Western Placer County Transit Operators
Short Range Transit Plan Updates
FY 2018-19 to FY 2024-25

Project Update and Alternatives
Discussion
Public Workshop Purpose

• Present various transit service, capital infrastructure, financial, and institutional alternatives currently under consideration in the development of transit operator SRTPs

• Provide an opportunity for public comment; and

• Provide an opportunity for PCTPA Board direction
Study Purpose

• Update Short Range Transit Plans (7 years) for all public transit operators in Western Placer County:
  ▫ Auburn Transit
  ▫ Placer County Transit
  ▫ Roseville Transit
  ▫ Western Placer Consolidated Transportation Services Agency (WPCTSA)

• The goal of the study is to provide a comprehensive strategy of short-range service, capital, and institutional improvements, with a supporting financial and implementation plan
Project Status

What we have completed:
• Demographics and Literature Review Memorandum
• Existing Services Memorandums
• Unmet Transit Needs Survey
• On-Board Surveys
• Virtual Community Workshop
• “Pop-up workshops” at transfer centers

What is yet to come:
• Service, capital, financial and institutional alternatives analysis
• Stakeholder Focus Groups
• 2nd Public Workshop to review consultant recommendations - May
• Draft Plans Public Hearing – June
• Final Plans PCTPA Board Adoption – August

Discussion today
What we have heard from the public: On-Board Surveys

- Placer County Transit (PCT) (708 responses)
  - What do you think would most increase ridership?

![Figure 17: What do you think would most increase ridership on Placer County Transit? (Fixed Route) (more than one response allowed) (n = 394)](image1)

![Figure 34: What do you think would most increase ridership on Placer County Transit? (Commuter) (more than one response allowed) (n = 271)](image2)
What we have heard from the public: On-Board Surveys

- Auburn Transit (56 responses)
  - What do you think would most increase ridership?

![Figure 14: What do you think would most increase ridership on Auburn Transit? (Check only one) (n = 34)](image)
What we have heard from the public: On-Board Surveys

- Roseville Transit (625 responses)
  - What do you think would most increase ridership?
What we have heard from the public: Pop-up Workshop

- Pop-up Workshop (30 – 40 responses)
  - People like the idea of technology improvements (smart phone apps, real-time bus tracking).
  - People would use transit more if discounted Uber/Lyft ride to bus stop was available.
What we have heard from the public: Virtual Community Workshop

436 responses

- Would you use a Transportation Network Company (TNC) at a discounted rate to get to a nearby bus stop?
  - No (53%), Yes (47%)

- Why don’t/can’t you travel to your desired destination by transit?
Alternatives Analysis: Auburn Transit Service

- Reconfigure Blue and Red Routes
- Use TNC for bus route deviations
- Operate Blue Route hourly 6 AM to 6 PM
- Operate Red Route hourly 10 AM to 4 PM
- Limit Auburn Transit service to city limits
- Add service along Luther Road (on-demand stops)
- Add Sunday service
- Improved coordination with PCT
Alternatives Analysis: Auburn Transit Capital and Fares

• Capital Alternatives
  ▫ Vehicle replacement
  ▫ Farebox equipment
  ▫ Alternative fuels
  ▫ Bus stop improvements
  ▫ Coordinate regional marketing strategies

• Fare Alternatives
  ▫ Align fares with PCT (including age for children)
  ▫ Join Connect Card
  ▫ Implement a Regional day pass
Placer County Transit Map
Alternatives Analysis: Placer County Transit (PCT) Service

- Lincoln Circulator
  - Add service to senior community along Del Webb
  - Add service farther west of downtown
  - Earlier Saturday service
Alternatives Analysis: Placer County Transit (PCT) Service

• **Lincoln Sierra College Route**
  - Increase to 30 minute frequency
  - Serve new developments in Rocklin
  - Add earlier Saturday service
  - Add Sunday Service
  - Add one additional run later on weekdays
  - Serve Placer County public defenders office
Alternatives Analysis: Placer County Transit (PCT) Service

- Auburn to Light Rail
  - Increase to 30 minute frequency (6:00 AM to 6:30 PM)
  - Add 2 runs at peak times (7:00 AM and 3:00 PM)
  - Add 1 hour in evening both directions
  - Consolidate and/or shift evening runs
  - Add Sunday Service
Alternatives Analysis: Placer County Transit (PCT) Service

• Highway 49
  ▫ Eliminate low productivity segments and /or reduce travel time
  ▫ Reduce evening service
  ▫ Revisit DAR boundaries with Auburn Transit
  ▫ Add Sunday Service
Alternatives Analysis: Placer County Transit (PCT) Service

- **Taylor Road Shuttle**
  - Expand deviation service area (per Placer Rural Study)
  - Replace bus route deviations with Microtransit/TNC
  - Improve to 60 minute frequency

