition below.**

\*Qualifying condition(s): \_\_\_\_\_

☐ I certify that the named applicant has a disability-related condition(s), however he/she is able to get to or from a fixed bus stop, board, ride, and disembark from any accessible wheelchair vehicle.

☐ This applicant does not have a disability that qualifies as ADA Eligible for public transportation.

☐ Permanent – The applicant's condition will not significantly improve.

☐ Temporary – The applicant's condition will likely improve. The anticipated term of present condition is \_\_\_\_\_ months.

**I certify that the information I have provided is true to the best of my knowledge.**

Please print \_\_\_\_\_

Signature \_\_\_\_\_

*Please return this form to the City of Tulare at 411 East Kern Avenue, Suite F, Tulare, CA 93274.*

**NOTICE TO CERTIFYING PROFESSIONALS**

- If a person **is able** (in your professional opinion) to board, ride, or disembark from an accessible vehicle (bus or van equipped with a wheelchair lift or ramp) and **is able** to “navigate the transit system” without the assistance of another individual (other than the person operating the wheelchair lift or wheelchair ramp), that person is **not** ADA paratransit-eligible.
- If a person has a specific impairment-related condition that (in your professional opinion) does **not** prevent them from getting to or from boarding or disembarking locations, that person is **not** ADA paratransit-eligible.

Some examples of “specific impairment conditions” that might prevent an individual from boarding, riding, and disembarking from an accessible vehicle, or prevent an individual from getting to or from boarding or disembarking locations therefore making the individual ADA paratransit-eligible are:

- Chronic fatigue,
- Blindness,
- A lack of cognitive ability to remember and follow directions,
- A sensitivity to temperature,
- Impaired mobility,
- Severe communications disabilities (e.g. a combination of serious vision and hearing impairments),
- Cardiopulmonary conditions, and
- Any other health problems that in the professional opinion of a Licensed Medical Practitioner may have similar effects.

## 5.2 APPEALS PROCESS

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The City of Tulare did not supply a formal Appeals Policy; however, their informal process is to include in a determination letter that denies eligibility, and an outline of the appeals process.

A person being denied eligibility may appeal to the Transit Manager and, if not satisfied, the Tulare City Council. A formal policy should be adopted and made publically available per FTA 49 CFR Section 137.125(g).

## 5.3 VISITOR POLICY

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The City of Tulare did not provide a formal Visitor Policy for review. However, its informal policy is such that the City will provide paratransit services to any visitor who presents documentation of ADA certification in the jurisdiction in which they live.

## A.6 EXISTING PUBLIC PARTICIPATION PROCESS

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A.6.1: Notice of Opportunity for Public Comment

A.6.2: Public Comments and Issues

A.6.3: Description of How Issues Were Resolved

### A.6.1 NOTICE OF OPPORTUNITY FOR PUBLIC COMMENT ON PARATRANSIT SYSTEM

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A community and stakeholder survey was conducted throughout Tulare during September 2013. Participants were asked to rate the transit service overall and to identify any specific transit service enhancements they desired. A special city council study session was held on November 5, 2013, wherein residents were provided the opportunity to comment on the transit service or provide any transit-related items for consideration.

### A.6.2 PUBLIC COMMENTS AND ISSUES AS THEY RELATE TO PARATRANSIT

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Public comment relating specifically to paratransit was limited. Comments were primarily the result of lack of knowledge of the service operating hours or application process, or were not “reasonable to meet” such as increasing service span into late evening hours.

### A.6.3 DESCRIPTION OF HOW ISSUES WERE RESOLVED

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Given the issues were primarily due to a lack of knowledge or awareness, marketing recommendations were included within the Short Range Transit Plan (S RTP) to address such issues. Recommendations included increased advertising, coordinating with local social service organizations, and production of transit collateral in Spanish as seen in Chapter 4 Section 3.

## A.7 COORDINATION OF SERVICE WITH OTHER ENTITIES

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A.7.1: Identification of providers having overlapping or contiguous service (Section 5310 Providers and Private Providers).

A.7.2: Description of if, and how, City of Tulare will use other entities to meet FTA paratransit requirements.

### A.7.1 IDENTIFICATION OF PROVIDERS HAVING OVERLAPPING OR CONTIGUOUS SERVICE

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The Tulare County Coordinated Transportation Plan, last updated in 2010, does not identify any FTA Section 5310 human services providers in the TIME Dial-A-Ride service area. TCAG provides transportation planning services for the region which includes the City of Tulare's Fixed-Route and Dial-A-Ride programs. TCAG also works with each transit provider in the county to assure maximum accessibility with optimal efficiency. Overlapping services are rare and generally designed to meet the needs of riders in a coordinated fashion.

The City of Tulare's Senior Services office provides transportation to seniors in its program, only for recreational trips outside the City's Fixed-Route and Dial-A-Ride service area.

The City of Visalia operates a Section 5307 fixed-route transit service with complementary paratransit service. Visalia Transit has one route to Tulare, an outgrowth of a 2008 Memorandum of Understanding (MOU) between the two cities.

Tulare County operates Tulare County Area Transit (TCaT). TCaT provides a fixed-route service as well as complementary paratransit services. The fixed-route service provides connections with the TIME system and paratransit services at the Tulare Transit Center. TCaT provides trip planning services in both English and Spanish.

There is one private taxi operator, RD, which operates 24 hours a day.

The Greyhound Lines station for its statewide system is located adjacent to the Tulare Transit Center.

### A.7.2 DESCRIPTION OF IF, AND HOW, CITY OF TULARE WILL USE OTHER ENTITIES TO MEET FTA PARATRANSIT REQUIREMENTS

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The City of Tulare's Dial-A-Ride program works with the Tulare Senior Center, the area developmental disabilities organization, public schools (including College of the Sequoias), and Tulare County Health and Human Services Agency (HHSA) to provide bus tickets and passes for their



clients. The City estimates that collectively these entities purchase between 30 and 60 passes monthly.

The City of Tulare's Fixed-Route and Dial-A-Ride programs rely on the County of Tulare (TCaT) to provide paratransit services that are complementary to the jointly operated Route 11X intercity service to Visalia. The City of Visalia's paratransit service provides complementary services within its jurisdiction.

## A.8 CURRENT AND EMERGING ISSUES WITH RECOMMENDATIONS

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A.8.1: Performance and Service Standards

A.8.2: Policies and Compliance Requirements

A.8.3: Fares

A.8.4: Population Growth

A.8.5: MPO Status and Boundaries

A.8.6: Budgets

A.8.7: Sustainability

### A.8.1 PERFORMANCE AND SERVICE STANDARDS

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The City of Tulare's Dial-A-Ride program is in compliance with comparable service requirements as outlined in FTA 49 CFR Section 3.

While a rider survey was not conducted, rider data is available for the City's Dial-A-Ride program, the City's Transit Coordinator indicated that complaints are limited and rectified in a timely manner.

Information regarding "most popular" destinations and number of drop-offs provided to those destinations each week was not available.

Information reporting average trip length in miles and average trip length in time was not available.

Performance data regarding on time, missed trips, and trip denial records was not available; however, the City's Transit Coordinator reported the Dial-A-Ride program provided 97 to 98 percent on-time service, experienced no missed trips, nor denied any trips in the past three years.

An overview of Dial-A-Ride performance can be seen in Exhibit A.8.1.1

Exhibit A.8.1.1 Dial-A-Ride Performance Metrics

Performance Measure	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13
Operating Cost	\$662,040	\$673,887	\$616,882	\$649,610
<i>percent change</i>		1.8%	-8.5%	5.3%
Fare Revenue	\$40,478	\$39,744	\$42,434	\$36,923
<i>percent change</i>		-1.8%	6.8%	-13.0%
Vehicle Service Hours	7,621	7,100	5,447	6,019
<i>percent change</i>			-23.3%	10.5%
Vehicle Service Miles	82,446	81,439	66,148	72,340
<i>percent change</i>		-1.2%	-18.8%	9.4%
Ridership	24,770	22,367	18,204	19,642
<i>percent change</i>		-9.7%	-18.6%	7.9%
<b>Performance Indicator</b>				
Operating Cost/VSH	\$86.87	\$94.91	\$113.25	\$107.93
<i>percent change</i>		9.3%	19.3%	-4.7%
Operating Cost/VSM	\$8.03	\$8.27	\$9.33	\$8.98
<i>percent change</i>		3.0%	12.7%	-3.7%
Operating Cost/Passenger	\$26.73	\$30.13	\$33.89	\$33.07
<i>percent change</i>		12.7%	12.5%	-2.4%
Passengers/VSH	3.25	3.15	3.34	3.26
<i>percent change</i>		-3.1%	6.1%	-2.4%
Passengers/VSM	0.30	0.27	0.28	0.27
<i>percent change</i>		-8.6%	0.2%	-1.3%
Farebox Recovery	6.1%	5.9%	6.9%	5.7%
<i>percent change</i>		-3.5%	16.6%	-17.4%
Fare/Passenger	\$1.63	\$1.78	\$2.33	\$1.88
<i>percent change</i>		8.7%	31.2%	-19.4%

Recommendations:

- The City of Tulare and its transit operations contractor should investigate the use of electronic ridership data collection software that would allow ready access to rider data including system performance, common originations and destinations, trip length and trip time, and subscription rider data. This data would allow City staff to determine the cost of operating the Dial-A-Ride service for the general public versus the cost for ADA riders. It would also allow the City to identify future service growth opportunities based on Dial-A-Ride ridership activity. This recommendation is included in Chapter 4 of the SRTTP at an estimated cost of \$65,000 for the software and all requisite hardware/installation fees.
- The City of Tulare should conduct a regular survey among its riders and the general public to provide feedback on service performance and policies. The established monthly meeting held for public input could be a good source of survey information as well as an opportunity

- for disseminating information and receiving complaints and suggestions. The SRTP also recommends instituting onboard comment boxes for ongoing survey efforts (see Chapter 4, Section 2).
- To assure compliance with the ¾-mile radius requirement for complementary paratransit service, the City of Tulare will want to confirm that its Route 11X vehicles and drivers are able to provide assisted service to TIME Dial-A-Ride riders who wish to connect with the Route 11X service to Visalia.
  - With declining ridership, the City of Tulare may wish to conduct travel training for seniors and persons with disabilities, thereby reducing anxiety that may prevent potential riders from using the program. Increased marketing efforts for both the Fixed-Route and Dial-A-Ride services may result in increased ridership as well as noted in the SRTP.
  - The City of Tulare should encourage TIME Dial-A-Ride riders to become familiar with the Fixed-Route service by providing on-board marketing materials, TIME passes, and “get acquainted” activities whereby TIME Dial-A-Ride riders, especially riders that are ADA-eligible, are invited to the monthly meetings at the Transit Center or via regular outreach efforts as recommended in Chapter 4, Section 2 of the SRTP.

#### A.8.2 POLICIES AND COMPLIANCE REQUIREMENTS

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FTA 49 CFR requires all fixed-route operators offer complementary paratransit services. Within the regulation are a number of process requirements. Discussions with City of Tulare staff indicate they likely have already developed said processes. However, while FTA does not specifically require approved policies, it may be useful for the City of Tulare to describe its processes and practices in writing or to develop policy around key FTA requirements. Doing so would help assure all personnel receive necessary training/information to assure compliance, may support in any financial or program audit, and would provide the general public with a clear source of information regarding the Dial-A-Ride service.

We recommend the City of Tulare develop written practices or policies for the following:

- ADA Paratransit Eligibility Standards (see Section A.5.1), Application and Appeals process (see Section A.5.2) as described in FTA 49 CFR Section 37-125(g)(1), (2), & (3). FTA 49 CFR Section 37.139(e)(1)(i) requires that all information regarding the application and certification process is in accessible formats.
- Rider Suspension policy and Appeal process (see Section A.3.9) as described in FTA 49 CFR Section 37-125(h)(1), (2), & (3).
- Trip schedule, reservations, response time and denial process (see Section A.3.3) as described in FTA 49 CFR Section 137.131(b).
- Visitor policy (see Section A.5.3) as described in FTA 49 CFR Section 37-127(e).

- Personal Attendant (must be free) and Individuals accompanying ADA Eligible Rider policy (see Section A.3.7) (does not have to be free but cannot be denied) as described in FTA 49 CFR Section 137.131(c)(2) & (3).
- Subscription service policy (see Section A.3.3) or process as described in FTA 49 CFR Section 137.133
- Assure that the ADA Paratransit Eligible riders receive an identification document (see Section A.5.1) that meets the requirement provided in FTA 49 CFR Section 137.125(e).

### A.8.3 FARES

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Fares for the City's Dial-A-Ride ADA passengers meet federal regulations. ADA passengers receive a discount in contrast to general fares on the City's Dial-A-Ride service. In addition, ADA passengers may purchase multiple-ride passes, also for a discount versus general public fares on the Dial-A-Ride service. It is expected fares would rise in compliance with regulations in conjunction with any future Fixed-Route fare increases.

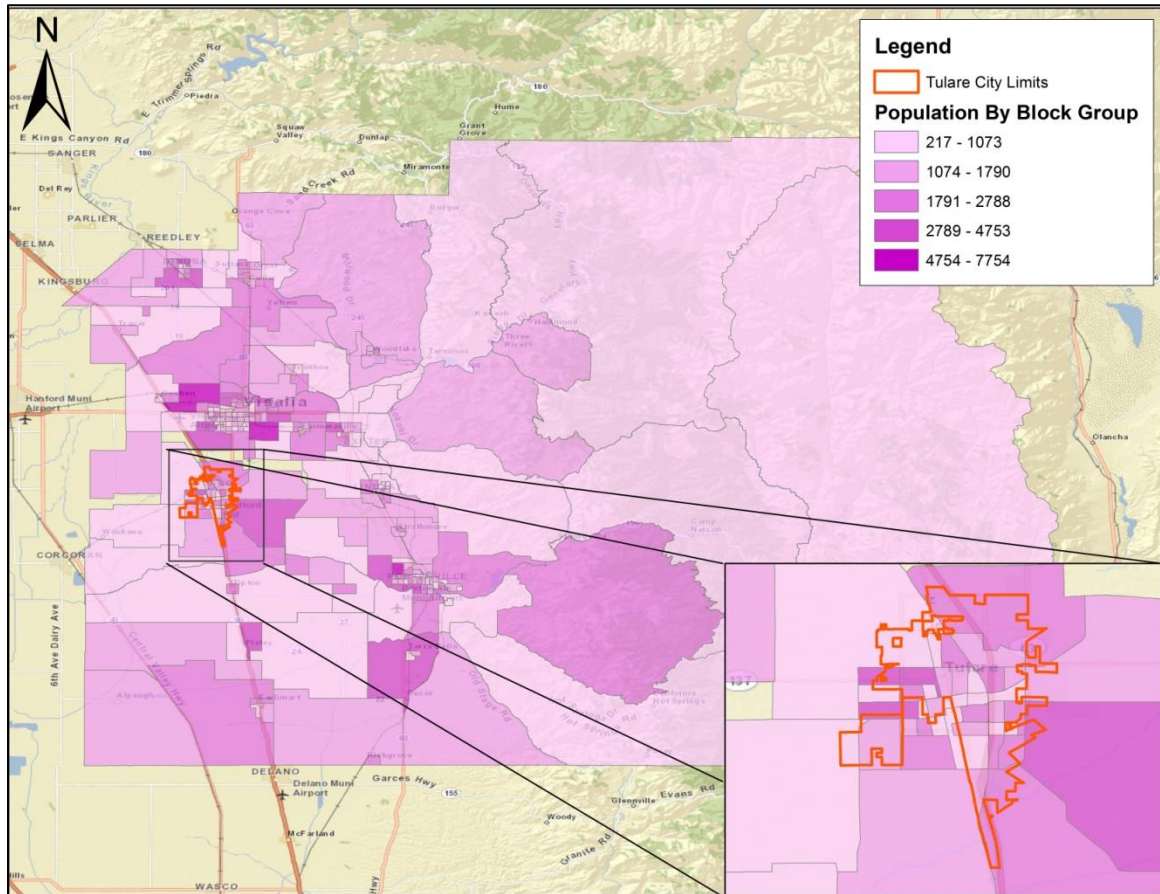
#### Recommendations:

- Review the Dial-A-Ride fare recovery ratios to assure fare recovery is meeting goals and requirements of the Section 5307 program.

#### A.8.4 POPULATION GROWTH

According to the 2009-2011 American Community Survey, the City of Tulare had an estimated population of 61,199. Exhibit A.8.4.1 illustrates population density throughout the county. As previously noted in Section A.4.1, the anticipated growth rate for TIME service area is 2.65 percent, which would raise the total population to approximately 69,749 over the next five years.

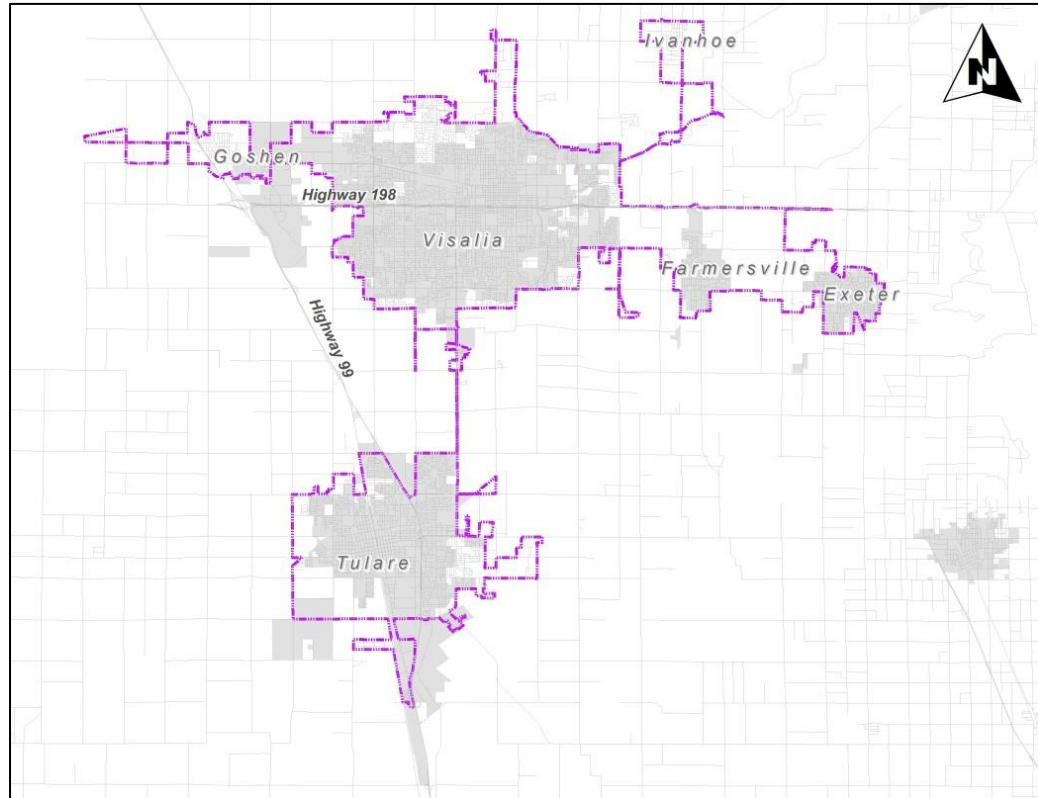
Exhibit A.8.4.1 Tulare Population Density



#### A.8.5 MPO STATUS AND BOUNDARIES

The Tulare County Association of Governments (TCAG) is the designated MPO for Tulare County. It oversees planning processes within the Visalia Urbanized Area as shown in Exhibit A.8.5.1.

Exhibit A.8.5.1 Visalia Urbanized Area



#### 8.6 BUDGETS

Exhibit A.8.7.1 presents Tulare's transit budget across an eight-year period.

Recommendations:

- The City of Tulare should develop a single overview database which presents all basic financial and operating figures in one table. Doing so would assist in the analysis of the program and performance indicators and aid in determining the cost effectiveness of the system. Further discussion can be found in the 2014 Short Range Transit Plan (see Chapter 4, Section 2).
- The City of Tulare should consider Section 5310 funding, if not already utilized, in that funding can be used to go beyond the ADA requirement. TIME Dial-A-Ride already does this by reaching riders who live beyond the three-quarter-mile boundary of the fixed-route

system (southeastern and southern areas). Section 5310 funds support operating and capital expenses including bus or van purchases as well as other equipment. It should be noted Section 5310 funding includes a competitive application process which is open nationally, so funding is not guaranteed.

#### A.8.7 SUSTAINABILITY

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**Constraints** – There are no capacity restraints within the existing Dial-A-Ride program.

**Service Area** – As of January 2014, there were no plans for expansion of the TIME program’s service. The service area boundary is consistent with city boundaries or is consistent with a three-quarter-mile radius of all fixed routes. However, recommendations for modest future route expansion can be seen in Chapter 4, Section 1 of the SRTP.

**Population Growth** – Growth is expected to remain at 2.65 percent across the next five years providing a very modest growth expectation in the number of persons using the TIME Dial-A-Ride service.

**Budget** – The sustainability of the City of Tulare’s Dial-A-Ride program will rely largely on the City’s ability to continue to garner funding for operations and capital requirements over the next five years. Tulare’s projected budget, inclusive of 2014 Short Range Transit Plan recommendations, can be seen in Exhibit A.8.7.1. The City’s transit program is expected to support both projected ridership increases and service improvements.

**Capital Requirements** – Much of the City of Tulare’s transit fleet has exceeded its useful life. The City continues to maintain and repair vehicles to ensure service delivery. As the transit fleet continues to age, incidents of missed or late rides will rise and the overall complexion of the service will deteriorate, impacting Tulare residents’ reliance on the program. As such, the vehicle replacement schedule for coming years is presented in Exhibit A.8.7.2.



