

COLUSA COUNTY SHORT RANGE TRANSIT PLAN 2017



PREPARED BY:



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Appendix A

Public Outreach Documents and Public Participation Plan

0 EXECUTIVE SUMMARY



0.1 PLAN PURPOSE

The Colusa County Short Range Transit Plan (SRTP) is a 5-year planning document that analyzes the current state of the Colusa Transit system and provides recommendations for future improvements. The SRTP is a required document under the Federal Transit Administration. The following overview summarizes the purpose and content of the ten chapters in this plan.

0.2 PLAN OVERVIEW

0.2.1 CHAPTER 1 – INTRODUCTION

Chapter 1 included the purpose of the plan as well as the history of the Colusa County Transit Agency (CCTA). This chapter introduces the CCTA vehicle fleet and services. The Introduction includes a brief synopsis of the planning process behind the SRTP, including the outreach process and consistency with the Colusa County Regional Transportation Plan (RTP).

Through the Short Range Transit Plan update process, the transit system, fleet needs, capital and operating costs and revenues, new transit services or projects are assessed, and recommendations made. The Colusa County Transit service is categorized as a demand response system with the basic route serving Arbuckle, Colusa, Grimes, Maxwell, Princeton, Sites, Stonyford, and Williams. Pick-ups are handled through a demand response reservation system but based on a set schedule. The current CCTA transit fleet includes the following:

Table 0.1 Colusa County Transit Agency Fleet					
Vehicle	Used For	Model Year	Replacement Year	Model	Life years
1501	Demand Response	2015	2020/2021	Ford E-450	5
1502	Demand Response	2015	2020/2021	Ford E-450	5
1503	Demand Response	2015	2020/2021	Ford E-450	5
1504	Demand Response	2015	2021/2022	Ford E-450	5
1505	Demand Response	2015	2021/2022	Ford E-450	5
T-2	Demand Response	2008	2018/2019	Ford	5
T-4	Demand Response	2007	2017/2018	Ford	5
T-5	Demand Response	2008	2018/2019	Ford	5
T-7	Demand Response	2007	2017/2018	Ford	5
T-11	Demand Response	2008	2018/2019	Ford	5
TS-1	Shop Truck	1995		Ford	
TS-2	Sedan	2009		Ford Crown Victoria	
TS-4	Admin Sedan	2002		Ford Crown Victoria	
TS-5	Van	2003			
Total Transit Buses				10	
Total Fleet				14	

0.2.2 CHAPTER 2 – EXISTING AND FUTURE TRANSIT NEEDS

The Colusa County population has remained fairly unchanged in recent years. Most of the population in the county is centered in the cities of Williams and Colusa. According to the American Community Survey 2010-2014 estimates, between 2010 and 2014, the average annual population change was only 0.79%. See figure 0.2 below.

Table 0.2 Population Distribution and Change						
	July 1, 2010	July 1, 2011	July 1, 2012	July 1, 2013	July 1, 2014	Average Annual Change
City of Colusa	5942	5951	5937	5956	5962	0.07%
City of Williams	4906	5003	5084	5133	5166	1.32%
County, Unincorporated	10,617	10,672	10,760	10,883	11,011	0.93%
Colusa County	21,465	21,626	21,781	21,972	22,139	0.79%

Like many rural counties, Colusa County has an aging population. The increasingly elderly population also correlates with a higher rate of individuals living with a disability. Both elderly and disabled populations are considered to be transit-dependent groups.

0.2.3 CHAPTER 3 – GOALS, OBJECTIVES AND PERFORMANCE STANDARDS

Chapter 3 identifies six major indicators for measuring the performance of Colusa Transit; passenger trips per vehicle-hour, operating cost per vehicle-hour, operating cost per vehicle-mile, operating cost per passenger trip, safety accidents per 100,000 vehicle-miles, and on-time performance. These metrics will enable the CCTA to identify improvements and shortcomings of the transit system, and provides a standardized approach to analyzing the system's performance. Key performance indicators are shown in Table 0.3 below and further described in Chapter 3.

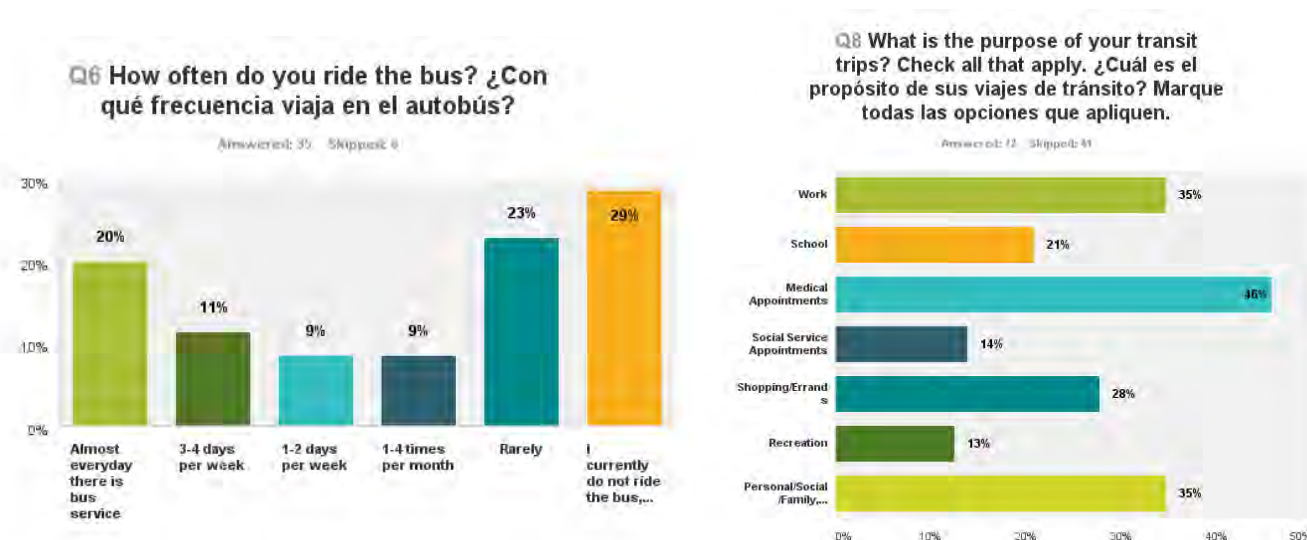
Table 0.3 Performance Indicators							
Base Statistics	10/11	11/12	12/13	13/14	14/15	15/16	Percent Change from 10/11 to 15/16
Ridership	51,308	56,265	54,914	49,525	48,051	48,198	-6.1%
Vehicle Service Hours	11,065	10,841	11,072	10,969	10,914	10,988	-0.7%
Vehicle Service Miles	187,423	185,666	197,128	184,979	192,599	195,624	4.4%
Fare Revenue	\$88,406	\$90,742	\$91,952	\$95,801	\$110,366	\$102,543	16.0%
Net Operating Costs	\$870,498	\$879,704	\$922,820	\$913,301	\$853,174	\$904,739	3.9%
Performance							
Passengers/Hour	4.6	5.2	5.0	4.5	4.4	4.4	-5.3%
Passengers/Mile	0.27	0.30	0.28	0.27	0.25	0.25	-8.7%
Average Fare	\$1.72	\$1.61	\$1.67	\$1.93	\$2.30	\$2.13	23.5%
Farebox Recovery	10.16%	10.32%	9.96%	10.49%	12.94%	11.33%	11.6%
Cost/Hour	\$78.67	\$81.15	\$83.35	\$83.26	\$78.17	\$82.34	4.7%
Cost/Trip	\$16.97	\$15.64	\$16.80	\$18.44	\$17.76	\$18.77	10.6%
Cost/Mile	\$4.64	\$4.74	\$4.68	\$4.94	\$4.43	\$4.62	-0.4%
Subsidy/Trip	\$15.24	\$14.02	\$15.13	\$16.51	\$15.46	\$16.64	9.2%

0.2.1 CHAPTER 4 – PERFORMANCE ANALYSIS

For the past several years, Colusa County Transit ridership has been steadily declining. Ridership in 2013 was the lowest since 2010. In 2016 ridership stabilized with passenger counts similar to 2015. There are many factors that can be attributed to declining ridership, including low gas prices, varying employment rates, and even lack of awareness and perceived availability of transit services. With the closure of the local hospital and clinics it can be expected that ridership may be reduced. Farebox revenue has declined in a fashion correlating to the decline in ridership. Table 0.4 shows the trends.

Table 0.4 Ridership Trends									
	Rider Types						Other Characteristics		
	Total	Daily Regular	Special Bill	Senior Nutrition	Medical Transport	Yuba City	Dial-A-Ride (Local)	Seniors	Disabled
06/07	51,998	42,008	8,735	944	311	-	23,507	5,029	6,944
07/08	54,580	41,471	11,344	1,442	323	-	27,362	6,158	7,765
08/09	52,832	41,117	10,166	1,190	359	-	26,239	5,924	6,445
09/10	47,275	38,092	6,956	1,410	226	591	21,662	5,109	7,282
10/11	51,306	40,011	8,318	2,207	243	527	21,801	5,726	7,847
11/12	56,275	42,262	10,624	2,801	165	413	26,972	6,533	7,578
12/13	54,914	41,941	9,381	3,090	203	299	24,682	7,253	7,024
13/14	49,554	39,181	7,557	2,289	227	300	24,571	7,731	6,381
14/15	48,051	38,609	6,531	2,449	125	337	22,989	8,510	6,018
15/16	48,198	37,493	7,097	3,225	106	277	22,998	9,960	6,463
Source: Colusa County Transit Agency									

The questionnaire results in Chapter 4 help to illustrate who the average user of the Colusa County Transit Service is, and what they use transit for. The survey was posted online and distributed in hard-copy format, and ultimately 181 respondents answered the survey. Some clear trends emerged though the analysis of the questionnaire results. Below are some of the important survey results.



0.2.2 CHAPTER 5 – SERVICE IMPROVEMENTS AND CHALLENGES

Chapter 5 describes some potential service improvement recommendations, as well as challenges to instating these improvements. Recommended improvements include potential changes to service days and times, increased connectivity to nearby transit systems, and equipment and technology improvements.

As of January 2015, Colusa Transit hours of operation are from 7:00 AM to 7:00 PM. Prior to the implementation of extended hours, service ended at 5:00 PM. It is recommended that CCTA considers extending service hours again, in hopes of increasing ridership by providing service at high-needs times, such as after work hours medical appointments.

It is also recommended that CCTA consider a daily, fixed circular in Williams. This service would be an in-town service providing scheduled arrivals and departures around the city of Williams. In-town trips in Williams constitute a major proportion of trips for the transit service, and a fixed route system would offer convenience to users, as well as potentially increase farebox revenue for CCTA.

Other service improvements include a fare raise for the Yuba City service, as well as increased connectivity between Colusa Transit and YoloBus, and to the greater central California region.

0.2.3 CHAPTER 6 – ORGANIZATIONAL ANALYSIS

Chapter 6 is a brief chapter which outlines the administrative organization of the Colusa County Transit Authority. CCTA is managed by the Public Works Department of Colusa County. The Transit Manager oversees the transit operations under the direction of the Public Works Director of the County. The Director is also the Executive Director of CCTA.

0.2.4 CHAPTER 7 – PEER REVIEW

Chapter 7 provides an analysis of transit systems similar to Colusa Transit. Eight rural Consolidated Transportation Services Agencies (CTSAs) are described in this chapter, including Del Norte County, Fresno County, Kern County, Nevada County, Placer County, Sacramento County, Santa Cruz County, and Shasta County.

0.2.5 CHAPTER 8 – COMMUNICATIONS PLAN

Chapter 8 summarizes the recommended communications plan for the Colusa County Transit Agency. Communications categories include marketing, branding, outreach and promotion. Recommended tools to utilize in the updated communications plan include updating the Colusa County Transit Agency brochure, website, and system maps. The communications plan also covers topics such as outreach events, advertising and fundraising.

Updates to the brochure and website (example below) should be made in order to help advertise the system and services available through CCTA. It was found that many transit users in Colusa County were unaware of the service-hours extension from 5:00 PM to 7:00 PM, and the CCTA brochure and website can be useful tools for advertising. Visuals should also be made more clear to effectively communicate the service area.

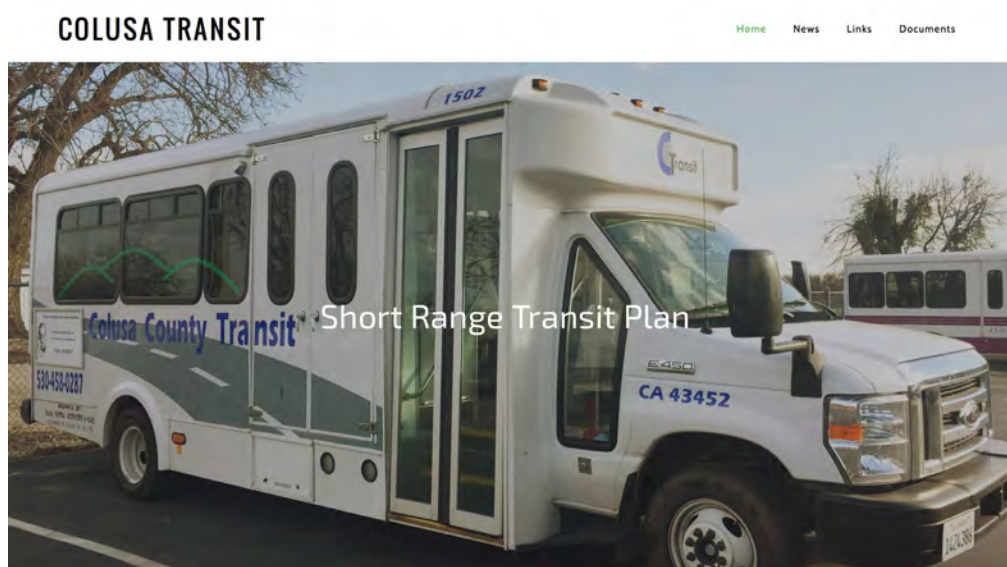


FIGURE 0.1: COLUSA COUNTY TRANSIT PLAN PROJECT WEBSITE

0.2.6 CHAPTER 9 – CAPITAL ANALYSIS

Chapter 9 summarizes the capital project and funding needs for the 5-year planning horizon of the Short Range Transit Plan. There are a few ongoing projects detailed in this chapter.

