



PEER
REVIEW

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APPENDIX E: PEER REVIEW

SECTION E.1 – PERFORMANCE PEER REVIEW

In this section we compared Roseville Transit’s performance with selected transit operators through a performance peer review. A peer review utilizes a quantitative methodology for assessing how efficiently and effectively a public transit program is in providing service compared with peer transit providers. *Effectiveness* is defined as the extent by which a service is achieving its intended goals. By contrast, *efficiency* is the amount of resources required to achieve the reported outcome. In addition to the peer comparison an existing service evaluation is presented to provide an overview of other transit programs in the region.

Our analysis examines the level of service each peer provides relative to the size of its service area and the number of persons residing therein. The peers include cities with similar population and demographics, which includes the Cities of Thousand Oaks, Folsom, and Fairfield. All peer data reflect actual FY 2008/2009 performance.

Selected Peers

The Peer Review compares Roseville Transit’s key performance indicators for FY 2008/09 with those of Thousand Oaks Transit (TOT), Folsom Stage Lines, and Fairfield and Suisun Transit (FAST). The peers were chosen based on transit services offered, service square miles, and service area population. The following exhibit shows population and income characteristics for Roseville and the selected peers. The cities of Folsom and Thousand Oaks are the most similar in population characteristics, all with populations of over 100,000. In addition, all of the peers have similar youth and senior population proportions. When looking at median household income, Roseville relates most with the cities of Suisun City and Fairfield, all at around \$70,000.

Exhibit E.1.1 Selected Peer Characteristics

Community	Total Population	Median Age	Youth (age 6 to 17 years)		Senior (age 65 and older)		Median HH Income (2009 ACS)
			Number	Percent	Number	Percent	
Fairfield	105,321	33.7	20,710	20%	10,775	10%	\$69,001
Folsom	72,203	37.6	13,139	18%	6,909	10%	\$94,427
Roseville	118,788	36.8	23,166	20%	15,867	13%	\$74,128
Suisun City	28,111	33	5,627	20%	2,156	8%	\$70,958
Thousand Oaks	126,683	41.5	23,461	19%	18,564	15%	\$98,652

Source: 2010 Census

The table below presents the primary service characteristics of the selected peer’s transit systems. The data is system-wide, which includes fixed-route, Dial-A-Ride, and other special

services such as commuter and/or shuttles. As illustrated in Exhibit E.1.2, the average performance of the peers matches that of Roseville Transit for all measures.

Exhibit E.1.2 Peer Transit System Characteristics

System	Fairfield/Suisun	Folsom	Thousand Oaks	Peer Average	Roseville
Performance Measures					
Operating Cost	\$9,291,307	\$3,824,992	\$2,376,030	\$5,164,110	\$4,715,565
Fare Revenue	\$2,105,682	\$93,160	\$230,448	\$809,763	\$852,355
Annual Vehicle Service Miles	1,953,306	221,660	668,042	947,669	839,199
Annual Vehicle Service Hours	94,196	16,587	46,372	52,385	58,887
Annual Unlinked Trips	1,011,050	100,251	257,345	456,215	433,957

City of Roseville - Roseville Transit

Roseville Transit provides intra-city bus service, dial-a-ride service, and commuter bus service to Sacramento. The day-to-day operation of transit services is contracted to MV Transportation. Roseville Transit offers 10 fixed-route alignments within Roseville which run weekdays from 6:00 a.m. to 6:30 p.m. and on Saturday from 8:00 a.m. to 5:00 p.m. Roseville Transit fares are \$1.50 for the general public and 75 cents for senior, youth and persons with disabilities (refer to Section B Fare Comparison and Analysis).

In addition to fixed route and commuter services, Roseville Transit also offers a general-public/ADA Dial-A-Ride service. The service operates within the city limits of Roseville with the same service hours as fixed route service for weekdays and Saturday.

City of Thousand Oaks – Thousand Oaks Transit

Thousand Oaks Transit (TOT) provides local bus service in Ventura County and contracts with MV Transportation to operate the various services. The TOT system includes four fixed-route alignments and a Dial-A-Ride program, both of which serve residents within Thousand Oaks. Each of the four routes includes deviations for commuters and students alike during peak hours. Route 1 offers a “Commuter Peak Service” (Route1B) from 6:00 a.m. to 8:30 a.m. and from 4:00 p.m. to 6:00 p.m. Route 2 offers a “Student Peak Service” (Route 2B) from 7:00 a.m. to 8:30 a.m. and from 3:00 p.m. to 4:00 p.m. Routes 3 and 4 also operate a “Commuter Peak Service” (Routes 3B and 4B) from 7:00 a.m. to 8:30 a.m. Regular hours of operation are weekdays, 6:00 a.m. to 7:00 p.m. for the fixed-route service and weekdays, 6:00 a.m. to 7:00 p.m. and weekends, 8:00 a.m. to 7:00 p.m. for Dial-A-Ride.

Regular adult fares for Thousand Oaks Transit fixed-routes are \$1.00 per trip; 75 cents for students ages 6-18, 50 cents for seniors, persons with disabilities, or Medicare card holders; and free for children under six. Transfers on TOT cost 15 cents. Additionally, TOT offers weekly passes of \$8.00 for adults and \$4.00 for seniors and disabled persons, student “Value Packs” (40-Trip Packets) are available for purchase to students ages 6-18 for \$26.00. Thousand Oaks

Transit also accepts the Go Ventura Smart Card, a county-wide bus pass that is accepted by 24 transit providers throughout Ventura County. Adult and student fares for this card are \$50.00 and \$25.00 for seniors and persons with disabilities.

Thousand Oaks Transit operates a Senior Dial-A-Ride program for seniors (age 62 and older) residing in Thousand Oaks as well as the nearby unincorporated communities of Newbury Park, Lynn Ranch, Rolling Oaks, Hidden Valley, and Lake Sherwood. The fare per trip is \$1.50 and a Dial-A-Ride card is required for those who wish to use the service. TOT also operates an ADA paratransit service for persons with a disability residing within the city limits of Thousand Oaks and the county's unincorporated areas of Newbury Park, Lynn Ranch, Rolling Oaks, Hidden Valley, Lake Sherwood, and Oak Park. Fare is \$1.50 for each trip within the city limits and unincorporated service area. Intercity service is also offered through an agreement between TOT and the other transit providers within Ventura County. The cost for a one-way intercity trip costs a minimum of \$3.00 and a maximum of \$6.00.

Thousand Oaks Transit's service area population is similar to that of Roseville, yet its service offerings are less extensive and do not include a commuter bus service. TOT coordinates with various commuter and regional services that do offer transportation throughout Ventura County and downtown Los Angeles such as LADOT Commuter Express (downtown Los Angeles from Thousand Oaks), Ventura County VISTA bus, Metro Local Bus, Amtrak train, as well as other local connecting bus services.

City of Folsom

The City of Folsom operates fixed-route public transit service through the Folsom Stage Lines, as well as a Dial-A-Ride program for senior adults (age 55 years or older) and persons with a disabilities.

Folsom Stage Line routes operate Monday through Friday between 6:11 a.m. and 9:00 p.m. with no weekend service available. Folsom Stage Line is comprised of two fixed-routes (Routes 10 and 20) which intersect at Folsom Lake College. In addition to connecting with Route 20, Route 10 links with the Light Rail Gold Line as well as Sacramento Regional Transit at select transfer points. Adult fixed-route one-way fare is priced at \$2.50, with seniors and students receiving a discount of 50 percent off the adult base fare.

Folsom's Dial-A-Ride service is a curb-to-curb eligibility-based service for persons with physical, developmental, or mental disabilities, and seniors (age 55 or older) unable to utilize the traditional fixed-route system. The service runs Monday through Friday between 6:00 a.m. and 9:00 p.m., with no weekend service available.

Folsom's transit offerings are much more modest than that of Roseville, serving a smaller less transit-dependent population. Folsom's transit program feeds into regional commuter services to downtown Sacramento and also circulates around a local community college.

Fairfield and Suisun Transit

Fairfield and Suisun Transit, or FAST, is the local transit system for the Cities of Fairfield and Suisun City, also operating many of the Solano Express regional routes. Administrative oversight is provided by the City of Fairfield. However, day-to-day operations and maintenance is provided by the contract operator, MV Transportation. FAST offers several different services including a fixed-route system with local and intercity express routes, as well as a demand-response paratransit service. Services are available Monday through Saturday, with no service on Sunday and designated holidays.

FAST has nine local fixed-routes and four intercity express routes. Express service is offered along four routes Monday through Friday, connecting to Sacramento, Vacaville, Dixon, Davis, and Benicia, as well as a number of BART stations in the adjoining East Bay. These express buses operate as a commuter service.

