



MEMORANDUM

TO: Board of Directors **DATE:** March 27, 2012

FROM: David Melko, Senior Transportation Planner
Solvi Sabol, Alternative Transportation Manager & Freeway Service Patrol
Coordinator
Stan Tidman, Senior Planner

SUBJECT: STATUS REPORTS

1. TDM & Freeway Service Patrol (FSP) Report

PCTPA and the City of Roseville received 71 Bucks for Bikes applications from 46 different business sites – a 39% and 35% increase in number of applicants and business participation respectively. This incentive program, funded by a grant from the Placer County Air Pollution Control District and the City of Roseville subsidizes new commuter bicycles at 50% up to \$200. The program is intended to promote bicycling as a viable alternative to driving alone thereby reducing traffic congestion and improving air quality in the region. There were 25 applicants funded who are employed at 21 different businesses throughout Placer County. These applicants committed to riding to work on their new commuter bike an average of 3 – 4 days per week. Based on their round trip mileage to work, we anticipate a reduction of 1,268 driving miles per week. Criteria for being approved for this subsidy included attending a Smart Cycling Clinic, purchasing their bike from a local business, and participating in the May Is Bike Month campaign.

Several one-hour Smart Cycling clinics are being offered in Placer County, including an evening clinic at the PCTPA offices on April 18th. These free clinics, taught by league certified instructors, are designed to give cyclist tips on how to safely and comfortably commute to work by bike. Additionally we're offering a more in-depth 9 hour clinic that includes 4 hours of classroom instruction plus five hours of on-road training.

PCTPA and SafeKids Placer County are working with staff and parents from Breen Elementary School in Rocklin to coordinate a Bike to School event. The official Bike to School day has been set for May 8.

Capitol Corridor's social media, Facebook campaign will continue through the remainder of the fiscal year. Additionally, we will promote the midweek senior discount (50% off Tuesdays, Wednesdays, and Thursdays) which starts in May in the Gold Country Media newspapers and also airing a commercial on KAHI radio. KAHI has also agreed to run Public Service Announcements (PSAs) in May for May is Bike Month and in June for Capitol Corridor's Fight Hunger Campaign.

Preparations for spring / summer promotional programs and events including Earth Day events, May is Bike Month and the Summer Youth Bus Pass are underway.

- 2. 2011 Annual Reports for the Call Center and the Transit Ambassador Program**
The Transit Ambassador and the South Placer Transit Information Center (Call Center) are programs authorized by the Western Placer Consolidated Transportation Services Agency (WPCTSA) to address unmet transit needs within Placer County.

In 2007 the PCTPA Board allocated funding and designated the City of Roseville as the lead agency to operate the regional Transit Ambassador volunteer program to assist travelers to use fixed route bus services. The program has been in operation since that date.

In 2010 the PCTPA Board approved the agreement between the City of Roseville and PCTPA to articulate responsibilities and funding sources associated with the operation of the Call Center. By May 1, 2011 the Call Center was in place and promotion of the new phone number (745-7560, whether calling 916 or 530 area codes) was occurring.

Attached for Board review are the annual reports for both programs.

3. I-80/SR 65 Interchange Improvements Project – PA&ED Phase
Project Management.

- A Project Development Team (PDT) meeting was held on February 14. Agenda items included updates on:
 - Preliminary Engineering – The I-80/Riverside to Douglas Bottleneck congestion issue -- west of the project area is to be addressed by including the area for traffic counts/data collection. A preliminary engineering concept will then be developed for future Caltrans use. The East Roseville Viaduct restriping idea was also outlined. The idea was raised at the January Public Workshop by the PCTPA Board. CH2M HILL is preparing background on the feasibility (restriping the bridge from 2- to 3-lanes) for a report back to the Board.
 - Traffic – I-80 traffic count work was completed. Clarifications were made to the construction year (2020) and design year (2040). A TSM alternative will be developed based on input from local jurisdictions and Caltrans at a meeting planned for March.
 - Survey & Mapping -- The survey limits were expanded to include the Pleasant Grove overcrossing, Douglas Boulevard, and east of Rocklin Road. These adjustments will include creeks/ravines and Galleria/Creekside areas. Caltrans and project team to confirm the project's survey approach.
 - Environmental – Botanical survey work is to start in April. This work is to be coordinated with Caltrans and federal regulatory agencies.
 - Caltrans – The I-80 Bottleneck Project is complete. The Rocklin Road interchange project is on hold, and the I-80/Eureka Road Project will restart in May.