The passenger amenity capital procurement recommendations are intended to provide CCTA with both a dispatch scheduling and management tool. This will increase efficiency of scheduling and collect data regarding reservations and passenger information. CCTA should consider installation of Demand Response Mobile Data Terminals (MDTs) for Computer-Aided Dispatch and Automatic Vehicle Location (CAD/AVL) if appropriate for current and future operations.

In 2015, CCTA procured 5 new buses. The remaining fleet is eight to nine years old. CCTA plans to replace buses over the next five years at a cost of \$600,000. The four other capital projects listed included installation of solar paneling, parking lot rehabilitation, bus replacement, and bus washer Replacement. Each project is fully funded through state grant funding.

0.2.7 CHAPTER 10 – FINANCIAL PLAN

Chapter 10 provides a summary of the costs and expected revenues for the 5-year planning horizon of the Short Range Transit Plan. Costs and expenditures for the Colusa County Transit Agency can be divided in to 2 categories; operating costs/revenues and capital costs/revenues.

Total revenues for the 2016/2017 year were calculated to be \$883,314. This figure is expected to rise slightly and consistently through 2020/2021, projected to reach around \$915,545. The projected cost summary for 2016/2017 is \$1,150,979 - \$1,030,979 for operating costs and \$120,000 for capital costs. This figure is also expected to inflate, and should reach around \$1,183,524 by the year 2020/2021. It is recommended in this plan that efforts be made to increase ridership, continually increase transit fares, and explore modifications in service to bring revenues and expenditures into alignment. Below are the tables indicating trends.

Table 0.5						
Projected Cost Summary						
Fiscal Year	16/17	17/18	18/19	19/20	20/21	TOTAL
Operating Costs	\$ 1,030,979	\$ 1,039,021	\$ 1,047,125	\$ 1,055,293	\$ 1,063,524	\$5,235,943
Capital Costs	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 600,000
Total	\$ 1,150,979	\$ 1,159,021	\$ 1,167,125	\$ 1,175,293	\$ 1,183,524	\$5,835,943

Table 0.6						
Projected Revenue Summary						
	16/17	17/18	18/19	19/20	20/21	
Passenger Revenues						
Farebox	\$ 80,208	\$ 80,930	\$ 81,659	\$ 82,394	\$ 83,135	
Charter Services	\$ 6,039	\$ 6,093	\$ 6,148	\$ 6,203	\$ 6,259	
Medical Transport	\$ 566	\$ 571	\$ 576	\$ 581	\$ 587	
Total Passenger Revenues	\$ 86,813	\$ 87,595	\$ 88,383	\$ 89,178	\$ 89,981	
Contract Revenue						
AAA Grant	\$ 12,413	\$ 12,524	\$ 12,637	\$ 12,751	\$ 12,866	
Outside Grants	\$ 3,287	\$ 3,317	\$ 3,347	\$ 3,377	\$ 3,407	
Total Contract Revenue	\$ 15,700	\$ 15,841	\$ 15,984	\$ 16,128	\$ 16,273	
Other Revenue Sources						
Local Transportation Funds	\$ 558,385	\$ 563,411	\$ 568,481	\$ 573,598	\$ 578,760	
State Transit Assistance Funds	\$ 105,558	\$ 106,508	\$ 107,467	\$ 108,434	\$ 109,410	
FTA 5311	\$ 106,194	\$ 107,150	\$ 108,114	\$ 109,087	\$ 110,069	
Interest Income	\$ 196	\$ 197	\$ 199	\$ 201	\$ 203	
Donations	\$ 1,092	\$ 1,101	\$ 1,111	\$ 1,121	\$ 1,131	
Advertising	\$ 332	\$ 335	\$ 338	\$ 341	\$ 344	
Total Other Revenue Sources	\$ 771,757	\$ 778,703	\$ 785,711	\$ 792,783	\$ 799,918	
Total Revenues	\$ 874,270	\$ 882,139	\$ 890,078	\$ 898,089	\$ 906,172	
Source: Colusa County Transit Agency						

1 INTRODUCTION



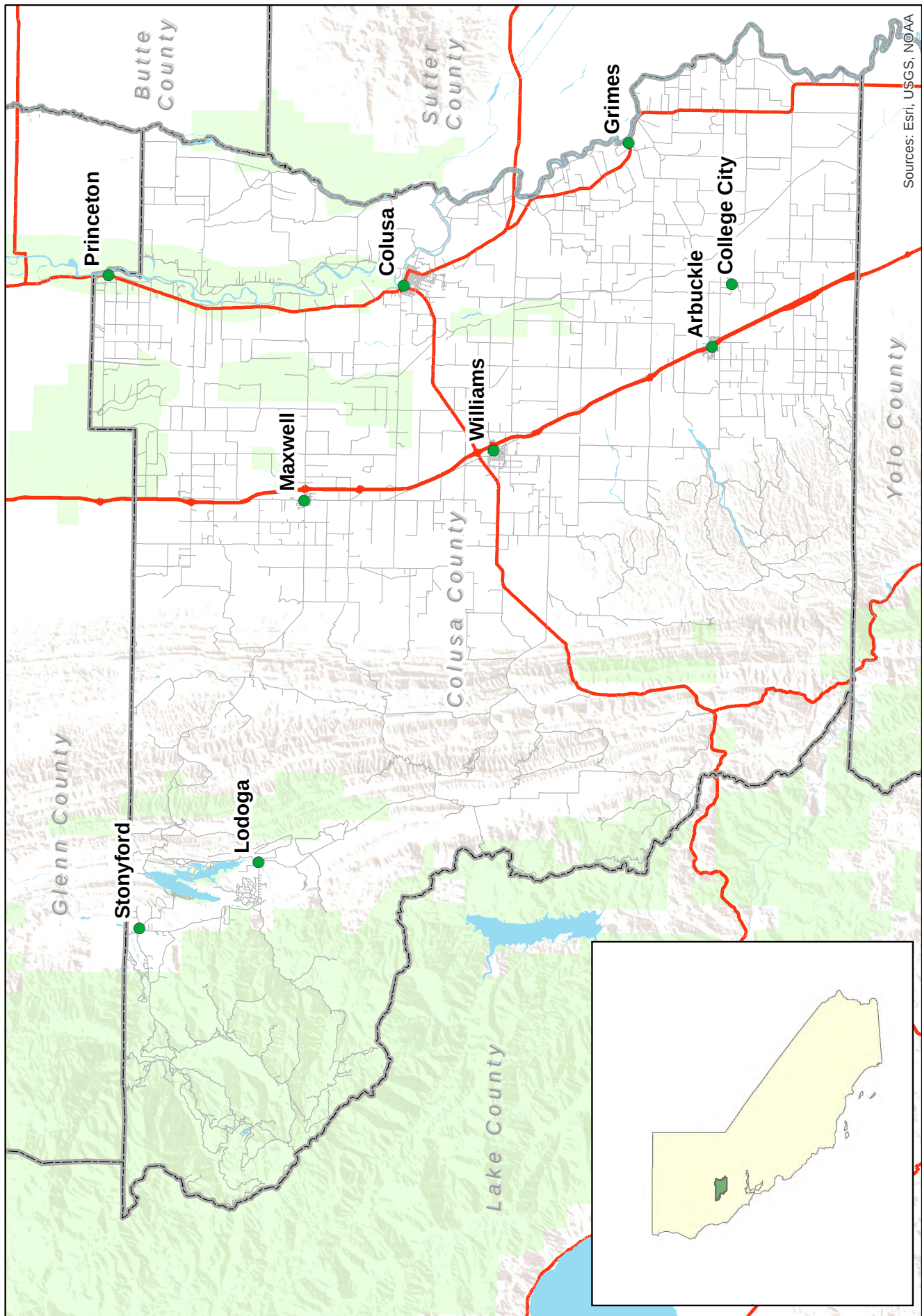
1.1 PURPOSE OF THE PLAN

This Colusa County Short Range Transit Plan (S RTP) provides crucial guidance for future planning and operational decisions for the Colusa Transit system. This planning document guides improvements to the transit system that will improve efficiency of the management and operations over the next 5 years. The Short Range Transit Plan accomplishes the following:

- Provides opportunity for public and community stakeholder input.
- Conducts research.
- Evaluates recent performance of existing service.
- Conducts analysis of transit demand, security/technology, and organizational structure.
- Provides service plan alternatives.
- Develops communication strategies to different market segments.
- Establishes an operating and capital financial plan.

1.2 HISTORY OF THE COLUSA COUNTY TRANSIT AGENCY

Colusa County Transit Agency (CCTA) is the sole public transit provider in Colusa County (see Figure 1.1). CCTA began serving the citizens of Colusa County on October 1st, 1979. At that point, the fleet consisted of one station wagon, one nine-passenger mini bus and two drivers and was under the direction of the Colusa County Public Works Department. The CCTA is a Joint Powers Authority between the County of Colusa and the Cities of Colusa and Williams.



COLUSA COUNTY SHORT RANGE TRANSIT PLAN SERVICE AREA
FIGURE 1.1

1.3 OVERVIEW OF EXISTING COLUSA COUNTY TRANSIT AGENCY

1.3.1 TRANSIT FLEET

Table 1.1 shows Colusa County's current transit vehicle fleet, including vehicles that have been replaced. All "demand response" vehicles with a model year of 2010 or older have been replaced by the 2015 models. These newer vehicles were purchased with California Department of Transportation Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA) funding. The new vehicles provide Colusa County with increased fuel economy and fewer emissions. Replacing the current fleet will take place in 2020/2021 for reliability and to prevent major maintenance costs.

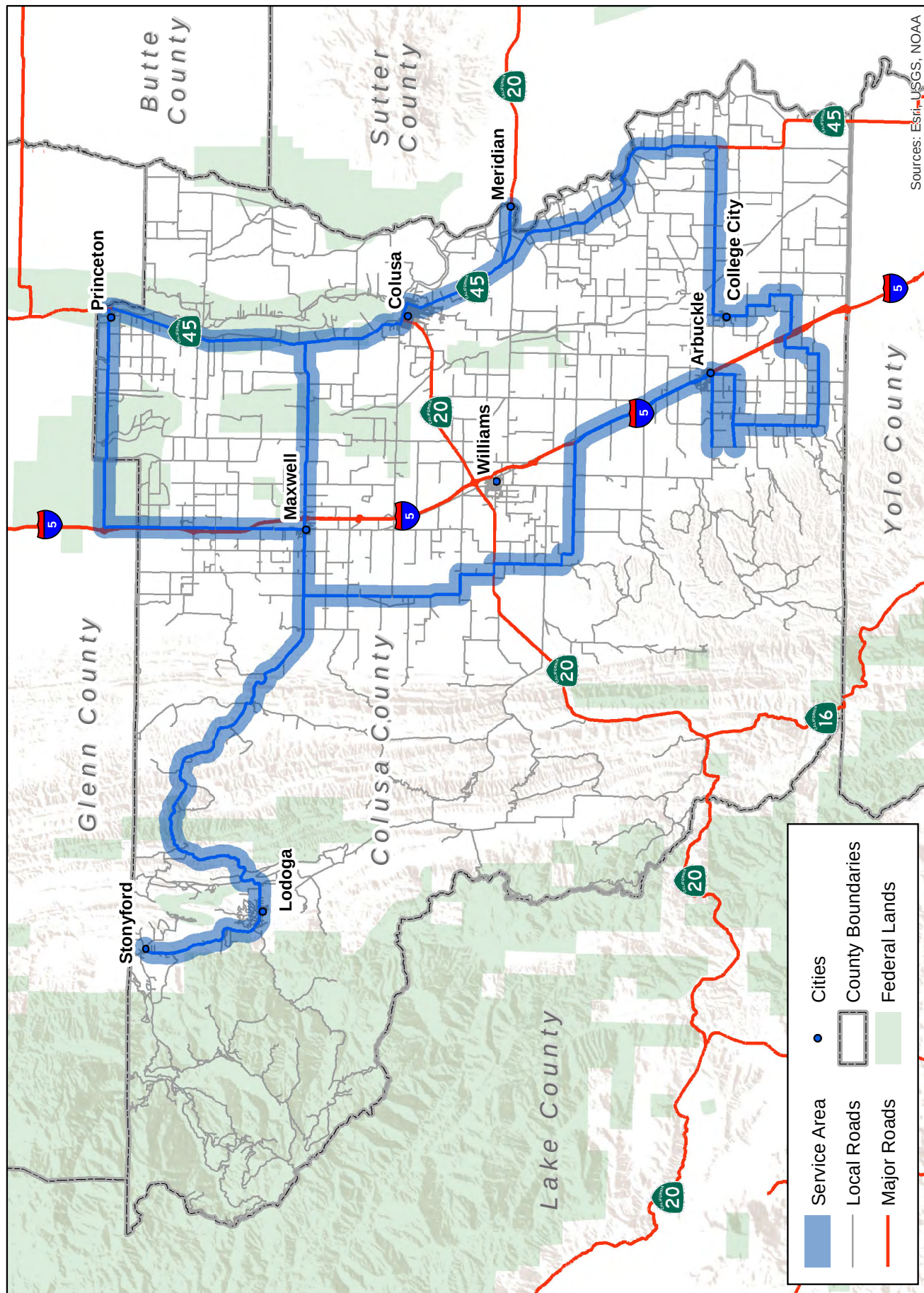
Table 1.1 Colusa County Transit Agency Fleet					
Vehicle	Used For	Model Year	Replacement Year	Model	Life years
1501	Demand Response	2015	2020/2021	Ford E-450	5
1502	Demand Response	2015	2020/2021	Ford E-450	5
1503	Demand Response	2015	2020/2021	Ford E-450	5
1504	Demand Response	2015	2021/2022	Ford E-450	5
1505	Demand Response	2015	2021/2022	Ford E-450	5
T-2	Demand Response	2008	2018/2019	Ford	5
T-4	Demand Response	2007	2017/2018	Ford	5
T-5	Demand Response	2008	2018/2019	Ford	5
T-7	Demand Response	2007	2017/2018	Ford	5
T-11	Demand Response	2008	2018/2019	Ford	5
TS-1	Shop Truck	1995		Ford	
TS-2	Sedan	2009		Ford Crown Victoria	
TS-4	Admin Sedan	2002		Ford Crown Victoria	
TS-5	Van	2003			
Total Transit Buses				10	
Total Fleet				14	

1.3.2 OPERATIONS

Operations include a demand response service with fixed time routes, wherein; the bus departs Colusa at a set time and travels throughout the destination service area (see Figure 1.2). These services are offered on a "flex route" schedule where the bus will deviate throughout a corridor surrounding the basic route. All rides are available on a first come, first served basis. These services are currently provided in and between:

- Arbuckle
- Colusa
- Grimes
- Maxwell
- Princeton
- Sites
- Stonyford
- Williams

Although passengers are not required to register for ADA service, all CCTA vehicles are ADA compliant with lifts and tie-downs. Curb-to-curb service is provided to the general population, while door-to-door service is provided to the ADA passengers. Service animals are also allowed on all routes.