Together Fairfield and Suisun City serve a population slightly larger than Roseville, similar to that of Thousand Oaks. The local fixed-route structure is similar in size and scope to Roseville, and also serves an area with low-density development. However, the difference in Roseville Transit and FAST is FAST express/commuter services cover more miles, spanning a distance of 40-mile one-way trips to Sacramento.

Peer Performance Review

The following is a comparison of system-wide performance of the selected peer’s transit systems, as well as a breakdown comparison of each system’s individual services such as fixed-route, commuter, and Dial-A-Ride. Exhibit E.1.3 illustrates each peer’s performance indicators and presents an average of the peers to compare with Roseville Transit. As can be seen, in most categories, Roseville Transit performs relatively well, nearly matching each indicator of the average of peers.

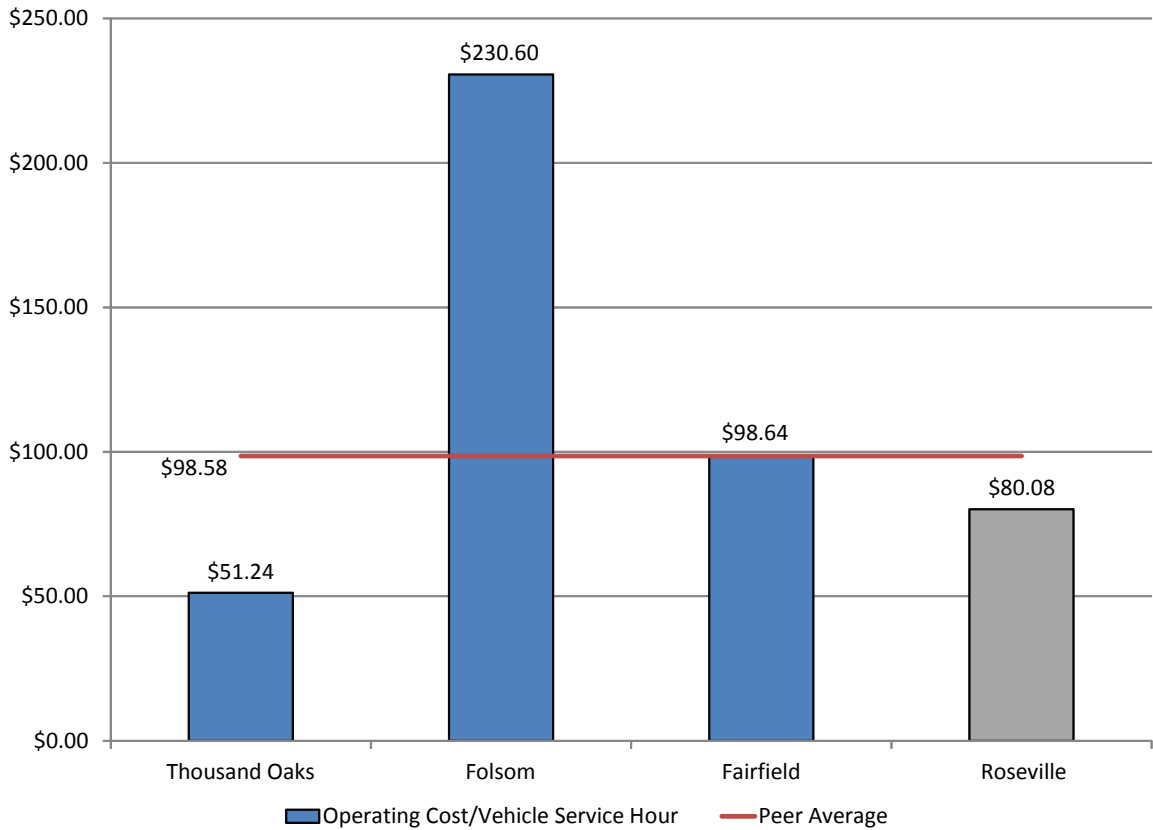
Exhibit E.1.3 System Key Indicators

Roseville Transit Peer Review					
System-	Fairfield / Suisun	Folsom	Thousand Oaks	Peer Average	Roseville
Performance Measures					
Operating Cost	\$9,291,307	\$3,824,992	\$2,376,030	\$3,824,992	\$4,715,565
Fare Revenue	\$2,105,682	\$93,160	\$230,448	\$93,160	\$852,355
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Annual Vehicle Service Hours	94,196	16,587	46,372	\$16,587	58,887
Annual Unlinked Trips	1,011,050	100,251	257,345	\$100,251	433,957
Performance Indicators					
Operating Cost/Vehicle Service Hour	\$98.64	\$230.60	\$51.24	\$230.60	\$80.08
Operating Cost/Vehicle Service Mile	\$4.76	\$17.26	\$3.56	\$17.26	\$5.62
Operating Cost/Passenger	\$9.19	\$38.15	\$9.23	\$38.15	\$10.87
Passengers/Vehicle Service Hour	10.73	6.04	5.55	6.04	7.37
Passengers/Vehicle Service Mile	0.52	0.45	0.39	0.45	0.52
Farebox Recovery Ratio	22.7%	2.4%	9.7%	2.4%	18.1%
Fare/Passenger	\$2.08	\$0.93	\$0.90	\$0.93	\$1.96

Operating Cost/Vehicle Service Hours

Roseville Transit’s Operating Cost/VSH is \$80.08, slightly below the peer average (\$98.58) and Fairfield/Suisun Transit (\$98.63). This indicates Roseville is operating as, or more, efficiently than transit operators serving similar service areas. The City of Folsom had the highest Cost/VSH at \$230.60. Note, the City of Folsom provided an annual budget for their operating cost, which may reflect a much higher cost ratio than in actuality.

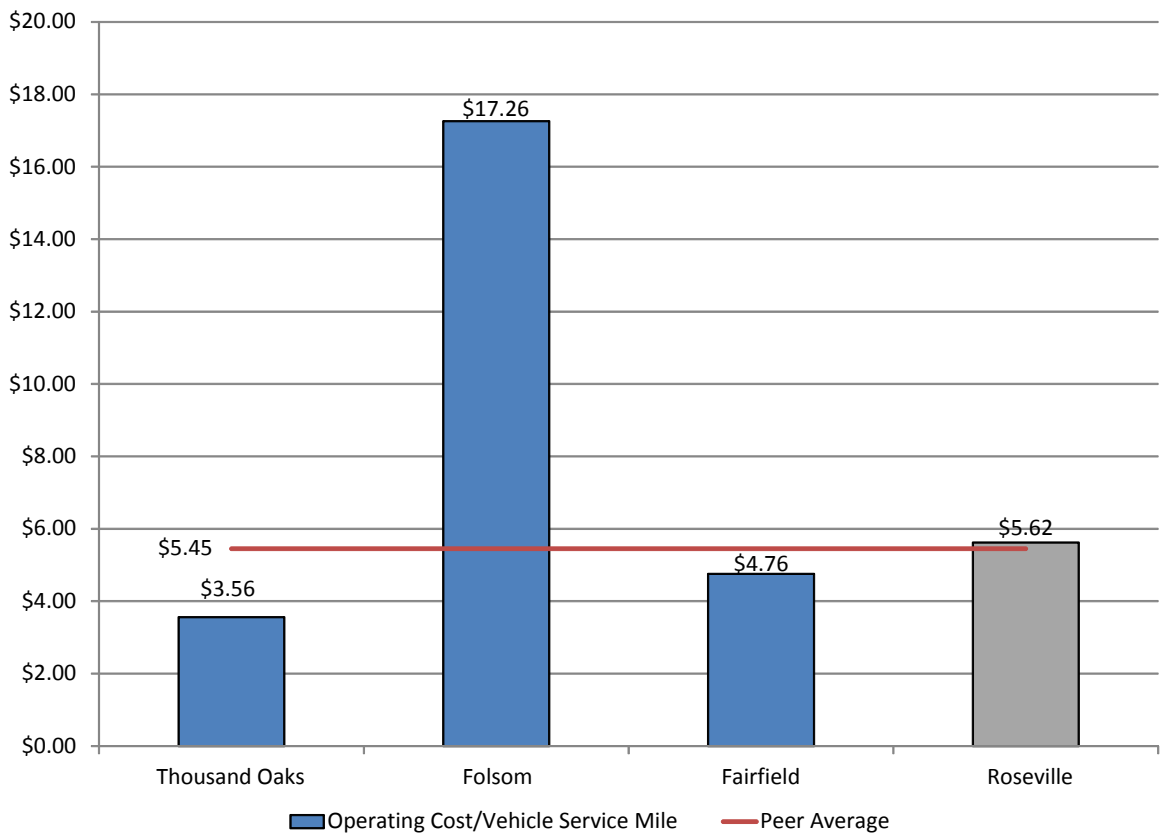
Exhibit E.1.4 System Operating Cost/Vehicle Service Hours



Operating Cost/Vehicle Service Miles

The following compares Operating Cost per VSM for each peer and Roseville Transit. Roseville Transit’s Operating Cost/VSM is slightly higher than the peer average of \$5.45, and is also higher than both Fairfield/Suisun Transit and Thousand Oaks Transit. Although this could be explained by the fact TOT has much lower vehicle service miles, they also have much lower operating cost than both Roseville and Fairfield/Suisun. The FAST system has triple the ridership but only double the miles than Roseville, maintaining a lower Operating Cost/VSM. Again, the City of Folsom may reflect a much higher cost than the cost of actual operations.