**CITY OF TULARE SHORT RANGE TRANSIT PLAN  
JUNE 2014**

**Exhibit A.8.7.1 TIME Budget**

	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
<b>Revenue</b>							
Federal Grant (Section 5307)	\$1,126,960.00	\$1,155,134.00	\$1,184,012.35	\$1,213,612.66	\$1,740,671.78	\$1,871,159.48	\$1,306,928.09
Passenger fares - Fixed-route	\$383,882.10	\$526,897.91	\$553,242.81	\$580,904.95	\$609,950.19	\$640,447.70	\$672,470.09
Passenger fares - Demand-response	\$37,661.60	\$53,347.33	\$54,414.28	\$55,502.56	\$56,612.61	\$57,744.87	\$58,899.76
State Funding - LTF	\$1,456,720.00	\$1,493,138.00	\$1,530,466.45	\$1,568,728.11	\$1,607,946.31	\$1,648,144.97	\$1,689,348.60
State Funding - STA	\$100,000.00	\$102,500.00	\$105,062.50	\$107,689.06	\$110,381.29	\$113,140.82	\$115,969.34
State Funding - CTS GP-CTAF (Prop 1B)	\$46,447.00	\$46,447.00	\$46,447.00	\$46,447.00	\$0.00	\$0.00	\$0.00
State Funding - PTMISEA (Prop 1B)	\$262,749.00	\$262,749.00	\$262,749.00	\$262,749.00	\$0.00	\$0.00	\$0.00
Advertising/Admin Charges	\$38,030.00	\$38,980.75	\$39,955.27	\$40,954.15	\$41,978.00	\$43,027.45	\$44,103.14
Measure R (local fund)	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00
Miscellaneous Revenues	\$650.00	\$666.25	\$682.91	\$699.98	\$717.48	\$735.42	\$753.80
Rental Income	\$59,200.00	\$60,680.00	\$62,197.00	\$63,751.93	\$65,345.72	\$66,979.37	\$68,653.85
Fund Balance Transfer	-\$377,189.70	-\$199,705.50	-\$241,284.82	-\$458,414.72	-\$657,272.18	-\$1,838,743.54	\$883,742.91
CMAQ	---	---	---	\$2,078,398.91	\$496,715.80	\$1,069,817.18	\$1,069,817.18
<b>Total Revenue</b>	<b>\$3,305,110.00</b>	<b>\$3,710,834.74</b>	<b>\$3,767,944.74</b>	<b>\$5,731,023.58</b>	<b>\$4,243,047.01</b>	<b>\$3,842,453.72</b>	<b>\$6,080,686.77</b>
<b>Expenses</b>							
<b>Operating Expenses</b>							
Salaries	\$119,720.00	\$122,713.00	\$125,780.83	\$128,925.35	\$132,148.48	\$135,452.19	\$138,838.50
Benefits	\$47,780.00	\$48,974.50	\$50,198.86	\$51,453.83	\$52,740.18	\$54,058.68	\$55,410.15
Public Relations	\$1,250.00	\$1,281.25	\$1,313.28	\$1,346.11	\$1,379.77	\$1,414.26	\$1,449.62
Postage	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	\$158.40	\$162.36
Repairs and maintenance	\$16,500.00	\$16,912.50	\$17,335.31	\$17,768.70	\$18,212.91	\$18,668.24	\$19,134.94
Communications	\$13,300.00	\$13,632.50	\$13,973.31	\$14,322.65	\$14,680.71	\$15,047.73	\$15,423.92
Travel/Conference/Training	\$800.00	\$820.00	\$840.50	\$861.51	\$883.05	\$905.13	\$927.75
Professional Services	\$93,000.00	\$95,325.00	\$97,708.13	\$100,150.83	\$102,654.60	\$105,220.96	\$107,851.49
Contractual Maintenance	\$2,107,850.00	\$2,121,883.25	\$2,174,930.33	\$2,229,303.59	\$2,285,036.18	\$2,342,162.08	\$2,400,716.14
Fuel/Lubricants	\$425,000.00	\$437,750.00	\$450,882.50	\$464,408.98	\$478,341.24	\$492,691.48	\$507,472.23
Office Supplies	\$350.00	\$358.75	\$367.72	\$376.91	\$386.33	\$395.99	\$405.89
Printing/Copying/Advertising	\$3,150.00	\$3,228.75	\$3,309.47	\$3,392.21	\$3,477.01	\$3,563.94	\$3,653.03
Rents and Leases	\$16,500.00	\$16,912.50	\$17,335.31	\$17,768.70	\$18,212.91	\$18,668.24	\$19,134.94
Liability/Insurance	\$1,920.00	\$1,968.00	\$2,017.20	\$2,067.63	\$2,119.32	\$2,172.30	\$2,226.61
Dues and Subscriptions	\$3,750.00	\$3,843.75	\$3,939.84	\$4,038.34	\$4,139.30	\$4,242.78	\$4,348.85
Fleet Maintenance	\$360.00	\$369.00	\$378.23	\$387.68	\$397.37	\$407.31	\$417.49
Admin Fees	\$56,330.00	\$57,738.25	\$59,181.71	\$60,661.25	\$62,177.78	\$63,732.22	\$65,325.53
Depreciation	\$302,110.00	\$309,662.75	\$317,404.32	\$325,339.43	\$333,472.91	\$341,809.74	\$350,354.98
Debt Service	\$95,300.00	\$97,682.50	\$100,124.56	\$102,627.68	\$105,193.37	\$107,823.20	\$110,518.78
Marketing Recommendations	---	\$167,559.99	\$137,486.74	\$105,760.56	\$108,474.24	\$111,257.85	\$114,113.20
<b>Subtotal</b>	<b>\$3,305,110.00</b>	<b>\$3,518,759.74</b>	<b>\$3,574,655.23</b>	<b>\$3,631,112.68</b>	<b>\$3,724,282.21</b>	<b>\$3,819,852.72</b>	<b>\$3,917,886.40</b>
<b>Capital Expenses</b>							
Vehicles	---	\$168,100.00	\$172,302.50	\$2,078,398.91	\$496,715.80	\$0.00	\$2,139,634.36
Amenities	---	\$23,975.00	\$20,987.00	\$21,512.00	\$22,049.00	\$22,601.00	\$23,166.00
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$192,075.00</b>	<b>\$193,289.50</b>	<b>\$2,099,910.91</b>	<b>\$518,764.80</b>	<b>\$22,601.00</b>	<b>\$2,162,800.36</b>
<b>Total Expenses</b>	<b>\$3,305,110.00</b>	<b>\$3,710,834.74</b>	<b>\$3,767,944.73</b>	<b>\$5,731,023.59</b>	<b>\$4,243,047.01</b>	<b>\$3,842,453.72</b>	<b>\$6,080,686.76</b>



Exhibit A.8.7.2 Vehicle Replacement Schedule

Make/Model	Assignment	Year	Seating Capacity	Estimated Replacement Cost*	FTA Minimum Year of Replacement	2015	2016	2017	2018	2019	2020	2021
ElDorado Transmark	Fixed-route	2003	30+2	\$450,000	2015	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2003	30+2	\$450,000	2015	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2003	30+2	\$450,000	2015	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2004	30+2	\$450,000	2016	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2004	30+2	\$450,000	2016	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
ElDorado Transmark	Fixed-route	2004	30+2	\$450,000	2016	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
Ford Starcraft Allstar	Fixed-route/Dial-A-Ride	2007	16+3	\$80,000	2014	\$82,000.00	\$84,050.00	\$86,151.25	\$88,305.03	\$90,512.66	\$92,775.47	\$95,094.86
Ford Starcraft Allstar	Fixed-route/Dial-A-Ride	2007	16+3	\$80,000	2014	\$82,000.00	\$84,050.00	\$86,151.25	\$88,305.03	\$90,512.66	\$92,775.47	\$95,094.86
Ford Starcraft Allstar	Fixed-route/Dial-A-Ride	2008	16+3	\$80,000	2015	\$82,000.00	\$84,050.00	\$86,151.25	\$88,305.03	\$90,512.66	\$92,775.47	\$95,094.86
Ford Starcraft Allstar	Fixed-route/Dial-A-Ride	2008	16+3	\$80,000	2015	\$82,000.00	\$84,050.00	\$86,151.25	\$88,305.03	\$90,512.66	\$92,775.47	\$95,094.86
Chevy Uplander Van	Dial-A-Ride	2009	7+2	\$55,000	2014	\$66,625.00	\$68,290.63	\$69,997.89	\$71,747.84	\$73,541.53	\$75,380.07	\$77,264.57
Chevy Uplander Van	Dial-A-Ride	2009	7+2	\$55,000	2014	\$66,625.00	\$68,290.63	\$69,997.89	\$71,747.84	\$73,541.53	\$75,380.07	\$77,264.57
Blue Bird Low-floor	Fixed-route	2009	30+2	\$450,000	2021	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
Blue Bird Low-floor	Fixed-route	2009	30+2	\$450,000	2021	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
Blue Bird Low-floor	Fixed-route	2009	30+2	\$450,000	2021	\$461,250.00	\$472,781.25	\$484,600.78	\$496,715.80	\$509,133.70	\$521,862.04	\$534,908.59
Total Cost						\$168,100.00	\$172,302.50	\$2,078,398.91	\$496,715.80	\$509,133.70	\$0.00	\$2,139,634.36

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

\*In 2014 dollars.

**Public Outreach and Public Input** – The City of Tulare provides public input opportunities on a monthly basis at the Transit Center where it hosts a regularly scheduled, evening meeting to hear from riders and to announce news and information regarding its transit system.

- The City of Tulare may wish to consider additional efforts to invite ADA-eligible riders to participate in these meetings. The City may also wish to provide a web-based outlet for suggestions and comments from riders and information on the City's Dial-A-Ride service that goes beyond that contained in the tri-fold transit brochure. Drivers may also invite riders to participate in a written or online survey that can be left with the driver, mailed in, or completed online.
- Policies are enacted and authority to apply for grants is given during City Council meetings.

#### A.9 ENDORSEMENTS AND CERTIFICATIONS

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A.9.1: City of Tulare Resolution Adopting the Plan

A.9.2: Certification of Equivalent Service

A.9.3: MPO Certification

A.9.4: Survey Certification

A.9.5: Included Service Certification

#### A.9.1 CITY OF TULARE RESOLUTION ADOPTING THE PLAN

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The FTA does not provide recommended language for a resolution adopting the Paratransit Plan. The City of Tulare will develop a resolution adopting the Plan and will include it as an appendix item with the submission of the plan to the FTA.

#### A.9.2 CERTIFICATION OF EQUIVALENT SERVICE

---

The following certification language is provided by the FTA to meet the endorsements and certification requirements of the paratransit plan. In accordance with 49 CFR 37.77, public entities operating demand-responsive systems for the general public which receive financial assistance under Section 18 of the Federal Transit Act must file this certification with the appropriate state program office before procuring any inaccessible vehicle. Such public entities not receiving FTA funds shall also file the certification with the appropriate state program office. Such public entities receiving FTA funds under any other section of the Federal Transit Act must file the certification with the appropriate FTA regional office. This certification is valid for no longer than one year from its date of filing.

**Certification of Equivalent Service**

The City of Tulare, California, certifies that its demand responsive service offered to individuals with disabilities, including individuals who use wheelchairs, is equivalent to the level and quality of service offered to individuals without disabilities. Such service, when viewed in its entirety, is provided in the most integrated setting feasible and is equivalent with respect to:

- (1) Response time;
- (2) Fares;
- (3) Geographic service area;
- (4) Hours and days of service;
- (5) Restrictions on trip purpose;
- (6) Availability of information and reservation capability; and
- (7) Constraints on capacity or service availability.

---

(name of authorized official)

---

(title)

---

(signature)

#### A.9.3 MPO CERTIFICATION

---

The following certification language is provided by the FTA to meet the endorsements and certification requirements of the paratransit plan. In accordance with 49 CFR 37.77, public entities operating demand-responsive systems for the general public which receive financial assistance under Section 18 of the Federal Transit Act must file this certification with the appropriate state program office before procuring any inaccessible vehicle. Such public entities not receiving FTA funds shall also file the certification with the appropriate state program office. Such public entities receiving FTA funds under any other section of the Federal Transit Act must file the certification with the appropriate FTA regional office. This certification is valid for no longer than one year from its date of filing.

**MPO Certification of Paratransit Plan**

The Tulare County Association of Governments hereby certifies that it has reviewed the ADA paratransit plan prepared by the City of Tulare as required under 49 CFR part 37. 139(h) and finds it to be in conformance with the transportation plan developed under 49 CFR part 613 and 23 CFR part 450 (the FTA/FHWA joint planning regulation). This certification is valid for one year.

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(signature)

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(name of authorized official)

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(title)

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(date)

#### A.9.4 SURVEY CERTIFICATION

---

The following certification language is provided by the FTA to meet the endorsements and certification requirements of the paratransit plan. In accordance with 49 CFR 37.77, public entities operating demand-responsive systems for the general public which receive financial assistance under Section 18 of the Federal Transit Act must file this certification with the appropriate state program office before procuring any inaccessible vehicle. Such public entities not receiving FTA funds shall also file the certification with the appropriate state program office. Such public entities receiving FTA funds under any other section of the Federal Transit Act must file the certification with the appropriate FTA regional office. This certification is valid for no longer than one year from its date of filing.

**Existing Paratransit Service Survey**

This is to certify that City of Tulare has conducted a survey of existing paratransit services as required by 49 CFR 37.137 (a).

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(name of authorized official)

\_\_\_\_\_  
(title)

\_\_\_\_\_  
(date)



#### A.9.5 INCLUDED SERVICE CERTIFICATION

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The City of Tulare relies on the County of Tulare (TCaT) to provide paratransit services to the area that is three-quarters (3/4) of a mile beyond the Route 11X intercity service to Visalia which is located outside the Tulare city limits and within the jurisdiction of Tulare County.

The following certification language is provided by the FTA to meet the endorsements and certification requirements of the paratransit plan. In accordance with 49 CFR 37.77, public entities operating demand-responsive systems for the general public which receive financial assistance under Section 18 of the Federal Transit Act must file this certification with the appropriate state program office before procuring any inaccessible vehicle. Such public entities not receiving FTA funds shall also file the certification with the appropriate state program office. Such public entities receiving FTA funds under any other section of the Federal Transit Act must file the certification with the appropriate FTA regional office. This certification is valid for no longer than one year from its date of filing.

**Included Service Certification**

This is to certify that service provided by other entities but included in the ADA paratransit plan submitted by the City of Tulare meets the requirements of 49 CFR part 37, subpart F providing that ADA eligible individuals have access to the service; the service is provided in the manner represented; and, that efforts will be made to coordinate the provision of paratransit service offered by other providers.

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(signature)

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(name of authorized official)

---

(title)

---

(date)

# APPENDIX

# B

## TITLE VI CHAPTER

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## APPENDIX B – TITLE VI CHAPTER

### B.1 INTRODUCTION

---

The City of Tulare is seeking to assure the highest level of public service and regulatory compliance with regard to its TIME fixed-route and Dial-A-Ride public transit programs.

To that end, the City of Tulare has developed this Title VI Chapter to:

1. Assure awareness among its staff and the general public as to its obligations required by the Federal Transit Administration to uphold, throughout its transit programs, Title VI of the Civil Rights Act of 1964 which prohibits discrimination in federally assisted programs. Title VI was amended by the Civil Rights Restoration Act of 1987 (P.L. 100-259, effective March 22, 1988 which added Section 606, expanding the definition of the terms “programs or activities” to include all of the operations of an educational institution, governmental entity or private employer that receives federal funds.
2. Bring its transit program into compliance with all Title VI requirements as a recipient of FTA funding for the provision of public transit services.
3. Prepare for the development of a “Title VI Program” which the FTA requires all fixed-route transit operators to submit on a triennial basis and which provides documentation as to the transit program’s adherence to Title VI requirements.

At the time of publication of this document, the City of Tulare was not on FTA’s schedule requiring the submission of a Title VI Program and had not received the requisite FTA TEAM ID number.<sup>1</sup>

This chapter follows the outline required in the “Title VI Program” submission but is used here as a guide to the current state of Title VI activities with recommendations as to how the City of Tulare may prepare to meet Title VI Program requirements.

#### B.1.1 LEGAL AUTHORITY REQUIREMENT FOR TITLE VI COMPLIANCE

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Title 49 CFR Section 21.5 states the general prohibition of discrimination on the grounds of race, color, or national origin. Section 21.5(b)(2) specifies that a recipient shall not “utilize criteria or methods of administration which have the effect of subjecting persons to discrimination because of their race, color, or national origin, or have the effect of defeating or substantially impairing accomplishment of the objectives of the program with respect to individuals of a particular race, color, or national origin.”

Section 21.5(b)(7) requires recipients to “take affirmative action to assure that no person is excluded from participation in or denied the benefits of the program or activity on the grounds of race, color, or national origin.” Finally, Appendix C to 49 CFR part 21 provides in Section (3)(iii) that “[n]o person

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<sup>1</sup> March 4, 2014; [www.fta.dot.gov/civilrights/12328.html](http://www.fta.dot.gov/civilrights/12328.html)

or group of persons shall be discriminated against with regard to the routing, scheduling, or quality of transportation service furnished as a part of the project on the basis of race, color, or national origin. Frequency of service, age and quality of vehicles assigned to routes, quality of stations serving different routes, and location of routes may not be determined on the basis of race, color, or national origin.”

#### FTA 2014 Certifications and Assurances

FTA Circular 4702.1B Title VI Requirements and Guidelines for Federal Transit Administration Recipients (updated 10-1-2012) outlines the requirement for a Title VI Program which includes the submission, on a schedule determined by the FTA, a Title VI Program.

#### B.1.2 OBJECTIVES

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The objectives of the City of Tulare’s Title VI chapter are:

- To ensure the City of Tulare’s compliance with FTA regulations as they relate to Title VI (including compliance by the City’s grantees, sub-grantees, and related entities) and to assign responsibilities for ensuring compliance.
- To ensure that the public is aware of the City of Tulare’s Title VI policies and has a clear understanding of the procedures for filing, investigating, and resolving complaints regarding their civil rights on a timely basis.
- To ensure that limited English proficient (LEP) individuals are provided meaningful access to Transit services and are made aware that language assistance is available to them with regard to the public transit systems operated by the City of Tulare.
- To ensure public participation in public transit planning and operations includes outreach to minority and limited English proficient populations as well as other identified populations who may use or more likely to use public transit including persons with disabilities, low-income populations and others.
- To avoid, minimize or mitigate disproportionate adverse environmental effects, including social and economic effects, on communities of color and low-income populations as a result of the City of Tulare’s public transit programs, services, and activities.

#### B.1.3 CERTIFICATIONS AND ASSURANCES

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The City of Tulare certifies, as a condition of receiving Federal financial assistance under the Federal Transit Administration’s MAP-21 Section 5307 program, that it will:

- Submit, on an annual basis, certificates and assurances as outlined in the appropriate FTA guidelines for funding of its public transit program;
- That no person will be discriminated against as per Title VI of the Civil Rights Act of 1964 as amended and that the City will provide proper notice as to those rights and how the public may address violations of those rights; and
- Adhere to the guidelines and requirements of FTA Circular 4702.1B.

Details regarding FTA required certifications and assurances can be found in Section B.11.

#### B.1.4 CHAPTER OUTLINE AND PERIOD

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This Title VI chapter covers the period Fiscal Year 2013-14 through 2018-19 and includes the following elements as required by the FTA:

1. A copy of the recipient's Title VI notice to the public that indicates the recipient complies with Title VI, and informs members of the public of the protections against discrimination afforded to them by Title VI; a list of locations where the notice is posted and information on how staff are trained to understand and implement the City's Title VI policies.
2. A copy of the recipient's instructions to the public regarding how to file a Title VI discrimination complaint, including a copy of the complaint form.
3. A list of any public transportation-related Title VI investigations, complaints, or lawsuits filed with the recipient since the time of the last submission. This list includes only those investigations, complaints, or lawsuits that pertain to allegations of discrimination on the basis of race, color, and/or national origin in transit-related activities and programs and that pertain to submitting information to FTA, not necessarily the City of Tulare government at-large.
4. A description of the Title VI Equity Analysis policies regarding the planning for any proposed facility used in the operation of the City's public transit program.

Prior to submittal of this chapter to the FTA, the City must develop the following elements in order to be in full compliance with Title VI.

1. A public participation plan that includes an outreach plan to engage minority and limited English proficient populations, as well as a summary of outreach efforts made since the last Title VI Program submission.
2. A copy of the City of Tulare's plan for providing language assistance to persons with limited English proficiency, based on DOT LEP Guidance.

#### B.1.5 TITLE VI ADMINISTRATION

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The City of Tulare city council is responsible for ensuring implementation of the City's Title VI policies.

The City of Tulare's Finance Director is the designated Title VI contact and is responsible for implementing the City's Title VI policies with regard to this plan which includes assurance that all sub-recipients, contractors, and grantees remain compliant with all Title VI policies.

Darlene Thompson, Finance Director  
411 E Kern Ave. Tulare, CA 93274  
559.685.4227 (phone) 559.685.5691 (fax)  
559.687.8772 (TDD)  
[dthompson@ci.tulare.ca.us](mailto:dthompson@ci.tulare.ca.us)

#### B.1.6 POLICY STATEMENT

---

The policy statement below incorporates all FTA required protections.

*It is the policy of the City of Tulare that no person shall be denied the benefits of or be subjected to discrimination in any City program, service, or activity on the grounds of race, religion, color, national origin, English proficiency, sex, age, disability, religion, sexual orientation, gender identity, or source of income. The City of Tulare also requires its contractors and grantees to comply with this policy.*

This policy was adopted by City of Tulare city council on \_\_\_\_\_.

#### B.2 PUBLIC NOTICE OF TITLE VI POLICY

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The Title VI public notice for passengers (see Exhibit B.2.0.1) is posted on every transit vehicle utilized by the City of Tulare for purposes of public transportation. The notice is posted in both English and Spanish. Spanish is the predominate language spoken by residents within the service area who do not speak English as their first language. The City of Tulare's general Title VI, non-discrimination policy is also posted in all City government buildings in places that are easily accessible and generally visited by the general public and employees (see Exhibit B.2.0.2).



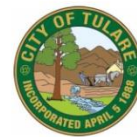
Exhibit B.2.0.1 Passenger Notices of Title VI Policy



## Passenger Rights

The City of Tulare operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes he or she has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the City of Tulare.

For more information on the City's civil rights program, and the procedures to file a complaint, contact (559) 684-4227 or visit our office at 411 E. Kern Ave., Tulare.



## Los Derechos de Pasajeros

La ciudad de Tulare opera sus programas sin consideración a raza, color de piel, nacionalidad o origen de acuerdo con Título VI del Acto de Derechos Civiles. Cual quiere persona que siente que se la ha descaminado puede exponer su queja con la Ciudad de Tulare.

Para mas información respect al programa de Derechos Civiles se puede llama (559) 684-4227 o vistar nuestra oficina en 411 E. Kern Ave., Tulare.

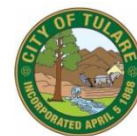


Exhibit B.2.0.2 General Public Notice of Title VI Policy



Notifying the Public of Rights Under Title VI



**The City of Tulare**

The City of Tulare operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes he or she has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the City of Tulare.

For more information on the City of Tulare's civil rights program, and the procedures to file a complaint, contact (559) 684-4227 or visit our office at 411 E. Kern Ave., Tulare.

A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5<sup>th</sup> Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 28590.

If information is needed in another language, contact (559) 684-4227.

**B.2.1 PUBLIC NOTICE LOCATIONS**

Both public and passenger notices are posted in the following locations. (see Exhibits B.2.1.1 AND B.2.2.2)

Exhibit B.2.1.1 Posting Locations for Title VI General Notice

Location Description	Address
City Hall	411 E. Kern St., Tulare CA
Transit Center	360 N. "K" Street, Tulare CA
Fleet Maintenance Center	3981 S. "K" Street, Tulare CA

Exhibit B.2.1.2 Posting locations for Title VI Passenger Notice

Location Description	Address if located at a facility (or URL if web-based)
Transit Center	360 N. "K" Street, Tulare CA
All Dial-A-Ride Vehicles	
All TIME Fixed-Route Vehicles	

### B.2.2 TITLE VI TRAINING FOR TRANSIT PERSONNEL

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MV Transit employees undergo 40 hours of training which includes ADA and Paratransit training and are required to successfully complete the training course prior to completion of probationary employment. The City's Finance Director, Transit Analyst, and Transit Coordinator are required to periodically attend workshops and training on an as-needed basis.

## B.3 COMPLAINT POLICY AND INSTRUCTIONS TO THE PUBLIC REGARDING COMPLAINTS

---

To be accepted, a Title VI complaint must:

- Be in writing;
- Involve discrimination on the basis of race, color, or national origin; and
- Allege that the discrimination was committed by the City of Tulare, a City of Tulare employee, or a sub-recipient of the City of Tulare.

### 3.1 COMPLAINT PROCEDURE

---

Any person who believes she or he has been discriminated against on the basis of race, color, or national origin by the City of Tulare's public transit program (hereinafter referred to as "Transit Program") may file a Title VI complaint by completing and submitting the Transit Program's Title VI Complaint Form. The City of Tulare investigates complaints received no more than 180 days after the alleged incident. The City will process complaints that are complete. Complaints must be in writing and signed by the complainant. If the complainant needs assistance in reducing the complaint to writing or signing it, he or she may request assistance from the City's Title VI representative or may have another person write and acknowledge the complaint on his or her behalf.

Once the complaint is received, the City will review it to determine if its office has jurisdiction. The complainant will receive an acknowledgement letter informing her/him whether the complaint will be investigated by the City's Title VI representative. The City has 10 days to investigate the complaint. If more information is needed to resolve the case, the City of Tulare may contact the complainant. The complainant has 60 calendar days from the date of the letter to send requested information to the investigator assigned to the case. If the investigator is not contacted by the complainant or does not receive the additional information within 60 calendar days, the City can administratively close the case. A case also can be administratively closed if the complainant no longer wishes to pursue their case. After the investigator reviews the complaint, she/he will issue one of two letters to the complainant: a closure letter or a letter of finding (LOF). A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed. An LOF summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member, or other action will occur. If the complainant wishes to appeal the decision, she/he has 15 business days after the date of the letter or the LOF to do so.

A person may also file a complaint directly with the Federal Transit Administration, at FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.

### B.3.2 ASSISTANCE IN FILING A COMPLAINT

The complaint form (see Exhibit 3.4.0.1) is provided in both English and Spanish. Staff members are instructed to personally assist any person who is unable fill out and sign their complaint form or to allow the use another person to provide assistance. Persons who wish to file a complaint and speak neither English or Spanish will be assisted by staff by attempting to identify a City employee who may speak the language of the person filing the complaint, by utilizing outside resources such as electronic translators, or other persons known to speak the language, including persons identified by the complainant.