TRANSIT SERVICE AREA, COLUSA COUNTY TRANSIT AGENCY

FIGURE 1.2

1.3.3 SERVICE ROUTES

7:00 A.M. TO 7:00 P.M. MONDAY THROUGH FRIDAY

Colusa to Williams- 9 times per day

Williams to Colusa – 9 times per day

Colusa to Arbuckle – 5 times per day

Arbuckle to Colusa – 5 times per day

Williams to Arbuckle – 5 times per day

Arbuckle to Williams – 5 times per day

Colusa to Grimes/Meridian – 4 times per day

Grimes/Meridian to Colusa – 4 times per day

Colusa to Maxwell to Princeton – 2 times per day

Maxwell to Colusa – 2 times per day

STONYFORD SERVICE

Transit between Colusa and Stonyford only runs on the 1st, 3rd, and 5th (when applicable) Wednesday of each month, 2 times per day when requested.

YUBA CITY SERVICE

Transit between Colusa and Yuba City currently operates only on Friday at the cost of \$4.00 each way (\$2.00 for children). Service leaves Colusa at 9:30 AM and returns at 1:30 PM.

OUT OF COUNTY MEDICAL TRIPS

CCTA offers transportation to out-of-county medical appointments to Chico, Davis, Lincoln, Marysville, Oroville, Roseville, Sacramento, Willows, Woodland and Yuba City. Medical appointments must be made before 2:00 PM the previous day. This program is grant sponsored; when funding runs out, the rides are stopped until further funds are provided. Donations are encouraged and accepted to help keep the program running longer. Due to limited funding, CCTA is not able to provide for long-term cancer treatments, e.g. daily appointments for multiple weeks or 4 to 8 hour treatments.

INNOVATIVE PLANNING FOR FUTURE SERVICE

The Shasta Regional Transportation Agency is continuing to pursue funding for an electric bus service from Redding to Sacramento via I-5 with a stop in Williams. This route would provide travel options for the citizens of Colusa County and add to the opportunity for service lines from surrounding towns into Williams for increased mobility options.

1.4 PLANNING REQUIREMENTS

The Federal Transit Administration requires that any transit agency receiving federal funds directly, must have a current Short Range Transit Plan (SRTP) under 49 US Code 5303, Section C – General Requirements. A Short Range Transit Plan (SRTP) is the document that generally plans out transit services and operations. The SRTP planning period is generally five years, but SRTPs may cover a longer period, typically seven to 10 years. Through the SRTP update process, the transit system, fleet needs, capital and operating costs and revenues, new transit services or projects are assessed, and recommendations are made. The Short Range Transit Plan will be a valuable resource in guiding CCTA's development. The SRTP is consistent with the Colusa County Regional Transportation Plan (2014).

1.5 PUBLIC OUTREACH

A project website (Figure 1.3) and Facebook page (Figure 1.4) were developed to host project information, documents, survey and to provide access to the public to give comments and feedback throughout the SRTTP process.

On May 12, 2016, a lunch time community workshop was hosted at the Williams Fire Department to inform stakeholders and residents about the Short Range Transit Plan process and how to be involved in the plan's development. The workshop was attended by several agency staff, social service staff and some members of the public. Community maps displaying the existing transit system were displayed and opportunity for discussion with staff and consultants was provided. Additionally, a comprehensive transit survey was distributed in August 2016. The survey was promoted using the social media platform of Facebook.

The social media response was significant, with 10,908 impressions given by residents of Colusa County. The survey post received 88 interactions, with 64 likes, 15 comments and 9 shares. Paper surveys were distributed on the buses with posters on-board generating 30 responses. The survey was open for three weeks and available in English and Spanish. An email with the online survey was sent to thirty community, governmental and tribal stakeholders identified by CCTA. Additionally, flyers were posted on-board the buses and distributed to the Colusa Indian Health Clinic and Wellness Center. A total of 181 residents responded to the survey. Results are included in chapter 4 of this document.

Outreach materials can be found in Appendix A.

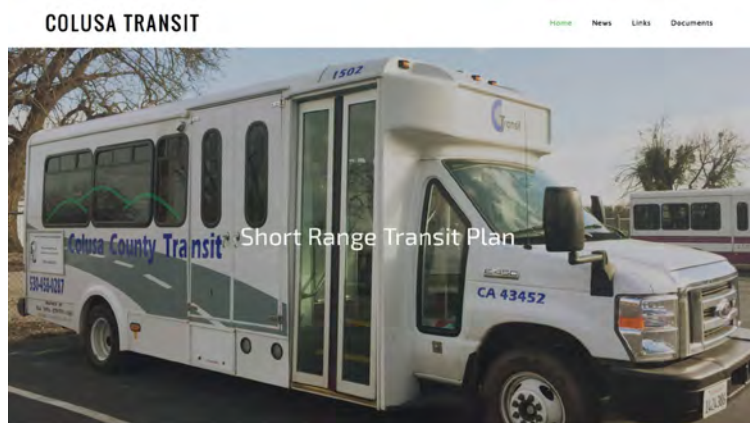


FIGURE 1.3: COLUSA COUNTY TRANSIT PLAN PROJECT WEBSITE



FIGURE 1.4: COLUSA COUNTY TRANSIT PLAN FACEBOOK POST MOBILE VIEW

2 EXISTING AND FUTURE TRANSIT NEEDS

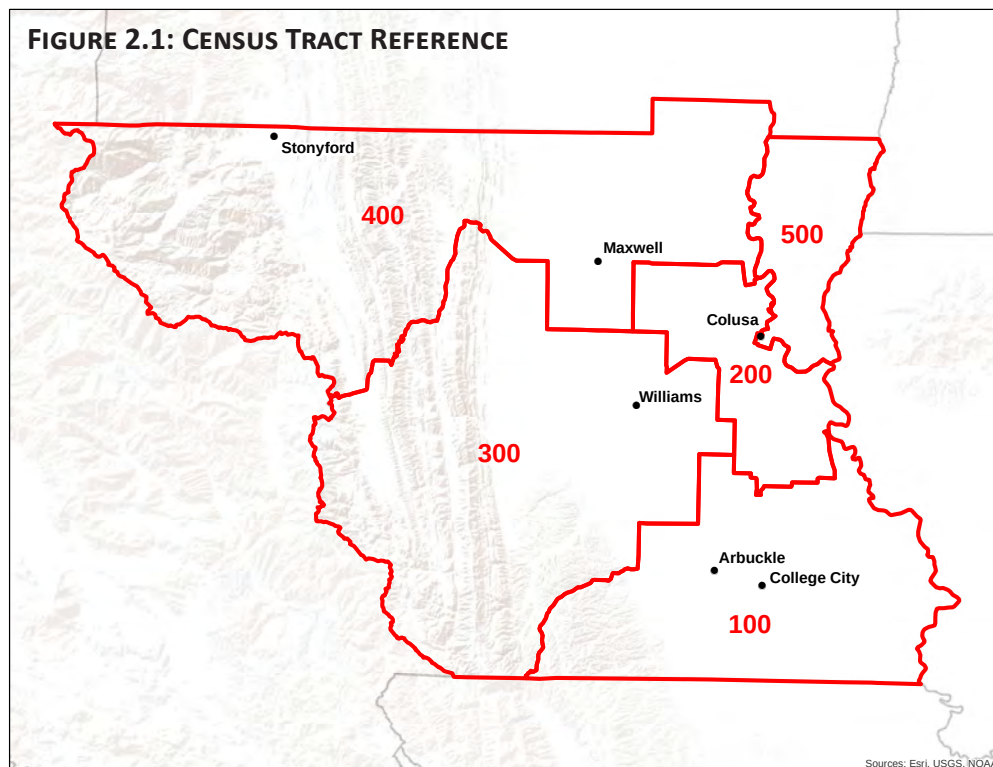


2.1 DEMOGRAPHIC TRENDS

2.1.1 POPULATION CHARACTERISTICS

The Colusa County population has not changed significantly since 2010. The American Community Survey (ACS) estimates the population of Colusa County at 22,139 in 2014. Between 2010 and 2014, the average annual population change was only 0.79%. The City of Colusa has the highest concentration of the population at 5,962 people, followed by City of Williams with 5,166 people, while most of the population lives in the unincorporated area. The City of Williams has had the most significant growth over the last five years, at a rate of 1.32%, followed by the unincorporated areas at an average rate of 0.93%. The City of Colusa has the slowest growth rate at 0.07% average per year. Population distribution is detailed in Table 2.1, and referenced census tract data is geographically defined in Figure 2.1.

Table 2.1 Population Distribution and Change						
	July 1, 2010	July 1, 2011	July 1, 2012	July 1, 2013	July 1, 2014	Average Annual Change
City of Colusa	5942	5951	5937	5956	5962	0.07%
City of Williams	4906	5003	5084	5133	5166	1.32%
County, Unincorporated	10,617	10,672	10,760	10,883	11,011	0.93%
Colusa County	21,465	21,626	21,781	21,972	22,139	0.79%



2.1.2 HOUSING CHARACTERISTICS

The highest concentration of households in Colusa County are in the census tracts that contain the cities of Colusa and Williams. The ACS indicates that the greatest number of households are in Census Tract 200 with 2,012 units, followed closely by Census Tract 300 and 100 with 1,800 and 1,718 units respectively. Census Tracts 400 (1,122 units) and 500 (1,228 units) have the least number of housing units.

2.1.3 COLUSA COUNTY EMPLOYERS

The major employers in Colusa County are listed in Table 2.3. This list is not an exhaustive list of all employers nor employees in the county, but illustrates the major industries in the county. The largest employer in Colusa County is the Colusa Casino with more than 500 employees. Following the casino, the recently closed (June 2016) Colusa County Medical Center was the second largest employer in the region. Other large employers include DePue Warehouse Company, a rice wholesaler, Granzella's Restaurant, and other agricultural producers and wholesalers. The combined government offices of Colusa County as well as area school districts provide a major source of employment in the county as well.

Table 2.2 Households, Colusa County	
Census Tract	Total Households
100	1,718
200	2,012
300	1,800
400	1,122
500	1,228

Table 2.3 Colusa County Employers			
Employer Name	Location	Industry	Employees
Colusa County Resort	Colusa	Casinos	500 - 999
Colusa Medical Center (closed June 2016)	Colusa	Hospitals	100 - 249
De Pue Warehouse Co	Williams	Rice - Wholesale	100 - 249
Granzella's Restaurant	Williams	Restaurants	100 - 249
Granzella's Restaurant and Deli	Williams	Bakers-Retail	100 - 249
Myers & Charter Inc	Not Available	Rice Mills	100 - 249
Petersen Ranch Farms	Arbuckle	Farms	100 - 249
Premier Mushrooms	Colusa	Fruits and Vegetables	100 - 249
Sun VALLEY Rice Co LLC	Arbuckle	Investments	100 - 249
Adams Grain Co	Arbuckle	Grain Brokers	50 - 99
Adams Vegetable Oils Inc	Arbuckle	Oils - Vegetables	50 - 99
Arbuckle Elementary School	Arbuckle	Schools	50 - 99
California Family Foods LLC	Arbuckle	Rice Products	50 - 99
Colusa County Coroner	Colusa	Govt. Offices	50 - 99
Colusa County Health & Human	Colusa	Govt. Offices	50 - 99
Colusa County Sheriff Office	Colusa	Govt. Offices	50 - 99
De Pue Warehouse Co Inc	Maxwell	Rice - Wholesale	50 - 99
Enid Prine Continuation High	Maxwell	Schools	50 - 99
James Burchfield Primary Sch	Colusa	Schools	50 - 99
Princeton Elementary School	Princeton	Schools	50 - 99
Sunsweet Dryers	Colusa	Fruits and Vegetables	50 - 99
Valley West Care Ctr	Williams	Health Services	50 - 99
Williams Elementary School	Williams	Schools	50 - 99
Source: California Employment Development Department, 2016			

2.1.4 COLUSA COUNTY COMMUTE PATTERNS

The US Census maintains a database called the “Longitudinal Employer Household Dataset” which provides detailed data on the location of employment for various areas of residence as well as data on the location of residences of a specific area’s workers. This information is helpful in recognizing traveler behavior and can assist in developing efficient transit routes. Tables 2.4 and 2.5 presents commute pattern data for 2014 at the county and city/town level. The top portion of the table presents information about where residents of Colusa County work and for workers that commute into Colusa County where incoming commuters live.

WHERE COLUSA COUNTY RESIDENTS WORK

Over 44% of employed Colusa County residents stay in the county for their job, while 8.2% work in nearby Yolo County. Notably, another 6.8% commute to Sacramento County and 6.2% to Butte County. Of the cities noted, employers in the City of Colusa attract the most Colusa County residents for work with 11.8% of employed county residents. Approximately 7.5% of county residents work in Williams, 3.2% in Chico and another 3.2% in Sacramento. Arbuckle employs 2.7% of the Colusa County workforce.

WHERE COLUSA COUNTY WORKERS LIVE

Of the 9,016 persons employed within Colusa County, roughly 42.2% commute internally within the County. About 9.1% of workers in the county commute from Sutter County and 9.1% from Sacramento County. Looking more closely at the city level, 15% of workers live in the City of Colusa, 9.6% from City of Williams, 6.2% from Yuba City and 4.4% from Arbuckle. This data is consistent with the overall population data, showing that the highest populations within the county are located in Colusa and Williams.

Table 2.4 Colusa County Local and Regional Commute Patterns					
Where Colusa Residents Commute To					
Job Counts in County	# of Workers	Percent of Total	Job Counts by Cities/Towns	# of Workers	Percent of Total
Colusa County, CA	3,819	44.6%	Colusa, CA	996	11.6%
Yolo County, CA	698	8.2%	Williams, CA	644	7.5%
Sacramento County, CA	564	6.6%	Chico, CA	274	3.2%
Butte County, CA	527	6.2%	Sacramento, CA	274	3.2%
Sutter County, CA	372	4.3%	Arbuckle, CA	234	2.7%
Glenn County, CA	190	2.2%	Woodland, CA	224	2.6%
Placer County, CA	188	2.2%	Yuba City, CA	203	2.4%
Shasta County, CA	186	2.2%	Redding, CA	134	1.6%
Sonoma County, CA	173	2.0%	Davis, CA	103	1.2%
Yuba County, CA	161	1.9%	Marysville, CA	80	0.9%
All Other Locations	1,676	19.6%	All Other Locations	5,388	63.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2014).