- **SR 65 Viaduct Restriping.** The Board directed the staff to look into the feasibility of restriping the viaduct to add another lane (2 to 3 lanes). The additional lane would help to reduce congestion, improve operations, and enhance safety. The interim solution to this congestion problem would not replace the need for the larger, long-term interchange improvement project.

At the February 22 Board meeting, the staff reported that restriping is physically feasible. However, there would be a number of processing issues to resolve. These include getting Caltrans design exception approvals for narrower traffic lanes and shoulders, adding an additional lane to SR 65 north of the viaduct to the SR 65/Galleria Boulevard/Stanford Road interchange, completing additional traffic analysis to address weaving issues between the viaduct and interchange, and securing Caltrans support. The Board directed the staff to further investigate the feasibility of restriping the viaduct, work with Caltrans management, inform the public about the idea, process requirements, and get input.

Traffic. Project assumptions for the traffic analysis (improvement projects and mapping) were confirmed with local jurisdictions, SACOG, and Caltrans.

Preliminary Design. On March 20, a technical focus group met with local jurisdictions and Caltrans to confirm the components and features of the Transportation System Management (TSM) Alternative. The group included alternative transportation and transit staff from Lincoln, Rocklin, Placer County, and PCTPA. TSM components typically include improvements such as ramp/lane metering, additional bus service, intersection improvements, and signal coordination. The group developed three categories (likely, potential, and not likely) of features to be considered for the alternative. The initial list is to be refined and shared for further discussion.

Environmental Document. On March 13, a technical focus group met to review environmental survey limits and database development for right-of-entry letters.

TRANSIT

Ambassador Program

OF SOUTH PLACER COUNTY

FY 2010/11 Year End Report
Prepared by;
Jeannie Gandler
Transit Ambassador Technician
November 17, 2011

Background

On January 24, 2007, the Placer County Transportation Planning Agency ("PCTPA") approved allocating one hundred and sixty-two thousand dollars (\$162,000) in fiscal year 2006-07 State Transit Assistance ("STA") grant funds for a volunteer Transit Ambassador Program. The City of Roseville was designated as the lead agency to establish and operate the regional Transit Ambassador Program to educate new passengers in becoming familiar with western Placer County transit services and provide assistance to passengers at transit transfer points.

A key responsibility of the PCTPA is to designate a Consolidated Transportation Services Agency ("CTSA"). Therefore, the Western Placer Consolidated Transportation Services Agency ("WPCTSA") was established on October 13, 2008. The WPCTSA is a joint powers agency created by Placer County, the cities of Auburn, Colfax, Lincoln, Rocklin, and Roseville, and the Town of Loomis.

On November 18, 2008, the PCTPA approved Resolution 08-34 designating the WPCTSA as the CTSA for western Placer County. The WPCTSA has the responsibility and authority to provide social service transportation coordination within the WPCTSA's jurisdiction, including services for elderly individuals and individuals with disabilities who cannot use conventional public transit services. The WPCTSA designated the City as the lead agency to continue operating the regional volunteer Transit Ambassador Program. The one-time, STA grant for \$162,000 approved and allocated by the PCTPA would continue to fund the program.

The Transit Ambassador Program was established and is coordinated by a part-time temporary staff person in the Alternative Transportation Division. To date, approximately \$98,000 of the original STA funds have been expended on the program, with the remaining \$63,000 expected to fund the program through FY 2013/14.

Year End Summary - FY 2010/11

During FY 2010/11, eleven people inquired about volunteering as Transit Ambassadors. Follow-up information, including applications for the volunteer positions were provided for eight of those initial inquiries. Staff received three completed applications. After screening the applications for qualified candidates all three applicants were interviewed, referred for background checks, and trained to participate in the program as volunteer Transit Ambassadors, bringing the total number of volunteers to six.

During FY 2010/11, the six Transit Ambassadors dedicated 177 hours to the Transit Ambassador program and directly assisted 257 passengers as they traveled on area buses, or at regional transit transfer points such as the Roseville Galleria and the Louis/Orlando transfer points.

Staff, (the Transit Ambassador Technician), with and without the help of volunteer Transit Ambassadors, led field trips, shared regional transit information, provided trip plans, and/or took photos and provided disabled and/or senior ID's for 426 participants in the community events and presentations shown below.

