



7. IMPLEMENTATION
PLAN

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CHAPTER 7.0 – IMPLEMENTATION PLAN

The Implementation Plan provides a schedule of those tasks anticipated to support introduction of the service recommendations provided in the Preferred Alternative chapter (Chapter 6). Each step offers a brief narrative detailing the required resources and probable allocation of the resources. The proposed implementation plan only provides the steps to be taken during the first three years of implementation. As presented in earlier chapters, implementation of the Preferred Alternative will take place in FY 2013/14.

Fixed-Route Element

The implementation of the Preferred Alternative requires operational modifications to the City's current service delivery approach. These include:

- Finalize operating schedule and hours of operation;
- Craft/implement marketing program informing the community about the new service delivery approach, how it will affect them, and positioning transit as a viable mobility alternative;
- Introduce new fare structure;
- Implement new vehicle replacement/procurement strategy focusing on larger vehicles;
- Train drivers and dispatchers on new service delivery plan; and
- Install bus stop signage at all Auburn Transit stops as well as customer amenities (info-posts, benches, shelters) at high activity bus stop locations.

Exhibit 7.1 illustrates a projected timeline for the implementation of the Preferred Alternative. Moore & Associates recommends the City continue marketing efforts past the term of this plan, therefore the timeline includes additional time allocated for monitoring of the new service.

In compliance with Executive Order (EO) 13175, "Coordination and Consultation with Indian Tribal Governments," transit agencies such as the Placer County Transportation Planning Agency are required to establish a consultation process for interactions with tribal governments when developing policies or plans with tribal implications⁶. PCTPA, the County, and local transit providers have acknowledged this requisite and have consulted with local tribes regarding the planning or implementation of new services operating within the incorporated and unincorporated communities of Placer County.

⁶ 2000. Federal Register Vol. 65, No. 218, November 9, 2000.

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Exhibit 7.1 Preferred Implementation Schedule

TASKS	FY 2013/14																FY 2014/15				FY 2015/16			
	QUARTER 1				QUARTER 2				QUARTER 3				QUARTER 4											
1	Finalize operating schedule and hours of operation.																							
2	Finalize turn-by-turn directions.																							
3	Implement marketing program.																							
4	Implement new fare structure.																							
5	Implement new vehicle replacement/procurement strategy.																							
6	Train drivers and dispatchers on new service delivery plan.																							
7	Install bus stops/benches/shelters along proposed routes.																							

LEGEND	
	Variable (i.e., entire week may not be necessary)
	Full-week recommended
	Ongoing Task
	Begin-by date
	Complete-by date

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Administrative Element

Administrative recommendations should be implemented independent of the preferred scenario. These recommendations will enhance program efficiency and potentially reduce program costs. The administrative modifications recommended include:

- Adopt new performance measurement system;
- Implement reporting and regulatory elements from the Performance Measurement System;
- Modify trip reservation and trip-sheet reporting procedures;
- Coordinate dispatching with Regional Call Center;
- Enact and enforce patron “late-cancellation” and “no-show” policies; and

As presented above, we recommend Auburn adopt the performance measurement system illustrated in Chapter 2 of this report. It is important for the City to establish set goals, objectives, and performance standards to support the City’s public transit system. By adopting the goals and implementing the regulatory elements presented in the performance measurement system (Exhibit 2.1), the City commits to further enhance the regional transit network through meeting the needs of its citizens and providing viable mobility options and solutions for regional connectivity.

If the City continues to operate as a deviated fixed-route system, it should consider modifying the trip reservation and trip-sheet reporting protocol for better monitoring and tracking of reservation-based trips versus deviations, call-ins, and flag stops. Given the City provides self-dispatching, we suggest the City require drivers to continually check in with the supervisor whenever additional flag stops or deviations are added to the trip itinerary. This will assist in gauging if adequate time is available for additional pickups and estimate time of arrival at prospective destinations. This would assist with improving on-time performance. Additionally, trip sheets should include reporting of all flag stops and deviations per run and be provided to the supervisor following their shift end. A collective database of all trips for the day should be developed to report average deviations, “call-ins,” flag stops, and reserved trips. This type of monitoring will help determine the frequency at certain destinations and effectively time the route to improve on-time performance.

Given Auburn Transit practices self-dispatching at this time, we recommend Auburn coordinate dispatching with the Regional Call Center to encourage more regional connectivity across jurisdictional boundaries, especially to the Auburn Conheim Station.

As a deviated fixed-route which takes reservations, the City should enforce “late-cancellation” and “no-show” policies. Currently there is no established “no-show” or trip cancellation policy. These incidences instead are handled on a case-by-case basis. More formalized policies will assist in providing guidelines for patron conduct when utilizing the service. Alternatively, if the City implements Alternatives C or D and partners with PCT as the primary Dial-A-Ride service provider, an established “no-show” or trip cancellation policy should be enacted and clearly conveyed to Auburn patrons. It is a recommendation within the Placer County Transit Short Range Transit Plan

for Placer County Transit to develop and enforce both “no-show” and trip cancellation policies to improve program efficiency.

The completion timelines for the program recommendation include some flexibility. Timeline durations are based on our professional opinion as well as industry practice. The “variable” times indicated by hashed markings on the timeline indicate partial completion or initiation of the respective tasks. Given the projected timeframe and the schedule involved, as well as staff administrative workloads, many of the necessary tasks have been given extended timeframes for completion. Exhibit 7.2 illustrates a projected timeline for the implementation of the modifications. “Ongoing” tasks are to be conducted with respect to the Dial-A-Ride program (if necessary).

Exhibit 7.2 Administrative Implementation Schedule

TASKS		QUARTER 1				QUARTER 2				QUARTER 3			
1	Adopt new performance measurement system.												
2	Implement reporting and regulatory elements from the Performance Measurement System.												
3	Modify trip reservation and trip-sheet reporting procedures.												
4	Enact and enforce "late-cancellation" and "no-show" policies.												
5	Coordinate with Regional Call Center for dispatching of DAR program.												
6	Increase and maintain staffing levels.												

LEGEND	
	Variable (i.e., entire week may not be necessary)
	Full-week recommended
	Ongoing Task
	Begin-by date
	Complete-by date

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