Table 2.5 Colusa County Local and Regional Commute Patterns Where Persons Employed in Colusa Commute From					
County of Residence for Workers	# of Workers	Percent of Total	City/Town of Residence for Workers	# of Workers	Percent of Total
Colusa County, CA	3,819	42.4%	Colusa, CA	1,376	15.3%
Sutter County, CA	821	9.1%	Williams, CA	867	9.6%
Sacramento County, CA	820	9.1%	Yuba City, CA	559	6.2%
Butte County, CA	517	5.7%	Arbuckle, CA	395	4.4%
Glenn County, CA	489	5.4%	Sacramento, CA	236	2.6%
Yolo County, CA	478	5.3%	Woodland, CA	222	2.5%
Yuba County, CA	387	4.3%	Chico, CA	198	2.2%
Placer County, CA	162	1.8%	Willows, CA	174	1.9%
Nevada County, CA	129	1.4%	Maxwell, CA	134	1.5%
Solano County, CA	103	1.1%	Elk Grove, CA	96	1.1%
All Other Locations	1,291	14.3%	All Other Locations	4,759	52.8%
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-					

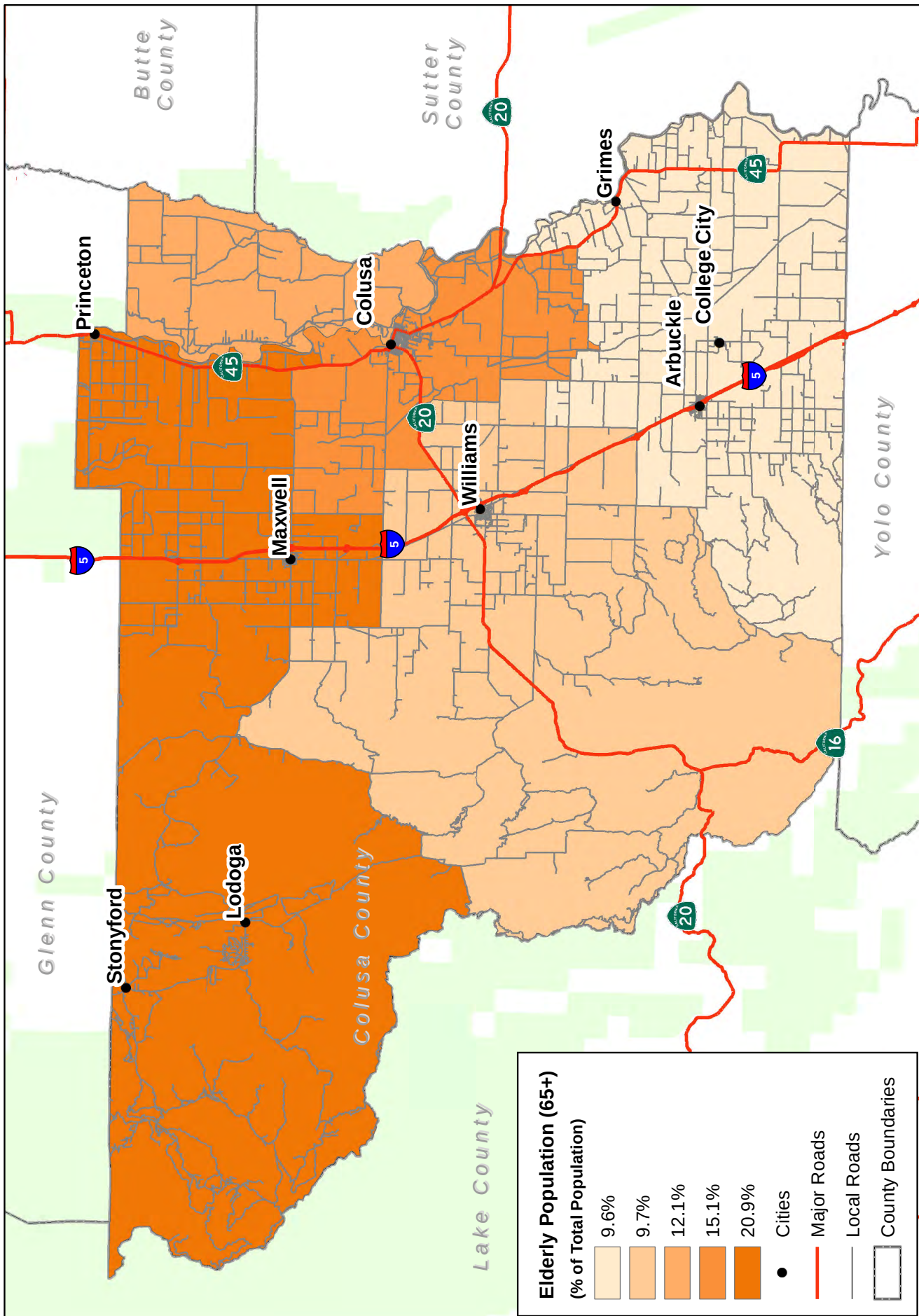
2.2 DEMOGRAPHICS FROM KEY MARKET SEGMENTS

Transit system ridership in rural areas, is drawn largely from groups referred to as the “transit dependent” population. This category includes youth, elderly persons, persons with disabilities, low income persons, and members of households with no available vehicles. Often there is overlap in these populations.

2.2.1 ELDERLY POPULATION

Seniors over the age of 65 years old are a highly transit-dependent population group, and many transit agencies offering discounted fares for this age group. There are an estimated 2,677 persons aged 65 or over in Colusa County. The greatest number of elderly persons are located in Census Tract 200 with 792 persons, followed by Census Tract 300 with 594 persons. Census Tract 400 has the highest percentage of elderly persons at 20.9%. Figure 2.2 shows the concentrations of elderly persons throughout the study area, data is presented in Table 2.6.

Table 2.6 Elderly Population, Colusa County			
Census Tract	Total Population	Elderly (65+)	
		#	%
100	5,211	500	9.6%
200	5,245	792	15.1%
300	6,120	594	9.7%
400	2,321	485	20.9%
500	2,527	306	12.1%
Total	21,424	2,677	12.5%
Source: American Community Survey			



ELDERLY POPULATION BY CENSUS TRACT, COLUSA COUNTY
FIGURE 2.2

2.2.2 PEOPLE WITH DISABILITIES

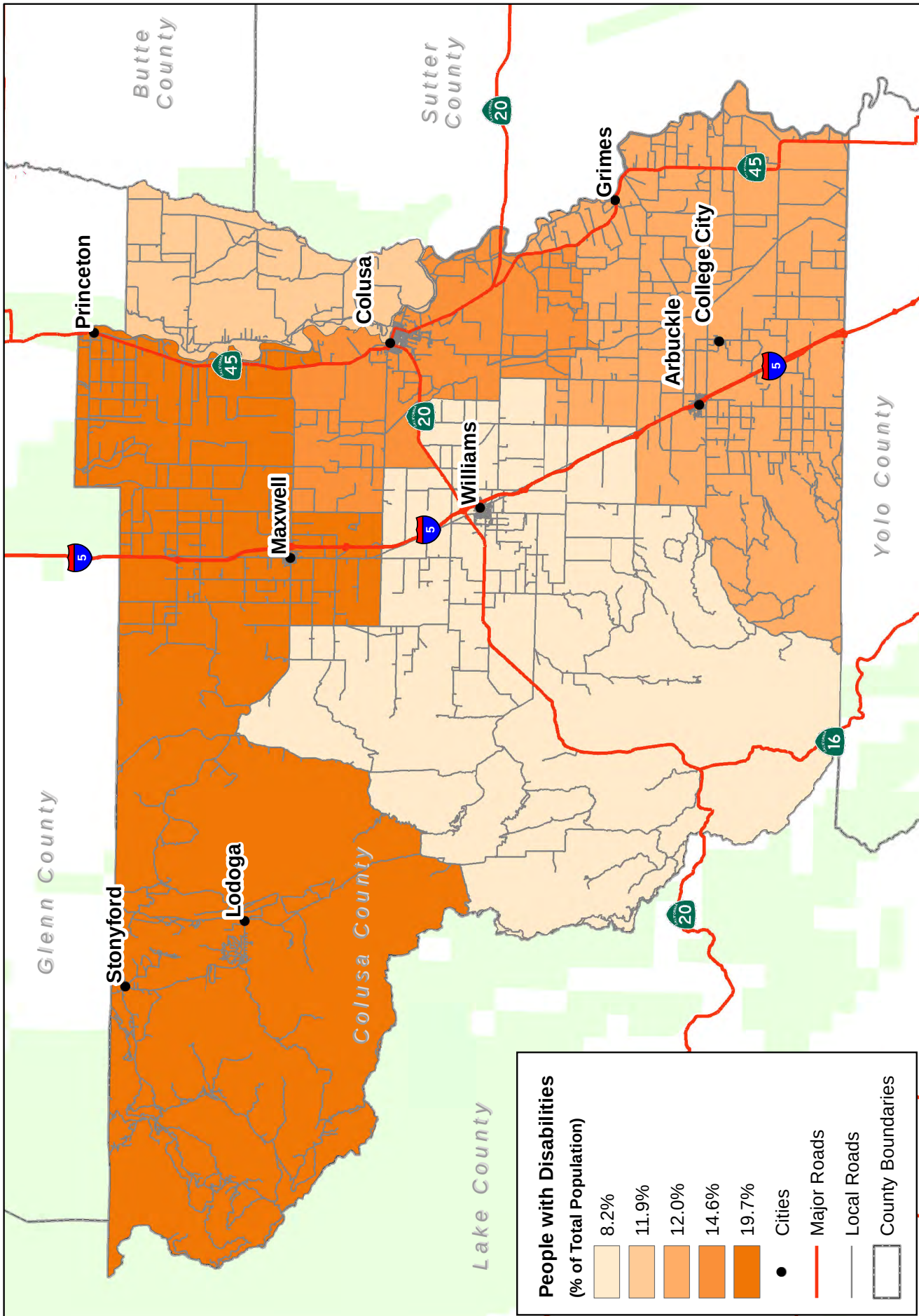
Many people with a disability may be mobile but are not able to operate a personal vehicle due to physical or psychological constraints, or because they do not have access to a vehicle. The Census' American Community Survey 2010 – 2014 shows that roughly 12.4% of the overall population in Colusa County is considered to have a disability, or about 2,628 individuals. Table 2.7 and Figure 2.3 show that Census Tract 200 (Colusa area) has the highest number of people living with a disability, at approximately 757 individuals. Closely following is Census Tract 100 (Arbuckle/ College City/ Grimes) with 625 people living with a disability. Census Tract 400 (Stonyford/Maxwell/Princeton) has the highest percentage with roughly 19.7% of the population (449 people) living with a disability.

Table 2.7 Population Characteristics, Colusa County			
Census Tract	Total Population	Individuals Living with a Disability	
		#	%
100	5,211	625	12.0%
200	5,245	757	14.4%
300	6,120	496	8.1%
400	2,321	449	19.3%
500	2,527	301	11.9%
Total	21,424	2,628	12.3%
Source: American Community Survey			

2.2.3 ZERO VEHICLE HOUSEHOLDS

An important category to consider during transit planning is households without a vehicle available, making public transit a likely option for travel. It is estimated that there are 380 households with no vehicles available, as shown in Table 2.8, representing 5.5% percent of the total households in the area. The greatest number of zero vehicle households are located in the Colusa area (Census Tract 200), followed by the Williams area in Census Tract 300 with a combined total of 255.

Table 2.8 Zero Vehicle Households, Colusa County			
Census Tract	Total Households	Zero Vehicle	
		#	%
100	1,482	25	1.7%
200	1,545	144	9.3%
300	1,764	111	6.3%
400	885	38	4.3%
500	967	62	6.4%
Total	6,643	380	5.7%
Source: American Community Survey			



POPULATION WITH A DISABILITY BY CENSUS TRACT, COLUSA COUNTY
FIGURE 2.3

2.2.4 LOW-INCOME POPULATION

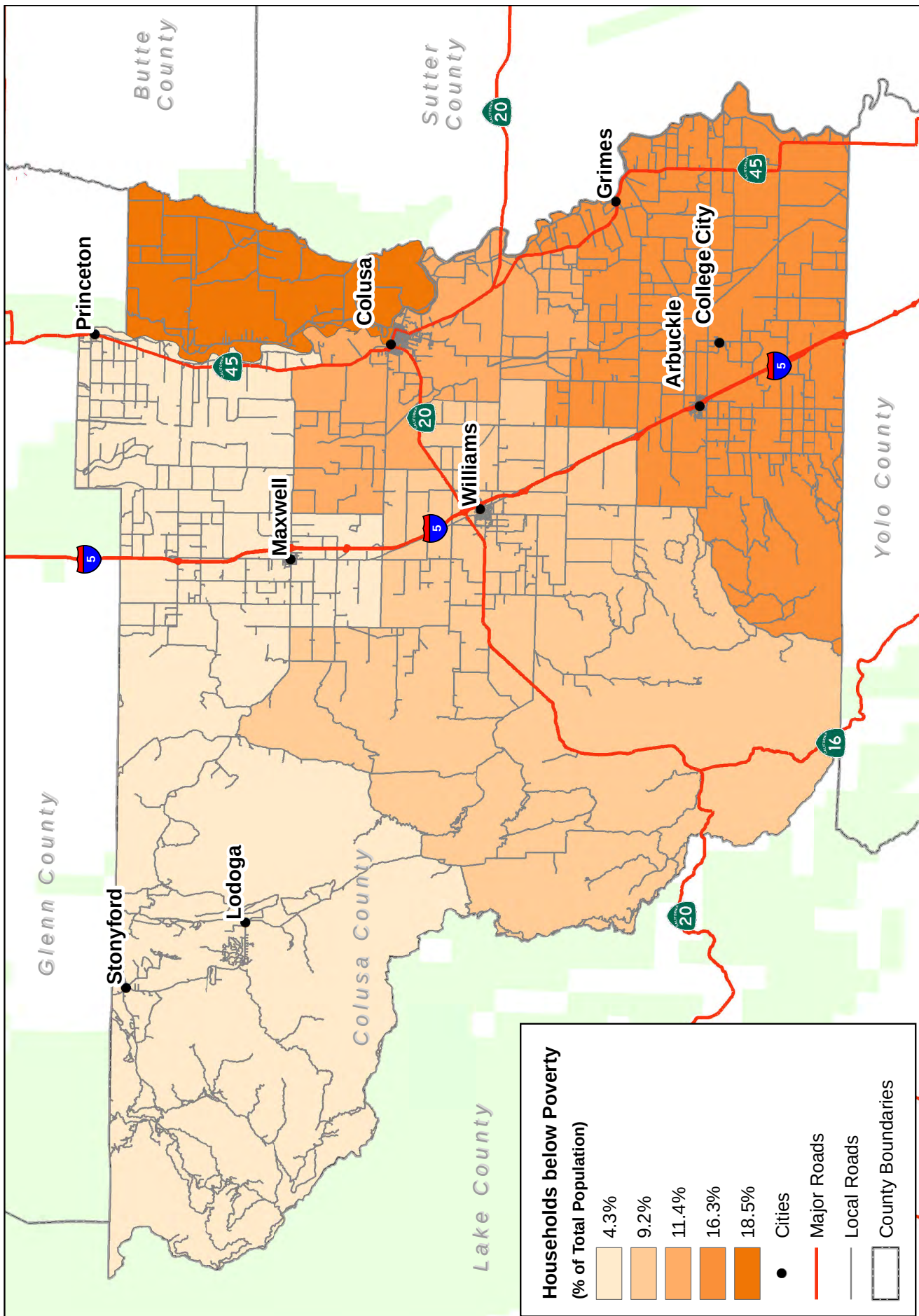
Low-income persons are another likely market for transit services, as measured by the number of persons living below the poverty level. According to the American Community Survey 2010 – 2014, an estimated 3,171 live below the poverty level, representing approximately 14.8% of the total population. As shown in Figure 2.4, the greatest numbers of low-income persons are located within in Census Tract 200 (Colusa), with 852 people living in poverty. Census Tracts 300 (Williams) and 100 (Arbuckle/College City) also have significant low-income populations, with a combined 1,612 persons estimated to be living below the poverty line. Census Tract 500 has the largest percentage of the population living in poverty at 17.8%.