Community Events and/or Presentations – FY 2010/11

- Annual Adelante High School Career Fair – 40 teenagers in 3 classes
- Older Adults Collaborative Meeting, Auburn – 53 seniors and/or senior service providers
- Heald Business College Transportation Fair – Numerous attendees/provided direct transit travel assistance for 27 participants
- Challenge High School – Independent Living Skills Class – 10 students
- Challenge High School – Independent Living Skills Class (follow-up) – 10 students
- Area-wide Annual Transition Night for the Roseville Joint Union High School and Rocklin Unified School District – 120 students and parents

- Rocklin Unified School District Independent Living Skills post-secondary students – 13 students, 5 teachers/aides
- Roseville High School, 20 students, 7 teachers/aides
- Field Trip – Challenge High School Independent Living Skills Class – 10 students, 3 aides
- Field Trip – Woodcreek High School Independent Living Skills Class – 11 students, 3 aides
- Maidu Senior Center - "Insight Group" – 28 seniors
- Roseville High School Independent Living Skills Class – 17 students, & 3 teachers
- Field Trip – Roseville Joint High Union High School District Post-Secondary Independent Living Skills Class – 10 students, 3 teachers
- Challenge High School 13 students, 5 teachers September 2010
- Rocklin Unified School District Post-Secondary Independent Living Class – 11 students and 4 teachers.

Additional Information

Volunteer Transit Ambassadors are recognized at the City of Roseville's Annual Volunteer Appreciation Program. The 2011 event was held at the Maidu Community Center during April, which is Volunteer Appreciation Month.

Staff provided information about establishing a Transit Ambassador Program to the City of Lodi, the City of Vacaville, and Monterey-Salinas Transit in response to their inquiries.

Marketing efforts to recruit and advertise the services of Transit Ambassadors included printing and distributing flyers in September and displaying overhead advertisements on all south Placer County buses in January, 2011. Information about how to volunteer for the program or how to get help from a volunteer Transit Ambassador is available on the City of Roseville web site.

Conclusion

During FY 2011/12, Transit Ambassadors volunteered approximately 177 hours assisting transit passengers in the south Placer region and, in total, approximately 683 people were directly assisted through the program.

South Placer Transit Information Center

2011 Year End Report

*Prepared by;
City of Roseville
February 17, 2012*

Background

The South Placer County Dial-A-Ride Study, approved by the PCTPA Board in September 2007, included a recommendation for the Placer County Transportation Planning Agency (PCTPA) to develop and implement a centralized regional call center in South Placer County. For FY 2008/09, the PCTPA Board adopted a finding that a centralized call center in South Placer County was an unmet transit need that was reasonable to meet, and designated the Western Placer Consolidated Transportation Service Agency (WPCTSA) as the agency responsible to implement this finding. The WPCTSA Board, in turn, designated the City of Roseville as the transit agency best suited to operate a centralized Call Center.

On October 27th, 2010 PCTPA Board approved the "Agreement Between the City of Roseville and the Placer County Transportation Planning Agency for the South Placer Transportation Call Center". As described in the Agreement, the City of Roseville, (Alternative Transportation Division), will be responsible for preparation of an annual budget to be submitted to WPCTSA, as well as grant applications, TDA claim forms, and related documentation; coordinating customer service; meeting performance standards, and other activities relative to overall Call Center administration. The City of Roseville is responsible to select and employ a contractor to operate the Call Center. The contractor will be responsible for all hiring, training, managing and supervising reservationists.

Call Center Participants

Reservationists working in the Call Center began providing Dial-A-Ride reservations, trip planning, transit information and other services for passengers on transit systems as listed below, with start dates:

Roseville Transit	April 1, 2011
Placer County Transit	May 1, 2011
Lincoln Transit	September 1, 2011

Projected:	
Health Express	July 1, 2012

Objective of the Call Center

The Call Center addresses a number of problems experienced with the use of existing public transit services by offering the public a consolidated "one stop" call center with one phone number for all of western Placer County. The Call Center benefits the public and transit operators by offering centralized call intake, reduction in transit operator call volume, dispatch assistance to maximize bus route efficiency and capacity, consolidated, current transportation information, trip planning assistance across jurisdictional boundaries, scheduling dial-a-ride and other demand response trips, consistent and standardized ADA eligibility across transit systems, and database maintenance for monthly, quarterly, and annual performance and National Transit Database (NTD) reporting.

Funding

The funding plan for operation of the Call Center consists of apportionment of Local Transportation Funds (LTF) by the WPCTSA, plus various federal grants. The annual cost to operate the South Placer Transportation Call Center is estimated to be approximately \$340,000. The FY 2010/11 final LTF Apportionment approved by the PCTPA Board in August 2010 allocated a maximum \$300,000 of Local Transportation Funds (LTF) to towards operation of the Call Center. See attached estimated budget for Call Center Operations.