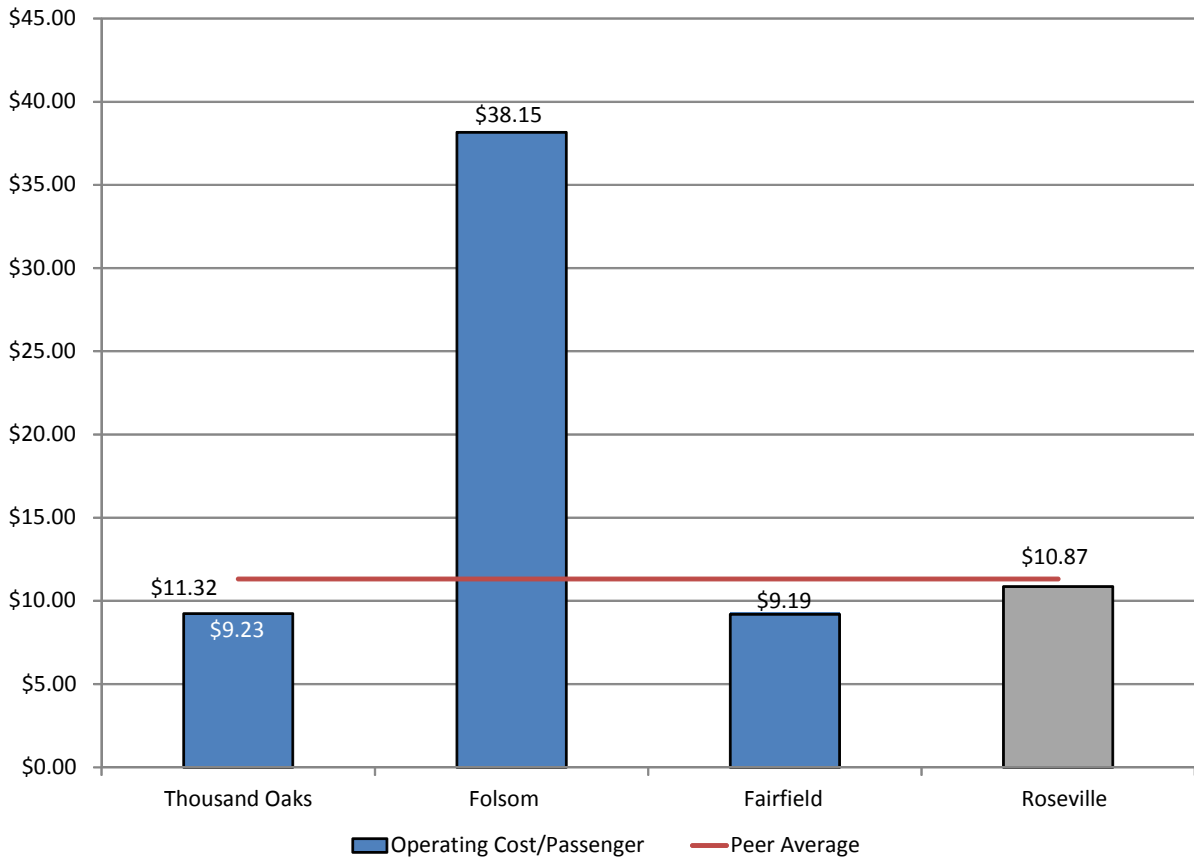
Exhibit E.1.5 System-wide Operating Cost/Vehicle Service Miles



Operating Cost/Passenger

As presented in the chart below, Roseville Transit’s Operating Cost per Passenger was slightly higher than that of most its peers. As was assessed in the previous two operating cost metrics, Roseville Transit is below the peer average but slightly higher than both TOT and FAST. Again, this may be attributed to the fact FAST ridership per operating cost is higher than Roseville Transit, however, TOT has much lower ridership than Roseville Transit and yet maintains a reasonable level of operating cost.

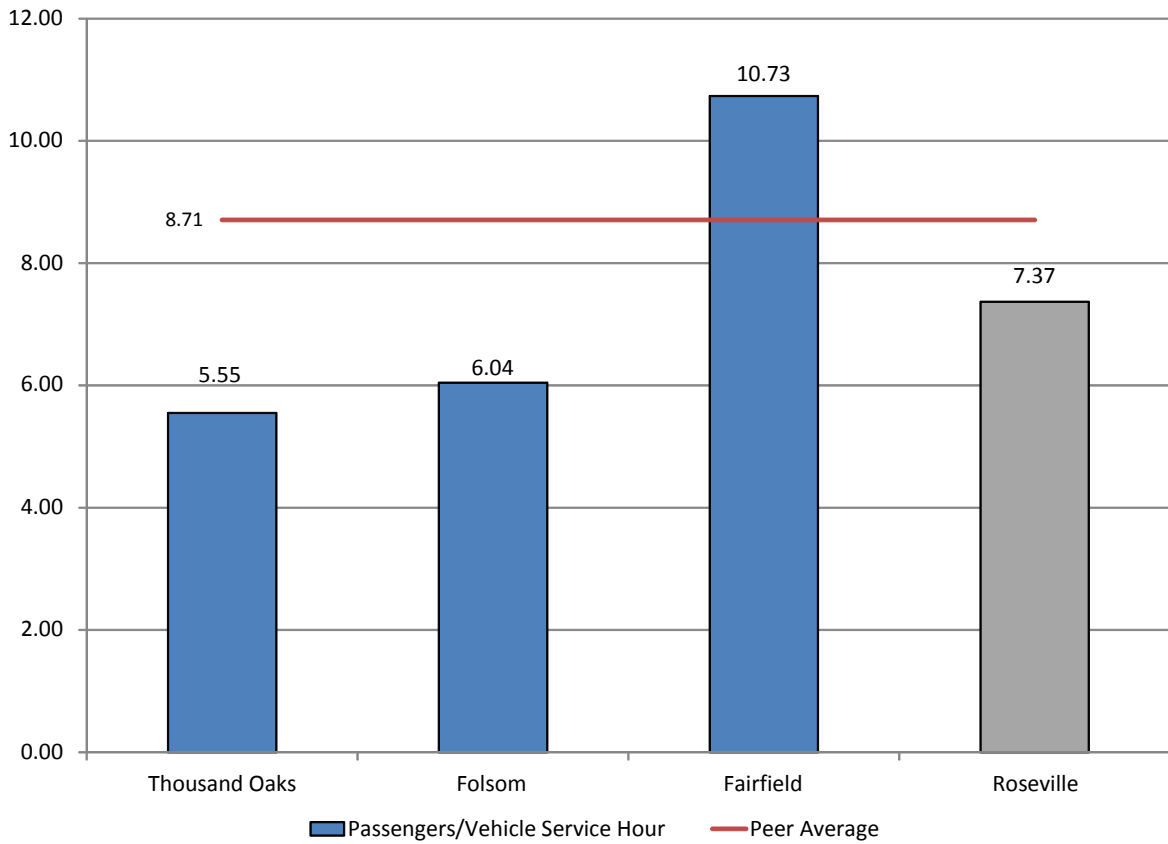
Exhibit E.1.6 System Operating Cost/Passenger



Passengers/Vehicle Service Hours

Exhibit E.1.7 shows the number of passengers for every hour vehicles are in service. FAST had the highest number of Passengers/VSH at 10.73, while Roseville Transit was second at 7.37. Given Roseville Transit and Thousand Oaks Transit offer similar levels of vehicle service hours, this reflects positively for Roseville and their passenger levels compared to hours of service.