Table 2.9 Poverty, Colusa County			
Census Tract	Total Population	Below Poverty	
		#	%
100	5,211	771	14.8%
200	5,245	852	16.2%
300	6,120	841	13.7%
400	2,321	256	11.0%
500	2,527	451	17.8%
Total	21,424	3,171	14.8%
Source: American Community Survey			

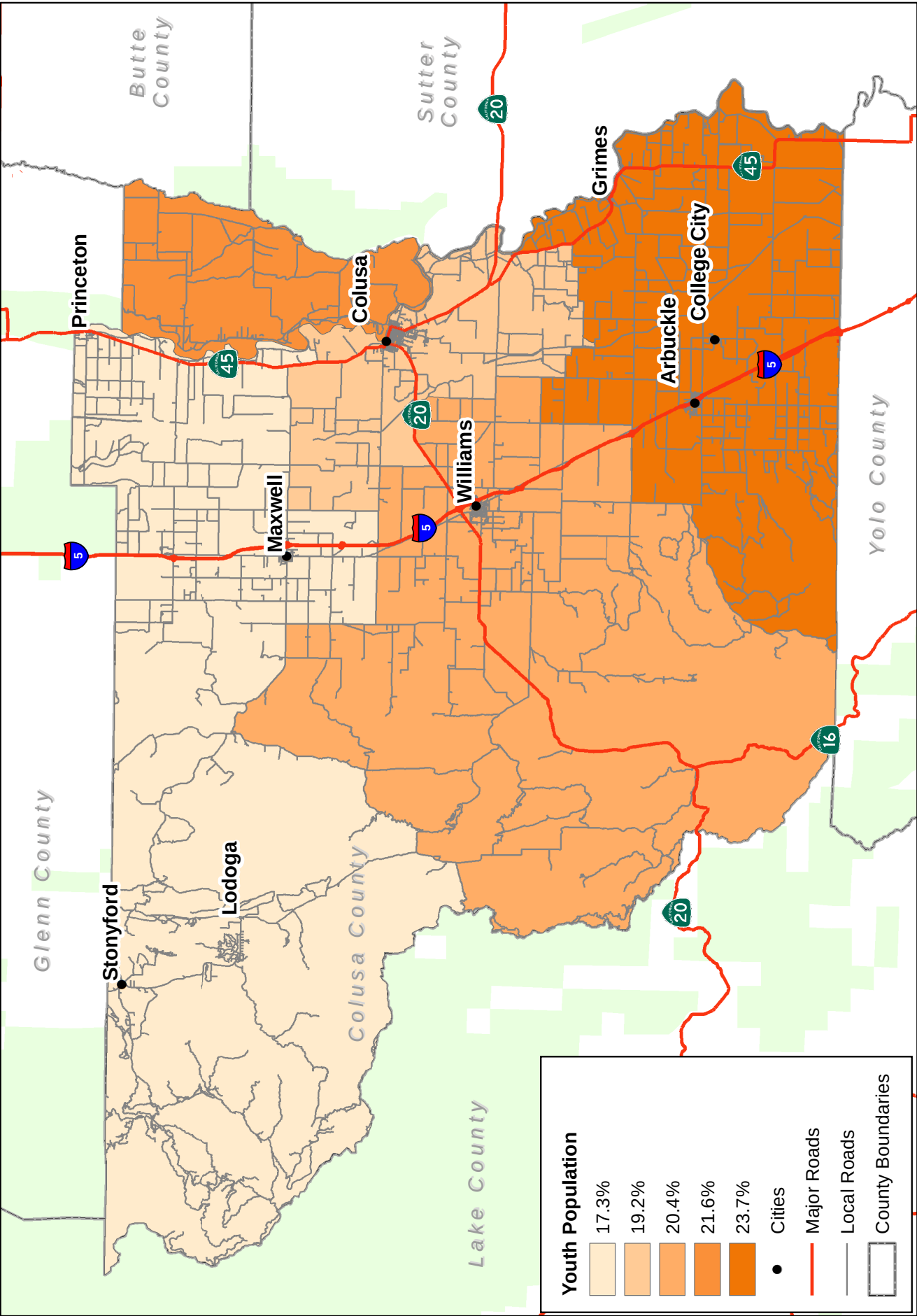
2.2.5 YOUTH POPULATION

The youth population, ages 5 to 17 years old, are considered to be transit dependent persons. Children of school age that travel independently may need public transit to go to/from school or after school activities, while younger children may be riding with parents or guardians that rely solely on public transit. In Colusa County, youths make up roughly 20.7% of the County population. Census Tract 300 has the greatest number of youth-aged persons, with 1,248 individuals. Census Tract 100 follows closely with 1,235 youths, which is also the highest percentage of youth at 23.7 percent. This information is presented in Table 2.10 and Figure 2.5.

Table 2.10 Youth, Colusa County			
Census Tract	Total Population	Below Poverty	
		#	%
100	5,211	1,235	23.7%
200	5,245	1,007	19.2%
300	6,120	1,248	20.4%
400	2,321	402	17.3%
500	2,527	546	21.6%
Total	21,424	4,438	20.7%
Source: American Community Survey			



POPULATION LIVING IN POVERTY BY CENSUS TRACT, COLUSA COUNTY
FIGURE 2.4



YOUTH POPULATION BY CENSUS TRACT, COLUSA COUNTY
FIGURE 2.5

3 GOALS, OBJECTIVES AND PERFORMANCE STANDARDS



A crucial element to the success of any organization is a clear and concise set of goals and objectives, and the standards needed to attain them. A transit agency's goals should reflect their intent and the manner in which they plan to move forward with the implementation of this plan. Performance measures are the primary means of assessing how successful an agency is in accomplishing its goals.

As part of the short range planning process, CCTA should assess their goals and objectives with each update. This is a worthwhile task, as it provides CCTA with the opportunity to reconsider their priorities and reorganize their goals and objectives accordingly. As management and operating conditions change, CCTA may want to adjust the system goals and objectives to ensure that they are still reflective of the community and agency priorities. During that process it is important to take the opportunity to review the performance-measurement program that was established in concert with the original goals and objectives.

CCTA should consider a Mission Statement as follows:

"Colusa County Transit Agency strives to provide safe, reliable, affordable transportation to meet the mobility needs of residents in Colusa County."

Additionally, CCTA should consider the following:

"Colusa County Transit Agency seeks to increase fare recovery ratio by maintaining reasonable operational costs and increasing revenues through revenue-generating advertising and ridership by focusing on providing excellent customer service and public outreach."

The six key measures for assessing rural demand response performance are identified in this section. Depending on the results of those measures, the CCTA system may need to delve deeper into certain aspects of its operations, examining more detailed data and assessing additional measures to address questions or questionable performance.

Importantly, CCTA must consider the extent to which their mission influences their day-to-day performance. When a rural system is tasked with serving the needs of riders who are transit-dependent, its service will often include lengthy trips for critical purposes with limited opportunity for shared-riding, such as medical appointments. The performance measures will then reflect lower productivity and higher cost per passenger trip than might otherwise be the case. The six measures include the following:

1. Passenger Trips per Vehicle-Hour.
2. Operating Cost per Vehicle-Hour.
3. Operating Cost per Vehicle-Mile.
4. Operating Cost per Passenger Trip.
5. Safety Incidents per 100,000 Vehicle-Miles.
6. On-Time Performance.

3.1 PASSENGER TRIPS PER VEHICLE-HOUR

Passenger trips per vehicle-hour measures the productivity of the transit system. As a performance measure, productivity captures the ability of the system to schedule and serve passenger trips with similar origins, destinations, and time parameters, using the least number of in-service vehicles and hours. This is the essence of shared-ride, public demand-responsive transport (DRT) service. A DRT service, such as Colusa County Transit, is a flexible system characterized by direct user-response rather than a fixed route with specific pick-up locations and times. Many consider productivity to be the most important single measure of Demand Response performance in assessing the system's effectiveness.

However, there are various important factors that affect the ability of a demand-response system to be productive: the size of the service area, the distribution of residential areas and destination areas, and the patterns of riders' trips, including the extent of group trips. Particularly for rural DRT systems, large service areas with dispersed trip patterns make it more difficult to effectively schedule two or more riders on the same vehicle; this results in a lower productivity. The extent to which the rural DRT system serves pre-scheduled group trips will also impact productivity, such as group trips to the senior center or other frequented destinations. If there are limited group trips—that is, few opportunities to schedule riders on the same vehicle at the same time for travel to a common destination—this will also result in lower productivity.

Other factors that impact productivity include the level of no-shows and late cancellations, scheduling efficiency, dispatcher skills, the ability to schedule trips in real-time, vehicle operator experience and operator familiarity with the service area and their passengers' trip-making patterns, and the operating environment including the roadway network and geographic barriers that impact that network. From a DRT performance perspective, the emphasis on productivity stems in great part from the fact that small changes in productivity can be very cost effective. Larger changes can be even more cost effective.

Productivity can also be measured by passenger trips per mile. Given the low passenger volumes on DRT relative to mileage, this ratio usually results in a number less than 1. Such resulting numbers are not particularly logical given that an actual passenger trip is not less than 1; passenger trips per hour is an easier number to visualize.

3.2 OPERATING COST PER VEHICLE-HOUR

Operating cost per hour is a key cost-efficiency measure, assessing the financial resources needed to produce a unit of service, defined for this measure as an hour of service. What does it cost the system to put service on the street? This measure, however, does not evaluate use of the service; because of this, it should be assessed in conjunction with the measure passenger trips per vehicle-hour or other ridership use measures. Similar to the productivity measure, practices vary as to whether the measure uses revenue-hours or vehicle-hours in the denominator. Since the productivity measure has used vehicle-hours, this measure also used vehicle-hours.

Labor is a major cost for transit operation. For the transit industry in general, labor - including fringe benefits - may account for up to 70% or 80% of total operating costs. The majority of employees work in vehicle operations and vehicle maintenance. The labor rates paid to vehicle operators and mechanics are somewhat controllable, but will depend on the local job market and wages paid for similar positions at competing organizations. For some DRT systems, the rates may be influenced by a labor contract.

Maintenance is an important functional cost center. Based on NTD data for the transit industry in general, vehicle maintenance may account for up to 20% of operating expenses. Vehicle maintenance includes routine oil changes, tire changes, brake checks, and other mechanical work as necessary. Management has some control over this factor, but costs will also depend on the type of vehicles, their age, and the vehicles' operating conditions—the latter of which is influenced by service-area characteristics and weather.

3.3 OPERATING COST PER VEHICLE-MILE

Operating cost per mile is another service efficiency measure often used for performance assessments, either in addition to or instead of operating cost per hour. While cost per hour is often the more important measure because the largest proportion of costs (wages and salaries) is paid on an hourly basis, operating cost per vehicle-mile is a key measure for rural systems. Rural systems with limited data reporting practices are more likely to report vehicle-mile data than vehicle-hour data. As a cost efficiency measure, operating cost per vehicle-mile assesses the financial resources needed for the rural system to produce “vehicle-miles.” Similar to the related measure, operating cost per vehicle-hour, this measure does not evaluate the use of those vehicle-miles, so the measure should be assessed along with measures of utilization.

Factors that influence the operating cost per vehicle-mile measure for rural demand response systems include the operating costs as well as number of miles operated, which is influenced by the average speed of service and deadhead requirements, among other factors. Reasons that a rural DRT system may have a relatively high operating cost per vehicle-mile, include some of the same as listed above for the measure, operating cost per vehicle-hour:

- Relatively high operating costs stemming from high costs for labor, maintenance, and/or administration.
- Costs for significant amount of deadhead miles because of service-area size and/or long distance trips.
- Low average operating speed, which could result from a number of factors, including excess dwell times at riders’ pick-up and drop-off locations or other factors which slow down service—for example, weather-related factors or poor road conditions. While the primary cost factor is the hourly operating cost, the measure cost per vehicle-mile is impacted because the costs are spread over a smaller number of miles.

3.4 OPERATING COST PER PASSENGER TRIP

Operating cost per passenger trip is a critical cost-effectiveness measure. It combines elements of the first two measures—operating cost per vehicle-hour and passenger trips per vehicle-hour, by relating productivity to the hourly operating cost. As a composite measure, a DRT system may have low operating costs but if productivity is also low, the operating cost per passenger trip may be relatively high. Conversely, a DRT system may have a relatively high cost on a vehicle-hour basis, but if its productivity is high, the cost per passenger trip may be low.