### B.3.3 SUBMITTING A COMPLAINT

Title VI Complaints must be submitted on the approved form (See Exhibit B.3.3.1). Locations where hard or electronic copies may be found are in Table 3. Persons may request a copy of the form by mail, by contacting the City at:

Darlene Thompson, Finance Director  
411 E Kern Ave. Tulare, CA 93274  
559.685.4227 (phone) 559.685.5691 (fax)  
559.687.8772 (TDD)  
[dthompson@ci.tulare.ca.us](mailto:dthompson@ci.tulare.ca.us)

Exhibit B.3.3.1 Locations of Title VI Complaint Forms

Location description and address	Media type (hard copy, electronic), language
Transit Center, 360 N. K Street, Tulare	Hard copy; English and Spanish
Finance Department, 411 E. Kern Ave. Tulare	Hard copy; English and Spanish
City of Tulare Transit Website	Electronic; English and Spanish

Completed and signed forms may be mailed, emailed, faxed, or hand-delivered to:

Darlene Thompson, Finance Director / Treasurer  
411 E Kern Ave. Tulare, CA 93274  
559.684.4255 (phone) 559.685.5691 (fax)  
559.687.8772 (TDD)  
[dthompson@ci.tulare.ca.us](mailto:dthompson@ci.tulare.ca.us)

A complainant may file a complaint directly with the Federal Transit Administration by mailing the complaint to:

Office of Civil Rights,  
Attention: Title VI Program Coordinator,  
East Building, 5<sup>th</sup> Floor-TCR,  
1200 New Jersey Ave., SE,  
Washington, DC 20590

Allegations sent by mail, fax or e-mail will not be processed until the identity of the complainant and the intent to proceed with the complaint has been established.

3.4 COMPLAINT FORM

Exhibit B.3.4.1 Title VI Complaint Form (English)

## Tulare InterModal Express Title VI Complaint Form



The City of Tulare is committed to ensuring that no person shall be excluded from the equal distribution of its services and amenities because of race, color, or national origin. Any person who believes they have been discriminated against based on one of these categories may file a complaint. Complaints must be filed within 180 calendar days of the incident.

Within 10 working days of receipt of your completed complaint form, the City of Tulare will contact you to confirm receipt of your complaint form and begin an investigation (unless the complaint has been filed with an external entity first of simultaneously). The investigation may include discussion(s) of the complaint with all affected parties to determine the nature of the problem. The investigation generally will be conducted and completed within 60 days of receipt of a complete complaint form. Based on all information received, an investigation report will be submitted to the Director of Finance. The complaint will receive a letter stating the City of Tulare's final decision by the end of the 60-day time period.

Please complete the form below and send to:

City of Tulare, Transit Division  
411 E. Kern Ave.  
Tulare, CA 93274

### Section 1: Contact Information

Name:

Address:

City:

State:

Zip:

Phone (Home):

Phone (Cell):

*Please note if any of the phone numbers are for TDD or TTY*

Email:

### Section 2: Filing for Another

Are you filing this complaint on your own behalf?

Yes

☐

No

☐

*If you answered yes, go to section 3*

*If not, please supply the name and relationship of the person for whom you are filing the complaint:*

*Please explain why you have filed for a third party:*

*Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party*

*Yes*

☐

*No*

☐

### Section 3: Discrimination Complaint

*Which of the following describes the reason you believe the discrimination took place? Was it because of your:*

*Race*

☐

*Color*

☐

*National  
Origin*

☐

*Please describe the race, color, or national origin of the aggravated party:*

*Date and Time of the alleged discrimination (Month, day, year):*

*Where did the discrimination take place? Specific vehicle information is helpful (e.g. vehicle number)*

*Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. Use additional sheets if necessary.*

#### Section 4: Previous or Existing Complaints

*Have you previously filed a complaint with the City of Tulare?*

*Yes, for this incident* ☐ *Yes, for a different incident* ☐ *No* ☐

*Have you filed this complaint with any other agencies or a court?*

*Yes* ☐ *No* ☐

*If yes, please check all that apply:*

Federal Agency ☐

Federal Court ☐

State Court ☐

State Agency ☐

Local Agency ☐

Please provide contact person information for the agency/court where the complaint was filed:

Name/Office

Address

City:

State:

Zip Code

Phone number:

#### Section 5: Signature

*Please sign below to attest to the truthfulness of the above. You may attach any written materials or other information that you think is relevant to your complaint.*

Signature

Date



## Exhibit B.3.4.2 Title VI Complaint Form (Spanish)

**Tulare InterModal Express**  
**Formulario de Queja**  
**Discriminación según el Título VI**



La ciudad de Tulare está comprometido a garantizar que ninguna persona sea excluida de la distribución equitativa de servicios y instalaciones por cuestiones de raza, color o origen nacional. Cualquier persona que se sienta víctima de discriminación en alguna de las categorías anteriores puede presentar una queja. Las quejas deben presentarse dentro de los 180 días calendario a partir del incidente.

Dentro de los siguientes 10 días hábiles de recepción del formulario de queja, la ciudad de Tulare le contactará para confirmar la recepción de su queja y comenzará una investigación (a menos que la queja sea presentada ante una entidad externa antes o simultáneamente). La investigación puede incluir debate(s) acerca de la queja con todas las partes afectadas para determinar la naturaleza del problema. Por lo general, la investigación se llevará a cabo dentro de los 60 días siguientes a partir de la recepción del formulario de queja completo. En base a toda la información recibido, un reporte de investigación será presentado a la Directora de Finanzas. El reclamante recibirá una carta con la decisión final de La ciudad de Tulare al finalizar los 60 días del tiempo límite.

Por favor proporcione la información  
 requerida abajo y enviarlo a la División  
 de Tránsito de la Ciudad:

City of Tulare, Transit Division  
 411 E. Kern Ave.  
 Tulare, CA 93274

**Sección 1: Información de contacto**

<i>Nombre:</i> <input type="text"/>		
<i>Domicilio:</i> <input type="text"/>		
<i>Ciudad:</i> <input type="text"/>	<i>Estado:</i> <input type="text"/>	<i>Código postal:</i> <input type="text"/>
<i>Teléfono (Casa):</i> <input type="text"/>	<i>Teléfono (móvil):</i> <input type="text"/>	
Señale si alguno de los números telefónicos son TDD o TTY		
<i>E-correo:</i> <input type="text"/>		

**Sección 2: Llenado del formulario para otra persona**

¿Está llenando este formulario por usted mismo? Si ☐ No ☐

**Si la respuesta es "sí", vaya Sección 3**

Si la respuesta es "no", proporcione el nombre y su relación con la persona para quien llena el formulario:

Explique la razón por la que presenta la queja como tercera persona:

Confirme que cuenta con el permiso de la parte agraviada para presentar esta queja como tercera persona

Si ☐ No ☐

**Sección 3: Queja de Discriminación**

¿Cuál de las siguientes opciones describe la razón por la que cree que la discriminación se llevó a cabo? ¿Fue por su:

Raza ☐ Color ☐ Origen nacional ☐

Describa la raza, color u origen nacional de la parte agraviada:

Fecha y hora de la supuesta discriminación:

¿Dónde ocurrió la discriminación? Información Específica es útil (por ejemplo, ruta o número del vehículo):

Explique mayor claridad posible lo que pasó y por qué cree que fue discriminado. Describa de todas las personas que estuvieron involucradas. Incluya el nombre y la información de contacto de la persona que(s) quién lo discriminó (si se conoce), además de nombre e información de contacto de los testigos. Adjunte más papeles si es necesario.

**Sección 4: Las denuncias anteriores o existentes**

¿Cuenta con alguna queja previa sobre discriminación según el Título VI con la ciudad de Tulare?

*Sí, por este incidente*

☐

*Sí, por otro incidente*

☐

*No*

☐

¿Ha llevado esta queja a alguna otra agencia o a una corte?

*Sí*

☐

*No*

☐

*En caso afirmativo, por favor marque todas las que apliquen::*

Agencia federal

☐

Corte federal

☐

Corte estatal

☐

Agencia estatal

☐

Agencia local

☐

Otro (especifique)

☐

Por favor proporcione la información de contacto de la persona que lo atendió en la agencia/corte donde presentó la queja:

Nombre / Oficina:

Domicilio:

Ciudad:

Estado:

Código postal:

Teléfono:

**Sección 5: Firma**

Por favor firme a continuación para dar fe de la información anterior. Puede incluir escrito adicional y relevante información que con su queja.

*Firma*

*Fecha*

The City of Tulare has received no complaints, conducted no investigations and been a party to no lawsuits regarding Civil Rights violations since its last report to FTA. See Exhibit B.4.0.1.

Exhibit B.3.4.3 Civil Rights Complaint Log

2012-2013	Date	Summary	Status	Action taken
Investigations	None			
Lawsuits	None			
Complaints	None			

## B.5 PUBLIC PARTICIPATION PLAN

The City of Tulare has not adopted a formal Public Participation Plan. However, the general public is invited to attend monthly meetings of the City of Tulare's public transit program, hosted by the City's Transit program personnel at the Transit Center located at 360 N. K Street in Tulare. Information on meeting dates and times can be requested by calling 559.685.2322. Meetings are held the second Tuesday of each month.

These meetings afford the general public an opportunity to learn more about the City's transit program, provide insights and recommendations to improving the programs, and to file concerns and complaints regarding service, routes, schedules and other transit-related topics. The 2014 SRTP recommends the City develop the previously mentioned transportation roundtable into a formal Transit Advisory Committee in an effort to increase community participation.

The City of Tulare encourages participation from all residents and is particularly eager to receive feedback and participation from persons who are disabled, minority populations, persons who have limited English proficiency, low-income persons, seniors, and any individual who relies heavily on public transit services.

Outreach efforts to encourage the interested public to attend meetings is provided by posting notices of meetings at the Transit Center in English and Spanish and also having drivers provide information to riders. See Exhibit B.5.0.1 for outreach efforts.

Exhibit B.5.0.1 Outreach Efforts

Outreach effort description	How was effort directed at minority, low-income, or public with limited English Proficiency
Public notice of information meetings	English and Spanish

## B.6 LANGUAGE ASSISTANCE PLAN

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The City of Tulare has not adopted a formal Language Assistance Plan. A Four-Factor Analysis of the potential for language assistance by the City is provided below.

### B.6.1 FOUR-FACTOR ANALYSIS

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**Factor 1: The number or proportion of LEP persons eligible to be served or likely to be encountered by the City of Tulare's transit services.**

Estimating the number or proportion of LEP individuals that may be encountered by the City's transit services will help the City identify the populations covered by the USDOT's Safe Harbor Provision. This provision stipulates that if an LEP group speaking a given non-English language constitutes five percent or 1,000 persons, whichever is less, of the total population of persons likely to be encountered by transit services, then the service provider must make the following materials and services available to speakers of that language:

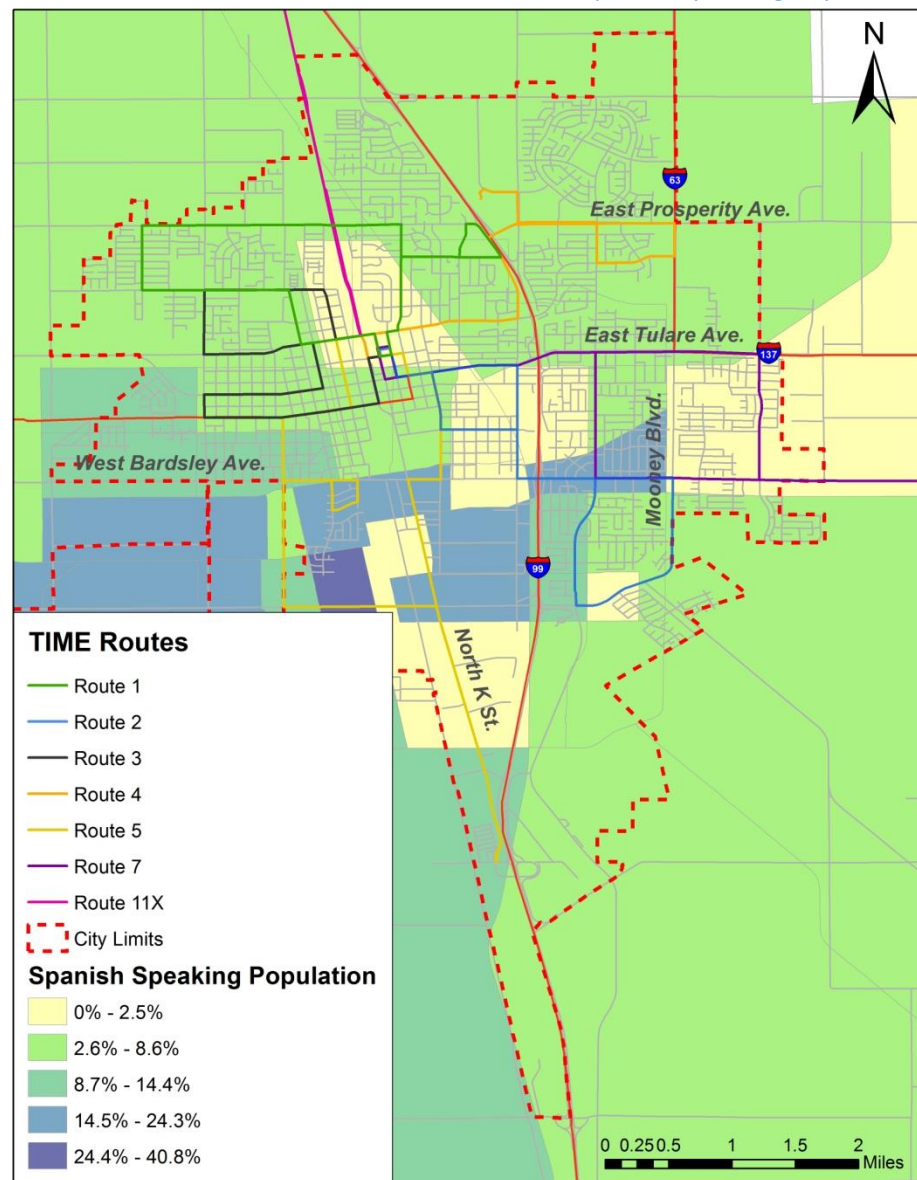
- Documents critical for accessing recipients services or benefits,
- Letters requiring response from customer,
- Informing customers of free language assistance,
- Complaint forms, and
- Notification of rights.

The largest LEP population in Tulare<sup>2</sup> speaks Spanish. As of the 2008-2012 American Community Survey, there were nearly 22,000 Spanish-speakers, comprising nearly 39 percent of Tulare's total population. Nearly 9,600 Spanish-speakers reported speaking English "less than very well" (17.1 percent of the total population). This significant population means the Safe Harbor Provision would apply to the city's Spanish-speaking population, requiring the City to provide the materials listed above. A demographic map of Tulare's Spanish-speaking population is provided in Exhibit B.6.1.1.

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<sup>2</sup> Here, inclusive of the city of Tulare, East Tulare Villa, and the Matheny Tract.

Exhibit B.6.1.1 Spanish Speaking Population



Portuguese and Tagalog are the next most common languages spoken in Tulare. While the total Portuguese-speaking population is approximately 1,600, fewer than 600 Portuguese speakers reported speaking English “less than very well.” The Tagalog-speaking population is even more modest. Of the 532 individuals who cited speaking Tagalog, just 155 indicated speaking English “less than very well.”

These small numbers of Portuguese and Tagalog speakers who speak English less than very well means they do not presently fall under the Safe Harbor Provision and thus the City is not obligated to provide them with translated written materials or translation services.

While the relatively small Portuguese-speaking LEP population currently exempts the City from translating written materials into Portuguese or from providing translation services, it is important the City be aware of increases in the population. If, for example, the population of Portuguese LEP persons rises above 1,000, the City will need to provide the translation services and written documents translated into Portuguese as listed above.

**Factor 2: The frequency with which LEP persons come into contact with the City's transit services.**

Spanish-speaking individuals are regular users of the City's transit services. According to the onboard survey, 34 percent of respondents indicated speaking Spanish at home (though only 9.6 percent elected to take the survey in Spanish). Of community survey respondents, 48 percent of those who had used TIME spoke Spanish at home. Twenty-four percent of community respondents (both rider and non-rider) elected to take the survey in Spanish.

While Portuguese was represented as a language spoken at home on both the onboard and community surveys, it was only cited by seven community survey respondents and a single onboard survey respondent, all of whom also indicated speaking English at home.

None of the 14 stakeholders surveyed, seven of which provide services to persons with limited proficiency in English, indicated language was a barrier to using transit.

**Factor 3: The nature and importance of Tulare's transit services to affected LEP populations.**

Overall, our onboard and community survey responses indicated there are multiple non-English languages commonly spoken in Tulare, most notably Spanish and Portuguese. Census data reinforced this. However, Spanish speakers are most likely to depend on TIME and face language-related barriers to using the City's public transit services. Therefore, in terms of outreach, it is important the City continue its efforts to address language-related barriers faced by the Spanish-speaking population, such as ensuring key written materials such as rider information are translated, and that bilingual staff members are available as needed.

**Factor 4: The resources available to the City of Tulare to provide adequate outreach to LEP populations to enable those populations to use the City's transit services, as well as the costs associated with that outreach.**

The Spanish-speaking LEP population is sufficiently large that the City must take measures to minimize language barriers faced by these groups. To address these barriers and fulfill the LEP requirements required under the Safe Harbor Provision, the City provides staff and written materials in Spanish. TCAG also provides transit information in Spanish via its county-wide customer service line.

*Spanish-Speaking Staff*

The City's transit program has 11 contracted employees who are fluent in Spanish as well as English and one that is fluent in Portuguese and English. There are six full-time drivers who are fluent in



Spanish and English. At least one is on duty during all service/operating hours. At the time the Plan was completed, there were no Spanish-speaking dispatchers.

#### *Written Materials Translated into Spanish*

Supplementing the City's bilingual personnel are translations of all essential rider information and service notice documents. Such documents include Title VI policy information and complaint forms as well as TCAG's Transit Guide, pages of which are also provided online.

#### *Phone and Web Services in Spanish*

Spanish service information for TIME is available via the county-wide customer service line (Green Line) (877-40-GOGREEN). The City does not currently have a translation feature as part of its website, nor is any part of the website available in Spanish. However, transit information (which is presented as a link to a .pdf of the bilingual TCAG Transit Guide) is available online.

#### *Costs Associated with Bilingual Outreach Services*

Total cost figures for existing translation services are unavailable, though phone translation services cost approximately three dollars per minute. Translation of written materials costs approximately 14 cents per minute for Spanish.

#### *Services in Other Languages*

There are small but not insignificant Portuguese- and Tagalog-speaking populations residing in Tulare. However, at this time the number of people who speak these languages who also speak English "less than very well" is well below the Safe Harbor threshold of 1,000 speakers. In addition, onboard, community, and stakeholder surveys did not reveal any significant language-related barriers to using transit for Portuguese and Tagalog speakers. Therefore the City is not required to provide translations of written documents nor is it required to advertise free translation services for these languages.

### **B.7 PLANNING BOARDS, ADVISORY BOARDS, AND COMMITTEES**

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The City of Tulare does not have a transit-related planning board, advisory board, or committee. Therefore, the City does not monitor the racial makeup of said entities. These functions are conducted by the MPO through its Technical Advisory Committee, which also serves as the Transportation Policy Advisory Committee, and its Social Services Transportation Advisory Council.

The City does convene a monthly meeting of the public on transit issues to garner feedback, receive concerns or complaints, and solicit responses to changes in schedules, routes and fees. Participants also are encouraged to provide feedback on drivers, administrators, and service, etc. No information is collected on the race of participants at these meetings. Chapter 4, Section 2 of the SRTP recommends the formation of a Technical Advisory Committee (TAC) based on this monthly roundtable as part of the administrative recommendations. If such a committee is formed, the City will need to monitor its racial makeup.



## B.8 CONTRACTOR AND SUB-GRANTEE AGREEMENTS

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As a sub-grantee, the City of Tulare is responsible to TCAG and Caltrans for providing evidence of compliance with Title VI. It does not provide assistance or oversight to any additional sub-grantees.

## B.9 FACILITIES EQUITY ANALYSIS

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The City of Tulare has not engaged in any construction of facilities in support of its public transit program since 2008. In light of the absence of construction, the City does not presently have a Facilities Equity Analysis policy.

## B.10 NEXT STEPS – RECOMMENDATIONS FOR THE CITY OF TULARE TITLE VI PROGRAM

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The following are recommendations provided to the City of Tulare. The purpose of these recommendations is to identify gaps in current planning, policy, and service delivery procedures that are required for compliance with FTA Certifications and Assurances, FTA Circular 4702.1B, and other transit-related regulations.

To gain compliance, these recommendations need to be implemented prior to the annual submission of Certifications and Assurances associated with FTA funding sources.

This chapter follows the outline required by FTA for the submission of a “Title VI Program.” With implementation of these recommendations and the documentation of those implementations within this document, the City of Tulare could, if so desired, submit the revised chapter as its Title VI Program when requested by the FTA.

### B.10.1 FTA CIRCULAR 4702.1B CHECKLIST

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FTA Circular 4702.1B Chapters 3 and 4 outline the requirements.<sup>3</sup> Appendix A of that Circular provides a checklist of General Requirements and Requirements for Transit Providers.

### TITLE VI PROGRAM CHECKLIST

Every three years, on a date determined by FTA, each recipient is required to submit the following information to the Federal Transit Administration (FTA) as part of their Title VI Program. Sub-recipients shall submit the information below to their primary recipient (the entity from whom the sub-recipient receives funds directly), on a schedule to be determined by the primary recipient. The status of each of these items with respect to the City of Tulare is noted below.

#### General Requirements (Chapter III)

*All recipients must submit:*

- Title VI Notice to the Public, including a list of locations where the notice is posted.
  - *Status: Updated notice and list of locations contained in Exhibits B.2.1.1 and B.2.1.2.*

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<sup>3</sup> Relevant excerpts from FTA Circular 4702.1B, Chapters 3 and 4, are provided in Section B.12 of this document.

- Title VI Complaint Procedures (i.e., instructions to the public regarding how to file a Title VI discrimination complaint).
  - *Status: Updated procedures detailed within Section B.3.*
- Title VI Complaint Form.
  - *Status: City's complaint form provided in Exhibit B.4.0.1.*
- List of transit-related Title VI investigations, complaints, and lawsuits.
  - *Status: None have been identified as shown in Exhibit B.4.0.1.*
- Public Participation Plan, including information about outreach methods to engage minority and limited English proficient populations (LEP), as well as a summary of outreach efforts made since the last Title VI Program submission.
  - *Status: Needs to be developed.*
- Language Assistance Plan for providing language assistance to persons with limited English proficiency (LEP), based on the DOT LEP Guidance.
  - *Status: Needs to be developed.*
- A table depicting the membership of non-elected committees and councils, the membership of which is selected by the recipient, broken down by race, and a description of the process the agency uses to encourage the participation of minorities on such committees.
  - *Status: Not applicable; no committees or councils.*
- Primary recipients shall include a description of how the agency monitors its sub-recipients for compliance with Title VI, and a schedule of sub-recipient Title VI Program submissions.
  - *Status: Not applicable; TCA is primary recipient.*
- A Title VI equity analysis if the recipient has constructed a facility, such as a vehicle storage facility, maintenance facility, operation center, etc.
  - *Status: Required for future construction.*
- A copy of board meeting minutes, resolution, or other appropriate documentation showing the board of directors or appropriate governing entity or official(s) responsible for policy decisions reviewed and approved the Title VI Program. The approval must occur prior to submission to the FTA.
  - *Status: Pending.*
- Additional information as specified in Chapters IV, V, and VI, depending on whether the recipient is a transit provider, a State, or a planning entity (see below).

#### **Requirements of Transit Providers (Chapter IV)**

*All Fixed Route Transit Providers must submit:*

- All requirements set out in Chapter III (General Requirements).
- Service standards: Vehicle load, headway, on-time performance, and service availability for each mode.
  - *Status: Provided in Section B.10.3 as well as within the 2014 SRTP Appendix D.*
- Service policies: Transit amenities and vehicle assignment for each mode
  - *Status: Provided in Section B.10.3.*

#### B.10.2 UPDATE TITLE VI NOTICE, POSTING POLICY, AND STAFF TRAINING POLICY

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Update discrimination notices to include all protected classes (not just Title VI) per FTA certifications and assurances. Include information regarding the ability to file complaints directly with the FTA office. TDD and/or TTY numbers should be posted on all notices. While an update is not required with regard to the protected classes under Title VI and according to specifications in FTA Circular 4702.1B, it is required in order to be compliant with other circulars and regulations guiding transit delivery services supported by federal funding. (See Section B.11.)

Post the Title VI Policy notice in additional locations including information on where and how to make a complaint. Locations could include:

- Rider Guide (print and online versions);
- Website;
- Dispatcher office; and
- Other locations, public offices, or government buildings where transit business is conducted including:
  - Driver lounges;
  - Mechanics' office or lounge;
  - Training rooms; and
  - Places where guides are available such as
    - Libraries,
    - Food stamp offices,
    - Workforce offices,
    - Senior centers, and
    - Other locations where guides are distributed.