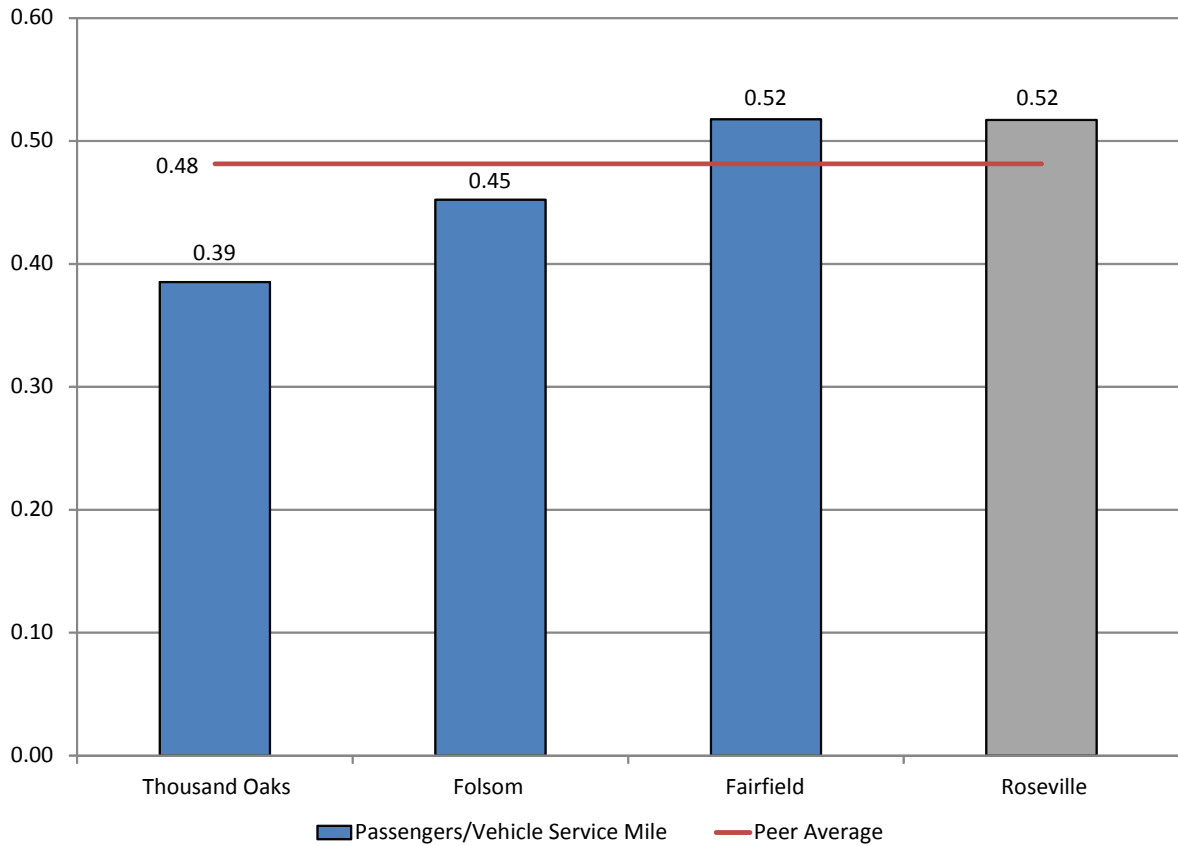
Exhibit E.1.7 System Passengers/Vehicle Service Hours



Passengers/Vehicle Service Miles

Exhibit E.1.8 presents the number of passengers for every mile of service provided. Fairfield/Suisun and Roseville had the highest at .52 Passengers per VSM, which was above the peer average (0.48). Roseville Transit operates with slightly more vehicle service miles than TOT, yet with 43 percent fewer miles than FAST. The City of Folsom operates relatively well, however their vehicle service miles are 26 percent that of Roseville Transit. Again, this metric highlights the efficiencies of Roseville Transit.

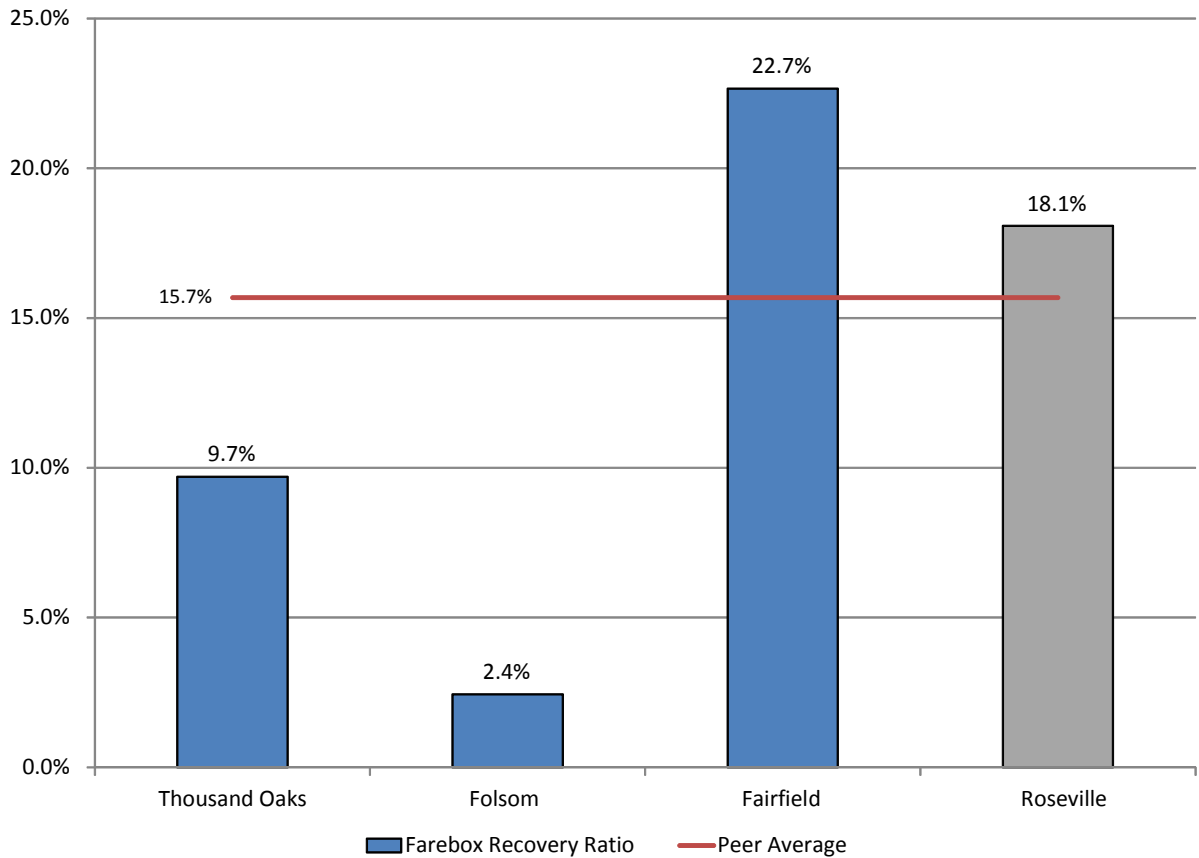
Exhibit E.1.8 System Passengers/Vehicle Service Miles



Farebox Recovery Ratio

Exhibit E.1.9 presents the farebox recovery ratio for each peer’s transit system. Compared to its peers Roseville Transit performs above average. FAST had the highest farebox recovery ratio at 22.7 percent, indicating fare revenue in relation to operation cost is high, reflecting the efficiency of the transit service. When looking at fares, FAST charges less for its fixed-route services than Roseville, and around the same amount for its commuter services than Roseville. This appears to be a reflection of ridership levels and cost-efficiency.