A key element of this measure is productivity. Efforts to improve the cost per passenger trip measure should first focus on increasing the number of passenger trips served within given resources. Reasons that a DRT system might show high operating cost per passenger trip include:

- High operating costs:
 - Costs for labor, particularly vehicle operators.
 - Costs for maintenance due to an older fleet, from problem vehicles, from accidents, and from fuel costs.
 - High administrative costs.
- Low productivity:
 - Large service area where passenger trips are lengthy.
 - Low density of passengers within the service area.
 - System policies that allow riders to travel to destinations beyond the primary service area
 - Significant deadhead time related to service-area size and long-distance trips.

- Service policies and scheduling practices that facilitate individualized trip-making (“one-to-one” trips rather than “few-to-one” or “many-to-one” trips).
- Limited dispatch control that lacks the tools to manage service operations and respond to changes on a real-time basis.
- High rates of no-shows and late cancellations.
- Scheduled vehicle-hours that are not aligned with ridership demand.

3.5 SAFETY INCIDENTS PER 100,000 VEHICLE-MILES

Safety needs to be a primary concern for all transit systems, including DRT. Rural DRT systems should track and monitor their safety record and make adjustments as needed to ensure safe operations. As a performance measure, the safety incident rate can be seen as one that incorporates an assessment of both service operations as well as passenger service quality. The safety of the DRT system may not be an attribute that passengers consider each day, but safety is a dimension of customer service quality. Tracking safety is an important recommendation for Colusa Transit in order to measure performance.

3.5.1 CALCULATION

The performance measure uses the sum of NTD safety incidents, which is a required Rural NTD data element, divided by 100,000 vehicle-miles. The measure compares the raw number of NTD safety incidents with the miles traveled by the system, which places the raw number into the perspective of miles traveled by the system. However, since the reporting thresholds for NTD safety incidents are relatively high (e.g., for a property damage incident, the reporting threshold is \$25,000 worth of damage), CCTA should monitor safety incidents of all types and distinguish between preventable and non-preventable accidents, without regard to a pre-determined dollar threshold.

Performance on safety can be improved by ensuring that vehicle operators are well trained, vehicles are well maintained, and operating policies and procedures support safe operations day to day. Lower than expected or desired performance on safety may result from a variety of reasons:

- Limited vehicle operator training and/or retraining.
- Inexperienced vehicle operators.
- Vehicle issues such as the vehicle type or design and their condition.
- Scheduling practices that result in a system speed that forces vehicle operators to rush.
- Environmental factors such as bad weather.
- The system’s commitment to safety and efforts to communicate that commitment to all its employees.

3.6 ON-TIME PERFORMANCE

On-time performance is an important measure of service quality from a rider’s perspective. On-time performance measures the reliability of the system; does the vehicle arrive for the pick-up when it was promised? CCTA should routinely monitor and assess their on-time performance.

Even if a DRT system schedules a rider’s trip to ensure timeliness at the destination, the system needs to give the rider a pick-up time (or time window) so that the rider can be ready when the vehicle arrives. Data collection also varies, although most rural systems use vehicle operator-reported data from operators’ manifests.

3.6.1 CALCULATION

On-time performance can be calculated based on data for all trips, which may require more data processing time unless CCTA implements mobile data terminals to collect trip data. More realistically, CCTA may sample trips. For a rural system that provides service to the general public or specialized service, calculation of the measure on a sampled basis, such as one week during the month or even on one sample day in the month, is adequate. The sample day or sample week should be chosen randomly to avoid bias in the results.

To calculate the measure, the following data elements are needed for the time period being addressed: the number of trips on-time (based on however CCTA defines “on-time”) and the total number of completed trips, plus no-shows (assuming those trips have arrived on-time) as well as missed trips, should there be any. A trip labeled as a no-show that in fact was a late trip where the rider did not travel should be classified as a missed trip, rather than a no-show.

Regarding the assessment of on-time performance in relation to no-shows, CCTA should make efforts to ensure that no-shows are in fact “legitimate” no-shows—that is, the vehicle operators have arrived on-time for the scheduled pick-up time even though the rider does not show. There are cases where a vehicle operator may claim that a rider was a no-show, but the operator was not at the rider’s pick-up location when the claim is made. CCTA might consider procedures to ensure that vehicle operators wait at scheduled pick-up locations for the prescribed waiting period, such as having operators contact dispatch at arrivals, and that dispatch try and contact riders when they do not appear for a trip to avoid no-show trips. If a DRT system has AVL technology, dispatch can check on a vehicle’s location to verify an operator’s whereabouts if there are questions related to no-shows.

CCTA can look to a number of factors that can impact on-time performance, including the following:

- Vehicle operator schedules that are not adequately prepared or that overbook trips so that vehicle operators cannot maintain the schedule.
- Incorrect information on schedules so that vehicle operators not having the proper information for timely service (bad addresses, lack of details on just where to pick up the passenger such as a back door, a side street, etc.).
- Staffing issues such as no back-up operators, inexperience, or an inadequate number of operators.
- Vehicle breakdowns or road calls resulting from vehicle design issues or maintenance practices that do not keep vehicles in good working order.
- Passengers’ habits (e.g., excessive dwell time because passengers are not ready to board upon vehicle arrival, use of wrong mobility aide, etc.).

See Table 3.1 for performance indicators.

Table 3.1							
Performance Indicators							
Base Statistics	10/11	11/12	12/13	13/14	14/15	15/16	Percent change from 10/11 to 15/16
Ridership	51,308	56,265	54,914	49,525	48,051	48,198	-6.1%
Vehicle Service Hours	11,065	10,841	11,072	10,969	10,914	10,988	-0.7%
Vehicle Service Miles	187,423	185,666	197,128	184,979	192,599	195,624	4.4%
Fare Revenue	\$88,406	\$90,742	\$91,952	\$95,801	\$110,366	\$102,543	16.0%
Net Operating Costs	\$870,498	\$879,704	\$922,820	\$913,301	\$853,174	\$904,739	3.9%
Performance							
Passengers/Hour	4.6	5.2	5.0	4.5	4.4	4.4	-5.3%
Passengers/Mile	0.27	0.30	0.28	0.27	0.25	0.25	-8.7%
Average Fare	\$1.72	\$1.61	\$1.67	\$1.93	\$2.30	\$2.13	23.5%
Farebox Recovery	10.16%	10.32%	9.96%	10.49%	12.94%	11.33%	11.6%
Cost/Hour	\$78.67	\$81.15	\$83.35	\$83.26	\$78.17	\$82.34	4.7%
Cost/Trip	\$16.97	\$15.64	\$16.80	\$18.44	\$17.76	\$18.77	10.6%
Cost/Mile	\$4.64	\$4.74	\$4.68	\$4.94	\$4.43	\$4.62	-0.4%
Subsidy/Trip	\$15.24	\$14.02	\$15.13	\$16.51	\$15.46	\$16.64	9.2%

Colusa Transit Agency's demand-responsive service in public transit involves advanced reservations and is provided in a substantially different manner than fixed-route service. Providing demand-responsive service requires different tasks and a different approach to service delivery. Additionally, in the case of ADA complementary paratransit, a substantial body of regulations acts as de facto performance measures and may require the development of measures to ensure compliance.

Demand-responsive service is somewhat different from other transit modes for several reasons:

- Civil rights requirements of ADA complementary paratransit service mandate many of the specific methods of transit service.
- Productivity limitations that exist in demand-responsive service limit or affect growth.
- Demand-responsive requires a significantly different service delivery approach, since individuals' trips must be scheduled and drivers' routes change constantly.
- Growth in demand often lacks economies of scale and results in significant financial stress for a transit agency, including limiting of demand-responsive service or reducing the levels in other service modes.

Providing practical and useful transit performance measurements and standards for demand-responsive service therefore requires an approach that recognizes the significant service differences that exist in demand-response and seeks a strategy consistent with those differences. Nevertheless, ADA complementary paratransit and general demand-responsive service provide public transit services, and there are significant areas of similarity with other transit modes as well.

As a result, applying performance measures to demand-responsive services must be done differently than for fixed-route services. Improvements to particular performance measures that would be seen as positive in a fixed-route environment may have negative consequences in a demand-responsive environment. The overall manner in which general demand-responsive service is provided is quite similar to ADA complementary paratransit. Both provide shared-ride service that is normally door-to-door or curb-to-curb service for the passenger. However, general demand-responsive service operates in a different environment and with a significantly different mission than does ADA complementary paratransit.

3.6.2 REGULATORY ENVIRONMENT

Extensive ADA complementary paratransit regulations do not directly apply to demand-responsive service. ADA is relevant, however, as equal access to persons with disabilities must be provided. Accessible vehicles are necessary as a significant component of a general demand-responsive fleet. The ADA specifies that there should be no pattern or practice of discrimination nor any difference between a person with disabilities' ability to receive a trip and that of an individual without apparent disabilities.

Other guidelines of the ADA are not required for general-demand paratransit since, in this system, everyone receives the same kind of public transit service. Unlike ADA complementary paratransit service, the following are permissible for general demand-responsive paratransit:

- Trip prioritization is permitted.
- Trips can be denied and the number of trips per month or week can be rationed.
- Hours for call taking for reservations are up to the transit agency.
- Fares can be set at any level.
- Waiting lists are allowed.
- The hours and area of service are determined by the transit agency, not by the level of fixed-route service.

The reduced number of applicable ADA guidelines allows a general demand-responsive service to ration demand in more ways and more easily than can ADA complementary paratransit service. Given this level of flexibility, the measurement of service has a number of similarities with fixed-route service, since the level and kind of service provision are much more flexible than in ADA complementary paratransit. Additionally, the service goal is to provide transit service to a wider range of passengers.

General demand-responsive service is common in rural areas, but other transit services could also be provided, including fixed-route, flexible routes, planned subscription service, and vanpools. Transit service will, as a rule, be substantially more expensive on a per-passenger basis for rural service than for urban service, largely due to the lower densities and longer trip lengths. These present challenges for rural areas as they are held to the same farebox recovery ratio as large, and dense populated urban areas, though the need for transit service is not less. Coordination and cooperation are keys to maximizing the level of service and performance in rural areas.

Performance measures have traditionally focused on urban fixed-route service levels. Many of the traditional, internally focused performance measures can be relevant for rural systems but offer a more incomplete picture of transit's impact on the community and customers. The customer-service and community-focused measures are valuable for rural systems like Colusa, but these measures do not cover all aspects of rural service delivery.

Developing performance measures in a rural system therefore needs to start with an examination of the organization's goal and mission. Some questions to ask relate to the effectiveness and efficiency of coordination efforts are:

- What service is the agency attempting to provide?
- What efforts are made to coordinate with other agencies?
- How can the results of those efforts be measured?

Possible performance measures for Colusa Transit could be used to evaluate if and how well coordination and partnership efforts are enhancing transit service. Measuring performance based on the effectiveness of efforts (e.g., quality, efficiency, and quantity of trips and hours) and the satisfaction of the providers is important.

The seven general categories of performance measures applicable to general demand-responsive service are:

- Availability.
- Service monitoring.
- Community.
- Travel time.
- Safety and security.
- Maintenance and construction.
- Economic measures.

4 PERFORMANCE ANALYSIS



For the past several years, Colusa County Transit ridership has been steadily declining. Ridership in 2013 was the lowest since 2010. In 2016 ridership stabilized with passenger counts similar to 2015. There are many factors that can be attributed to declining ridership, including low gas prices, varying employment rates, and even lack of awareness and perceived availability of transit services. With the closure of the local hospital and clinics it can be expected that ridership may be reduced.

Reduced revenues from farebox fees and steadily increasing operating costs have reduced the operating efficiency of the transit service. As a result, farebox recovery ratios dropped briefly below 10% in the 2012/2013 fiscal year, the threshold necessary to continue to receive Federal Transit Administration assistance for transit service. However, farebox recovery for FY 13/14 through 2016 has maintained the required 10% or higher recovery rate. Over the last two years, staff took a proactive role in identifying ways to increase revenues and reduce operational costs.

Several factors can contribute to farebox recovery ratios at or below 10%, including:

- A struggling economy.
- Limited population willing to ride transit.
- Transit service is not actively marketed and advertised.
- Increased operational costs.

4.1 RIDERSHIP HISTORY

Table 4.1 and Figure 4.1 shows ridership levels since 2010. As shown in the figure, ridership for the CCTA has been steadily decreasing over the past several years. Typical variations in seasonal ridership show that summertime is typically the higher use season. Monthly ridership values averaged around 4,500 trips per month in 2011 and 2012, but in the last two fiscal years average monthly ridership hovered at about 4,000 trips. Figures 4.2 through 4.7 show ridership trends for various other transit ride types and transit services.