The City's Transit Staff and Driver Training Plan should include a specific training on the City's Title VI policies and how they relate to both staff and passengers. Training should include how services are designed to be non-discriminatory, how to respond to someone making a verbal complaint based on violations of Title VI, how to assist persons in filing a complaint, and how complaints may be received by the City of Tulare. PASS Training is not an accepted substitute for this training.

#### B.10.3 CREATE SYSTEM STANDARDS AND POLICIES

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Develop FTA-required system-wide standards and policies as described in FTA Circular 4702.1B Chapter 4.4 and its Appendices G and H that are applicable to fixed-route transit programs. See Section B.12 for excerpts from Circular 4702.1B and its appendices.

##### Service Standards – Fixed-Route

**Vehicle load:** Not to exceed 100 percent of vehicle capacity during off-peak operating hours or 125 percent of vehicle capacity during peak operating hours.

	Passengers in wheelchairs shall not wait more than the equivalent of any one route's respective circuit completion time.
<b>Vehicle headways:</b>	Service operates on local fixed-routes every 30 minutes until 6:00 pm, six days a week. After 6:00 pm, service operates every 60 minutes. Tulare's portion of the Route 11X intercity route operates every 60 minutes. Combined with Visalia's portion of the route, this results in service every 30 minutes.
<b>On-time performance:</b>	90 percent of the City's fixed-route transit vehicles will complete their established runs no more than five minutes late or zero minutes early in comparison to the established schedule/published timetables.
<b>Service availability:</b>	The City of Tulare will distribute transit service so that 85 percent of activity centers in Tulare are within ¼ mile of the fixed-route system.

#### Service Standards – Dial-A-Ride

<b>Vehicle load:</b>	Not to exceed 100 percent of vehicle capacity.
<b>Vehicle headways:</b>	The maximum ride time for Dial-A-Ride customers should be no more than 30 minutes.
<b>On-time performance:</b>	100 percent of trips are to be served within a 60-minute window.
<b>Service availability:</b>	The City of Tulare will distribute transit service so that 85 percent of activity centers in Tulare are served by the Dial-A-Ride service.

#### Vehicle Assignment Policy

Tulare vehicles are not assigned to any particular community or area based on vehicle age or size but rather to serve specific routes based on the needs of that route. Many of the routes and runs attract a greater number of riders, and as such require larger buses. Route with lower ridership are assigned smaller vehicles to improve fuel efficiency. Given the operator's strict standards with respect to maintenance, age does not serve as a viable proxy for diminished quality.

#### Transit Amenities Policy

Transit amenity improvements are prioritized by stop based on critical repairs, ADA compliance, passenger activity, and safety.

#### B.10.4 CREATE A PUBLIC PARTICIPATION PLAN

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Develop a Public Participation Plan as required by FTA Circular 4702.1B Chapter 3.8 which states:

*The content and considerations of Title VI, the Executive Order on LEP, and the DOT LEP Guidance shall be integrated into each recipient's established public participation plan or process (i.e., the document that explicitly describes the proactive strategies, procedures, and desired outcomes that underpin the recipient's public participation activities). Grant recipients are required to comply with the public participation requirements of 49 U.S.C.*

*Sections 5307(b) (requires programs or projects to be developed with public participation) and 5307(c)(1)(I) (requires a locally developed process to consider public comment before raising a fare or carrying out a major reduction in transportation service).*

Resources to help determine what should be included in public participation strategies can be found online at:

- Transit Cooperative Research Program's Synthesis 89:  
[www.tcrponline.org/pdfdocuments/tsyn89.pdf](http://www.tcrponline.org/pdfdocuments/tsyn89.pdf)
- The International Association of Public Participation: [www.iap2.org](http://www.iap2.org)
- FTA has identified a number of resources to developing public participation strategies. The list can be found at [www.fta.dot.gov/15589.html](http://www.fta.dot.gov/15589.html)
- FHWA Office of Planning Environment and Realty:  
[www.fhwa.dot.gov/planning/public\\_involvement/publications/techniques/chapter00.cfm](http://www.fhwa.dot.gov/planning/public_involvement/publications/techniques/chapter00.cfm)
- A good sample plan can be found via the City of Portland:  
[www.portlandoregon.gov/oni/article/98500](http://www.portlandoregon.gov/oni/article/98500)

Develop a record keeping system of outreach efforts – including those that target minorities, persons with disabilities, persons with limited English proficiency, those with low incomes, and other populations identified in the Title VI Program policy. The “Title VI Program” to be submitted to FTA suggests that the outreach efforts be shown in a table format.

#### B.10.5 CREATE A LANGUAGE ASSISTANCE PLAN

---

Develop a Language Assistance Plan (LAP) as required in FTA Circular 4702.1B Chapter 3. 9 which states transit providers must provide meaningful access to persons with Limited English proficiency. The circular states:

*Consistent with Title VI of the Civil Rights Act of 1964, DOT's implementing regulations, and Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency" (65 FR 50121, Aug. 11, 2000), recipients shall take reasonable steps to ensure meaningful access to benefits, services, information, and other important portions of their programs and activities for individuals who are limited-English proficient (LEP). This Circular contains only a summary of the LEP requirements as they apply to FTA recipients; recipients are encouraged to review DOT's LEP guidance for additional information (70 FR 74087, Dec. 14, 2005)*

Resources to help determine what should be included in an LAP and strategies for implementation can be found at:

- TCRP Research Results Digest 97 Transit Agency Compliance with Title VI: Limited English Proficiency Requirements: [onlinepubs.trb.org/onlinepubs/tcrp/tcrp\\_rrd\\_97.pdf](http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rrd_97.pdf).

- FWHA Transit Agency Compliance with Title VI: Limited English Proficiency Requirements: [onlinepubs.trb.org/onlinepubs/tcrp/tcrp\\_rrd\\_97.pdf](http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rrd_97.pdf).
- FTA Implementing the Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons: [www.fta.dot.gov/documents/Attachment\\_6\\_LEP\\_Handbook.doc](http://www.fta.dot.gov/documents/Attachment_6_LEP_Handbook.doc).

#### B.10.6 CREATE EQUITY ANALYSIS POLICY AND PROCEDURES

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If the City of Tulare is considering or planning for any construction of facilities as outlined in FTA Circular 4702.1.B then the City must develop an equity analysis policy and procedure in anticipation of any facilities construction as described in FTA Circular 4702.1B Chapter 3.13 prior to the planning process for said construction. See Section B.12.

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B.11 APPENDIX A – FTA REQUIRED TITLE VI CERTIFICATIONS AND ASSURANCES (EXCERPT)<sup>4</sup>

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**1.D. Nondiscrimination Assurance.**

On behalf of your Applicant, you assure that:

1. It will comply with the following laws and regulations so that no person in the United States will be denied the benefits of, or otherwise be subjected to, discrimination in any U.S. DOT or FTA funded program or activity (particularly in the level and quality of transportation services and transportation-related benefits) on the basis of race, color, national origin, religion, sex, disability, or age:
  - a. Federal transit laws, specifically 49 U.S.C. 5332 (prohibiting discrimination on the basis of race, color, religion, national origin, sex, disability, age, employment, or business opportunity),
  - b. Title VI of the Civil Rights Act of 1964, as amended, 42 U.S.C. 2000d,
  - c. The Rehabilitation Act of 1973, as amended, 29 U.S.C. 794, *et seq.*,
  - d. The Americans with Disabilities Act of 1990, as amended, 42 U.S.C. 12101 *et seq.*,
  - e. U.S. DOT regulations, “Nondiscrimination in Federally-Assisted Programs of the Department of Transportation-Effectuation of Title VI of the Civil Rights Act of 1964,” 49 CFR part 21,
  - f. U.S. DOT regulations, specifically 49 CFR parts 27, 37, 38, and 39, and
  - g. Any other applicable Federal statutes that may be signed into law or Federal regulations that may be promulgated,
2. It will comply with Federal guidance implementing Federal nondiscrimination laws and regulations, except to the extent FTA determines otherwise in writing,
3. As required by 49 CFR 21.7:
  - a. It will comply with 49 U.S.C. 5332, 42 U.S.C. 2000d, and 49 CFR part 21 in the manner:
    - (1) It conducts each Project,
    - (2) It undertakes property acquisitions, and
    - (3) It operates its Project facilities, including:
      - (a) Its entire facilities, and
      - (b) Its facilities operated in connection with its Project,
  - b. This assurance applies to its entire Project and to all parts of its facilities, including the facilities it operates to implement its Project,
  - c. It will promptly take the necessary actions to carry out this assurance, including:
    - (1) Notifying the public that discrimination complaints about transportation-related services or benefits may be filed with U.S. DOT or FTA, and
    - (2) Submitting information about its compliance with these provisions to U.S. DOT or FTA upon their request,

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<sup>4</sup> Taken from the FTA Fiscal Year 2014 Certifications and Assurances,  
[www.fta.dot.gov/documents/2014\\_Certs\\_and\\_Assurances.pdf](http://www.fta.dot.gov/documents/2014_Certs_and_Assurances.pdf).

- d. If it transfers FTA funded real property, structures, or improvements to another party, any deeds and instruments recording that transfer will contain a covenant running with the land assuring nondiscrimination:
  - (1) While the property is used for the purpose that the Federal funding is extended, and
  - (2) While the property is used for another purpose involving the provision of similar services or benefits,
- e. The United States has a right to seek judicial enforcement of any matter arising under:
  - (1) Title VI of the Civil Rights Act, 42 U.S.C. 2000d,
  - (2) U.S. DOT regulations, 49 CFR part 21, and
  - (3) This assurance,
- f. It will make any changes in its Title VI implementing procedures, as U.S. DOT or FTA may request, to comply with:
  - (1) Title VI of the Civil Rights Act, 42 U.S.C. 2000d,
  - (2) U.S. DOT regulations, 49 CFR part 21, and
  - (3) Federal transit laws, 49 U.S.C. 5332,
- g. It will comply with Federal guidance issued to implement Federal nondiscrimination requirements, except as FTA determines otherwise in writing,
- h. It will extend the requirements of 49 U.S.C. 5332, 42 U.S.C. 2000d, and 49 CFR part 21 to each Third Party Participant, including any:
  - (1) Sub-recipient,
  - (2) Transferee,
  - (3) Third Party Contractor or Subcontractor at any tier,
  - (4) Successor in Interest,
  - (5) Lessee, or
  - (6) Other participant in its Project, except FTA and the Applicant (that later becomes the Recipient),
- i. It will include adequate provisions to extend the requirements of 49 U.S.C. 5332, 42 U.S.C. 2000d, and 49 CFR part 21 to each third party agreement, including each:
  - (1) Subagreement at any tier,
  - (2) Property transfer agreement,
  - (3) Third party contract or subcontract at any tier,
  - (4) Lease, or
  - (5) Participation agreement, and
- j. The assurances you have made on its behalf remain in effect as long as FTA determines appropriate, including, for example, as long as:
  - (1) Federal funding is extended to its Project,
  - (2) Its Project property is used for a purpose for which the Federal funding is extended,
  - (3) Its Project property is used for a purpose involving the provision of similar services or benefits,



- (4) It retains ownership or possession of its Project property, or
  - (5) FTA may otherwise determine in writing, and
- 4. As required by U.S. DOT regulations, “Nondiscrimination on the Basis of Handicap in Programs and Activities Receiving or Benefiting from Federal Financial Assistance,” 49 CFR part 27, specifically 49 CFR 27.9, and consistent with 49 U.S.C. 5307(c)(1)(D)(ii), you assure that:
  - a. It will comply with the following prohibitions against discrimination on the basis of disability listed in Group 1.D.4.b below, of which compliance is a condition of approval or extension of any FTA funding awarded to:
    - (1) Construct any facility,
    - (2) Obtain any rolling stock or other equipment,
    - (3) Undertake studies,
    - (4) Conduct research, or
    - (5) Participate in or obtain any benefit from any FTA-administered program, and
  - b. In any program or activity receiving or benefiting from Federal funding that U.S. DOT administers, no qualified people with a disability will, because of their disability, be:
    - (1) Excluded from participation,
    - (2) Denied benefits, or
    - (3) Otherwise subjected to discrimination.

B.12 APPENDIX B – FTA CIRCULAR 4702.1B WITH APPENDICES (EXCERPTS)<sup>5</sup>

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CHAPTER III

GENERAL REQUIREMENTS AND GUIDELINES

1. **INTRODUCTION.** This chapter describes requirements that all FTA recipients must follow to ensure that their programs, policies, and activities comply with DOT's Title VI regulations.
2. **REQUIREMENT TO PROVIDE TITLE VI ASSURANCES.** In accordance with 49 CFR Section 21.7(a), every application for financial assistance from FTA must be accompanied by an assurance that the applicant will carry out the program in compliance with DOT's Title VI regulations. This requirement shall be fulfilled when the applicant/recipient submits its annual certifications and assurances to FTA. Primary recipients shall collect Title VI assurances from sub-recipients prior to passing through FTA funds. The text of FTA's annual certifications and assurances is available on FTA's website.
3. **REQUIREMENTS FOR FIRST-TIME APPLICANTS.** First-time applicants must submit a Title VI Program that is compliant with this Circular, and submit an assurance (as noted in Section 2 above) that it will comply with Title VI. In addition, and consistent with 28 CFR § 50.3, entities applying for FTA funding for the first time shall provide information regarding their Title VI compliance history if they have previously received funding from another Federal agency. This shall include a copy of any Title VI compliance review activities conducted in the previous three years. The summary shall include:
  - a. The purpose or reason for the review.
  - b. The name of the agency or organization that performed the review.
  - c. A summary of the findings and recommendations of the review.
  - d. A report on the status and/or disposition of such findings and recommendations. This information shall be relevant to the organizational entity actually submitting the application, not necessarily the larger agency or department of which the entity is a part.In addition, first-time applicants shall submit a brief description of any pending applications to other Federal agencies for assistance, and whether any Federal agency has found the applicant to be in noncompliance with any civil rights requirement.
4. **REQUIREMENT TO PREPARE AND SUBMIT A TITLE VI PROGRAM.** Title 49 CFR Section 21.9(b) requires recipients to "keep such records and submit to the Secretary timely, complete, and accurate compliance reports at such times, and in such form and containing such information, as the Secretary may determine to be necessary to enable him to ascertain whether the recipient has complied or is complying with this [rule]." FTA requires that all direct and primary recipients document their compliance with DOT's Title VI regulations by submitting a Title VI Program to their FTA regional civil rights officer once every three years or as otherwise directed by FTA. For all recipients (including subrecipients), the Title VI Program must be approved by the recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to

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<sup>5</sup> Taken from the full text of FTA Circular 4702.1.B which may be found on the FTA website at [http://www.fta.dot.gov/legislation\\_law/12349\\_14792.html](http://www.fta.dot.gov/legislation_law/12349_14792.html).

submission to FTA. For State DOTs, the appropriate governing entity is the State's Secretary of Transportation or equivalent. Recipients shall submit a copy of the board resolution, meeting minutes, or similar documentation with the Title VI Program as evidence that the board of directors or appropriate governing entity or official(s) has approved the Title VI Program. FTA will review and concur or request the recipient provide additional information.

Sub-recipients shall submit Title VI Programs to the primary recipient from whom they receive funding in order to assist the primary recipient in its compliance efforts. Such Programs may be submitted and stored electronically at the option of the primary recipient. Sub-recipients may choose to adopt the primary recipient's notice to beneficiaries, complaint procedures and complaint form, public participation plan, and language assistance plan where appropriate. Operational differences between the primary recipient and sub-recipient may require, in some instances, that the sub-recipient tailor its language assistance plan. Sub-recipients shall develop and submit to the primary recipient a list of complaints, investigations, or lawsuits. Sub-recipients that have transit-related non-elected planning boards, advisory councils, or committees, the membership of which is selected by the sub-recipient, must provide a table depicting the racial breakdown of the membership of those committees, and a description of efforts made to encourage the participation of minorities on such committees. Sub-recipients must submit all the above information to the primary recipient on a schedule requested by the primary recipient. Collection and storage of sub-recipient Title VI Programs may be electronic at the option of the primary recipient.

a. Contents. Every Title VI Program shall include the following information:

- (1) A copy of the recipient's Title VI notice to the public that indicates the recipient complies with Title VI, and informs members of the public of the protections against discrimination afforded to them by Title VI. Include a list of locations where the notice is posted. A sample Title VI notice is in Appendix B.
- (2) A copy of the recipient's instructions to the public regarding how to file a Title VI discrimination complaint, including a copy of the complaint form. Sample complaint procedures are in Appendix C, and a sample Title VI complaint form is in Appendix D.
- (3) A list of any public transportation-related Title VI investigations, complaints, or lawsuits filed with the recipient since the time of the last submission. See Appendix E for an example of how to report this information. This list should include only those investigations, complaints, or lawsuits that pertain to allegations of discrimination on the basis of race, color, and/or national origin in transit-related activities and programs and that pertain to the recipient submitting the report, not necessarily the larger agency or department of which the recipient is a part.
- (4) A public participation plan that includes an outreach plan to engage minority and limited English proficient populations, as well as a summary of outreach efforts made since the last Title VI Program submission. A recipient's targeted public participation plan for minority populations may be part of efforts that extend more broadly to include other constituencies that are traditionally underserved, such as people with disabilities, low-income populations, and others.

- (5) A copy of the recipient's plan for providing language assistance to persons with limited English proficiency, based on the DOT LEP Guidance.
  - (6) Recipients that have transit-related, non-elected planning boards, advisory councils or committees, or similar bodies, the membership of which is selected by the recipient, must provide a table depicting the racial breakdown of the membership of those committees, and a description of efforts made to encourage the participation of minorities on such committees or councils.
  - (7) Primary recipients shall include a narrative or description of efforts the primary recipient uses to ensure sub-recipients are complying with Title VI, as well as a schedule of sub-recipient Title VI program submissions.
  - (8) If the recipient has constructed a facility, such as a vehicle storage facility, maintenance facility, operation center, etc., the recipient shall include a copy of the Title VI equity analysis conducted during the planning stage with regard to the location of the facility.
  - (9) Additional information as specified in chapters IV, V, and VI, depending on whether the recipient is a fixed route transit provider, a State, or an MPO.
- b. Upload Title VI Program to TEAM. Direct and primary recipients must upload their Title VI Program into FTA's Transportation Electronic Award Management (TEAM) system, or other tracking system as directed by FTA. The Title VI Program shall be attached via the paper clip function on the Civil Rights screen, and not attached to a particular grant. Recipients must also notify their FTA Regional Civil Rights Officer via email that they have uploaded their Title VI Program to TEAM. The Title VI Program must be uploaded to TEAM no fewer than sixty calendar days prior to the date of expiration of the Title VI Program.
  - c. Determinations. The status of a direct or primary recipient's Title VI Program will be noted in TEAM. The three status determinations are:
    - (1) Concur. This status indicates that the recipients' Title VI Program meets the requirements as set out in this Circular. The recipient may receive grant funds.
    - (2) In review. This status indicates that the recipient's Title VI Program is being reviewed by FTA staff and a determination as to sufficiency has not yet been made. "In review" status is only effective for sixty days and grants may be processed while a Title VI Program has an "in review" status.
    - (3) Expired/Expiration. This status indicates that the recipients' Title VI Program has expired and that an updated Title VI Program must be submitted. A recipient with an expired Title VI Program may have its draw-down privileges suspended and grants may not be processed.
  - d. Reporting Requirement Exemptions. Recipients whose only FTA funding is through FTA's University Transportation Center Program, National Research and Technology Program, Transportation Cooperative Research Program, Over the Road Bus Accessibility program, or the Public Transportation on Indian Reservations program are exempt from submitting a Title VI Program to FTA. In addition, FTA may exempt a recipient, upon receipt of a request for a waiver submitted to the Director of the Office of Civil Rights, from the requirement to submit a Title VI Program, or from some elements of the Title VI Program. The absence of

- the requirement to submit a Title VI Program does not obviate the underlying obligations to comply with DOT's Title VI regulations. Furthermore, with the exception of the Public Transportation on Indian Reservation program, FTA may, at any time, request information from an exempt recipient in order to determine compliance with Title VI regulations and statutes.
5. **REQUIREMENT TO NOTIFY BENEFICIARIES OF PROTECTION UNDER TITLE VI.** Title 49 CFR Section 21.9(d) requires recipients to provide information to the public regarding the recipient's obligations under DOT's Title VI regulations and apprise members of the public of the protections against discrimination afforded to them by Title VI. At a minimum, recipients shall disseminate this information to the public by posting a Title VI notice on the agency's website and in public areas of the agency's office(s), including the reception desk, meeting rooms, etc. Recipients should also post Title VI notices at stations or stops, and/or on transit vehicles. A sample Title VI notice to the public is provided in Appendix B.
- a. Contents. The Title VI notice shall include:
    - (1) A statement that the agency operates programs without regard to race, color, or national origin.
    - (2) A description of the procedures that members of the public should follow in order to request additional information on the recipient's Title VI obligations.
    - (3) A description of the procedures that members of the public shall follow in order to file a Title VI discrimination complaint against the recipient.
  - b. Effective Practices for Fulfilling the Notification Requirement.
    - (1) Dissemination. Agencies shall inform the public of their rights under Title VI through such measures as posting the Title VI notice on posters, comment cards, or flyers placed at stations, bus shelters, and in transit vehicles. The type, timing, and frequency of these measures are at the recipient's discretion, as long as the type, timing, and frequency are sufficient to notify passengers and other interested persons of their rights under DOT's Title VI regulations with regard to the recipient's program.
    - (2) Document translation. Notices detailing a recipient's Title VI obligations and complaint procedures shall be translated into languages other than English, as needed and consistent with the DOT LEP Guidance and the recipient's language assistance plan.
    - (3) Sub-recipients. In order to reduce the administrative burden associated with this requirement, sub-recipients may adopt the Title VI Notice developed by the primary recipient; however, sub-recipients shall notify passengers and other interested persons that they may file discrimination complaints directly with the sub-recipient.
6. **REQUIREMENT TO DEVELOP TITLE VI COMPLAINT PROCEDURES AND COMPLAINT FORM.** In order to comply with the reporting requirements established in 49 CFR Section 21.9(b), all recipients shall develop procedures for investigating and tracking Title VI complaints filed against them and make their procedures for filing a complaint available to members of the public. Recipients must also develop a Title VI complaint form, and the form and procedure for filing a complaint shall be available on the recipient's website. FTA requires direct and primary recipients to report information regarding their complaint procedures in their Title VI Programs in order for FTA to determine

compliance with DOT's Title VI regulations. In order to reduce the administrative burden associated with this requirement, sub-recipients may adopt the Title VI complaint investigation and tracking procedures and complaint form developed by the primary recipient. Sample complaint procedure and complaint forms are located in Appendices C and D. See Chapter IX of this Circular for more information on complaints.

7. **REQUIREMENT TO RECORD AND REPORT TRANSIT-RELATED TITLE VI INVESTIGATIONS, COMPLAINTS, AND LAWSUITS.** In order to comply with the reporting requirements of 49 CFR Section 21.9(b), FTA requires all recipients to prepare and maintain a list of any of the following that allege discrimination on the basis of race, color, or national origin: active investigations conducted by entities other than FTA; lawsuits; and complaints naming the recipient. This list shall include the date that the investigation, lawsuit, or complaint was filed; a summary of the allegation(s); the status of the investigation, lawsuit, or complaint; and actions taken by the recipient in response, or final findings related to, the investigation, lawsuit, or complaint. This list shall be included in the Title VI Program submitted to FTA every three years. See Appendix E for an example of how to report this information.
8. **PROMOTING INCLUSIVE PUBLIC PARTICIPATION.** The content and considerations of Title VI, the Executive Order on LEP, and the DOT LEP Guidance shall be integrated into each recipient's established public participation plan or process (i.e., the document that explicitly describes the proactive strategies, procedures, and desired outcomes that underpin the recipient's public participation activities). Recipients have wide latitude to determine how, when, and how often specific public participation activities should take place, and which specific measures are most appropriate. Recipients should make these determinations based on a demographic analysis of the population(s) affected, the type of plan, program, and/or service under consideration, and the resources available. Efforts to involve minority and LEP populations in public participation activities can include both comprehensive measures, such as placing public notices at all transit stations, stops, and vehicles, as well as targeted measures to address linguistic, institutional, cultural, economic, historical, or other barriers that may prevent minority and LEP persons from effectively participating in a recipient's decision-making process. FTA has developed a Circular, 4703.1, "Environmental Justice Policy Guidance for Federal Transit Administration Recipients," that includes many examples of effective strategies for engaging minority and low-income populations. FTA encourages recipients to review that Circular for ideas when developing their public engagement strategy. Some of those effective practices include:
  - a. Scheduling meetings at times and locations that are convenient and accessible for minority and LEP communities.
  - b. Employing different meeting sizes and formats.
  - c. Coordinating with community- and faith-based organizations, educational institutions, and other organizations to implement public engagement strategies that reach out specifically to members of affected minority and/or LEP communities.
  - d. Considering radio, television, or newspaper ads on stations and in publications that serve LEP populations. Outreach to LEP populations could also include audio programming available on podcasts.