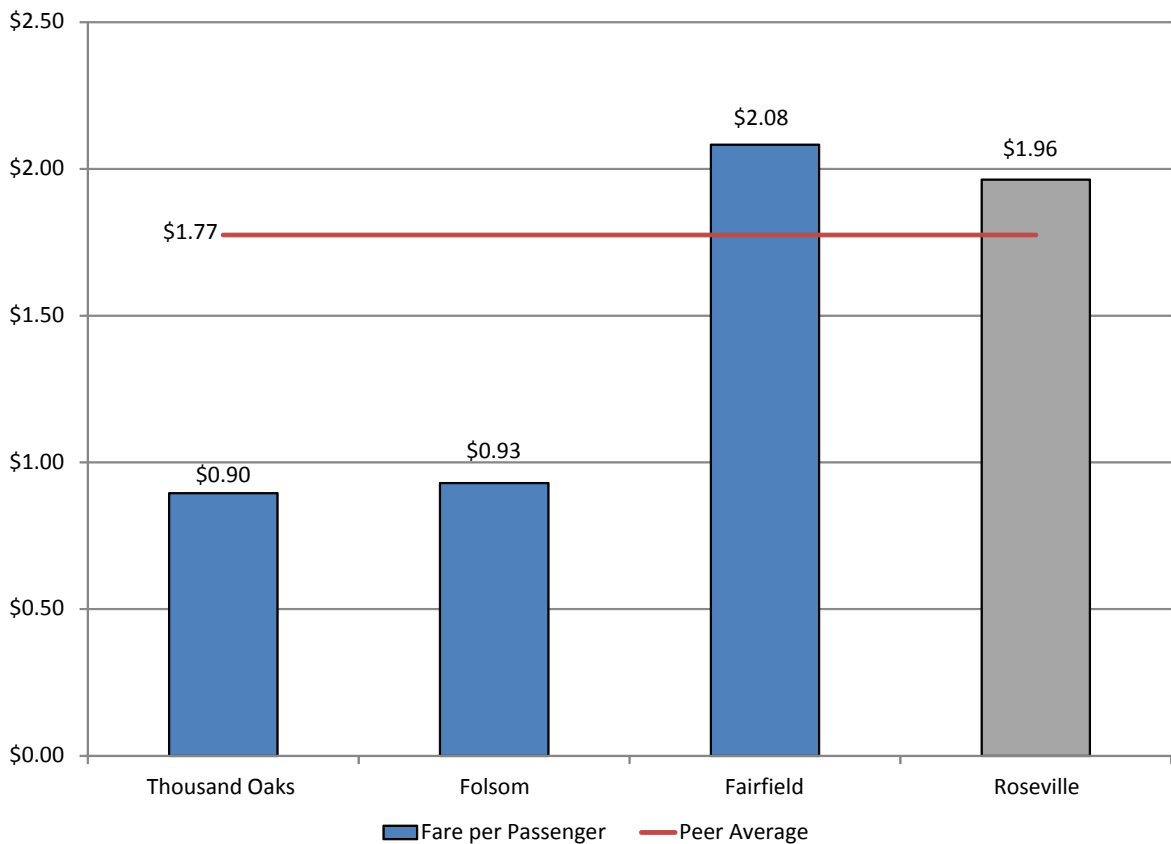
Exhibit E.1.9 System Farebox Recovery Ratio



Fare per Passenger

Exhibit E.1.10 shows the Fare/Passenger for each peer. Roseville ranks second in Fare/Passenger, remaining above the peer average of \$1.77. This suggests Roseville’s fare structure is competitive to that of its peers and is sufficient for the size of the system. Again, when looking at fare comparisons of FAST and Roseville Transit, they are similar; however, the cost of riding FAST express service to destinations (zones) as far as Sacramento is double the price of a ride on Roseville Transit’s commuter service. This may indicate ridership on FAST’s express/commuter routes to Davis and Sacramento is very high.

Exhibit E.1.10 System Fare per Passenger



SECTION E.2 – FARE COMPARISON AND ANALYSIS

This section reviews Roseville Transit’s existing fare structure and compares it with other transit operators located within northern California. The fare analysis concludes Roseville Transit’s fares are competitive with its peers, providing categories and pricing similar to other northern California providers, yet higher than the County’s and Auburn’s public transit programs. However, it is being recommended within the City of Auburn SRTP to implement a fare increase.

Fare Structures and Policies

As presented in “the TCRP’s Fare Policies, Structures, and Technologies: Update,” fare structures are composed of three basic elements: fare strategy, payment options, and pricing levels.⁷ Fare strategy refers to two general categories: flat and differentiated. Through a flat rate fare structure, which is offered by Roseville Transit, a flat fee is charged for the service regardless of service day, quality of service, or length of trip. Alternatively, differentiated fares are often zone-based, service-based, or time-based. Although differentiated base fares may provide more efficiency by covering the operating cost to cover lengthier trips or service, flat rate fares provide simplicity and ease, a quality more conducive to the needs of Roseville customers.

Roseville Transit provides cash and period passes for customers to use. As illustrated in the following table (Exhibit E.2.1), Roseville payment options include cash single-ride fares as well as a daily and monthly passes, and a 20-ride ticket book. With purchase of these payment options, the pricing levels established offer discounts comparable to the relatively low single-ride fare.

In addition to establishing a fare structure reflective of the system’s service offerings, many transit agencies have a regular fare review process triggered by revenue shortfall, introduction or restructuring of a major route or service, and installation of new technology. Given the preceding, Roseville Transit may want to consider adopting a formalized fare review process triggered by the abovementioned criteria.

Since 2005, when the last fare comparison analysis was conducted by LSC Transportation Consultants, Roseville Transit’s base fare was \$1.30, and has since been raised to \$1.50. This change impacted each of the corresponding period pass categories, raising the monthly pass from \$50.00 to \$58.00. Fares for youth, seniors, and persons with disabilities were also increased by 10 cents. Exhibit E.2.1 presents the most recent fare media and costs for Roseville Transit services.

⁷ Multisystems, Inc., Mundle & Associates, Simon & Simon Research and Associates, Inc. TCRP Report 94: Fare Policies, Structure, and Technologies: Update. (Washington D.C., 2003).

Exhibit E.2.1 Roseville Transit Fare Structure

Fixed-Route	
Category	Fare
General Public	\$1.50
Senior/Disabled/Medicare/Student	\$0.75
Ages 4 and under	Free
Other Fare Media	
Category	Fare
Daily Pass (General Public)	\$4.00
S/D/M/S Daily Pass	\$2.00
20-Ride Book (General Public)	\$30.00
S/D/M/S 20-Ride Book	\$15.00
Monthly Pass (General Public)	\$58.00
S/D/M/S Monthly Pass	\$29.00
Summer Youth Bus Pass (Student)	\$10.00

Based on onboard survey results presented in Section B.1, 44 percent of survey respondents indicated a willingness to pay an additional 25 cents to ride Roseville Transit. Alternatively, nearly 38 percent would not support a fare increase, suggesting a majority of riders would not be willing to pay over 25 cents more than the existing fare. Onboard Survey Analysis further revealed respondents who use the service more than twice a week are more likely to utilize a 20-ride ticket book and monthly pass when compared with first-time riders or those using the service 1-4 times per month. However, the percentage (16 percent) remains far lower than anticipated for the 20-ride ticket book in spite of the discount or cost-savings (approximately 23 percent of single cash fare) earned when using non-cash fare media.

Again, the City should focus on encouraging the use of multi-trip passes and ticket books. Marketing the types of fare media could help realize cost savings to patrons, thereby reducing the burden of carrying exact fare for each trip and hence increase ridership. In the long run, the less time drivers spend collecting cash fare, the less time needed for passenger loading.

In reviewing Roseville Transit’s fare structure, we compiled fare structure data from neighboring transit operators located in northern California. The following group of 27 transit operators (see Exhibit E.2.2) included in this analysis was also used in the Roseville Transit Fare Study completed in 2006.

Fixed Route Peer Fare Analysis

Single Ride

As illustrated in Exhibit E.2.2, Roseville Transit regular cash fare is approximately three percent below the peer average (\$1.55). Compared with other transit operators in the region, youth fare remains almost half the peer average (\$1.12), while senior/disabled/Medicare single-ride fare remains close to the average (79 cents). This suggests Roseville Transit’s single-ride fares

remain competitive with its peers, offering a greater discount for youth than offered by other similar sized operators. Roseville Transit also operates a Summer Youth Bus Pass for \$10.00, valid from June 1 through August 31. The Youth Pass is available to youth ages 5 to 18 years of age and provides unlimited Local service rides on western Placer County transit services, including Roseville Transit.

Daily Pass

Of the operators who provide day passes as a fare media option, Roseville Transit is lower than the peer average at \$4.33. At \$4.00, Roseville Transit ranks sixth amongst its peers in terms of pricing for the fixed-route service it provides. Similarly, San Joaquin Regional Transit District charges \$4.00 for a daily pass; however, San Joaquin RTD offers more intra- and intercity routes than Roseville Transit.

20-Ride Ticket Book

As presented in the onboard survey (Section B.1), nearly 16 percent of patrons use the 20-ride ticket book as their primary method of payment. Considering transit operators vary significantly with respect to their fare payment options, the 20-ride ticket book was not compared with other transit operators.

Monthly Pass

Compared with other transit operators in the region, Roseville Transit has an average monthly pass savings lower than the peer average (34.4 percent). Roseville Transit's monthly pass fare is priced higher than 60 percent of the 26 providers who offer monthly passes. As presented in the onboard survey (Section B.1), monthly pass holders comprised approximately 13 percent of survey respondents, suggesting a need to increase marketing of the pass and its subsequent discount. Although Roseville Transit has a lower monthly pass savings, advertising to, or educating, riders they can receive over a 20 percent discount, in addition to not having to carry exact change, may facilitate interest in multiple-ride fare media. Expanding use of the Monthly Pass can result in reduced administrative burden associated with counting and sorting cash fare.