Table 4.1 Ridership Trends									
	Rider Types						Other Characteristics		
	Total	Daily Regular	Special Bill	Senior Nutrition	Medical Transport	Yuba City	Dial-A-Ride (Local)	Seniors	Disabled
2006-2007	51,998	42,008	8,735	944	311	-	23,507	5,029	6,944
2007-2008	54,580	41,471	11,344	1,442	323	-	27,362	6,158	7,765
2008-2009	52,832	41,117	10,166	1,190	359	-	26,239	5,924	6,445
2009-2010	47,275	38,092	6,956	1,410	226	591	21,662	5,109	7,282
2010-2011	51,306	40,011	8,318	2,207	243	527	21,801	5,726	7,847
2011-2012	56,275	42,262	10,624	2,801	165	413	26,972	6,533	7,578
2012-2013	54,914	41,941	9,381	3,090	203	299	24,682	7,253	7,024
2013-2014	49,554	39,181	7,557	2,289	227	300	24,571	7,731	6,381
2014-2015	48,051	38,609	6,531	2,449	125	337	22,989	8,510	6,018
2015-2016	48,198	37,493	7,097	3,225	106	277	22,998	9,960	6,463
Source: Colusa County Transit Agency									

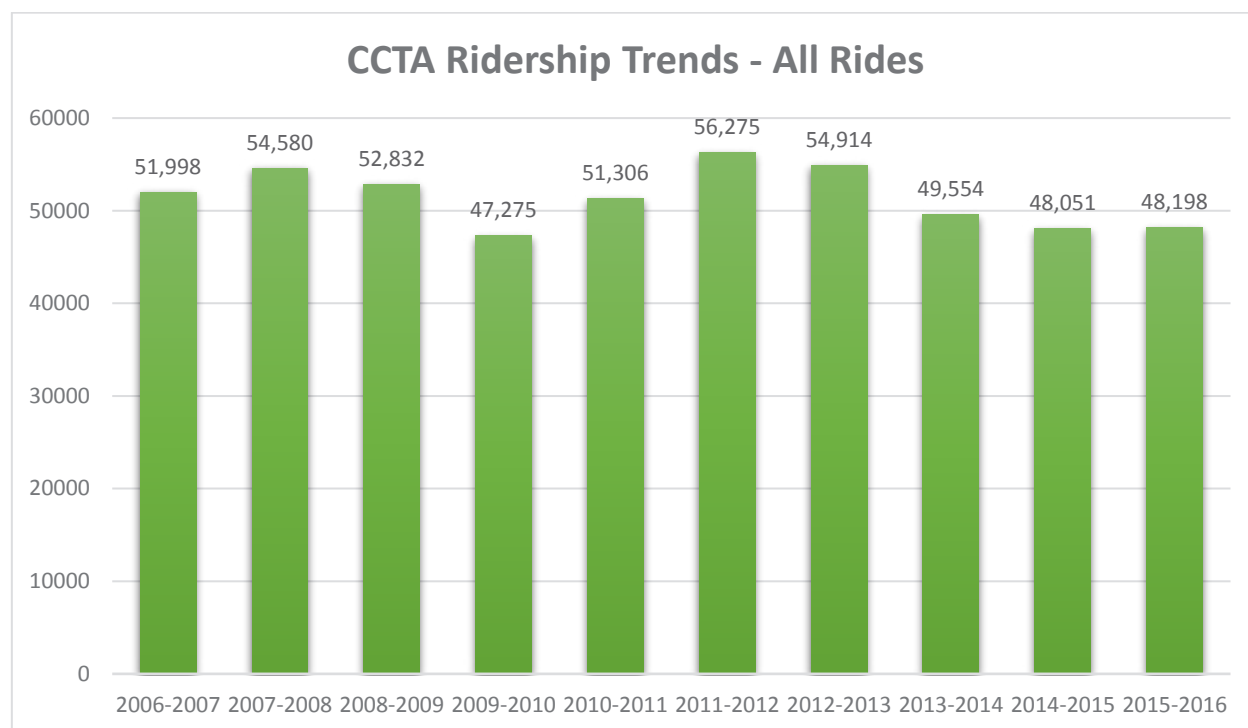
FIGURE 4.1 – OVERALL RIDERSHIP TRENDS

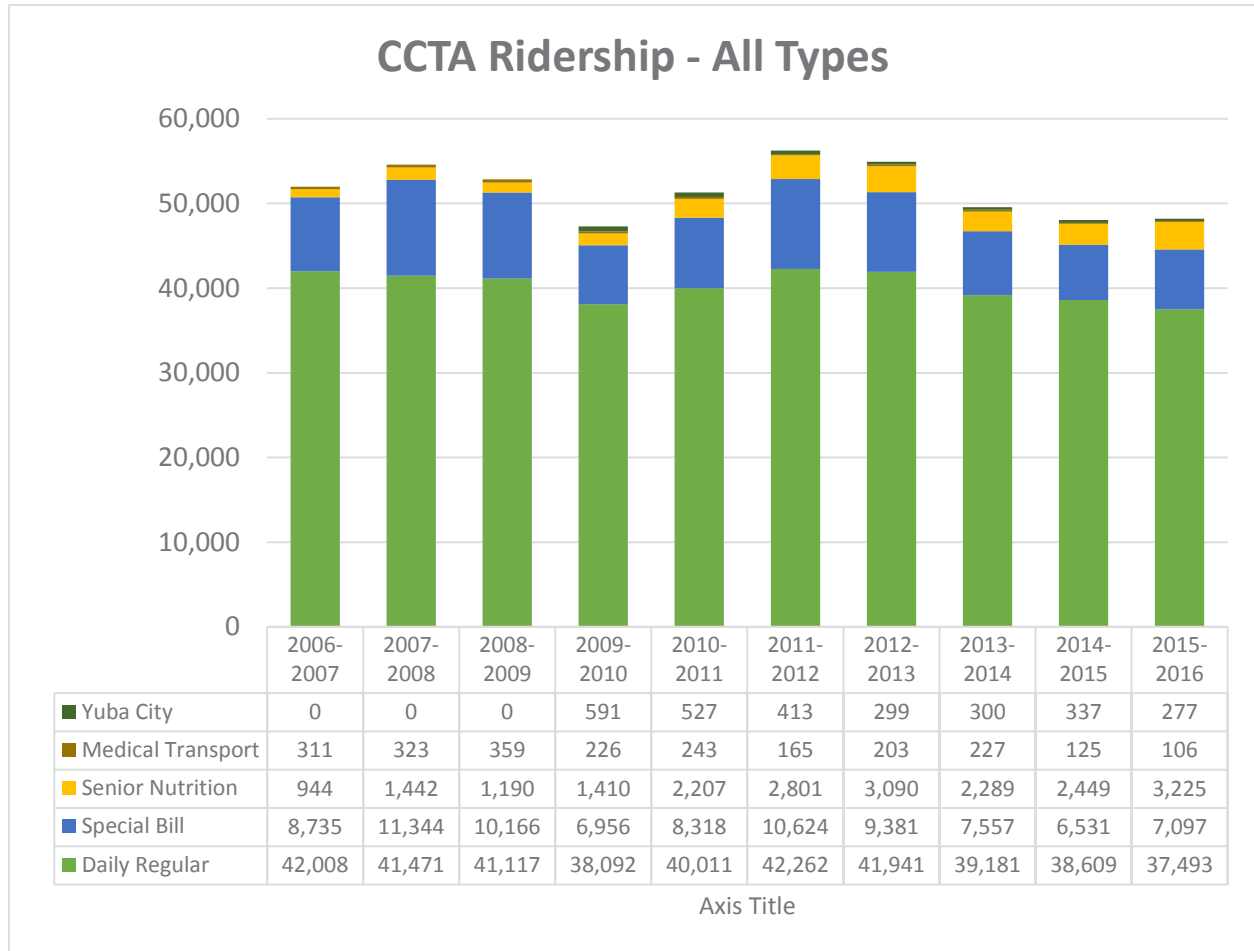
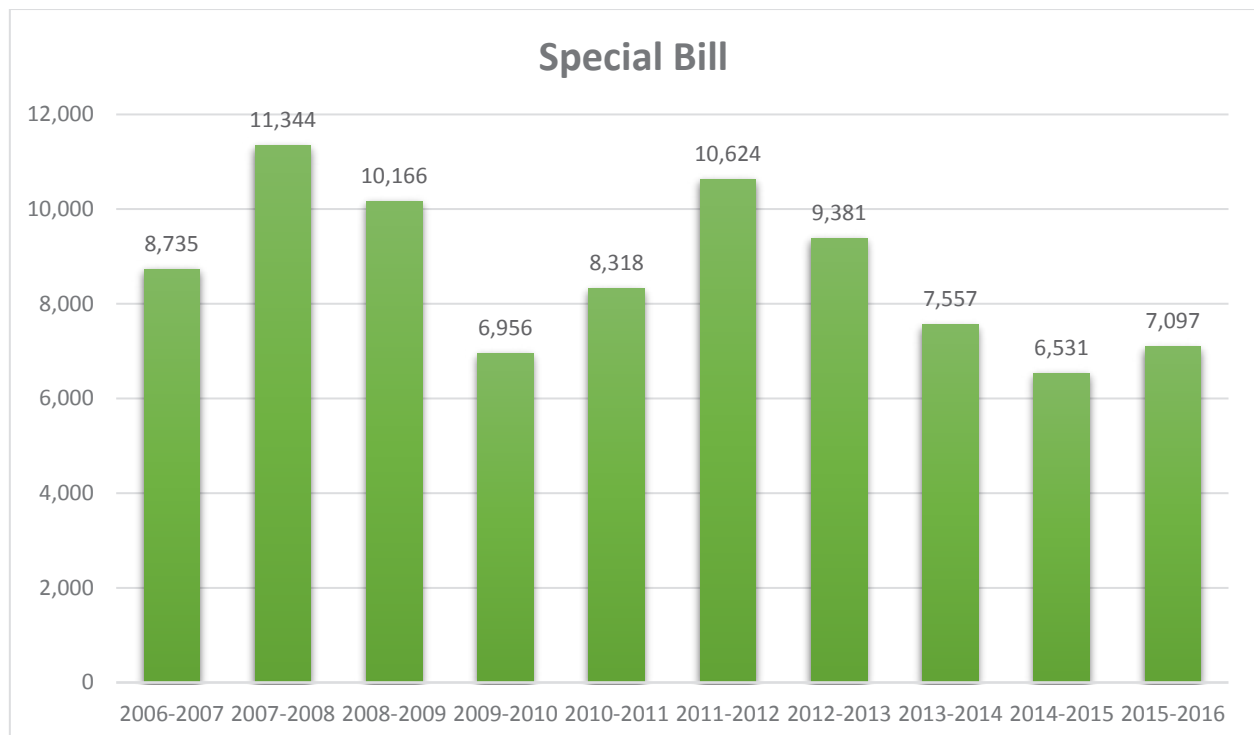
FIGURE 4.2 – OVERALL RIDERSHIP TRENDS BY TYPE**FIGURE 4.3 SPECIAL BILL**