- e. Providing opportunities for public participation through means other than written communication, such as personal interviews or use of audio or video recording devices to capture oral comments.

Grant recipients are required to comply with the public participation requirements of 49 U.S.C. Sections 5307(b) (requires programs of projects to be developed with public participation) and 5307(c)(1)(I) (requires a locally developed process to consider public comment before raising a fare or carrying out a major reduction in transportation service). FTA/FHWA (Federal Highway Administration) joint planning regulations (23 CFR part 450) require States and MPOs engaged in planning activities to seek out and consider the needs and input of the general public, including interested parties and those traditionally underserved by existing transportation systems, such as minority and LEP persons, who may face challenges accessing employment and other services, as States and MPOs develop and conduct their public involvement activities. Recipients engaged in planning and other decision-making activities at the local level should consider the principles embodied in the planning regulations, and develop and use a documented public participation plan or process that provides adequate notice of public participation activities, as well as early and continuous opportunities for public review and comment at key decision points.

- 9. **REQUIREMENT TO PROVIDE MEANINGFUL ACCESS TO LEP PERSONS.** Consistent with Title VI of the Civil Rights Act of 1964, DOT's implementing regulations, and Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency" (65 FR 50121, Aug. 11, 2000), recipients shall take reasonable steps to ensure meaningful access to benefits, services, information, and other important portions of their programs and activities for individuals who are limited-English proficient (LEP). This Circular contains only a summary of the LEP requirements as they apply to FTA recipients; recipients are encouraged to review DOT's LEP guidance for additional information (70 FR 74087, Dec. 14, 2005) <http://www.gpo.gov/fdsys/pkg/FR-2005-12-14/pdf/05-23972.pdf>. Recipients are also encouraged to review DOJ's guidelines on self-assessment, Language Access Assessment and Planning Tool for Federally Conducted and Federally Assisted Programs (May 2011), as well as other materials, available at [www.lep.gov](http://www.lep.gov).

- a. **Four Factor Analysis.** In order to ensure meaningful access to programs and activities, recipients shall use the information obtained in the Four Factor Analysis to determine the specific language services that are appropriate to provide. A careful analysis can help a recipient determine if it communicates effectively with LEP persons and will inform language access planning. The Four Factor Analysis is an individualized assessment that balances the following four factors:

- (1) **The number or proportion of LEP persons eligible to be served or likely to be encountered by the program or recipient.** This population will be program-specific. In addition to the number or proportion of LEP persons served, the recipient's analysis should, at a minimum, identify:
  - (a) How LEP persons interact with the recipient's agency;
  - (b) Identification of LEP communities, and assessing the number or proportion of LEP persons from each language group to determine the appropriate language services for each language group;



- (c) The literacy skills of LEP populations in their native languages, in order to determine whether translation of documents will be an effective practice; and
    - (d) Whether LEP persons are underserved by the recipient due to language barriers.
  - (2) **The frequency with which LEP persons come into contact with the program.** Recipients should survey key program areas and assess major points of contact with the public, such as:
    - (a) Use of bus and rail service;
    - (b) Purchase of passes and tickets through vending machines, outlets, websites, and over the phone;
    - (c) Participation in public meetings;
    - (d) Customer service interactions;
    - (e) Ridership surveys;
    - (f) Operator surveys.
  - (3) **The nature and importance of the program, activity, or service provided by the program to people's lives.** Generally speaking, the more important the program, the more frequent the contact and the likelihood that language services will be needed. The provision of public transportation is a vital service, especially for people without access to personal vehicles. An MPO's regional planning activities will impact every person in a region. Development of a coordinated plan to meet the specific transportation needs of seniors and people with disabilities will often also meet the needs of LEP persons. A person who is LEP may have a disability that prevents the person from using fixed route service, thus making the person eligible for ADA complementary paratransit. Transit providers, States, and MPOs must assess their programs, activities and services to ensure they are providing meaningful access to LEP persons. Facilitated meetings with LEP persons are one method to inform the recipient on what the local LEP population considers to be an essential service, as well as the most effective means to provide language assistance.
  - (4) **The resources available to the recipient for LEP outreach, as well as the costs associated with that outreach.** Resource and cost issues can often be reduced by technological advances, reasonable business practices, and the sharing of language assistance materials and services among and between recipients, advocacy groups, LEP populations and Federal agencies. Large entities and those entities serving a significant number of LEP persons should ensure that their resource limitations are well substantiated before using this factor as a reason to limit language assistance.
- b. Developing a Language Assistance Plan. After completing the Four Factor Analysis, the recipient shall use the results of the analyses to determine which language assistance services are appropriate. Additionally, the recipient shall develop an assistance plan to address the identified needs of the LEP population(s) it serves. The DOT LEP Guidance recognizes that certain recipients, such as those serving very few LEP persons or those with very limited resources, may choose not to develop a written plan. However, FTA has determined it is necessary to require its recipients to develop an assistance plan in order to



ensure compliance. A recipient may formally request an exemption from this requirement if it believes it fits within the exception described.

Recipients have considerable flexibility in developing a Language Assistance Plan, or LEP Plan. An LEP Plan shall, at a minimum:

- (a) Include the results of the Four Factor Analysis, including a description of the LEP population(s) served;
- (b) Describe how the recipient provides language assistance services by language;
- (c) Describe how the recipient provides notice to LEP persons about the availability of language assistance;
- (d) Describe how the recipient monitors, evaluates and updates the language access plan; and
- (e) Describe how the recipient trains employees to provide timely and reasonable language assistance to LEP populations.

FTA will solely determine, at the time the recipient submits its Title VI Program or subsequent to a complaint investigation or compliance review, whether a recipient's plan is sufficient to ensure meaningful access and thus ensure the recipient is not engaging in discrimination on the basis of national origin.

After completing the Four Factor Analysis, a recipient may determine that an effective LEP plan for its community includes the translation of vital documents into the language of each frequently encountered LEP group eligible to be served and/or likely to be affected by the recipient's programs and services. Vital written documents include, but are not limited to, consent and complaint forms; intake and application forms with the potential for important consequences; written notices of rights; notices of denials, losses, or decreases in benefits or services; and notices advising LEP individuals of free language assistance services. Examples of vital documents include an ADA complementary paratransit eligibility application, a Title VI complaint form, notice of a person's rights under Title VI, and other documents that provide access to essential services. Failure to translate these vital documents could result in a recipient denying an eligible LEP person access to services and discrimination on the basis of national origin.

- c. Safe Harbor Provision. DOT has adopted DOJ's Safe Harbor Provision, which outlines circumstances that can provide a "safe harbor" for recipients regarding translation of written materials for LEP populations. The Safe Harbor Provision stipulates that, if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient's written translation obligations. Translation of non-vital documents, if needed, can be provided orally. If there are fewer than 50 persons in a language group that reaches the five percent (5%) trigger, the recipient is not required to translate vital written materials but should

provide written notice in the primary language of the LEP language group of the right to receive competent oral interpretation of those written materials, free of cost.

These safe harbor provisions apply to the translation of written documents only. They do not affect the requirement to provide meaningful access to LEP individuals through competent oral interpreters where oral language services are needed and are reasonable. A recipient may determine, based on the Four Factor Analysis, that even though a language group meets the threshold specified by the Safe Harbor Provision, written translation may not be an effective means to provide language assistance measures. For example, a recipient may determine that a large number of persons in that language group have low literacy skills in their native language and therefore require oral interpretation. In such cases, background documentation regarding the determination shall be provided to FTA in the Title VI Program.

10. **MINORITY REPRESENTATION ON PLANNING AND ADVISORY BODIES.** Title 49 CFR Section 21.5(b)(1)(vii) states that a recipient may not, on the grounds of race, color, or national origin, “deny a person the opportunity to participate as a member of a planning, advisory, or similar body which is an integral part of the program.” Recipients that have transit-related, non-elected planning boards, advisory councils or committees, or similar committees, the membership of which is selected by the recipient, must provide a table depicting the racial breakdown of the membership of those committees, and a description of efforts made to encourage the participation of minorities on such committees.
11. **PROVIDING ASSISTANCE TO SUB-RECIPIENTS.** Title 49 CFR Section 21.9(b) states that if “a primary recipient extends Federal financial assistance to any other recipient, such other recipient shall also submit such compliance reports to the primary recipient as may be necessary to enable the primary recipient to carry out its obligations under this part.” See Appendix L for clarification of reporting responsibilities by recipient category. Primary recipients should assist their sub-recipients in complying with DOT’s Title VI regulations, including the general reporting requirements. Assistance shall be provided to the sub-recipient as necessary and appropriate by the primary recipient. Primary recipients should provide the following information to sub-recipients; such information, forms, and data may be kept in a central repository and available for all sub-recipients:
  - a. Sample notices to the public informing beneficiaries of their rights under DOT’s Title VI regulations, procedures on how to file a Title VI complaint, and the recipient’s Title VI complaint form.
  - b. Sample procedures for tracking and investigating Title VI complaints filed with a sub-recipient, and when the primary recipient expects the sub-recipient to notify the primary recipient of complaints received by the sub-recipient.
  - c. Demographic information on the race and English proficiency of residents served by the sub-recipient. This information will assist the sub-recipient in assessing the level and quality of service it provides to communities within its service area and in assessing the need for language assistance.

- d. Any other recipient-generated or obtained data, such as travel patterns, surveys, etc., that will assist sub-recipients in complying with Title VI.
12. **MONITORING SUB-RECIPIENTS.** In accordance with 49 CFR 21.9(b), and to ensure that sub-recipients are complying with the DOT Title VI regulations, primary recipients must monitor their sub-recipients for compliance with the regulations. Importantly, if a sub-recipient is not in compliance with Title VI requirements, then the primary recipient is also not in compliance.
- a. In order to ensure the primary and sub-recipient are in compliance with Title VI requirements, the primary recipient shall undertake the following activities:
    - (1) Document its process for ensuring that all sub-recipients are complying with the general reporting requirements of this circular, as well as other requirements that apply to the sub-recipient based on the type of entity and the number of fixed route vehicles it operates in peak service if a transit provider.
    - (2) Collect Title VI Programs from sub-recipients and review programs for compliance. Collection and storage of sub-recipient Title VI Programs may be electronic at the option of the primary recipient.
    - (3) At the request of FTA, in response to a complaint of discrimination, or as otherwise deemed necessary by the primary recipient, the primary recipient shall request that sub-recipients who provide transportation services verify that their level and quality of service is provided on an equitable basis. Sub-recipients that are fixed route transit providers are responsible for reporting as outlined in Chapter IV of this Circular.
  - b. When a sub-recipient is also a direct recipient of FTA funds, that is, applies for funds directly from FTA in addition to receiving funds from a primary recipient, the sub-recipient/direct recipient reports directly to FTA and the primary recipient/designated recipient is not responsible for monitoring compliance of that sub-recipient. The supplemental agreement signed by both entities in their roles as designated recipient and direct recipient relieves the primary recipient/designated recipient of this oversight responsibility. See Appendix L for clarification of reporting responsibilities by recipient category.
13. **DETERMINATION OF SITE OR LOCATION OF FACILITIES.** Title 49 CFR Section 21.9(b)(3) states, "In determining the site or location of facilities, a recipient or applicant may not make selections with the purpose or effect of excluding persons from, denying them the benefits of, or subjecting them to discrimination under any program to which this regulation applies, on the grounds of race, color, or national origin; or with the purpose or effect of defeating or substantially impairing the accomplishment of the objectives of the Act or this part." Title 49 CFR part 21, Appendix C, Section (3)(iv) provides, "The location of projects requiring land acquisition and the displacement of persons from their residences and businesses may not be determined on the basis of race, color, or national origin." For purposes of this requirement, "facilities" does not include bus shelters, as these are transit amenities and are covered in Chapter IV, nor does it include transit stations, power substations, etc., as those are evaluated during project development and the NEPA process. Facilities included in this provision include, but are not limited to, storage facilities, maintenance facilities, operations centers, etc. In order to comply with the regulations:

- a. The recipient shall complete a Title VI equity analysis during the planning stage with regard to where a project is located or sited to ensure the location is selected without regard to race, color, or national origin. Recipients shall engage in outreach to persons potentially impacted by the siting of facilities. The Title VI equity analysis must compare the equity impacts of various siting alternatives, and the analysis must occur before the selection of the preferred site.
  - b. When evaluating locations of facilities, recipients should give attention to other facilities with similar impacts in the area to determine if any cumulative adverse impacts might result. Analysis should be done at the Census tract or block group where appropriate to ensure that proper perspective is given to localized impacts.
  - c. If the recipient determines that the location of the project will result in a disparate impact on the basis of race, color, or national origin, the recipient may only locate the project in that location if there is a substantial legitimate justification for locating the project there, and where there are no alternative locations that would have a less disparate impact on the basis of race, color, or national origin. The recipient must show how both tests are met; it is important to understand that in order to make this showing, the recipient must consider and analyze alternatives to determine whether those alternatives would have less of a disparate impact on the basis of race, color, or national origin, and then implement the least discriminatory alternative.
14. **REQUIREMENT TO PROVIDE ADDITIONAL INFORMATION UPON REQUEST.** FTA may request, at its discretion, information other than that required by this Circular from a recipient in order for FTA to investigate complaints of discrimination or to resolve concerns about possible noncompliance with DOT's Title VI regulations.

## CHAPTER IV

### REQUIREMENTS AND GUIDELINES FOR FIXED ROUTE TRANSIT PROVIDERS

1. **INTRODUCTION.** The requirements described in this chapter apply to all providers of fixed route public transportation (also referred to as transit providers) that receive Federal financial assistance, inclusive of States, local and regional entities, and public and private entities. Contractors are responsible for following the Title VI Program(s) of the transit provider(s) with whom they contract. Transit providers that are sub-recipients will submit the information required in this chapter to their primary recipient (the entity from whom they directly receive transit funds) every three years on a schedule determined by the primary recipient. Direct and primary recipients will submit the information required in this chapter to FTA every three years. See Appendix L for clarification of reporting responsibilities by recipient category.

All transit providers—whether direct recipients, primary recipients or sub-recipients—that receive financial assistance from FTA are also responsible for following the general requirements in Chapter III of this circular. The requirements in this chapter are scaled based on the size of the fixed route transit provider.

Providers of public transportation that only operate demand response service are responsible only for the requirements in Chapter III. Demand response includes general public paratransit, Americans with Disabilities Act complementary paratransit, vanpools, and Section 5310 non-profits that serve only their own clientele (closed door service). Providers of public transportation that operate fixed route and demand response service, or only fixed route service, are responsible for the reporting requirements in this chapter, but these requirements only apply to fixed route service.

Requirement	Transit Providers that operate fixed-route service	Transit Providers that operate 50 or more fixed-route vehicles in peak service and are located in a UZA of 200,000 or more in population
Set system-wide standards and policies	Required	Required
Collect and report data	Not required	Required: <ul style="list-style-type: none"> <li>• Demographic and service profile maps and charts</li> <li>• Survey data regarding customer demographic and travel patterns</li> </ul>
Evaluate service and fare equity changes	Not required	Required
Monitor transit service	Not required	Required

a. If a transit provider:

- (1) Operates 50 or more fixed route vehicles in peak service and is located in an Urbanized Area (UZA) of 200,000 or more in population; or
- (2) Has been placed in this category at the discretion of the Director of Civil Rights in consultation with the FTA Administrator,

Then the transit provider's Title VI Program must contain all of the elements described in this chapter.

b. If a fixed route transit provider does not meet the threshold in paragraph a, then the transit provider is only required to set system-wide standards and policies, as further described below.

c. Threshold. FTA requires all transit providers to submit a Title VI Program to comply with DOT Title VI regulations; the threshold provides a distinction regarding the degree of evidence a fixed route transit provider must provide to demonstrate compliance with those regulations.

d. Determination. As of the effective date of this circular (4702.1B), those transit providers that operate 50 or more fixed route vehicles in peak service and are located in a UZA of 200,000 or more in population, are required to meet all requirements of this chapter (i.e., setting service standards and policies, collecting and reporting data, monitoring transit service, and evaluating fare and service changes).

2. **IMPLEMENTATION.** Fixed route transit providers with Title VI Programs due between October 1, 2012 and March 31, 2013 must submit a Title VI Program that is compliant with this Circular by March 31, 2013. On or about October 1, 2012, FTA will publish a list of recipients that are in this group, and FTA will also reach out to each recipient to ensure awareness of the requirement.

a. All fixed route transit providers with Title VI Programs that do not expire between October 1, 2012, and March 31, 2013, are required to develop or update their system-wide standards and policies and submit them into TEAM by March 31, 2013.

b. Title VI Programs due to expire on or after April 1, 2013, must comply with the reporting requirements of this Circular, 4702.1B.

c. Service Equity Analyses. Transit providers with 50 or more vehicles in fixed route service that are located in large UZAs and have major service changes scheduled between October 1, 2012 and March 31, 2013, may follow the service equity analysis guidance provided in FTA Circular 4702.1A. A transit provider may conduct a service equity analysis consistent with the new Circular for major service changes occurring prior to April 1, 2013, but is not required to do so. All major service changes occurring on or after April 1, 2013 must be analyzed with the framework outlined in section 7 of this chapter.

d. Surveys. Transit providers with 50 or more vehicles in fixed route service that are located in large UZAs and that have not conducted passenger surveys in the last five years will have until December 31, 2013, to conduct these surveys.

3. **REQUIREMENT TO PREPARE AND SUBMIT A TITLE VI PROGRAM.** As stated in Chapter III of this Circular, in order to ensure compliance with the reporting requirements of 49 CFR Section 21.9(b), FTA requires that all direct and primary recipients document their compliance by submitting a Title

VI Program to their FTA regional civil rights officer once every three years or as otherwise directed by FTA. For all transit providers (including sub-recipients), the Title VI Program must be approved by the transit provider's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA. For State DOTs, the appropriate governing entity is the State's Secretary of Transportation or equivalent. Transit providers shall submit a copy of the board resolution, meeting minutes, or similar documentation with the Title VI Program as evidence that the board of directors or appropriate governing entity or official(s) has approved the Title VI Program. FTA will review and concur or request the recipient provide additional information. Sub-recipients shall submit Title VI Programs to the primary recipient from whom they receive funding, on a schedule to be determined by the primary recipient, in order to assist the primary recipient in its compliance efforts. Collection and storage of sub-recipient Title VI Programs may be electronic at the option of the primary recipient.

- a. Contents of the Title VI Program. Providers of fixed route public transportation shall include the following information in their Title VI Program.
  - (1) All fixed route transit providers shall submit:
    - (a) All general requirements set out in Section 4 of Chapter III of this Circular; and
    - (b) System-wide service standards and system-wide service policies, whether existing or new (i.e., adopted by the transit provider since the last submission) as described in this chapter.
  - (2) Transit providers that operate 50 or more fixed route vehicles in peak service and are located in a UZA of 200,000 or more in population shall include the information in paragraph a(1) above, and will also include:
    - (a) A demographic analysis of the transit provider's service area. This shall include demographic maps and charts completed since submission of the last Title VI Program that contains demographic information and service profiles;
    - (b) Data regarding customer demographics and travel patterns, collected from passenger surveys;
    - (c) Results of the monitoring program of service standards and policies and any action taken, including documentation (e.g., a resolution, copy of meeting minutes, or similar documentation) to verify the board's or governing entity or official(s)'s consideration, awareness, and approval of the monitoring results;
    - (d) A description of the public engagement process for setting the "major service change policy" and disparate impact policy;
    - (e) A copy of board meeting minutes or a resolution demonstrating the board's or governing entity or official(s)'s consideration, awareness, and approval of the major service change policy and disparate impact policy.
    - (f) Results of equity analyses for any major service changes and/or fare changes implemented since the last Title VI Program submission; and

- (g) A copy of board meeting minutes or a resolution demonstrating the board's or governing entity or official(s)'s consideration, awareness, and approval of the equity analysis for any service or fare changes required by this circular.

4. **REQUIREMENT TO SET SYSTEM-WIDE SERVICE STANDARDS AND POLICIES.** These requirements apply to all fixed route providers of public transportation service. Title 49 CFR Section 21.5 states the general prohibition of discrimination on the grounds of race, color, or national origin. Section 21.5(b)(2) specifies that a recipient shall not "utilize criteria or methods of administration which have the effect of subjecting persons to discrimination because of their race, color, or national origin, or have the effect of defeating or substantially impairing accomplishment of the objectives of the program with respect to individuals of a particular race, color, or national origin." Section 21.5(b)(7) requires recipients to "take affirmative action to assure that no person is excluded from participation in or denied the benefits of the program or activity on the grounds of race, color, or national origin." Finally, Appendix C to 49 CFR part 21 provides in Section (3)(iii) that "[n]o person or group of persons shall be discriminated against with regard to the routing, scheduling, or quality of service of transportation service furnished as a part of the project on the basis of race, color, or national origin. Frequency of service, age and quality of vehicles assigned to routes, quality of stations serving different routes, and location of routes may not be determined on the basis of race, color, or national origin."

All fixed route transit providers shall set service standards and policies for each specific fixed route mode of service they provide. Fixed route modes of service include but are not limited to, local bus, express bus, commuter bus, bus rapid transit, light rail, subway, commuter rail, passenger ferry, etc. These standards and policies must address how service is distributed across the transit system, and must ensure that the manner of the distribution affords users access to these assets.

These system-wide service standards differ from any standards set by the APTA Standards Development Program and other standards development organizations (SDOs), in that they will be set by individual transit providers and will apply agency-wide rather than industry-wide.

Providers of fixed route public transportation shall also adopt system-wide service policies to ensure service design and operations practices do not result in discrimination on the basis of race, color, or national origin. Service policies differ from service standards in that they are not necessarily based on a quantitative threshold.

- a. Effective Practices to Fulfill the Service Standard Requirement. FTA requires all fixed route transit providers to develop quantitative standards for all fixed route modes of operation for the indicators listed below. Providers of public transportation may set additional standards as appropriate or applicable to the type of service they provide. See Appendix G for an example of how to report this information.

- (1) Vehicle load for each mode. Vehicle load can be expressed as the ratio of passengers to the total number of seats on a vehicle. For example, on a 40-seat bus, a vehicle load of 1.3 means all seats are filled and there are approximately 12 standees. A vehicle load standard is generally expressed in terms of peak and off-peak times. Transit providers that operate multiple modes of transit must describe the specific vehicle load standards for peak and off-peak times for each mode of fixed route transit service (i.e., bus,



express bus, bus rapid transit, light rail, heavy rail, commuter rail, passenger ferry, etc., as applicable), as the standard may differ by mode.