Connect Transit Card

In the summer of 2012, the Sacramento Council of Governments (SACOG) will launch the Connect Transit Card program as a pilot project. It is anticipated for the program to enter into full operation by spring 2013. A consortium was formed of local participating operators including:

- Sacramento Regional Transit,
- El Dorado Transit,
- City of Elk Grove's e-tran,
- City of Folsom's Folsom Stage line,
- Yolobus, and
- Yuba-Sutter Transit.

At the time of this report, Roseville Transit and Placer County Transit were provided the option to participate in the program within one year of a final contract acceptance. The system was developed to allow for flexibility so potential exists for other transit services to join in the future if they so desired.

As mentioned above in the Service Plan chapter, the City is interested in pursuing or participating in the Connect Card system, with hopes of integrating an electronic fare media into the existing fare structure. The Connect Card system will include a proximity smart card embedded with a computer chip which will be read by an on-vehicle or in-station card reader.

The system should enhance regional connectivity through providing more ease in transfer and seamless connections. The following text was taken verbatim from the SACOG June 9, 2011 board agenda as part of Attachments B and C.

The Connect Card will allow transit users to pre-pay their fares in a variety of ways and to pay fares on a combination of transit systems with a single card. While specific options will vary from system to system and are yet to be finalized, it is likely that the card will allow users to:

- Establish a cash purse which can be used to pay individual fares.
- Pay for unlimited rides over a specified time period (day, month, week, half month, etc.) on one or a combination of systems.
- Pay for a set number of rides (i.e., 10-ride, 20-ride, etc.) and possibly receive a discount for advance payment.
- Take advantage of transfer agreements between participating systems without the need for a paper transfer.

Users will be able to purchase fares to be added to their Connect Transit Card in a variety of convenient ways:

- On the Connect Card website (coming soon), and via linkages from system websites,
- By telephone,
- At designated outlets, and
- At Connect Card vending machines at transit centers and stations.

Users will also be able to set up automated reload functions (e.g. monthly) or when their card balance reaches a specified threshold (e.g., payment for one ride left). By registering their card on the Connect Card website, users will have access to additional benefits, particularly loss protection. If their card is lost or stolen, they will be able to have the card deactivated and the remaining balance transferred to a new card.

A primary audience for the Connect Card communications effort will be current transit users who must be converted to the new fair medium. They are expected to benefit in a variety of ways.

- Can connect between area transit systems without having to use multiple fare media or request a paper transfer.
- Can easily purchase fares in the medium that is most advantageous to them...time based, trip based or cash purse.
- Can easily purchase fares for any of the participating transit systems through a wide variety of “outlets” – on-line, by phone, vending machines, storefront or automatic reload – choosing the one most convenient for them.
- By registering their card they can have the benefits of loss protection, as well as the ability to check their card balance or track usage.

SACOG will release a Request for Proposals for a Marketing Plan to hire a public relations firm shortly after Primary Vendor contract award. The Marketing Plan will guide marketing and communications efforts throughout implementation.

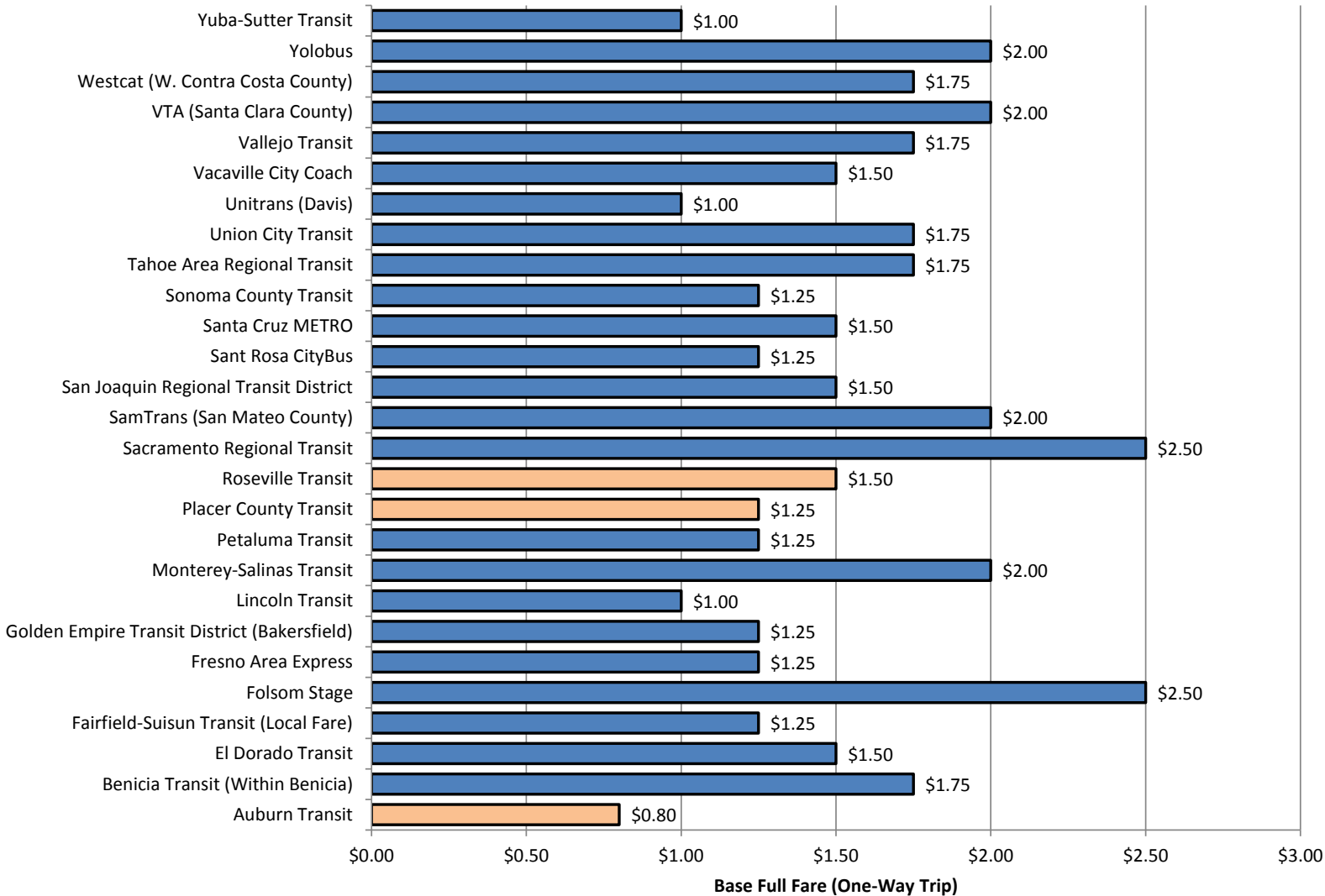
Exhibit E.2.2 Fixed-Route Fare Comparison