- **Alta/Colfax**
  - Add mid-day run (5 x week or 3 x week)
  - Reduce service to 3 x week

- **Granite Bay DAR**
  - Contract with Roseville Transit
  - Evaluate Microtransit/TNC

- **Other Rural Service Options**
  - Add Foresthill Lifeline Service 1 day/week
  - Add Sheridan/SR 193 Lifeline service 1 day/week
Alternatives Analysis: Placer County Transit (PCT) Service

- Placer Commuter Express (PCE)
  - Add routes/times
  - Provide PCE to/from Lincoln
  - Extend service to UCD Med /Stockton/Broadway corridor
  - Reduce/Eliminate Auburn – Colfax segment

- Provide service connecting to Capital Corridor
Alternatives Analysis: Placer County Transit Capital and Fares

• Capital Alternatives
  ▫ Vehicle replacement
  ▫ Alternative fuels
  ▫ Bus stop improvements
  ▫ Add signal pre-emption at congested intersections to maintain bus schedule
  ▫ Implement regional marketing strategies

• Fare Alternatives
  ▫ Coordinate a Regional Day Pass
  ▫ Increase base bus fare
  ▫ Align PCE Fares with Roseville Transit Commuter
  ▫ College Pass with Connect Card
Roseville Transit Route Map
Alternatives Analysis: Roseville Transit Service

- **Local Fixed Routes**
  - **Review C/G/F/E**
    - Eliminate Service to Sierra College
    - Provide hourly service on C and F
    - Provide hourly Service on G and E
    - Combine C and F with L for hourly service using one bus
    - Reroute C and F to include transfer at Louis and Orlando
  - **Review Route S**
    - Stop at Placer County Public Defender and Social Services at 1000 Sunset
    - Improve to 60 minute frequency
    - Reroute return trip down Fairway
Alternatives Analysis: Roseville Transit Service

- Local Fixed Routes
  - Revise Route L to serve Granite Bay under contract with PCT
  - Revise Route M into 2 routes serving more of West Roseville and Blue Oaks
  - Allow deviations for Route D
  - Add Sunday fixed route service
  - Provide later Saturday Service until 6 PM with Routes A, B, and M
Alternatives Analysis: Roseville Transit Service

• Cost Saving Alternatives
  ▫ Start Routes D, C,G,F,E, L and M 1 hour later
  ▫ Eliminate A, B and M after 7:00 PM

• Dial-A-Ride
  ▫ Focus 1 DAR bus on specific area

• Provide service connecting to Capital Corridor
Alternatives Analysis: Roseville Transit Service

- **Commuter Service**
  - **Additional runs**
    - Requests for earlier service from Sacramento starting 3:00 PM
    - Relieve potential future overcrowding
  - **Requests for more stops at Mahany Park**
  - **Eliminate reverse commute service**
  - **Serve additional areas in downtown Sacramento**
    - Richards Blvd Corridor, Sacramento Valley Amtrak, and UC Davis Medical Center
  - **Shuttle to Light Rail from West Roseville**
  - **Improve fare and marketing/branding coordination between PCE and Roseville Transit commuter services**
Alternatives Analysis: Roseville Transit Capital and Fares

• Capital Alternatives
  ▫ Vehicle replacement
  ▫ Alternative fuels
  ▫ Bus stop improvements
  ▫ Add signal pre-emption at congested intersections to maintain bus schedule
  ▫ Coordinate regional marketing strategies

• Fare Alternatives
  ▫ Implement a Regional Day Pass
  ▫ Align Commuter Fares with PCE
  ▫ Implement a College Pass with Connect Card
Alternatives Analysis: Western Placer Consolidated Transportation Services Agency (WPCTSA) Service

• MyRides
  ▫ Increase volunteer recruitment
  ▫ Update MyRides scheduling software

• Health Express
  ▫ Add more trips to Sacramento
  ▫ Serve intercity non-medical related trips outside DAR boundaries

• Partner with TNC
  ▫ Veterans transportation
  ▫ After hours hospital transportation

• Improve Transportation Access to Food
  ▫ Update Meals on Wheels/MyMeals scheduling software
  ▫ Provide shuttle service to Senior Lunch Program/Senior Cafes
Alternatives Analysis: WPCTSA Service

- **Bus Pass Subsidy Program**
  - Implement Bus Pass Subsidy Program with Connect Card
  - Explore new multi-ride pass options
- **South Placer Call Center**
  - Add on-line application and advance reservations for DAR and Health Express
  - Expand vision for the Call Center
- **Institutional**
  - Contract with Placer County to manage Health Express
- **Coordinate regional marketing strategies**
What do you think?

Contact:

Genevieve Evans (LSC)
genevieve@lsctahoe.com
530.583.4053

THANK YOU!