- (2) Vehicle headway for each mode. Vehicle headway is the amount of time between two vehicles traveling in the same direction on a given line or combination of lines. A shorter headway corresponds to more frequent service. Vehicle headways are measured in minutes (e.g., every 15 minutes); service frequency is measured in vehicles per hour (e.g., 4 buses per hour). Headways and frequency of service are general indications of the level of service provided along a route. Vehicle headway is one component of the amount of travel time expended by a passenger to reach his/her destination. A vehicle headway standard is generally expressed for peak and off-peak service as an increment of time (e.g., peak: every 15 minutes; and off peak: every 30 minutes). Transit providers may set different vehicle headway standards for different modes of transit service. A vehicle headway standard might establish a minimum frequency of service by area based on population density. For example, service at 15-minute peak headways and 30-minute off-peak headways might be the standard for routes serving the most densely populated portions of the service area, whereas 30-minute peak headways and 45-minute off-peak headways might be the standard in less densely populated areas. Headway standards are also typically related to vehicle load. For example, a service standard might state that vehicle headways will be improved first on routes that exceed the load factor standard or on routes that have the highest load factors.
- (3) On-time performance for each mode. On-time performance is a measure of runs completed as scheduled. This criterion first must define what is considered to be “on time.” For example, a transit provider may consider it acceptable if a vehicle completes a scheduled run between zero and five minutes late in comparison to the established schedule. On-time performance can be measured against route origins and destinations only, or against origins and destinations as well as specified time points along the route. Some transit providers set an on-time performance standard that prohibits vehicles from running early (i.e., ahead of schedule) while others allow vehicles to run early within a specified window of time (e.g., up to five minutes ahead of schedule). An acceptable level of performance must be defined (expressed as a percentage). The percentage of runs completed system-wide or on a particular route or line within the standard must be calculated and measured against the level of performance for the system. For example, a transit provider might define on-time performance as 95 percent of all runs system-wide or on a particular route or line completed within the allowed “on-time” window.
- (4) Service availability for each mode. Service availability is a general measure of the distribution of routes within a transit provider’s service area. For example, a transit provider might set a service standard to distribute routes such that a specified percentage of all residents in the service area are within a one-quarter mile walk of bus service or a one-half mile walk of rail service. A standard might also indicate the maximum distance between stops or stations. These measures related to coverage and

stop/station distances might also vary by population density. For example, in more densely populated areas, the standard for bus stop distance might be a shorter distance than it would be in less densely populated areas, and the percentage of the total population within a one-quarter mile walk of routes or lines might be higher in more densely populated areas than it would be in less densely populated areas. Commuter rail service or passenger ferry service availability standards might include a threshold of residents within a certain driving distance as well as within walking distance of the stations or access to the terminal.

- b. Effective Practices to Fulfill the Service Policy Requirement. FTA requires fixed route transit providers to develop a policy for each of the following service indicators. Transit providers may set policies for additional indicators as appropriate. See Appendix H for an example of how to report this information.

- (1) Distribution of transit amenities for each mode. Transit amenities refer to items of comfort, convenience, and safety that are available to the general riding public. Fixed route transit providers must set a policy to ensure equitable distribution of transit amenities across the system. Transit providers may have different policies for the different modes of service that they provide. Policies in this area address how these amenities are distributed within a transit system, and the manner of their distribution determines whether transit users have equal access to these amenities. This subparagraph is not intended to impact funding decisions for transit amenities. Rather, this subparagraph applies after a transit provider has decided to fund an amenity.

This policy does not apply to transit providers that do not have decision-making authority over the siting of transit amenities. Transit providers are not responsible for setting a policy for transit amenities that are solely sited by a separate jurisdiction (e.g., a city, town, or county) unless the transit provider has the authority to set policies to determine the siting of these amenities. Transit providers are responsible for setting a policy for transit amenities that are installed under a contract between the transit provider and a private entity. In these cases, the transit provider shall communicate its service policy to the private entity.

Transit providers shall submit their siting policy where the definition of transit amenities includes but is not limited to:

- (a) Seating (i.e., benches, seats at stops/stations)
- (b) Bus and rail shelters and rail platform canopies
- (c) Provision of information:
  - i. Printed signs, system maps, route maps, and schedules.
  - ii. Digital equipment such as next vehicle arrival time signs along bus routes and at fixed guideway stations (i.e., electronic signage that depicts when a transit vehicle will next arrive at the station or stop).
- (d) Escalators
- (e) Elevators

(f) Waste receptacles (including trash and recycling)

- (2) Vehicle assignment for each mode. Vehicle assignment refers to the process by which transit vehicles are placed into service in depots and on routes throughout the transit provider's system. Policies for vehicle assignment may be based on the age of the vehicle, where age would be a proxy for condition. For example, a transit provider could set a policy to assign vehicles to depots so that the age of the vehicles at each depot does not exceed the system-wide average. The policy could also be based on the type of vehicle. For example, a transit provider may set a policy to assign vehicles with more capacity to routes with higher ridership and/or during peak periods. The policy could also be based on the type of service offered. For example, a transit provider may set a policy to assign specific types of vehicles to express or commuter service. Transit providers deploying vehicles equipped with technology designed to reduce emissions could choose to set a policy for how these vehicles will be deployed throughout the service area.

## APPENDIX B

### TITLE VI NOTICE TO THE PUBLIC (GENERAL REQUIREMENT)

#### Background

A Title VI Notice to the Public must be displayed to inform a recipient's customers of their rights under Title VI. At a minimum, recipients must post the notice on the agency's website and in public areas of the agency's office(s), including the reception desk, meeting rooms, etc. Many agencies display their Title VI Notices in transit facilities (e.g., headquarters, transit shelters and stations, etc.), and on transit vehicles (e.g., buses, rail cars, etc.). The Title VI Notice is a vital document. If any of the Limited English Proficient (LEP) populations in your service area meet the Safe Harbor threshold (see Chapter III), then the Notice should be provided in English and in any other language(s) spoken by LEP populations that meet the Safe Harbor Threshold. At a minimum, this statement in the Notice—"If information is needed in another language, then contact [phone number]"—should be stated in English and in any other language(s) spoken by LEP populations that meet the Safe Harbor threshold.

*The sample below is provided for the purposes of guidance only.*

#### Exhibit B.12.1 Sample Title VI Notification to the Public

### Notifying the Public of Rights Under Title VI **THE CITY OF USA**

- The City of USA operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the City of USA.
- For more information on the City of USA's civil rights program, and the procedures to file a complaint, contact 800-555-1212, (TTY 800-555-1111); email [title.vi.complaint@city.ca.us](mailto:title.vi.complaint@city.ca.us); or visit our administrative office at 1234 Center Street, City of USA, State 11111. For more information, visit [www.city.ca.us](http://www.city.ca.us)
- A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5<sup>th</sup> Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590
- If information is needed in another language, contact 800-555-1212.
  - *MAKE SURE THE SENTENCE ABOVE IS ALSO PROVIDED IN ANY LANGUAGE(S) SPOKEN BY LEP POPULATIONS THAT MEET THE SAFE HARBOR THRESHOLD*

## APPENDIX C

### TITLE VI COMPLAINT PROCEDURE (GENERAL REQUIREMENT)

#### Background

Recipients' Title VI Programs must include a copy of the agency's Title VI complaint procedure. The complaint procedure and complaint form shall be available on the recipient's website. The Title VI Complaint Procedure is a vital document. If any of the Limited English Proficient (LEP) populations in your service area meet the Safe Harbor threshold (see Chapter III), then the complaint procedure should be provided in English and in any other language(s) spoken by LEP populations that meet the Safe Harbor Threshold. At a minimum, the complaint procedure should include a notice—"If information is needed in another language, then contact [phone number]"—should be stated in English and in any other language(s) spoken by LEP populations that meet the Safe Harbor threshold.

*The sample below is provided for the purposes of guidance only.*

#### SAMPLE Title VI Complaint Procedure

Any person who believes she or he has been discriminated against on the basis of race, color, or national origin by the City of USA Transit Authority (hereinafter referred to as "the Authority") may file a Title VI complaint by completing and submitting the agency's Title VI Complaint Form. The City of USA Transit Authority investigates complaints received no more than 180 days after the alleged incident. The Authority will process complaints that are complete.

Once the complaint is received, the Authority will review it to determine if our office has jurisdiction. The complainant will receive an acknowledgement letter informing her/him whether the complaint will be investigated by our office.

The Authority has XX days to investigate the complaint. If more information is needed to resolve the case, the Authority may contact the complainant. The complainant has XX business days from the date of the letter to send requested information to the investigator assigned to the case. If the investigator is not contacted by the complainant or does not receive the additional information within XX business days, the Authority can administratively close the case. A case can be administratively closed also if the complainant no longer wishes to pursue their case.

After the investigator reviews the complaint, she/he will issue one of two letters to the complainant: a closure letter or a letter of finding (LOF). A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed. An LOF summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member, or other action will occur. If the complainant wishes to appeal the decision, she/he has XX days after the date of the letter or the LOF to do so.

A person may also file a complaint directly with the Federal Transit Administration, at FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.

#### **APPENDIX D**

#### **SAMPLE TITLE VI COMPLAINT FORM (GENERAL REQUIREMENT)**

##### **Background**

Recipients must create and make available a Title VI Complaint Form for use by customers who wish to file a Title VI complaint. The complaint form shall be available on the recipient's website. A recipient's Title VI Complaint Form shall specify the three classes protected by Title VI—race, color, and national origin—and allow the complainant to select one or more of those protected classes as the basis/bases for discrimination. The Title VI Complaint Form is a vital document. If any of the Limited English Proficient (LEP) populations in your service area meet the Safe Harbor threshold (see Chapter III), then the procedure should be provided in English *and* in any other language(s) spoken by LEP populations that meet the Safe Harbor Threshold.

*The sample below is provided for the purposes of guidance only.*

Exhibit B.12.2 Sample Title VI Complaint Form

<b>Section I:</b>				
Name:				
Address:				
Telephone (Home):			Telephone (Work):	
Electronic Mail Address:				
Accessible Format Requirements?	Large Print		Audio Tape	
	TDD		Other	
<b>Section II:</b>				
Are you filing this complaint on your own behalf?			Yes*	No
*If you answered "yes" to this question, go to Section III.				
If not, please supply the name and relationship of the person for whom you are complaining:				
Please explain why you have filed for a third party: _____				
Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party.			Yes	No
<b>Section III:</b>				
I believe the discrimination I experienced was based on (check all that apply):				
<input type="checkbox"/> Race <input type="checkbox"/> Color <input type="checkbox"/> National Origin				
Date of Alleged Discrimination (Month, Day, Year): _____				
Explain as clearly as possible what happened and why you believe you were discriminated against.				
Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. If more space is needed, please use the back of this form.				
_____				
_____				
<b>Section IV</b>				
Have you previously filed a Title VI complaint with this agency?			Yes	No

<b>Section V</b>
Have you filed this complaint with any other Federal, State, or local agency, or with any Federal or State court?
<input type="checkbox"/> Yes <span style="margin-left: 150px;"><input type="checkbox"/> No</span>
If yes, check all that apply:
<input type="checkbox"/> Federal Agency: _____
<input type="checkbox"/> Federal Court _____ <span style="margin-left: 50px;"><input type="checkbox"/> State Agency _____</span>
<input type="checkbox"/> State Court _____ <span style="margin-left: 50px;"><input type="checkbox"/> Local Agency _____</span>
Please provide information about a contact person at the agency/court where the complaint was filed.
Name: _____
Title: _____
Agency: _____
Address: _____
Telephone: _____
<b>Section VI</b>
Name of agency complaint is against: _____
Contact person: _____
Title: _____
Telephone number: _____

You may attach any written materials or other information that you think is relevant to your complaint.  
Signature and date required below

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please submit this form in person at the address below, or mail this form to:  
City of USA Title VI Coordinator  
1234 Center Street  
City of USA, State 11111



APPENDIX E

LIST OF TRANSIT-RELATED TITLE VI INVESTIGATIONS, COMPLAINTS, AND LAWSUITS (GENERAL REQUIREMENT)

Background

All recipients shall prepare and maintain a list of any of the following that allege discrimination on the basis of race, color, or national origin:

- Active investigations conducted by FTA and entities other than FTA;
- Lawsuits; and
- Complaints naming the recipient.

This list shall include the date that the transit-related Title VI investigation, lawsuit, or complaint was filed; a summary of the allegation(s); the status of the investigation, lawsuit, or complaint; and actions taken by the recipient in response, or final findings related to the investigation, lawsuit, or complaint. This list shall be included in the Title VI Program submitted to FTA every three years.

*The sample below is provided for the purposes of guidance only.*

Exhibit B.12.3 Sample List of Investigations, Lawsuits and Complaints

	Date (Month, Day, Year)	Summary (include basis of complaint: race, color, or national origin)	Status	Action(s) Taken
<b>Investigations</b>				
1.				
2.				
<b>Lawsuits</b>				
1.				
2.				
<b>Complaints</b>				
1.				
2.				

**APPENDIX F**

**TABLE DEPICTING MINORITY REPRESENTATION ON COMMITTEES AND COUNCILS SELECTED BY THE RECIPIENT (GENERAL REQUIREMENT)**

**Background**

Recipients that have transit-related, non-elected planning boards, advisory councils or committees, or similar bodies, the membership of which is selected by the recipient, must provide a table depicting the membership of those committees broken down by race, and a description of efforts made to encourage the participation of minorities on such committees.

*The sample below is provided for the purposes of guidance only.*

**Exhibit B.12.4 Sample Table Depicting Membership of Committees, Councils, Broken Down by Race**

<b>Body</b>	<b>Caucasian</b>	<b>Latino</b>	<b>African American</b>	<b>Asian American</b>	<b>Native American</b>
<b>Population</b>	<b>46%</b>	<b>28%</b>	<b>14%</b>	<b>8%</b>	<b>4%</b>
<b>Access Committee</b>	<b>60%</b>	<b>23%</b>	<b>10%</b>	<b>7%</b>	<b>0%</b>
<b>Citizens Advisory Council</b>	<b>40%</b>	<b>25%</b>	<b>20%</b>	<b>10%</b>	<b>5%</b>
<b>Bicycle Pedestrian Committee</b>	<b>45%</b>	<b>30%</b>	<b>15%</b>	<b>5%</b>	<b>5%</b>

## APPENDIX G

### SERVICE STANDARDS (REQUIREMENT FOR ALL FIXED ROUTE TRANSIT PROVIDERS)

#### Background

FTA requires all fixed route transit providers of public transportation to develop *quantitative* standards for the following indicators. Individual public transportation providers will set these standards; therefore, these standards will apply to each individual agency rather than across the entire transit industry.

- *Vehicle load for each mode:* Generally expressed as the ratio of passengers to the number of seats on a vehicle, relative to the vehicle's maximum load point. For example, on a 40-seat bus, a vehicle load of 1.3 means all seats are filled and there are approximately 12 standees. Transit providers can specify vehicle loads for peak vs. off-peak times, and for different modes of transit.
- *Vehicle headways for each mode:* The amount of time between two vehicles traveling in the same direction on a given line or combination of lines.
- *On-time performance for each mode:* A measure of runs completed as scheduled.
- *Service availability for each mode:* A general measure of the distribution of routes within an agency's service area.

*The samples below are provided for the purposes of guidance only.*

#### Sample Standards

##### **SAMPLE Vehicle Load Standards**

###### **1. Expressed in writing**

The average of all loads during the peak operating period should not exceed vehicles' achievable capacities, which are 30 passengers for a 15' mini-bus, 51 passengers for low-floor 40-foot buses, 60 passengers for standard 40-foot buses, and 133 passengers on a light rail car.

###### **2. Expressed in tabular format**

Vehicle Type	Average Passenger Capacities			
	<u>Seated</u>	<u>Standing</u>	<u>Total</u>	<u>Maximum Load Factor</u>
15' Mini-Bus	28	2	30	1.1
40' Low Floor Bus	39	12	51	1.3
40' Standard Bus	43	17	60	1.4
Light Rail Vehicle	64	69	133	2.1

**SAMPLE Vehicle Headway Standards**

**1. Expressed in writing**

Service operates on regional trunk lines every 15 minutes or better from early morning to late in the evening, seven days a week. On weekdays, 15 minute or better service should begin no later than 6:00 a.m. and continue until 10:30 p.m. On weekends, 15 minute or better service should begin by 8:00 a.m. and continue until 10:30 p.m.

Scheduling involves the consideration of a number of factors including: ridership productivity, transit/pedestrian friendly streets, density of transit-dependent population and activities, relationship to the *Regional Transportation Plan*, relationship to major transportation developments, land use connectivity, and transportation demand management.

**2. Expressed in tabular format**

**POLICY HEADWAYS AND PERIODS OF OPERATION**

WEEKDAY	Peak	Base	Evening	Night
Regional Trunk	10	15	15	30
Urban Radial	15	15	30	60
Cross-Town	15	15	30	--
Secondary Radial	30	30	60	--
Feeder	30	30	60	--
Peak Express	30	--	--	--
Employer Feeder	60	--	--	--

\* Peak: 7-9 am and 4-6 pm; Base 9am - 4pm; Evening: 6-9:30 pm; Night: 9:30pm-Midnight;

"--" means no service is provided during that time period.

SATURDAY	Day	Evening	Night
Regional Trunk	15	30	30
Urban Radial	30	60	--
Cross-Town	15	30	--
Secondary Radial	60	60	--
Feeder	60	60	--
Peak Express	--	--	--
Employer Feeder	--	--	--

*\* Day 7am - 6pm; Evening: 6-9:30 pm; Night:*

*9:30pm – Midnight;*

*“--” means no service is provided during that time period.*

SUNDAY	Day	Evening	Night
Regional Trunk	30	60	--
Urban Radial	30	60	--
Cross-Town	30	--	--
Secondary Radial	--	--	--
Feeder	--	--	--
Peak Express	--	--	--
Employer Feeder	--	--	--

*\* Day 7am - 6pm; Evening: 6-9:30 pm; Night:*

*9:30pm-Midnight;*

*“--” means no service is provided during that time period.*

### **SAMPLE On-Time Performance Standards**

#### **Expressed in writing**

- Sample 1:
  - Ninety-five (95) percent of the City of USA’s transit vehicles will complete their established runs no more than 5 minutes early or late in comparison to the established schedule/published timetables.
- Sample 2:
  - A vehicle is considered on time if it departs a scheduled timepoint no more than 1 minute early and no more than 5 minutes late. The City of USA’s on-time performance objective is 90% or greater. The City of USA continuously monitors on-time performance and system results are published and posted as part of monthly performance reports covering all aspects of operations.

***SAMPLE Service Availability Standards  
Expressed in writing***

The City of USA will distribute transit service so that 90 percent of all residents in the service area are within a  $\frac{1}{4}$  mile walk of bus service or within a  $\frac{1}{2}$  mile walk of rail service.

*AND/OR* Local bus stops will be not more than 3 blocks apart. Express bus stops will be one-half to three-quarters of a mile apart.

## APPENDIX H

### SERVICE POLICIES (REQUIREMENT FOR ALL FIXED-ROUTE TRANSIT PROVIDERS)

#### Background

FTA requires that all providers of fixed-route public transportation develop *qualitative* policies for the following procedures. These policies are to be set by individual transit providers; therefore, these policies will apply to individual agencies rather than across the entire transit industry. These procedures are:

- Vehicle Assignment, and
- Transit Amenities.

*The samples below are provided for the purposes of guidance only.*

#### Policies

##### **SAMPLE Vehicle Assignment Policy**

###### ***Expressed in writing***

Vehicles will be assigned to the South, North, and East depots such that the average age of the fleet serving each depot does not exceed “x” years. Low-floor buses are deployed on frequent service and other high-ridership lines, so these buses carry a higher share of ridership than their numerical proportion of the overall bus fleet. Low-floor buses are also equipped with air conditioning and automated stop announcement systems.

All rail cars are equipped with air conditioning, and high-floor rail cars are always paired with a low-floor car to provide accessibility.

Bus assignments take into account the operating characteristics of buses of various lengths, which are matched to the operating characteristics of the route. Local routes with lower ridership may be assigned 30-foot buses rather than the 40-foot buses. Some routes requiring tight turns on narrow streets are operated with 30-foot rather than 40-foot buses.

##### **SAMPLE Transit Amenities Policy**

###### ***Expressed in writing***

Installation of transit amenities along bus and rail routes are based on the number of passenger boardings at stops and stations along those routes.

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# APPENDIX

# C

## FTA RECIPIENT REQUIREMENTS

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## APPENDIX C – FTA RECIPIENT REQUIREMENTS

Beginning in FY 2014-15, the City of Tulare will receive a portion of the Visalia and Tulare Urbanized Area (VUA) 5307 funding as detailed in the Financial Chapter. Appendix C outlines the key differences in funding requirements between FTA Sections 5311 (Tulare’s previous funding source) and 5307 (Tulare’s existing funding source). As seen in Exhibit C.1, the framework of the funding programs remains the same. While the recommendations within this report emphasize FTA Section 5307 requirements such as reduced fares for seniors, ADA passengers, and Medicare card holders during off-peak operating hours, it is important City staff be aware of all requirements in order to ensure continued compliance and eligibility. The table is designed to provide a side-by-side representation of each of the programs to better highlight factors which might impact the City’s transit operations in the future.

Exhibit C.1 FTA Section 5307 Versus 5311

<b>Funding Source</b>	<b>Section 5311 Through FY 2011-12</b>	<b>Section 5307 Beginning FY 2014-15</b>
<b>Determining Factor</b>	Under 50,000 population	In a UZA with a population greater than 200,000
<b>Allocation of Funding</b>	FTA apportions Section 5311 funds to the States by a statutory formula using the latest available U.S. decennial census data. Eighty percent of the statutory formula is based on the non-urbanized population of the states. Twenty percent of the formula is based on land area.	Formula based on a combination of vehicle revenue miles, bus passenger miles, fixed guideway revenue vehicle miles, and fixed guideway route miles as well as population and population density.
<b>Allowable Use of Funds</b>	Capital projects, operating costs, and the acquisition of public transportation services including service agreements with private transportation providers.	Capital projects and associated capital maintenance items, planning, transit enhancements, operating costs of equipment and facilities for use in public transportation in an urbanized area. Systems operating 100 or fewer buses in fixed-route service during peak-hours may use up to 75 percent of their "attributable share" of funding for operating expenses.
<b>Federal Match</b>	The Federal share of eligible capital and project administrative expenses may not exceed 80 percent of the net cost of the project. For operating, the Federal share may not exceed 50 percent of the net operating cost of the project. For projects that meet the requirements of the Americans with Disabilities Act, the Clean Air Act, or bicycle access projects, they may be funded at 90 percent Federal match.	The Federal share for capital projects may not exceed 80 percent of the net project cost. The Federal share for operating expenses may not exceed 50 percent of the total project costs.
<b>Funding Availability</b>	Funds are available the year apportioned plus two years (three years total).	Funds are available the year apportioned plus three years (four years total).

Funding Source	Section 5311 Through FY 2011-12	Section 5307 Beginning FY 2014-15
<b>Public Participation Requirements</b>	At a minimum, an operator must hold an annual unmet needs hearing wherein the public can comment on the state of the system. The operator must then determine which requests are feasible to address and subsequently make an effort to address said needs.	<p><b>(1)</b> Make available to the public information on amounts available to the recipient under this section;</p> <p><b>(2)</b> Develop, in consultation with interested parties, including private transportation providers, a proposed program of projects for activities to be financed;</p> <p><b>(3)</b> Publish a proposed program of projects in a way that affected individuals, private transportation providers, and local elected officials have the opportunity to examine the proposed program and submit comments on the proposed program and the performance of the recipient;</p> <p><b>(4)</b> Provide an opportunity for a public hearing in which to obtain the views of individuals on the proposed program of projects;</p> <p><b>(5)</b> Ensure that the proposed program of projects provides for the coordination of public transportation services assisted under Section 5336 of this title with transportation services assisted from other United States Government sources;</p> <p><b>(6)</b> Consider comments and views received, especially those of private transportation providers, in preparing the final program of projects; and</p> <p><b>(7)</b> Make the final program of projects available to the public.</p>
<b>Grant Recipient Requirements</b>	Not Applicable	<p>The recipient must submit a final program of projects along with certification that the entity —</p> <p><b>(A)</b> Has the financial and technical capacity to carry out the program, including safety and security aspects;</p> <p><b>(B)</b> Has satisfactory continuing control over the use of equipment and facilities;</p> <p><b>(C)</b> Will maintain equipment and facilities;</p> <p><b>(D)</b> Will ensure that elderly and handicapped individuals, or an individual presenting a Medicare card, will be charged during non-peak hours for transportation using or involving a facility or equipment of a project financed under this section not more than 50 percent of the peak hour fare;</p> <p><b>(E)</b> In carrying out a procurement under this section —</p> <p style="padding-left: 20px;"><b>(i)</b> will use competitive procurement;</p>

Funding Source	Section 5311 Through FY 2011-12	Section 5307 Beginning FY 2014-15
<b>Grant Recipient Requirements (continued)</b>		<p>(ii) will not use a procurement that uses exclusionary or discriminatory specifications;</p> <p>(iii) will comply with applicable Buy America laws in carrying out a procurement; and</p> <p><b>(F)</b> Has a locally developed process to solicit and consider public comment before raising a fare or carrying out a major reduction of transportation;</p> <p><b>(G)</b> Will expend for each fiscal year for public transportation security projects, including increased lighting in or adjacent to a public transportation system, increased camera surveillance of an area in or adjacent to that system, providing an emergency telephone line to contact law enforcement or security personnel in an area in or adjacent to that system, and any other project intended to increase the security and safety of an existing or planned public transportation system, at least one percent of the amount the recipient receives for each fiscal year under Section 5336 of this title; or has decided that the expenditure for security projects is not necessary; and</p> <p><b>(H)</b> In the case of a recipient for an urbanized area with a population of at least 200,000—</p> <p>(i) will expend not less than 1 percent of the amount the recipient receives each fiscal year under this section for transit enhancements, as defined in Section 5302 (a); and</p> <p>(ii) will submit an annual report listing projects carried out in the preceding fiscal year with those funds.</p>

Funding Source	Section 5311 Through FY 2011-12	Section 5307 Beginning FY 2014-15
<b>Reviews, Audits, and Evaluations</b>	<p>Each recipient under this section shall submit an annual report to the Secretary containing information on capital investment, operations, and service provided with funds received under this section, including—</p> <ul style="list-style-type: none"> <li>(A) Total annual revenue;</li> <li>(B) Sources of revenue;</li> <li>(C) Total annual operating costs;</li> <li>(D) Total annual capital costs;</li> <li>(E) Fleet size and type, and related facilities;</li> <li>(F) Vehicle revenue miles; and</li> <li>(G) Ridership.</li> </ul>	<p><b>(1) (A)</b> At least annually, the recipient must complete a Transit Operators Financial Transactions Report which assures—</p> <ul style="list-style-type: none"> <li>(i) the activities proposed pursuant to the above Grant Recipient Requirements are completed in a timely and effective way and can continue to be done in a timely and effective manner; and</li> <li>(ii) the recipient has used amounts of the Government in the way required by law.</li> </ul> <p><b>(B)</b> An audit of the use of amounts of the Government shall comply with the auditing procedures of the Comptroller General.</p> <p><b>(2)</b> At least once every 3 years, the Secretary shall review and evaluate completely the performance of a recipient in carrying out the recipient's program, specifically referring to compliance with statutory and administrative requirements set forth in Caltrans' Triennial Performance Audit Guidebook.</p>
<b>Enrollment</b>	Not Applicable	<p>The recipient must enroll in the following programs in order to claim available funds:</p> <ul style="list-style-type: none"> <li>• Transportation Electronic Award and Management (TEAM) system. This web-based reporting program is the platform used for the application, review, approval, award, notification, management, and closure of FTA grants.</li> <li>• Electronic Clearing House Operation System (ECHO-web). This is a computer application which processes FTA draw-down requests and ultimately makes payments to the grant recipients.</li> </ul>

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# APPENDIX

# D

## GOALS AND OBJECTIVES

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## APPENDIX D – GOALS AND OBJECTIVES

The City maintains a list of goals and objectives serving as metrics with which to gauge the transit system's performance. In developing the 2014 Short Range Transit Plan, existing goals and objectives were compared against system performance. The goals and objectives were reviewed with City staff and updated as necessary to ensure they are consistent with the proposed service recommendations discussed in the Operations Plan. The resulting matrix is provided in Exhibit D.1.