Provider	Change Since Prior SRTP?	Single-Ride			Day Pass			Monthly Pass			Monthly Pass Discount*			Farebox Recovery Ratio**	
		Regular	Youth	Senior/ Disabled	Regular	Youth	Senior/ Disabled	Regular	Youth	Senior/ Disabled	Regular	Youth	Senior/ Disabled		
Auburn Transit	No	\$0.80	\$0.60	\$0.60	\$2.00	\$2.00	\$2.00	\$18.00	\$18.00	\$18.00	55.0%	40.0%	40.0%	7.9%	
Benicia Transit (Within Benicia)	Yes	\$1.75	\$1.75	\$0.85	-	-	-	\$55.20	\$43.20	\$27.60	36.9%	50.6%	35.1%	11.0%	
El Dorado Transit	Yes	\$1.50	\$0.75	\$0.75	-	-	-	\$60.00	\$30.00	\$30.00	20.0%	20.0%	20.0%	24.0%	
Fairfield-Suisun Transit (Local Fare)	Yes	\$1.25	\$1.25	\$0.75	-	-	-	\$50.00	\$50.00	\$25.00	20.0%	20.0%	33.3%	27.0%	
Folsom Stage	Yes	\$2.50	\$1.25	\$1.25	-	-	-	-	\$50.00	\$50.00	-	20.0%	20.0%	20.0%	7.0%
Fresno Area Express	Yes	\$1.25	-	\$0.60	-	-	-	\$48.00	-	\$24.00	23.2%	-	20.0%	25.0%	
Golden Empire Transit District (Bakersfield)	Yes	\$1.25	-	\$0.75	\$3.00	-	\$1.50	\$35.00	-	\$20.00	44.0%	-	46.7%	24.0%	
Lincoln Transit	Yes	\$1.00	\$0.75	\$0.75	-	-	-	\$20.00	-	\$15.00	60.0%	-	60.0%	3.0%	
Monterey-Salinas Transit	Yes	\$2.00	\$1.00	\$1.00	\$8.00	\$4.00	\$4.00	\$75.00	\$37.00	\$37.00	25.0%	26.0%	26.0%	30.0%	
Petaluma Transit	Yes	\$1.25	\$1.00	\$0.50	-	-	-	\$30.00	\$20.00	\$15.00	52.0%	60.0%	40.0%	10.0%	
Placer County Transit	Yes	\$1.25	\$0.60	\$0.60	\$2.50	\$1.25	\$1.25	\$37.50	\$18.75	\$18.75	40.0%	37.5%	37.5%	6.5%	
Roseville Transit	Yes	\$1.50	\$0.75	\$0.75	\$4.00	\$2.00	\$2.00	\$58.00	\$29.00	\$29.00	22.7%	22.7%	22.7%	9.5%	
Sacramento Regional Transit	Yes	\$2.50	\$1.25	\$1.25	\$6.00	\$3.00	\$3.00	\$100.00	\$50.00	\$50.00	20.0%	20.0%	20.0%	19.0%	
SamTrans (San Mateo County)	Yes	\$2.00	\$1.25	\$1.00	-	-	-	\$64.00	\$36.00	\$25.00	36.0%	42.4%	50.0%	14.0%	
San Joaquin Regional Transit District	Yes	\$1.50	\$1.25	\$0.75	\$4.00	\$3.00	\$2.00	\$65.00	\$40.00	\$30.00	13.3%	36.0%	20.0%	19.0%	
San Rosa CityBus	Yes	\$1.25	\$1.00	\$0.60	-	-	-	\$40.00	\$20.00	\$20.00	36.0%	60.0%	33.3%	20.0%	
Santa Cruz METRO	No	\$1.50	\$1.50	\$0.75	\$4.50	\$4.50	\$2.25	\$50.00	\$35.00	\$25.00	33.3%	53.3%	33.3%	26.0%	
Sonoma County Transit	Yes	\$1.25	\$1.05	\$0.60	-	-	-	\$60.00	\$45.00	\$30.00	4.0%	14.3%	0.0%	17.0%	
Tahoe Area Regional Transit	Yes	\$1.75	\$0.85	\$0.85	\$3.50	\$1.75	\$1.75	\$53.00	\$26.00	\$26.00	39.4%	38.8%	38.8%	17.0%	
Union City Transit	Yes	\$1.75	\$1.00	\$0.75	-	-	-	\$46.00	\$29.00	\$19.00	47.4%	42.0%	49.3%	14.0%	
Unitrans (Davis)	Yes	\$1.00	-	-	-	-	-	\$25.00	-	-	50.0%	-	-	57.0%	
Vacaville City Coach	Yes	\$1.50	\$1.25	\$0.75	\$3.25	\$3.25	\$2.00	\$45.00	\$28.00	\$25.00	40.0%	55.2%	33.3%	17.0%	
Vallejo Transit	Yes	\$1.75	\$1.75	\$0.85	-	-	-	\$55.20	\$43.20	\$27.60	36.9%	50.6%	35.1%	47.0%	
VTA (Santa Clara County)	Yes	\$2.00	\$1.75	\$1.00	\$6.00	\$5.00	\$2.50	\$70.00	\$45.00	\$25.00	30.0%	48.6%	50.0%	13.0%	
Westcat (W. Contra Costa County)	Yes	\$1.75	\$1.75	\$0.75	\$3.50	\$3.50	\$1.50	\$40.00	\$20.00	\$20.00	54.3%	77.1%	46.7%	28.0%	
Yolobus	Yes	\$2.00	\$1.00	\$1.00	\$6.00	\$3.00	\$3.00	\$85.00	\$42.00	\$42.00	15.0%	16.0%	16.0%	28.0%	
Yuba-Sutter Transit	No	\$1.00	\$0.50	\$0.50	-	-	-	\$30.00	\$5.00	\$15.00	40.0%	80.0%	40.0%	26.0%	
AVERAGE		\$1.55	\$1.12	\$0.79	\$4.33	\$3.02	\$2.21	\$50.57	\$33.05	\$26.50	34.4%	40.5%	33.4%	20.3%	

*Assumes 50 trips per month.

**Source: California State Controller's Office; Data for all providers is from 2009 except Auburn, Roseville, and PCT.

Exhibit E.2.3 Fixed Route Fare Comparison



Commuter Peer Fare Analysis

In addition to analysis of fixed-route fares, peer commuter bus service fares were compared with/to Roseville Transit's Commuter service fares. Of the 27 operators analyzed above who provide fixed-route services, 15 of those peers operate some form of commuter or express intercity services. It should be noted some of these commuter services vary greatly in service area and coverage. Some commuter services, such as the Placer Commuter Express and San Joaquin Regional Transit, charge different fares depending upon the distance of travel, or zone changes. To illustrate the cost differences in these zones, Exhibit F.4 shows a minimum and maximum fare for those with several zones.

Because of the nature of commuter services, many operators in the peer review, including Roseville Transit, do not offer day passes or ticket books for their commuter services. Therefore, only single ride fares and monthly passes were included in analysis.

Single Ride

Every operator with commuter or intercity express services offered a single-ride base cash fare. As shown in Exhibit E.2.4, the average base cash fare for commuter services of the peers reviewed is \$4.67, over \$1.00 more than Roseville Transit's Commuter single-ride fare. Out of the peers, Roseville Transit was the fifth least-costly single-ride base cash fare. The lowest were Benicia Transit and Sonoma County Transit (for Zone 1). However, Sonoma County Transit operates across five different zones for its intercity services.

Monthly Pass

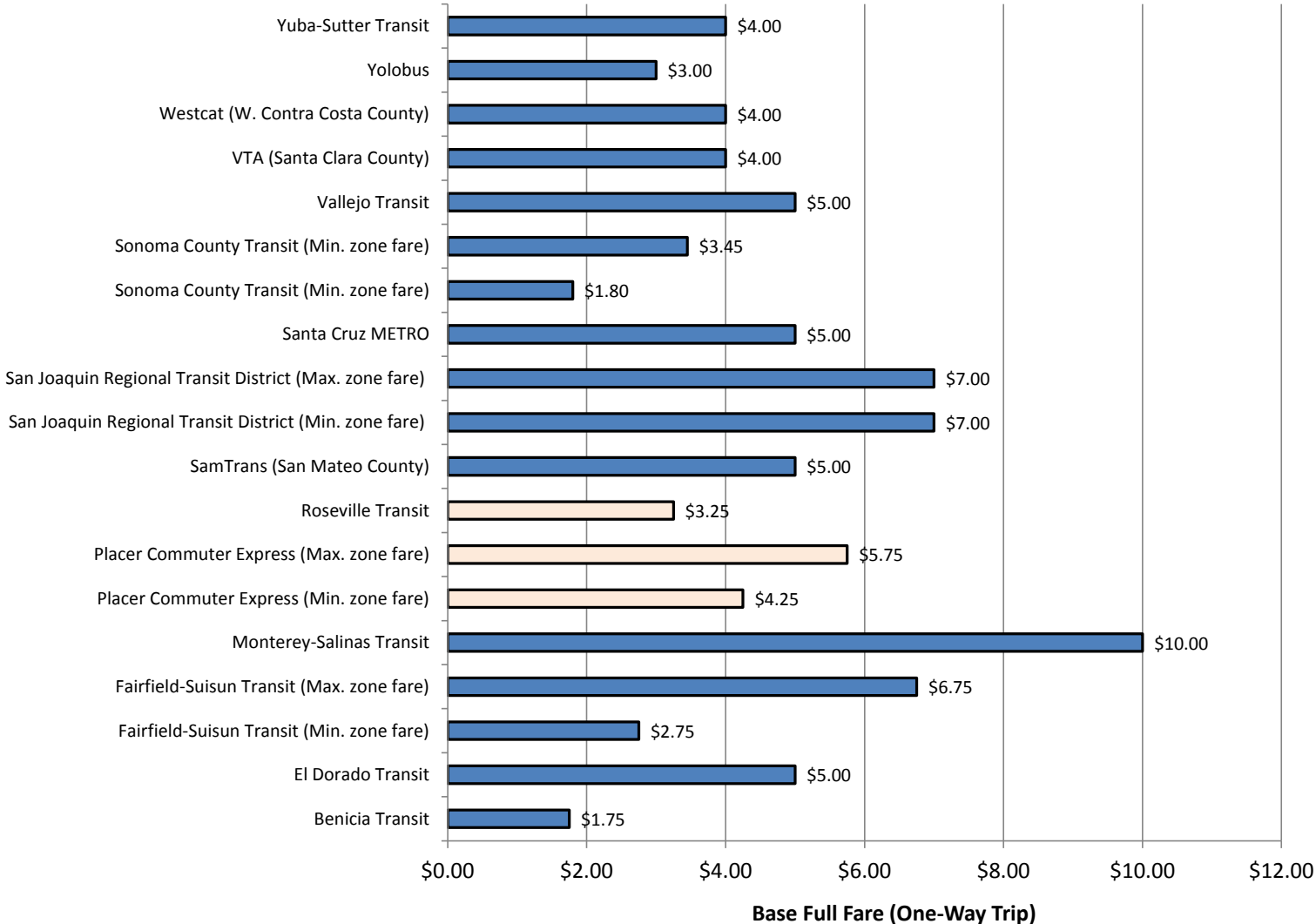
When looking at monthly pass fares for peer commuter services in Exhibit E.2.4, Roseville Transit is well below average in cost by about \$18.00. Although the monthly pass is less costly, Roseville Transit's monthly pass discount is less than most of the peers. This could be explained by the low-cost of the single-ride base fare for Roseville Transit.

