# Placer County Transportation Planning Agency Placer County Transit Short Range Transit Plan

#### **FINAL REPORT**

August 2011

### Prepared for the

Placer County Transportation Planning Agency
299 Nevada Street, Auburn, CA 95603
and
Placer County Transit
3091 County Center Drive, Suite 220, Auburn, CA 95603

#### Prepared by

Moore & Associates, Inc. 28159 Avenue Stanford, Suite 110, Valencia, CA 91355 1.888.743.5977

#### **Client Staff**

David Melko, Senior Transportation Planner, PCTPA Will Garner, Public Works Manager, County of Placer

#### **Consultant Staff**

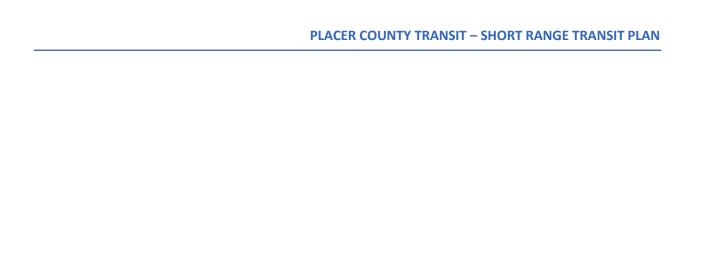
Jim Moore, Project Manager Michael Eshleman, Senior Planner Jennifer Arizala, Assistant Planner



PAGE INTENTIONALLY BLANK



Insert resolution here



Insert resolution here

## **TABLE OF CONTENTS**

1.	EXECUTIVE SUMMARY	[001]
2.	GOALS, OBJECTIVES, AND PERFORMANCE STANDARDS	[011]
	2.1 Regional Goals	[013]
	2.2 Performance Measurement System	[013]
3.	EXISTING CONDITIONS	[017]
	3.1 Demographic Analysis	[019]
	3.2 Service Evaluation	[036]
	3.3 Ride Check Analysis	[075]
	3.4 Marketing Assessment	[106]
4.	PUBLIC INPUT	[107]
	4.1 Onboard Survey Analysis	[109]
	4.2 Community Survey Analysis	[135]
	4.3 Public Workshops	[147]
5.	SERVICE PLAN	[149]
	5.1 Preferred Alternatives	[151]
	5.2 Capital and Financial Plan	[170]
	5.3 Implementation Plan	[193]
6.	APPENDICES	[201]