Call Center Remodel

To accommodate the higher call volume and associated increase in staff, the existing Roseville Transit office space at the City of Roseville Corporation Yard is being remodeled. The space will increase in size to accommodate up to six (6) reservationists and a Lead Reservationist, when previously one to two (1-2) workstations were required for City of Roseville operations. Construction and final site improvements are scheduled to be completed by end of February, with installation of furniture and equipment completed by mid to late March 2012.

Technology

Trapeze: A key component of the Call Center is use by the Call Center and the transit operators of a web-based reservation system (Trapeze). The Call Center Reservationists enter the reservations, and each operator is able to view and adjust the reservations as needed to fit their dispatch parameters. Each user has direct access to Trapeze software, and have the ability to analyze trip data.

Audiolog: Audiolog records phone conversations. This provides a useful tool, not only for training, but also to identify issues which may require operational adjustments. Staff from the City of Roseville routinely sends out recorded calls to all members.

Intellicenter: This program measures phone activity and statistics that are useful to gauge the performance related to phone calls, and to provide feedback to the member agencies regarding desired standards.

Intellicenter Statistics: May 1, 2011 – December 31, 2011

The scope of services, identification of costs and funding of the Call Center were developed in a cooperative effort over a two year period through the Transit Operators Working Group (TOWG).

Conceptual performance standards were included in the contract between the City of Roseville and MV Transportation as the operator of the Call Center. Transit operators will continue to monitor the performance of the Call Center and appropriately modify the standards to reflect the desired staffing levels and financial resources.

Performance standards related to the Call Center focus on service levels. For example , there is evaluation of how many calls are completed per 20 calls completed (suggested standard of less than 1); average number of calls answered with 90-seconds (suggested standard of greater than 95%); and average number of calls answered within 6-minutes (suggested standard of

100%). Below is a sampling of weekly call activity for the first week of each month since May, including a summary of the entire time period from May 1 to December 31, 2011.

Week of	Calls Answ'd	% Calls Answered within 90 seconds	% Calls Answered within 6 minutes	Calls Abandoned	Calls Abandoned per 20	Average Speed Calls Answered	Calls Transfer Out
12/4/11-12/10/11	888	89%	98%	71	1.60	0.37	173
11/6/11-11/12/11	834	81%	98%	78	1.87	0.56	158
10/2/11-10/8/11	887	73%	93%	185	4.17	1.29	270
9/4/11-9/10/11	972	85%	98%	71	1.46	0.43	139
8/7/11-8/13/11	874	88%	99%	82	1.88	0.37	144
7/3/11-7/9/11	779	95%	99%	28	0.72	0.20	158
6/5/11-6/11/11	980	80%	97%	125	2.55	0.57	240
5/1/11-5/07/11	829	93%	100%	46	1.11	0.32	135
Average	782	76%	88%	75	1.93	0.48	166
Total	30,485			2,937			
Avg. calls abandoned per 20 calls completed:			1.93	(Suggested Standard <1)			
Avg. calls answered within 90-seconds:			76%	(Suggested Standard >95%)			
Avg. calls answered within 6-minutes:			88%	(Suggested Standard = 100%)			

Marketing/Advertising

The City of Roseville has created the branding image for the South Placer Transit Information Center. Also, PCTPA is now endeavoring to create a website, which will allow access to the City of Roseville staff in order to keep the information current and relevant. Member agencies are also working together to create a live chat system as part of the website development in order to facilitate dial a ride reservations and providing other transit information. Attached are sample brochures and marketing materials that have been distributed and are currently used. The City of Roseville is presently developing a notepad which dial-a-ride passengers will be able to use to record information about their individual reservations.

Upcoming Events

As noted earlier July 1, 2011 Health Express passengers will begin using the Call Center services. Staff is exploring the option of adding live chat feature to the Call Center website as an additional method to make Dial-A-Ride reservations. Staff is also developing a notepad which Dial-A-Ride passengers will be able to use when making individual reservations.

Conclusion

During the first eight (8) months of operation the South Placer Transit Information Center handled 30,485 calls for reservations and transit information for the south Placer. The number of complaints has been relatively minor. During 2012 it is anticipated performance measures will continue to improve as both passengers and call takers become more familiar with the benefits of this regional service. Moreover, the operation of the South Placer Transit Information Center has given reason for the operators to work together towards the development of similar policies and procedures to make transit more seamless to our customers and the public. While the use of a single dial-a-ride reservation system and an outside group of reservationists has presented concerns for transit operators, a closer working relationship has developed with the contractor working for the City of Roseville. Overall, all parties are readily making adjustments to work together towards a goal of seamless transit in the South Placer area.