Exhibit E.2.4 Commuter Fare Comparison Matrix

Operator	Single-Ride			Day Pass			Monthly Pass			Monthly Pass Discount*		
	Regular	Youth	Senior/Disabled	Regular	Youth	Senior/Disabled	Regular	Youth	Senior/Disabled	Regular	Youth	Senior/Disabled
Benicia Transit	\$1.75	\$1.75	\$0.85	\$4.50	\$4.50	\$2.25	\$90.00	\$81.00	\$45.00	-2.86%	7.43%	-5.88%
El Dorado Transit	\$5.00	-	-	-	-	-	\$180.00	-	-	28.00%	-	-
Fairfield-Suisun Transit (Min. zone fare)	\$2.75	-	\$1.25	-	-	-	\$70.00	-	\$35.00	49.09%	-	44.00%
Fairfield-Suisun Transit (Max. zone fare)	\$6.75	-	\$3.25	-	-	-	\$150.00	-	\$75.00	55.56%	-	53.85%
Monterey-Salinas Transit	\$10.00	\$5.00	\$5.00	\$8.00	\$4.00	\$4.00	\$150.00	\$75.00	\$75.00	70.00%	70.00%	70.00%
Placer Commuter Express (Min. zone fare)	\$4.25	-	-	-	-	-	\$131.25	-	-	38.24%	-	-
Placer Commuter Express (Max. zone fare)	\$5.75	-	-	-	-	-	\$178.50	-	-	37.91%	-	-
Roseville Transit	\$3.25	-	-	-	-	-	\$110.00	-	-	32.31%	-	-
SamTrans (San Mateo County)	\$5.00	-	-	-	-	-	\$165.00	\$36.00	\$25.00	34.00%	-	-
San Joaquin Regional Transit District (Min. zone fare)	\$7.00	-	-	\$14.00	-	-	\$132.00	-	-	62.29%	-	-
San Joaquin Regional Transit District (Max. zone fare)	\$7.00	-	-	\$14.00	-	-	\$213.00	-	-	39.14%	-	-
Santa Cruz METRO	\$5.00	\$5.00	\$2.50	\$10.00	\$10.00	\$10.00	\$113.00	\$113.00	\$113.00	54.80%	54.80%	9.60%
Sonoma County Transit (Min. zone fare)	\$1.80	-	\$0.85	-	-	-	\$60.00	\$45.00	\$30.00	33.33%	-	29.41%
Sonoma County Transit (Min. zone fare)	\$3.45	-	\$1.60	-	-	-	\$60.00	\$45.00	\$30.00	65.22%	-	62.50%
Vallejo Transit	\$5.00	\$5.00	\$2.50	-	-	-	\$118.00	-	-	52.80%	-	-
VTA (Santa Clara County)	\$4.00	\$1.75	\$1.00	\$12.00	\$5.00	\$2.50	\$140.00	\$45.00	\$25.00	30.00%	48.57%	50.00%
Westcat (W. Contra Costa County)	\$4.00	-	\$2.00	-	-	-	\$140.00	-	\$20.00	-	-	-
Yolobus	\$3.00	\$1.50	\$1.50	\$6.00	\$3.00	\$3.00	\$110.00	\$67.50	\$42.50	26.67%	10.00%	43.33%
Yuba-Sutter Transit	\$4.00	\$2.00	\$2.00	-	-	-	\$128.00	-	-	36.00%	-	-
AVERAGE	\$4.67	\$3.14	\$2.03	\$9.79	\$5.30	\$4.35	\$128.36	\$63.44	\$46.86	41.2%	38.2%	39.6%

*Assumes 50 trips per monthly pass.

Exhibit E.2.5 Commuter Fare Comparison Chart



Dial-A-Ride and Paratransit Service Peer Fare Analysis

Of the 27 peers analyzed for fixed-route fares, 23 offered Dial-A-Ride or Paratransit services. These service offerings spanned from eligibility-based and general public Dial-A-Ride to ADA Paratransit service exclusively for persons with disabilities. Exhibit F.2.6 illustrates fare types for DAR and Paratransit services for one-ride, multiple-ride, and monthly passes.

Single Ride

Exhibit E.2.7 compares the peer's base cash fare for a one-way trip. Roseville Transit's base DAR cash fare for eligible patrons (seniors and persons with disabilities) is slightly below the average (\$2.67), while Sacramento Regional Transit is the highest (\$5.00). However, SacRT has a much larger service area.

10 and 20-Ride Ticket Book

When looking at ticket books, many of the operators with demand-response DAR/paratransit services generally offered either a 10-ride or 20-ride book. The fares displayed in Exhibit E.2.6 for the multi-ride passes reflect fares for eligible patrons only, such as seniors and/or persons with disabilities and do not reflect general public fares. Roseville Transit is below the average cost for a 10-ride ticket book, yet more expensive than Placer County Transit's 20-ride ticket book for DAR for eligible patrons.

Monthly Pass

Only three operators offered monthly passes for DAR/Paratransit services, ranging from \$48.00 to \$125.00. Again, SacRT charges a significantly higher rate for this fare media than any other operator.

Exhibit E.2.6 Dial-A-Ride Fare Comparison Matrix

DAR/Paratransit Provider	Per Ride			Ticket Book		Monthly Pass*	
	Eligible Patrons	General Public	Larger Service Area	10-Ride Pass	20-Ride Pass	Eligible Patrons	General Public
Benicia Transit (Within Benicia)	Unknown	-	-	-	-	-	-
El Dorado Transit	\$2.00	\$4.00	\$5.00	-	-	-	-
Fairfield-Suisun Transit (DART)	\$3.00	-	-	\$30.00		-	-
Folsom Stage	\$4.00	-	-			\$95.00	-
Fresno Area Express (Handy Ride)	\$1.50	-	-			\$48.00	-
Golden Empire Transit District (Get-A-Lift)	\$2.50	-	-	\$25.00		-	-
Lincoln Transit	\$1.50	-	-			-	-
Monterey-Salinas Transit (RIDES)	\$2.00	-	\$6.00	\$10.00		-	-
Petaluma Transit	\$2.50	-	-	\$27.00		-	-
Placer County Transit	\$1.25	\$2.50	-	-	\$21.25	-	-
Roseville Transit	\$2.50	\$3.75	-	\$25.00	-	-	-
Sacramento Regional Transit	\$5.00	-	-	-	-	\$125.00	-
SamTrans (San Mateo County)	\$3.75	-	-	\$37.50	-	-	-
San Joaquin Regional Transit District	\$3.00	\$3.00 ¹	-	\$27.50	-	-	-
Sant Rosa CityBus	\$2.50	-	-	\$25.00			
Santa Cruz METRO (ParaCruz)	\$3.00	-	-	-	-	-	-
Sonoma County Transit	\$2.50	-	\$3.50	-	-	-	-
Union City Transit	\$2.50	-	-	-	-	-	-
Vacaville City Coach	\$2.00	-	-	-	\$39.00	-	-
Vallejo Transit (RunAbout)	\$3.50		\$6.00				
VTA (Santa Clara County)	\$4.00	-	\$16.00	-	-	-	-
Westcat (W. Contra Costa County DAR)	\$1.25	\$4.00	\$3.00	-	-	-	-
Yolobus	\$3.00	-	\$4.00	\$30.00	-	-	-
AVERAGE	\$2.67	\$3.56	\$6.21	\$26.33	\$30.13	\$89.33	-

*Assumes 50 trips per month

¹DAR offered to General Public only in rural areas where no public transit service exists.

Exhibit E.2.7 Dial-A-Ride Fare Comparison Chart

