



MEMORANDUM

TO: Board of Directors

DATE: May 8, 2012

FROM: Scott Aaron, Associate Planner
Solvi Sabol, Alternative Transportation Manager & Freeway Service Patrol
Coordinator

SUBJECT: STATUS REPORT

1. TDM & Freeway Service Patrol (FSP) Report

The Summer Youth Bus Passes are currently on sale in Placer County. For \$10 students in elementary through high school can use the pass for unlimited fixed route transit in Placer County including Auburn Transit, Lincoln Transit, Placer County Transit and Roseville Transit. All schools in Placer County have been informed about the Summer Youth Bus Pass program which included an article for school newsletters. Additionally we have placed ads in the Gold Country Media papers and have a link on the PCTPA website. This pass is good from June 1 – August 31.

May is Bike Month is currently underway. Online e-newsletters were provided to all jurisdictions, several large employers, bike shops, and bike club organizations asking for participation in this regional event. This month long promotion challenges people to choose bicycling for all types of trips including those related to work, school, errands, and recreation throughout the six-county region. Cyclists are encouraged to register and log their cycling miles throughout the month of May on the mayisbikemonth.com website.

The Capitol Corridor / PCTPA partnered Facebook campaign, the first social media campaign Capitol Corridor has done, proved to be successful in reaching a large audience. There were over 18 million impressions (times that the Capitol Corridor image appeared on a Facebook page, almost 7,000 “clicks” (times someone clicked the ad), and over 2,000 connections or new fans. From the ads advertized the most popular by order were shopping, holiday fun, unwind, and Wi-Fi. The senior discount promotion (50% off Tuesdays, Wednesdays, and Thursdays) is currently running in the Gold Country Media papers and on the local KAHI radio station.

The Placer County Air Pollution Control District (PCAPCD) approved PCTPA’s Clean Air Grant on April 12th for continued operation of the Freeway Service Patrol program in the amount of \$41,000. This amount will go toward the 25% matching funds required by Caltrans.

PCTPA Board of Directors
STATUS REPORT
May 2012
Page 2

2. Transit Operations Quarterly Ridership Report

The table below shows the total ridership counts for the various transit operators and their respective transit services in Placer County between the fourth quarter of Fiscal Year 2009/10 and the third quarter of Fiscal Year 2011/12 (past two years). In an effort to keep the Board apprised of ridership trends among transit operations in Placer County, staff will provide this report once per quarter.

Quarterly Ridership Trends by Transit Operator

Transit Operator	FY 09/10	FY 10/11				FY 11/12			1-Year Change
	4th Quarter (Apr-Jun)	1st Quarter (Jul-Sep)	2nd Quarter (Oct-Dec)	3rd Quarter (Jan-Mar)	4th Quarter (Apr-Jun)	1st Quarter (Jul-Sep)	2nd Quarter (Oct-Dec)	3rd Quarter (Jan-Mar)	
Auburn Transit									
Total (all services)	12,131	12,997	14,085	14,220	12,199	11,675	12,825	11,543	-9.7%
Lincoln Transit									
Fixed Route	8,125	10,775	11,906	13,545	12,165	11,430	16,352	17,202	28.9%
Dial-A-Ride	2,336	1,963	2,001	1,968	2,259	1,780	1,593	1,778	-10.4%
Total (all services)	10,461	12,738	13,907	15,513	14,424	13,210	17,945	18,980	22.7%
Placer County Transit									
Fixed Route	70,404	77,424	70,201	74,368	74,601	79,867	81,335	82,989	9.0%
Dial-A-Ride	8,866	9,021	8,827	9,648	9,407	8,551	8,574	8,690	-3.1%
Vanpool	7,810	8,359	7,182	7,602	8,142	8,442	7,787	8,189	5.2%
Commuter	19,415	20,507	18,638	20,253	20,608	20,297	18,701	21,558	3.0%
Total (all services)	106,495	115,311	104,848	111,871	112,758	117,157	116,397	121,426	6.7%
TART									
Total (all services)	64,447	92,347	73,444	138,902	65,951	94,248	66,778	129,985	-3.3%
Roseville Transit									
Fixed Route	55,570	55,203	51,313	52,113	52,104	55,068	50,796	51,432	-2.2%
Dial-A-Ride	8,309	8,000	7,505	7,685	7,685	7,595	6,871	7,104	-7.1%
Commuter	29,075	31,331	29,151	33,502	33,502	33,403	30,245	33,054	5.8%
Total (all services)	92,954	94,534	87,969	93,300	93,291	96,066	87,912	91,590	0.0%
Western Placer CTSA									
Non-emergency Medical	1,934	2,042	1,958	2,210	2,466	2,398	2,122	2,202	12.8%
Volunteer Transportation	1,923	1,572	1,233	1,387	1,632	1,869	1,611	1,718	11.7%