The goals and objectives presented in Exhibit D.1 represent optimal system performance and reflect the City's General Plan goal TR-4 "to maintain and develop an adequate transit system that provides for the needs of Tulare residents." The goals and objectives within this chapter go beyond minimum requirements set forth by the General Plan, the City's current operations contract, and FTA requirements and are intended to be attainable once service and marketing recommendations within this report are implemented. City staff meets with the operator on a monthly basis to review actual system performance against the performance standards within its existing contract as well as the City's transit goals and objectives.

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Exhibit D.1 Updated Goals and Objectives

Goal	Objective	Performance Measures	Proposed Standard	Actual Performance
<b>I. Improve the efficiency of the system's operations and ensure continuity in the provision of transit services to the Tulare portion of the Visalia Urbanized Area.</b>	Operate efficiently and economically.	<u><b>Demand-response</b></u> Passengers per revenue vehicle hour Passengers per revenue vehicle mile Farebox recovery Passenger complaints <u><b>Fixed-route</b></u> Passengers per revenue vehicle hour Passengers per revenue vehicle mile Farebox recovery Passenger complaints	3.6 passengers 0.30 passengers 15.0% No more than 1 per 1,000 boardings 20.0 passengers 1.0 passengers 20.0% No more than 3 per 1,000 boardings	3.57 passengers 0.297 passengers 6.7% Less than 1 per 1,000 boardings 17.6 passengers 0.932 passengers 20.3% Less than 1 per 1,000 boardings
	Provide quality service.	<u><b>Minimum service frequency</b></u> Local fixed routes Intercity fixed route Passenger complaints	30-minute headways 60-minute headways Less than 3 per month	30-minute headways 60-minute headways Standard met
	Maintain up-to-date management reports and performance indicators.	Monthly management reports	Ridership by mode and route Fare revenue by mode Operating cost by mode Vehicle Service Hours by mode Vehicle Service Miles by mode Preventable accidents Passengers complaints/resolution Trip denials On-time performance by mode Pick-up time deviation (D/R)	Standard met Standard met Standard met Standard met Standard met Standard met Standard met Standard met Not currently collected
	Coordinate capital purchases.	Review annual CIPs with neighboring cities to coordinate purchases in bulk	Annual	Standard met
	Minimize overhead costs.	Administrative costs	<15% of operating budget	<15% of operating budget
	Link residential areas with employment and activity centers	Geographic coverage	85 percent of activity centers in Tulare are within ¼ mile of the F/R system or served by D/R service	Standard met
	Meet the needs of disabled and other transit dependent communities.	Number of service refusals on Dial-A-Ride (scheduled within one hour of request) Vehicle accessibility	No trip denials allowed for ADA-certified registrants All vehicles wheelchair accessible	Standard met Standard met
<b>II. Fulfill mobility needs of the elderly, the disabled, and other transportation-disadvantaged individuals (e.g. youth, and persons with no access to an automobile).</b>				

Exhibit D.1 Updated Goals and Objectives (continued)

Goal	Objective	Performance Measures	Proposed Standard	Actual Performance
<b>III. Provide safe, reliable, affordable, and environmentally responsible transit service to residents.</b>	Operate in a safe manner.	Preventable accidents Passenger injuries	No more than 1 per 200,000 vehicle revenue miles Less than 2 per 100,000 vehicle revenue miles	Less than 1 per 200,000 miles Less than 1 per 100,000 miles
	Provide reliable service.	<u>Demand-response:</u> Maximum wait times On-time performance Ride time Road calls <u>Fixed-route:</u> On-time performance	60 minutes 85% of trips to be served within 60-minute window No more than 30 minutes No more than 1 per 10,000 revenue miles 90% of departures on-time (0-5 minutes late)	Wait time less than 60 minutes - 98% 97-98% on-time performance 71.1 % of departures on-time
	Environmental stewardship.	C.A.R.B. compliance	All vehicles in compliance with C.A.R.B. regulations	Documentation of all vehicles in compliance with C.A.R.B. regulations; maintained annually
	Optimize regional connectivity.	Ensure schedule coordination between TCAT and Visalia Transit  Increase cross-promotion of services	Review possible connectivity to regional services quarterly  Review annually in conjunction with Marketing Plan	Standard met  N/A
<b>V. Development of cross-promotional opportunities with local social service organizations.</b>	Increase local organizations' awareness of service.	Distribution of TIME brochures and marketing materials, including the Tulare County Transit Guide, to local social service organizations	Contact organizations quarterly	N/A
		Annual staff presentations to key organizations	No less than four presentations each year	N/A
<b>VI. Stimulate community-based support for transit service.</b>	Increase community awareness.	Established network and distribution of marketing materials	Maintained quarterly	N/A
		Marketing Plan review/update	Annual	N/A
	Encourage transit-friendly development.	Staff review of development proposals	Yes	Yes

# APPENDIX

# E



## SURVEY INSTRUMENTS

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## APPENDIX E – SURVEY INSTRUMENTS

### Exhibit E.1 Onboard Survey Instrument English



**City of Tulare**  
**2013 Transit Rider Survey**  
**(Español al revés)**

**Section 1: Tell us about your trip today.**

1. What route(s) are you taking on this trip?  
1. \_\_\_\_\_  
Date: 2. \_\_\_\_\_  
Time: 3. \_\_\_\_\_

2. Where did you board the bus today (bus stop)?  
Cross-streets: 1. \_\_\_\_\_ and 2. \_\_\_\_\_  
Location: 3. \_\_\_\_\_

3. Where will you get off the bus today (bus stop)?  
Cross-streets: 1. \_\_\_\_\_ and 2. \_\_\_\_\_  
Location: 3. \_\_\_\_\_

4. Does this trip include a transfer?  
☐ 1 Yes ☐ 2 No  
a. If yes, specify to/from:  
☐ 1 Another TIME bus ☐ 2 Visalia ☐ 3 TCaT

5. How did you get to the bus stop today?  
☐ 1 Walked more than 4 blocks ☐ 2 Drove self  
☐ 3 Walked less than 4 blocks ☐ 4 Rode bike  
☐ 5 Transfer from another bus ☐ 6 Dropped off  
☐ 7 Other

6. What is the primary purpose for today's trip?  
☐ 1 Work ☐ 2 Shopping ☐ 3 Visiting friends  
☐ 4 School ☐ 5 Healthcare ☐ 6 Personal business  
☐ 7 Other – specify: \_\_\_\_\_

7. Why did you choose TIME for this trip?  
☐ 1 Cost ☐ 2 Proximity to my destination  
☐ 3 Lack of car ☐ 4 Avoid traffic/parking  
☐ 5 Relaxing ☐ 6 Convenient  
☐ 7 Other – specify: \_\_\_\_\_

**Section 2: Tell us about our service.**

8. On a scale of 1-5 (where 1=poor and 5=excellent), rate the following service attributes:  
a. Service frequency ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
b. Time it takes to travel ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
c. Operating hours ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
d. Comfort onboard vehicle ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
e. Safety onboard vehicle ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
f. Fare or cost ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
g. Safety at bus stops ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
h. Reliability of service ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
i. Accessibility of service ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
j. Availability of service info ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5  
k. Overall satisfaction ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

9. On a scale of 1-4 (where 1=not important and 4=very important), how important is cost (the fare you pay) in making your decision to ride TIME?  
☐ 1 ☐ 2 ☐ 3 ☐ 4

10. What service enhancement would be preferred to you?  
(Choose only one)  
☐ 1 More frequent service ☐ 2 More weekend service  
☐ 3 Shorter travel time ☐ 4 Later operating/service hours  
☐ 5 Earlier operating/service hours  
☐ 6 Different destination(s) – specify: \_\_\_\_\_  
☐ 7 Other – specify: \_\_\_\_\_

11. How many additional trips would you make each week if the improvement you selected in Question 10 was made?  
☐ 1 No change ☐ 2 Less than 1 ☐ 3 1-2 trips  
☐ 4 3-4 trips ☐ 5 5 or more trips

**Section 3: Tell us about yourself.**

12. How often do you ride TIME?  
☐ 1 Less than once a week ☐ 2 1-2 times a week  
☐ 3 3-4 times a week ☐ 4 5 or more times a week

13. How long have you been a TIME customer?  
☐ 1 Less than 1 year ☐ 2 1-2 years  
☐ 3 3-4 years ☐ 4 5 years or more

14. How would you travel if TIME were not available?  
☐ 1 Drive own vehicle ☐ 2 Ride bicycle  
☐ 3 Friend/family member ☐ 4 Walk  
☐ 5 Wouldn't make trip ☐ 6 Taxi  
☐ 7 Other – specify: \_\_\_\_\_

15. How do you typically pay for your TIME trip?  
☐ 1 Cash fare (single ride) ☐ 2 Day pass  
☐ 3 31- Day pass ☐ 4 Student Pass

16. What fare category typically applies to you?  
☐ 1 Regular fare  
☐ 2 Senior/Disabled/Medicare discounted fare  
☐ 3 Student Pass

17. What is your approximate annual household income?  
☐ 1 Less than \$20,000 ☐ 2 \$20,001 to \$35,000  
☐ 3 \$35,001 to \$50,000 ☐ 4 \$50,001 to \$75,000  
☐ 5 \$75,001 to \$100,000 ☐ 6 More than \$100,000  
☐ 7 Decline to respond

18. Are you (select all that apply):  
☐ 1 Hispanic/Latino ☐ 2 Black ☐ 3 White  
☐ 4 Asian/Pacific Islander ☐ 5 American Indian  
☐ 6 Other

19. Please indicate which languages are spoken in your home (select all that apply)  
☐ 1 English ☐ 2 Spanish  
☐ 3 Other – specify: \_\_\_\_\_  
☐ 4 Decline to respond

20. What is your gender?  
☐ 1 Male ☐ 2 Female  
☐ 3 Decline to respond

21. What is your age?  
☐ 1 16 to 18 ☐ 2 19 to 24 ☐ 3 25 to 44  
☐ 4 45 to 64 ☐ 5 65 or older  
☐ 6 Decline to respond

22. Where do you typically obtain information about TIME services?  
☐ 1 Internet ☐ 2 Work ☐ 3 School  
☐ 4 No Access ☐ 5 Library ☐ 6 Greenline  
☐ 7 Other: \_\_\_\_\_


23. What is your home zip code?  
1. \_\_\_\_\_

24. Are you employed?  
☐ 1 Full-time ☐ 2 Part-time ☐ 3 Retired ☐ 4 Unemployed


25. Are you a student?  
☐ 1 Full-time ☐ 2 Part-time ☐ 3 Not a student

**OPTIONAL**  
For a chance to win a TIME monthly pass, please provide us with your contact information.  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Exhibit E.2 Onboard Survey Instrument Spanish



**Ciudad de Tulare**  
**2013 Encuesta del Cliente**  
(English on reverse)



**Sección 1: Cuéntenos sobre su viaje de hoy.**

1. ¿En qué ruta(s) vas ahora?  
1. \_\_\_\_\_  
Fecha: 2. \_\_\_\_\_  
Hora: \_\_\_\_\_

2. ¿En dónde se subió al autobús hoy (parada de autobús)?  
Cruce de calles: 1. \_\_\_\_\_ 2. \_\_\_\_\_  
Ubicación: 3. \_\_\_\_\_

3. ¿En dónde se bajará del autobús hoy (parada de autobús)?  
Cruce de calles: 1. \_\_\_\_\_ 2. \_\_\_\_\_  
Ubicación: 3. \_\_\_\_\_

4. ¿Este viaje suyo incluye alguna transferencia?  
☐ Sí ☐ No  
a. Si sí, especifique a/de donde:  
☐ Otro autobús de TIME ☐ Visalia ☐ TCaT

5. ¿Cómo llegó a la parada hoy?  
☐ Caminé mas de 4 cuadras ☐ Conduje mi auto  
☐ Caminé menos de 4 cuadras ☐ En bicicleta  
☐ Transferencia de otro autobús ☐ Me trajeron a la parada  
☐ Otro

6. ¿Cuál es el propósito de su viaje de hoy?  
☐ Trabajo ☐ Ir de compras ☐ Visitar amigos  
☐ Escuela ☐ Cuidado médico ☐ Asunto personal  
☐ Otro – especifique: \_\_\_\_\_

7. ¿Por qué escogió TIME para este viaje?  
☐ Costo ☐ Proximidad a mi destino  
☐ No tengo auto ☐ Evitar tráfico/estacionamiento  
☐ Otro – especifique: \_\_\_\_\_

**Sección 3: Cuéntenos acerca de usted.**

12. ¿Con qué frecuencia viaja en TIME?  
☐ Menos de una vez a la semana ☐ 1-2 veces a la semana  
☐ 3-4 veces a la semana ☐ 5 o más veces a la semana

13. ¿Cuánto tiempo ha sido cliente de TIME?  
☐ Menos de 1 año ☐ 1-2 años  
☐ 3-4 años ☐ 5 años o más

14. ¿Cómo viajaría si TIME no fuera disponible?  
☐ Condujera mi auto ☐ Usaría bicicleta  
☐ Viajaría con amigo/familiar ☐ Caminaría  
☐ No haría el viaje ☐ Taxi  
☐ Otro – especifique: \_\_\_\_\_

15. Típicamente, ¿cómo pagas por su viaje en TIME?  
☐ En efectivo (un solo viaje) ☐ Pase de día  
☐ Pase de 31 días ☐ Pase de estudiante

16. ¿Qué categoría de la estructura de tarifas le aplica a usted?  
☐ Tarifa regular  
☐ Tarifa de descuento mayor de edad/discapacitado/medicare  
☐ Pase de estudiante

17. ¿Cuál es su ingreso familiar anual aproximado?  
☐ Menos de \$20,000 ☐ \$20,001 a \$35,000  
☐ \$35,001 a \$50,000 ☐ \$50,001 a \$75,000  
☐ \$75,001 a \$100,000 ☐ Más de \$100,000  
☐ Prefiero no decir

18. Es usted (escoja todos los que apliquen):  
☐ Hispano/Latino ☐ Negro ☐ Blanco  
☐ Asiático/Islandico Pacifico ☐ Indio Americano  
☐ Otro

19. Por favor, indique qué idiomas se hablan en su hogar (seleccione todos los que apliquen)  
☐ Inglés ☐ Español  
☐ Otro – especifique: \_\_\_\_\_  
☐ Prefiero no decir

20. ¿Cuál es su género?  
☐ Hombre ☐ Mujer  
☐ Prefiero no decir

21. ¿Cuál es su edad?  
☐ 16 a 18 ☐ 19 a 24 ☐ 25 a 44  
☐ 45 a 64 ☐ 65 o mayor  
☐ Prefiero no decir

22. Típicamente, ¿dónde consigue información acerca de los servicios TIME?  
☐ Internet ☐ En el trabajo ☐ En la escuela  
☐ No tengo acceso ☐ Biblioteca ☐ Greenline  
☐ Otro: \_\_\_\_\_

23. ¿Cuál es su código postal de hogar?  
1. \_\_\_\_\_

24. ¿Tiene empleo actualmente?  
☐ Tiempo completo ☐ Tiempo parcial  
☐ Jubilado ☐ Desempleado

25. ¿Es estudiante?  
☐ Tiempo completo ☐ Tiempo parcial  
☐ No soy estudiante

**Sección 2: Cuéntenos sobre nuestro servicio.**

8. En una escala de 1 a 5 (donde 1 = pobre y 5 = excelente), clasifique los siguientes atributos del servicio:

a. Frecuencia	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
b. Tiempo que tarda en viajar	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
c. Horas de operación	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
d. Comodidad a bordo del vehículo	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
e. Seguridad a bordo de vehículo	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
f. Tarifa o costo	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
g. Seguridad en las paradas	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
h. Fiabilidad del servicio	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
i. Accesibilidad del servicio	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
j. Disponibilidad de información	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
k. Satisfacción general	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5

9. En una escala de 1 a 4 (donde 1=no es importante y 4=muy importante), que tan importante es el costo (el precio que paga) en decidir viajar en el servicio TIME?  
☐ 1 ☐ 2 ☐ 3 ☐ 4

10. ¿Qué mejora del servicio sería preferible para usted? (Solo escoja uno)  
☐ Servicio más frecuente ☐ Más servicio en fin de semana  
☐ Menos duración de viaje ☐ Horas de operación/servicio más tarde  
☐ Horas de operación/servicio más temprano  
☐ Destinos diferentes – especifique: \_\_\_\_\_  
☐ Otro – especifique: \_\_\_\_\_

11. ¿Cuántos viajes adicionales haría usted cada semana si la mejora que seleccionó en la pregunta 10 se lleva a cabo?  
☐ No cambiaría ☐ Menos de 1 ☐ 1-2 viajes  
☐ 3-4 viajes ☐ 5 o más viajes

**OPCIONAL**  
Para tener la oportunidad de ganar un pase mensual de TIME, por favor proporcione su información de contacto.

Nombre: \_\_\_\_\_

Teléfono: \_\_\_\_\_

Email: \_\_\_\_\_

Exhibit E.3 Community Survey Instrument English



City of Tulare  
2013 Community Transit Survey



Date of Survey: \_\_\_\_\_

Surveyor Name: \_\_\_\_\_

**Qualifiers:**

A. Are you 16 years of age or older?

☐ Yes ☐ No

B. What is your residential zip code? \_\_\_\_\_

**Survey:**

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

☐ Yes ☐ No

1A. If Yes, Specify:

☐ TIME fixed-route

☐ TIME Dial-A-Ride

(Continue to Question 2)

1B. If No: What is the primary reason you do not ride TIME services? (Continue to Question 9)

☐ Does not go where I need to

☐ Takes too long (i.e., time on bus)

☐ Does not run/operate frequently enough

☐ Costs too much

☐ Don't know how to use it

☐ Have access to a personal vehicle

☐ Other (specify) \_\_\_\_\_

**Rider:**

2. How many times in a typical week do you ride TIME?

☐ 1-2 ☐ 3-4 ☐ 5 or more

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

3. On a four-point scale (where one is "poor" and four is "excellent"), how would you rate your overall satisfaction with TIME services?

☐ 1 ☐ 2 ☐ 3 ☐ 4

4. When riding TIME, what is your most common trip purpose?

☐ Work ☐ Shopping ☐ Visiting friends

☐ School ☐ Healthcare ☐ Personal business

☐ Other – specify: \_\_\_\_\_

5. When riding TIME, what route or service do you use most often?

☐ Specify route number \_\_\_\_\_

☐ TIME Dial-A-Ride

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

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

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

☐ 1 ☐ 2 ☐ 3 ☐ 4

8. Where have you typically obtained information regarding TIME services?

☐ Internet ☐ Work ☐ School

☐ No Access ☐ Library ☐ Greenline

☐ Other: \_\_\_\_\_

**Non-Rider/Both:**

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

☐ Yes ☐ No

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

☐ Drive own vehicle ☐ Walk ☐ Ride bicycle

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

☐ Carpool

☐ Other (specify): \_\_\_\_\_

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

☐ Yes ☐ No

12. Have you visited the TIME or GoTulareCounty website within the past 90 days?

☐ Yes ☐ No

Exhibit E.3 Community Survey Instrument English (cont.)

13. Have you seen any advertising for TIME within the past 90 days?

☐<sub>1</sub> Yes ☐<sub>2</sub> No

If Yes, specify where \_\_\_\_\_

14. If your typical/normal method of travel was not available, would you consider riding TIME?

☐<sub>1</sub> Yes ☐<sub>2</sub> No

15. What change, if any, could cause you to ride TIME fixed-route or demand-response? (select up to 2)

☐<sub>1</sub> More frequent service

☐<sub>2</sub> More weekend service

☐<sub>3</sub> Shorter travel time

☐<sub>4</sub> Later operating/service hours

☐<sub>5</sub> Earlier operating/service hours

☐<sub>6</sub> Higher gas prices (specify price) \_\_\_\_\_

☐<sub>7</sub> Different destination(s)

(specify destinations) \_\_\_\_\_

☐<sub>8</sub> Closer stop to my house

☐<sub>9</sub> Other – specify: \_\_\_\_\_

☐<sub>10</sub> Nothing would change my mind

16. If your employer offered discounted TIME bus passes, would this cause you to begin riding the bus?

☐<sub>1</sub> Yes ☐<sub>2</sub> No

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

☐<sub>1</sub> Yes ☐<sub>2</sub> No

18. Do you have a valid drivers license?

☐<sub>1</sub> Yes ☐<sub>2</sub> No

**Demographics:**

The last group of questions includes demographic information and you may decline to respond.

19. What is your age?

☐<sub>1</sub> 16 to 18 ☐<sub>2</sub> 19 to 24

☐<sub>3</sub> 25 to 44 ☐<sub>4</sub> 45 to 64

☐<sub>5</sub> 65 or older ☐<sub>6</sub> Decline to respond

20. What is your gender?

☐<sub>1</sub> Male ☐<sub>2</sub> Female

☐<sub>3</sub> Decline to respond

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

☐<sub>1</sub> English ☐<sub>2</sub> Spanish

☐<sub>3</sub> Other (specify) \_\_\_\_\_

☐<sub>4</sub> Decline to respond

22. Are you employed?

☐<sub>1</sub> Full-time ☐<sub>2</sub> Part-time

☐<sub>3</sub> Retired ☐<sub>4</sub> Unemployed

23. Are you a student?

☐<sub>1</sub> Full-time ☐<sub>2</sub> Part-time

☐<sub>3</sub> Not a student

24. What is your approximate annual household income?

☐<sub>1</sub> Less than \$20,000 ☐<sub>2</sub> \$20,001 to \$35,000

☐<sub>3</sub> \$35,001 to \$50,000 ☐<sub>4</sub> \$50,001 to \$75,000

☐<sub>5</sub> \$75,001 to \$100,000 ☐<sub>6</sub> More than \$100,000

☐<sub>7</sub> Decline to respond

**For a chance to win a TIME Monthly Pass please provide us with your contact information.**

**Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



Exhibit E.4 Community Survey Instrument Spanish



**Ciudad de Tulare 2013 Encuesta Comunitaria de Transito**  
**Para la oportunidad de ganar un pase mensual de TIME,**  
**Favor de completar y enviar en el sobre pre pagado antes del 4 de Noviembre, 2013**



Fecha de Encuesta: \_\_\_\_\_

Nombre del Inspector: \_\_\_\_\_

**Calificadores:**

A. ¿Tiene o es usted mayor de 16 años?

☐1 Sí ☐2 No

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

**Encuesta:**

1. ¿Ha usado el servicio de ruta-fija de TIME o el servicio TIME Dial-A-Ride en los últimos 90 días?

☐1 Sí ☐2 No

1A. Si sí, especifique:

- ☐1 TIME ruta-fija  
☐2 TIME Dial-A-Ride

(Continúe a Pregunta 2)

1B. Si No: ¿Cuál es la razón por la cual no usa el servicio TIME? (Continúe a Pregunta 9)

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

**Pasajero:**

2. ¿Cuantas veces a la semana utiliza TIME?

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

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

- ☐1 ☐2 ☐3 ☐4

4. Cuando usa el servicio TIME, ¿Cuál es el propósito principal de su viaje?

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

5. ¿Qué ruta o servicio usa más frecuentemente?

- ☐1 Especifique número de ruta \_\_\_\_\_  
☐2 Dial-A-Ride  
(Especifique destino): \_\_\_\_\_

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

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

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

- ☐1 ☐2 ☐3 ☐4

8. ¿Dónde suele obtener información acerca de los servicios TIME?

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

**No-Pasajero/Pasajero:**

9. ¿Conoce la parada de Time más cercana a su casa?

- ☐1 Sí ☐2 No

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

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

11. ¿Tiene acceso al Internet en su casa?

- ☐1 Sí ☐2 No

12. ¿Ha visitado la página web de TIME o GoTulareCounty en los últimos 90 días?

- ☐1 Sí ☐2 No

Exhibit E.4 Community Survey Instrument Spanish (cont.)

13. ¿Has visto algún anuncio de TIME en los últimos 90 días?

☐1 Sí ☐2 No

Si Sí, especifique donde \_\_\_\_\_

14. Si su método principal de movilidad no estuviera disponible, consideraría usar TIME?

☐1 Sí ☐2 No

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

☐1 Servicios más frecuente

☐2 Más servicios los fines de semana

☐3 Menos duración de viaje

☐4 Horas de operación/servicios más tarde

☐5 Horas de operación/servicios más temprano

☐6 Precios altos de gasolina

(especifique el precio:) \_\_\_\_\_

☐7 Destinos diferentes

(especifique destinos:) \_\_\_\_\_

☐8 Parada más cerca a mi casa

☐9 Otro (especifique): \_\_\_\_\_

☐10 Nada cambiaría mi opinión

16. Si su empleo ofreciera descuentos para las tarifas de TIME, ¿utilizaría el autobús?

☐1 Sí ☐2 No

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

☐1 Sí ☐2 No

18. ¿Tiene licencia de conducir?

☐1 Sí ☐2 No

**Demográficos:**

El último grupo de preguntas incluye información demográfica y puede elegir no responder.

19. ¿Cuál es su edad?

☐1 16 a 18 ☐2 19 a 24

☐3 25 a 44 ☐4 45 a 64

☐5 65 o mayor ☐6 Prefiero no responder

20. ¿Cuál es su género?

☐1 Masculino ☐2 Femenino

☐3 Prefiero no responder

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

☐1 Inglés ☐2 Español

☐3 Otro (especifique) \_\_\_\_\_

☐4 Prefiero no responder

22. ¿Tiene empleo actualmente?

☐1 Tiempo completo ☐2 Medio tiempo

☐3 Retirado ☐4 Desempleado

23. ¿Es estudiante?

☐1 Tiempo completo ☐2 Medio tiempo

☐3 No soy estudiante

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

☐1 Menos de \$20,000 ☐2 \$20,001 a \$35,000

☐3 \$35,001 a \$50,000 ☐4 \$50,001 a \$75,000

☐5 \$75,001 a \$100,000 ☐6 Más de \$100,000

☐7 Prefiero no responder

Para tener la oportunidad de ganar un pase mensual de TIME, por favor proporcione su información de contacto.

**Nombre:** \_\_\_\_\_

**Teléfono:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Notas:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Exhibit E.5 Stakeholder Survey Instrument



## City of Tulare 2013 Transit Stakeholder Survey



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

You are invited to attend a visioning workshop at **6:00 p.m. on November 5, 2013**, prior to the regularly scheduled City Council meeting. The workshop will take place at the Tulare Public Library and Council Chambers, located at 491 North M Street. You will have the opportunity to submit your completed survey and make other comments at that time.

If you are unable to attend the visioning workshop, we invite you to **fax** your completed survey to **(661) 253-1208** or email to [alex@moore-associates.net](mailto:alex@moore-associates.net).

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

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# APPENDIX

# F

## BOARDING AND ALIGHTING CHARTS

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## APPENDIX F – BOARDING AND ALIGHTING CHARTS

Exhibit F.1 Route 1 Boarding and Alighting

### Weekday Boarding and Alighting

Runs checked: 17

STOP	Passenger		Wheelchair		Bike		Total
	ONS	OFFS	ON	OFF	ON	OFF	
<b>Transit Center</b>	85	0	1	0	2	0	88
<b>Tulare Regional Med. Ctr.</b>	3	21	0	1	0	0	25
Blackstone @ Merrit	0	1	0	0	0	0	1
<b>Vallarta's</b>	36	39	2	0	0	0	77
Merrit @ Cherry	2	0	0	0	0	0	2
<b>"M" and Merritt</b>	1	1	0	0	0	1	3
Prosperity @ M St.	1	0	0	0	0	0	1
Prosperity @ Williams	0	1	0	0	0	0	1
Prosperity @ J St.	1	1	0	0	0	0	2
Prosperity @ West	0	1	0	0	0	1	2
<b>Sports Park</b>	15	10	0	0	0	0	25
<b>Milner &amp; Martino</b>	6	1	0	0	0	0	7
Milner @ Tyson	10	3	0	0	0	0	13
<b>Pleasant School</b>	14	6	0	0	1	0	21
Pleasant @ West	1	1	0	0	0	0	2
Pleasant @ A St.	3	2	0	0	0	0	5
<b>"E" and Pleasant</b>	9	4	0	0	0	0	13
East @ Maple	0	0	0	0	0	0	0
Maple @ E St.	2	5	0	0	0	0	7
<b>Transit Center</b>	0	92	0	2	0	1	94

Total boarding and alighting 192 192

### Weekend Boarding and Alighting

Runs checked: 8

STOP	Passenger		Wheelchair		Bike		Total
	ONS	OFFS	ON	OFF	ON	OFF	
<b>Transit Center</b>	25	0	0	0	0	0	25
<b>Tulare Regional Med. Ctr.</b>	4	11	0	0	0	0	15
<b>Vallarta's</b>	13	15	0	0	0	0	28
<b>"M" and Merritt</b>	2	0	0	0	0	0	2
<b>Sports Park</b>	6	5	0	0	0	0	11
<b>Milner &amp; Martino</b>	1	2	0	0	0	0	3
<b>Pleasant School</b>	10	1	0	0	0	0	11
<b>"E" and Pleasant</b>	4	6	0	0	0	0	10
<b>Transit Center</b>	0	25	0	0	0	0	25

Total boarding and alighting 65 65

Timepoints are indicated in **bold**.

Exhibit F.2 Route 2 Boarding and Alighting

**Weekday Boarding and Alighting**

Runs checked: 18

	Passengers		Wheelchair		Bike		Total
	ONS	OFFS	ON	OFF	ON	OFF	
STOP							
<b>Transit Center</b>	105	0	2	0	0	0	107
Tulare @ O St.	2	10	0	0	0	0	12
<b>Martin Luther King @ Q St</b>	12	11	0	0	0	0	23
Martin Luther King @ South T Street	1	1	0	0	0	0	2
Martin Luther King @ Blackstone St.	3	7	0	0	0	0	10
<b>Bardsley @ Irwin</b>	4	22	0	0	0	0	26
Bardsley @ Mooney	0	1	1	0	1	0	3
Sterland	2	0	0	0	0	0	2
Paige @ Laspina	7	3	0	0	0	0	10
<b>Cypress School</b>	10	16	0	0	0	0	26
Walnut @ Laspina	1	2	0	0	0	0	3
Bardsley @ Laspina	3	5	0	0	0	0	8
Bardsley @ Spruce	3	5	0	0	0	0	8
<b>Bardsley @ Blackstone</b>	10	18	0	0	0	0	28
Blackstone @ Sonora	1	3	0	2	0	0	6
<b>Blackstone Apartments</b>	5	9	0	0	0	0	14
Blackstone @ Kern	3	4	0	0	0	0	7
Blackstone @ San Joaquin	1	0	0	0	0	0	1
<b>Transit Center</b>	0	56	0	1	0	1	58

Total boarding and alighting                      176      176

**Saturday Boarding and Alighting**

Runs checked: 5

	Passengers		Wheelchair		Bike		Total
	ONS	OFFS	ON	OFF	ON	OFF	
STOP							
<b>Transit Center</b>	20	0	0	0	0	0	20
<b>Martin Luther King &amp; Q St</b>	2	5	0	0	0	0	7
<b>Bardsley @ Irwin</b>	1	1	0	0	0	0	2
<b>Cypress School</b>	8	8	0	0	0	0	16
<b>Bardsley @ Blackstone</b>	2	6	1	0	0	0	9
<b>Blackstone Apartments</b>	1	0	0	0	0	0	1
<b>Transit Center</b>	0	14	0	1	0	0	15

Total boarding and alighting                      35      35

*Timepoints are indicated in **bold**.*

Exhibit F.3 Route 3 Boarding and Alighting

**Weekday Boarding and Alighting**

Runs checked: 12

	Passengers		Wheelchair		Bike		Total
	ONS	OFFS	ON	OFF	ON	OFF	
STOP							
<b>Transit Center</b>	60	0	1	0	0	0	61
H St. @ Beaumont	0	0	0	0	0	0	0
Tulare Western High School	5	10	0	0	0	0	15
West @ Capistrano	0	3	0	0	0	0	3
Tulare @ Sacramento	0	0	0	0	0	0	0
West @ Pleasant	1	2	0	0	0	0	3
West @ Beaumont	0	2	0	0	0	0	2
<b>West @ Cross</b>	15	8	1	0	1	0	25
Cross @ B St.	0	1	0	0	0	0	1
Cross @ E St.	4	4	0	0	0	0	8
<b>Senior Center</b>	5	4	0	1	0	0	10
F St. @ San Juan	0	1	0	0	0	0	1
F St. @ King	0	2	0	0	0	0	2
Tulare @ C St.	0	0	0	0	0	0	0
Tulare @ A St.	0	1	0	0	0	0	1
<b>West @ Tulare</b>	8	15	0	0	0	0	23
West @ Kern	2	3	0	0	0	0	5
Inyo @ Santa Clara	0	4	0	0	0	0	4
Inyo @ Howard	3	1	0	0	0	0	4
Inyo @ H St.	0	3	0	0	0	0	3
<b>Inyo @ Pratt</b>	5	7	0	0	0	0	12
<b>Inyo @ I</b>	6	11	0	0	0	0	17
<b>Transit Center</b>	0	32	0	1	0	1	34

Total boarding and alighting 116 116

**Saturday Boarding and Alighting**

Runs checked: 6

	Passengers		Wheelchair		Bike		Total
	ONS	OFFS	ON	OFF	ON	OFF	
STOP							
<b>Transit Center</b>	26	0	0	0	0	0	26
Beaumont @ North H	0	2	0	0	0	0	2
Tulare Western High School	0	7	0	0	0	0	7
<b>West @ Cross</b>	5	4	0	0	0	0	9
Cross @ E	0	1	0	0	0	0	1
<b>Senior Center</b>	1	1	0	0	0	0	2
King @ North F	0	1	0	0	0	0	1
C St. @ Tulare	1	1	0	0	0	0	2
<b>West @ Tulare</b>	2	4	0	0	0	0	6
Inyo @ Santa Clara	0	1	0	0	0	0	1
<b>Inyo @ Pratt</b>	7	0	0	0	0	0	7
<b>Inyo @ I</b>	0	10	0	0	0	0	10
<b>Transit Center</b>	0	10	0	0	0	0	10

Total boarding and alighting 42 42

*Timepoints are indicated in **bold**.*

Exhibit F.4 Route 4 Boarding and Alighting

**Weekday Boarding and Alighting**

Runs checked: 11

STOP	Passengers		Wheelchair		Bike		Total
	ONS	OFFS	ON	OFF	ON	OFF	
<b>Transit Center</b>	57	0	0	0	0	0	57
Cross @ O St.	1	1	1	0	0	0	3
Cross @ Cherry	1	0	1	0	0	0	2
<b>Blackstone @ Cross</b>	2	2	0	0	0	0	4
Blackstone @ Lyndale	0	1	0	0	0	0	1
<b>Prosperity @ CVS</b>	5	19	0	0	0	0	24
Prosperity @ Lincoln	0	1	0	0	0	0	1
<b>Target</b>	13	8	1	2	0	0	24
Jefferson @ Cross	1	3	0	0	0	0	4
Brentwood @ Hillcrest	1	0	0	0	0	0	1
<b>Prosperity @ Chili's</b>	4	3	0	0	0	0	7
<b>Walmart</b>	14	19	0	0	0	0	33
<b>Tulare Outlets Ctr.</b>	2	3	0	0	0	0	5
<b>Kmart</b>	17	4	0	0	0	0	21
<b>Cross @ Cherry</b>	0	3	0	0	0	0	3
<b>Transit Center</b>	0	51	0	1	0	0	52

Total boarding and alighting                      121      121

**Saturday Boarding and Alighting**

Runs checked: 2

STOP	Passengers		Wheelchair		Bike		Total
	ONS	OFFS	ON	OFF	ON	OFF	
<b>Transit Center</b>	4	0	0	0	0	0	4
<b>Blackstone @ Cross</b>	1	0	0	0	0	0	1
<b>Prosperity @ CVS</b>	0	1	0	0	0	0	1
<b>Target</b>	1	0	0	0	0	0	1
<b>Prosperity @ Chili's</b>	0	1	0	0	0	0	1
<b>Walmart</b>	3	1	0	0	0	0	4
<b>Tulare Outlets Ctr.</b>	1	0	0	0	0	0	1
<b>Kmart</b>	2	0	0	0	0	0	2
<b>Cross @ Cherry</b>	0	3	0	0	0	0	3
<b>Transit Center</b>	0	6	0	0	0	0	6

Total boarding and alighting                      12      12

*Timepoints are indicated in **bold**.*

Exhibit F.5 Route 5 Boarding and Alighting

**Weekday Boarding and Alighting**

Runs checked: 12

	Passengers		Wheelchair		Bike		Total
STOP	ONS	OFFS	ON	OFF	ON	OFF	
<b>Transit Center</b>	59	0	0	0	0	0	59
<b>Tulare @ H Street</b>	0	1	0	0	0	0	1
H Street @ Inyo	4	5	0	0	0	0	9
Inyo @ South	0	1	0	0	0	0	1
E Street @ Inyo	0	4	0	0	0	0	4
Inyo @ Pratt	0	1	0	0	0	0	1
Pratt @ Owens	0	2	0	0	0	0	2
Pratt @ Alpine	0	0	0	0	0	0	0
<b>Bardsley @ Pratt</b>	5	12	0	0	0	0	17
E St @ Bardsley	2	2	0	0	0	0	4
E St @ Oakwood	0	0	0	0	0	0	0
<b>Vetter @ Bardsley</b>	15	14	0	0	0	0	29
<b>K Street @ Goodin</b>	3	5	0	0	0	0	8
<b>K Street @ Bardsley</b>	13	14	0	0	0	0	27
O Street @ Bardsley	0	1	0	0	0	0	1
Martin Luther King Jr @ O Street	1	3	0	0	0	0	4
Owens @ O Street	1	0	0	0	0	0	1
<b>City Hall</b>	4	6	0	0	0	0	10
Tulare @ M Street	1	2	0	0	0	0	3
<b>Transit Center</b>	0	35	0	0	0	0	35

Total boarding and alighting      108      108

**Saturday Boarding and Alighting**

Runs checked: 10

	Passengers		Wheelchair		Bike		Total
STOP	ONS	OFFS	ON	OFF	ON	OFF	
<b>Transit Center</b>	34	0	1	0	0	0	35
<b>Tulare @ North H</b>	7	2	0	0	0	0	9
H Street @ Inyo	2	11	0	0	0	0	13
Pratt @ Owens	1	1	0	0	0	0	2
Pratt @ Alpine	0	2	0	0	0	0	2
<b>Bardsley @ Pratt</b>	0	0	0	0	0	0	0
Bardsley @ E st.	18	3	0	0	0	0	21
E @ Oakwood	0	1	0	0	0	0	1
<b>Vetter @ Bardsley</b>	3	0	0	0	0	0	3
<b>K Street @ Goodin</b>	1	2	0	0	0	0	3
<b>K Street @ Bardsley</b>	2	11	0	1	0	0	14
O st @ Owens	0	1	0	0	0	0	1
<b>City Hall</b>	3	8	0	0	0	0	11
Tulare @ South M	1	3	0	0	0	0	4
<b>Transit Center</b>	0	27	0	0	0	0	27

Total boarding and alighting      73      73

*Timepoints are indicated in **bold**.*

Exhibit F.6 Route 7 Boarding and Alighting

<b>Weekday Boarding and Alighting</b>		Runs checked:		17			
	Passengers		Wheelchair		Bike		Total
STOP	ONS	OFFS	ON	OFF	ON	OFF	
<b>Transit Center</b>	46	0	1	0	1	0	48
Tulare @ Blackstone	2	1	0	0	0	0	3
Tulare @ Laspina	3	8	0	0	0	0	11
<b>Tulare @ Mooney</b>	12	7	0	1	0	0	20
<b>COS - Tulare</b>	23	14	0	0	0	1	38
<b>Mission Oaks High School</b>	5	2	0	0	0	0	7
Bardsley @ Mooney	0	2	0	0	0	0	2
Bardsley @ Irwin	0	2	0	0	0	0	2
Laspina @ Cardoza	2	1	0	0	0	0	3
Laspina @ Alpine	1	5	0	0	0	0	6
<b>Kohn School</b>	6	6	0	0	0	0	12
<b>Tulare @ Lane</b>	2	0	0	0	0	0	2
<b>Transit Center</b>	0	54	0	0	0	0	54
Total boarding and alighting	103	103					

<b>Saturday Boarding and Alighting</b>		Runs checked:		6			
	Passengers		Wheelchair		Bike		Total
STOP	ONS	OFFS	ON	OFF	ON	OFF	
<b>Transit Center</b>	5	0	0	0	0	0	5
<b>Tulare @ Mooney</b>	3	0	0	0	0	0	3
<b>COS - Tulare</b>	2	0	0	0	0	0	2
<b>Mission Oaks High School</b>	0	1	0	0	0	0	1
<b>Kohn School</b>	5	4	1	0	0	0	10
<b>Tulare @ Lane</b>	1	1	0	0	0	0	2
<b>Transit Center</b>	0	10	0	1	0	0	11
Total boarding and alighting	17	17					

*Timepoints are indicated in **bold**.*



Exhibit F.7 Route 11X Boarding and Alighting

**Weekday Boarding and Alighting**

Runs checked: 7

	Passengers		Wheelchair		Bike		Total
	ONS	OFFS	ONS	OFF	ONS	OFF	
STOP							
<b>Transit Center</b>	81	0	0	0	1	0	81
<b>Noble &amp; Mooney (Visalia)</b>	32	47	3	0	1	1	82
<b>Visalia Transit Center</b>	41	36	4	1	1	0	82
<b>Mineral King &amp; Mooney (Visalia)</b>	12	0	0	0	0	0	12
<b>Tulare Transit Center</b>	0	83	0	6	0	2	89

Total boarding and alighting      173      173

**Weekend Boarding and Alighting**

Runs checked: 3

	Passengers		Wheelchair		Bike		Total
	ONS	OFFS	ONS	OFF	ONS	OFF	
STOP							
<b>Transit Center</b>	15	0	0	0	0	0	15
<b>Noble &amp; Mooney (Visalia)</b>	0	4	0	0	0	0	4
<b>Visalia Transit Center</b>	4	11	0	0	0	0	15
<b>Mineral King &amp; Mooney (Visalia)</b>	1	0	0	0	0	0	1
<b>Tulare Transit Center</b>	0	5	0	0	0	0	5

Total boarding and alighting      20      20

*Timepoints are indicated in **bold**.*

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# APPENDIX

# G

## 2007 TDP MARKETING PLAN

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## APPENDIX G – 2007 MARKETING PLAN

This section presents an excerpt from the City of Tulare’s 2007 Transit Development Plan, developed by TPG Consulting, Inc. The material below is reproduced just as it was presented in the original document on pages 6-11 through 6-13. It is included here for reference specific to the marketing recommendations presented in Chapter 4, Section 3.

### **Marketing Plan**

A marketing plan should reflect the role that transit plays in the community by targeting current and potential users. Transit in Tulare currently has a very definitive market including shoppers, students, and commuters. Based on information provided by passengers through on-board surveys, the typical transit rider in Tulare is female, between the ages of twenty-five and forty-four, with an annual income below \$20,000. The surveys also showed that the majority of Tulare transit riders are transit dependent, meaning that they rely on public transportation as their sole means of transport.

A marketing plan should focus primarily on community outreach with this transit market in mind. By reaching target markets with published materials and literature, the community will gain a higher level of understanding of the current service, and passengers will receive valuable information to assist in their use of the system. Marketing both the fixed route and demand-response services will also assist in boosting off-peak use by encouraging riders to run errands or attend appointments during non-commute hours. These changes will improve service time and the overall quality of the service. Marketing efforts should also focus on shifting general public riders from the more costly demand-response service to the more efficient fixed route service.

Another area greatly affected by marketing is image. Given current service reliability issues, marketing efforts should focus on restoring public confidence in the transit system. Marketing public transit will inform target riders of service goals and will let them know that their patronage is appreciated. The City’s current marketing process of renaming the transit system and redesigning the system logo are great steps towards increasing the name brand awareness of the system to the general public. See Appendix C for the Transit Naming Contest Entry Form.<sup>1</sup>

The marketing efforts proposed for the TIME system include the following:

#### **Maps/Schedules**

Transit route maps and schedules comprise the primary type of transit information required by existing and potential patrons. All transit maps and schedules should be as clear and simple to read as possible, and should be updated annually to reflect major service changes. Continuation of color-coding the various routes is recommended to give each route a unique identification. As individual routes grow (incorporate more stops), or as more routes are added to the system, it is advised that maps and schedules be designed for each individual route in addition to the current system-wide map/schedule. Current maps and schedules should be included yearly within the Tulare County Transit Guide as a means to target interfacing customers.

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<sup>1</sup> Note: Appendix C of the 2007 Transit Development Plan is not included in this document as it is not relevant to the marketing recommendations set forth in the S RTP.

### **Transit Information**

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

Additionally, the transit web page contained on the City of Tulare website should be expanded to include additional passenger and service information. The web page should be used to announce upcoming system changes and events, such as the renaming of the system, and holiday shuttle service schedule. The site could also include helpful rider information, such as tips and rules for riding the bus, and stop locations. In addition, there should be an area created on the web page that provides passengers an opportunity to provide customer feedback on the system.

### **Marketing Promotions**

Marketing promotions involve efforts beyond printed information. Developing community-wide events to promote TIME help to keep transit in the minds of residents as a viable transportation option. Free or low-cost transit service should be provided during selected special events to reduce event-related congestion, while promoting transit within Tulare. Special events and holiday shuttles provide excellent potential for cross-promotion by participating organizations or merchants. Free shuttles are also effective image building tools when used to promote civic activities.

### **Free Advertising**

Free advertising, in the form of press releases and media coverage, should be utilized whenever possible to promote transit services. Press releases should announce major service changes and improvements to the system, including the addition of new buses. Media coverage should be targeted to highlight the positive aspects of using the TIME fixed route service (including the flexibility, frequency of service, and low cost) in light of rising gas prices.

Since a large portion of TIME's target marketing is Hispanic, all advertising should be made available in Spanish, as well as English.

### **Advertising Revenue**

The City should continue to seek advertising revenue from the sale of on-bus advertising space to local businesses. These efforts help to promote transit within the business community, while generating marketing revenues.