FIGURE 4.4 – MEDICAL TRANSPORT

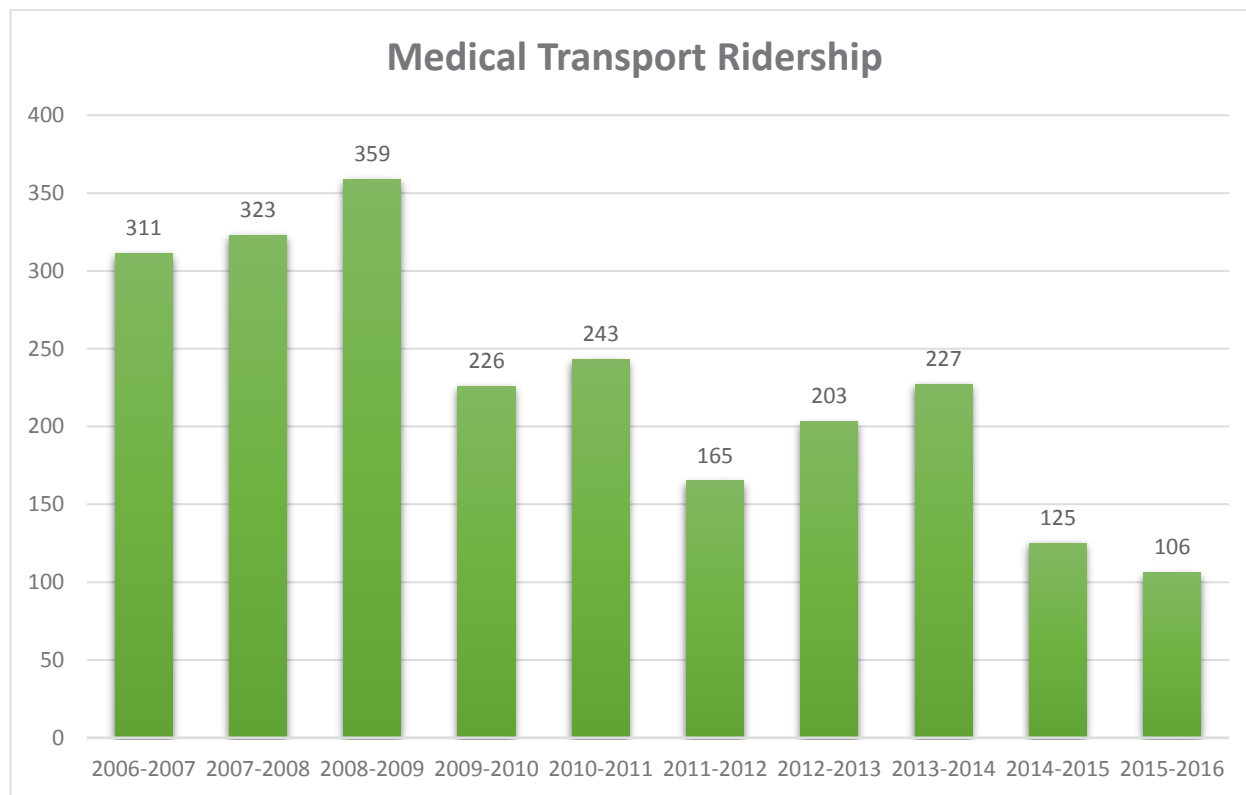


FIGURE 4.5 YUBA CITY RIDERSHIP

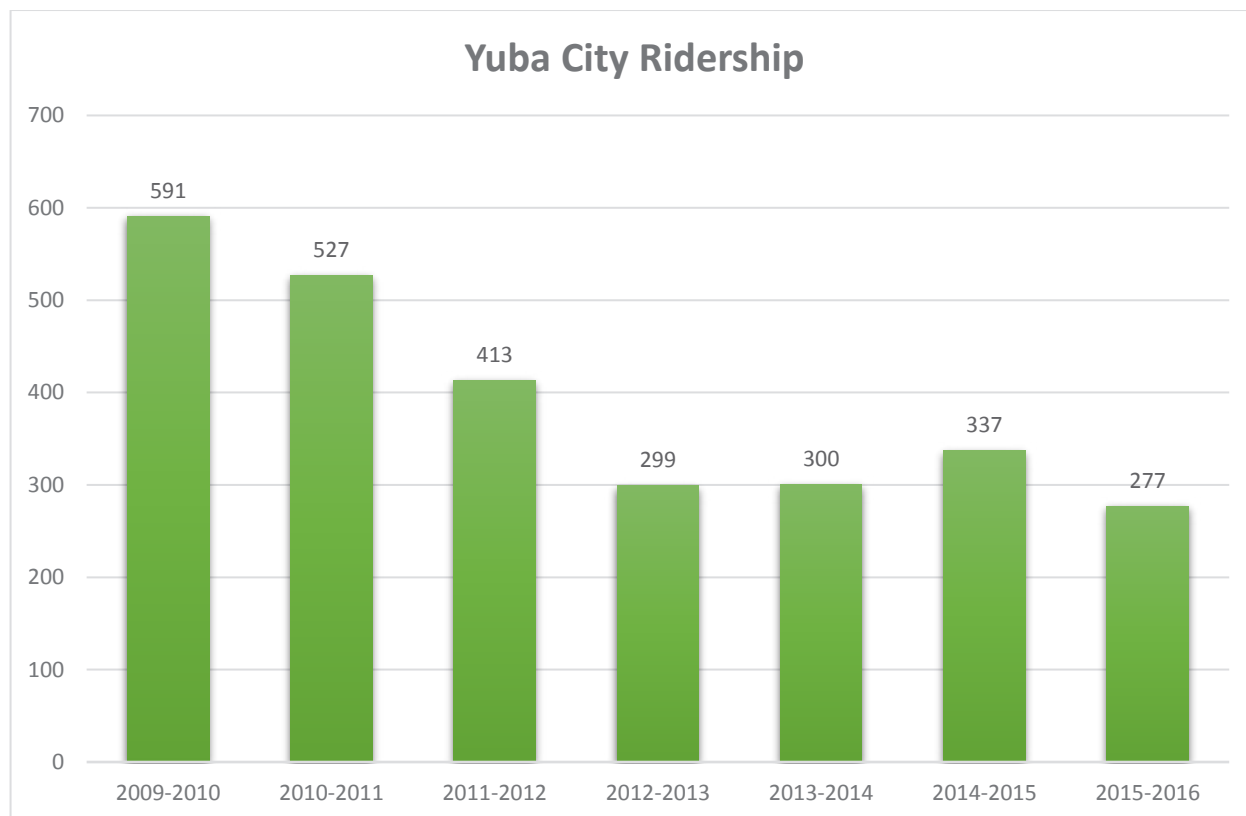
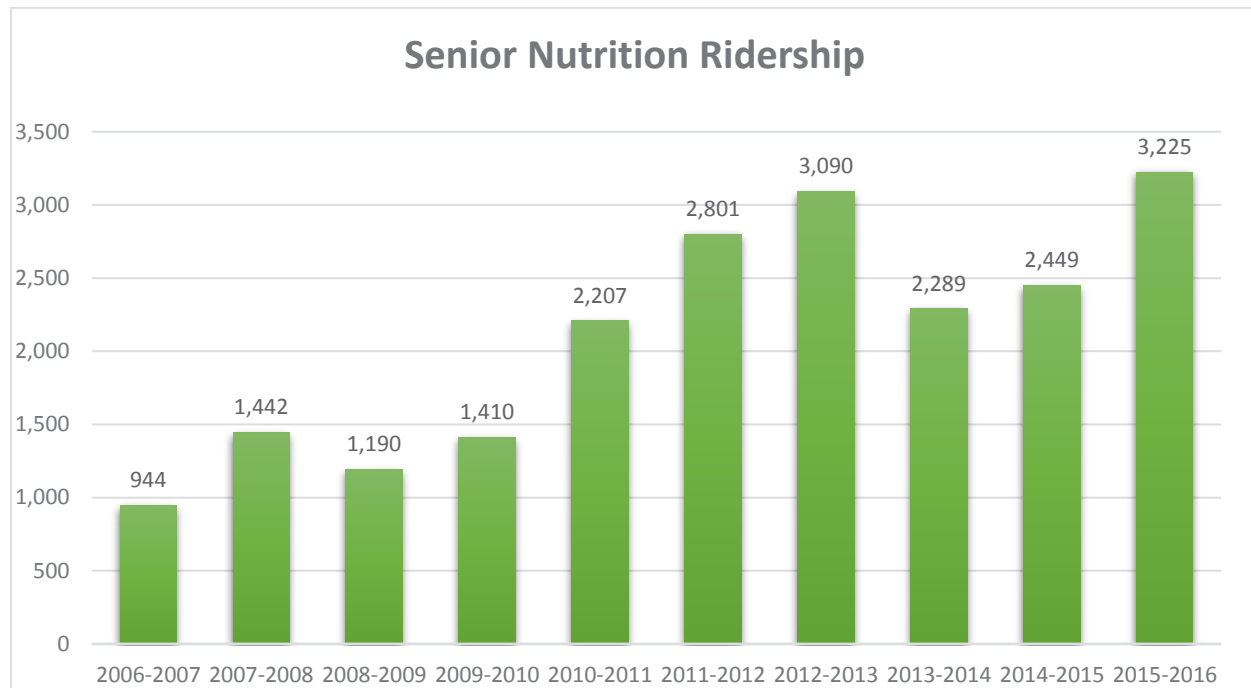
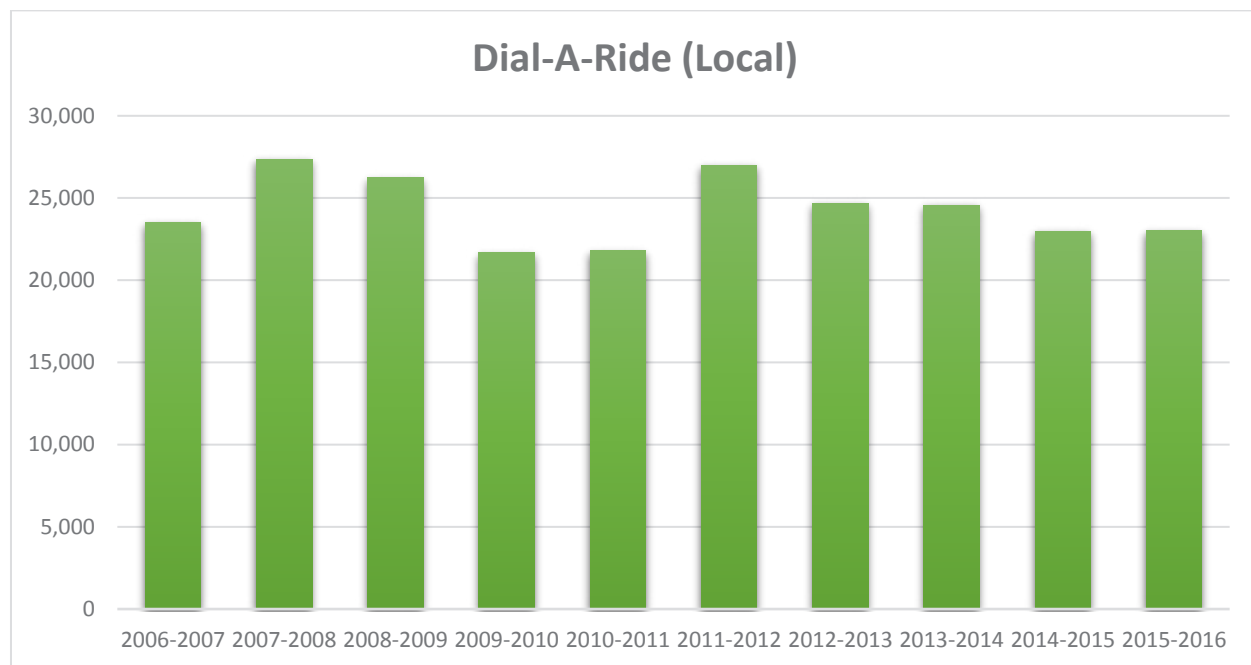


FIGURE 4.6 SENIOR NUTRITION**FIGURE 4.7 – DIAL- A- RIDE LOCAL TRIPS**

4.2 REVENUE SOURCES

In order to understand the farebox recovery ratio, it is important to understand revenue sources that are currently calculated. This section describes these sources in detail.

4.2.1 PASSENGER REVENUE

FAREBOX

Direct passenger fares collected on-board. Currently, CCTA only sells single rides. Fares for the 2016/2017 year cost \$1.75 for a local trip, \$2.25 for County trip (over the age of 6). For passengers age 2-5, the fare is \$1.00 for local trips and \$1.50 County trip. Children under age 2 ride for free.

CHARTER SERVICES

CCTA charts out private transportation services when private operators are willing and able to provide charter bus service. Due to Federal regulations governing the use of transit buses for private charters, the charter bus services do not interfere with regularly scheduled service to the public or compete unfairly with private operators.

4.2.2 ADVERTISING

Starting in the 2014/2015 fiscal year, staff implemented an advertising program to generate revenue. The Agency began allowing advertisements to be placed on the rear of its buses. These advertisements are 24"x48" and cost \$250 per month, with various discounts offered for different length contracts. For 2015, ad slots were sold out and generated a total of \$12,312.50 in additional revenue. There is a continuing interest from vendors who wish to purchase those slots when they become available. The demand suggests that rates could be incrementally increased.

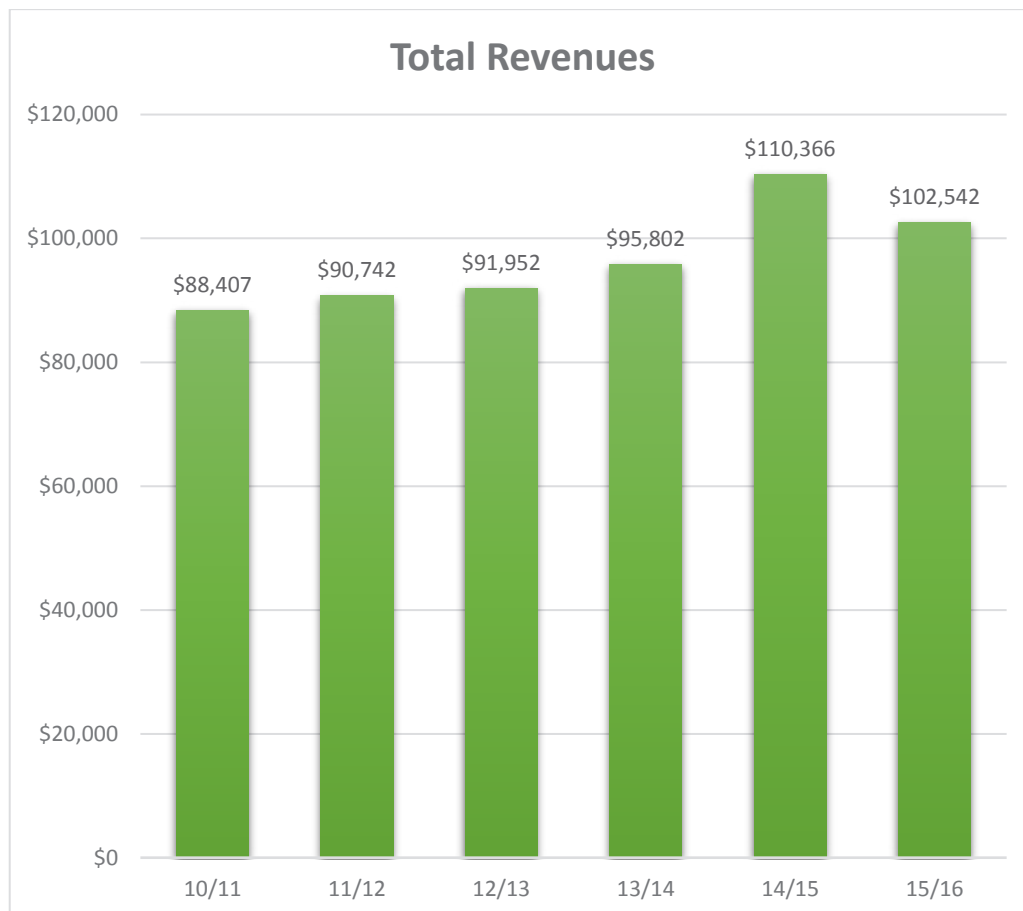
The possibility of advertising on the sides of the buses was also explored. The consensus was to first sell out the rear advertisements before pursuing side advertisements. This was done to balance the risk versus reward of the program and ensure that the investment necessary would prove worthwhile. Staff is currently evaluating this and preparing to implement curb/street side advertising. The current proposal includes 18"x72" advertising on the street side and 18"x36" advertising on the curb side. Pricing has not been established.

In addition to rear and side advertising, the Agency recently implemented interior advertisements. These interior advertisements are 10.5"x17" and cost \$25 per month with the same discounts offered as the rear advertisements. While no applications have been returned, there has been interest in interior advertising and applications are expected. Management and billing of interior spaces is time intensive, and the expected return on revenues may be marginal compared to staff time investment.

It is recommended that staff explore outsourcing the advertising on the buses to an advertising agency under contract for guaranteed revenue with minimal staff investment. If CCTA adds bus service in the future, bus shelter advertising could be added to the contract for additional revenues. Adding revenue while reducing costs can help improve farebox recovery.

Table 4.2 CCTA Revenues							
	10/11	11/12	12/13	13/14	14/15	15/16	Average Annual Revenue
Passenger Revenues							
Farebox	70,684	77,359	75,207	68,346	73,526	79,493	\$ 74,102
Charter Services	1,417	1,700	697	2,770	2,899	5,985	\$ 2,578
Medical Transport	1,286	-	1,479	2,221	1,387	561	\$ 1,387
Total Passenger Revenues	\$73,387	\$79,059	\$77,382	\$73,336	\$77,812	\$86,039	\$ 78,067
Contract Revenue							
AAA Grant	18,005	9,268	13,692	16,684	12,302	12,302	\$ 13,709
Outside Grants	5,530	1,543	4,832	4,992	5,049	3,258	\$ 4,201
Total Contract Revenue	\$23,535	\$10,811	\$18,523	\$21,676	\$17,351	\$15,560	\$ 17,909
Other Revenue Sources							
Local Transportation Funds	507,850	606,058	580,621	561,237	461,597	632,948	\$ 558,385
State Transit Assistance Funds	N/A	91,002	122,164	126,850	116,837	70,938	\$ 98,837
FTA 5311	77,415	77,264	77,264	140,746	143,928	120,549	\$ 106,194
Interest Income	190	503	17	1,693	5,520	(6,749)	\$ 196
PTMISEA*	N/A	N/A	N/A	N/A	416,376	405	N/A
Donations	616	872	770	790	2,891	611	\$ 1,092
Advertising	\$ -	\$ -	\$ -	\$ -	\$ 12,313	\$ 332	\$ 6,322
Total Other Revenue Sources	\$616	\$872	\$770	\$790	\$431,580	\$1,348	\$ 771,026
Total Revenues	\$97,538	\$90,742	\$96,675	\$95,802	\$110,366	\$102,947	\$ 867,002
Source: Colusa County Transit Agency + CA State Controller Reports							
STA funds include 16/17 and 17/18 Estimates							
PTMISEA* expired with Proposition 1B							

FIGURE 4.8 – CCTA TOTAL REVENUES



4.3 FAREBOX RATIO HISTORY

Fare-box recovery ratios are calculated by dividing the total fare revenue generated by a transit service, by total operating costs. Ten percent is the lower limit allowed in order to continue to receive Federal Transit Administration (FTA) assistance. Figure 4.11 shows fare-box recovery ratios for CCTA since 2010.

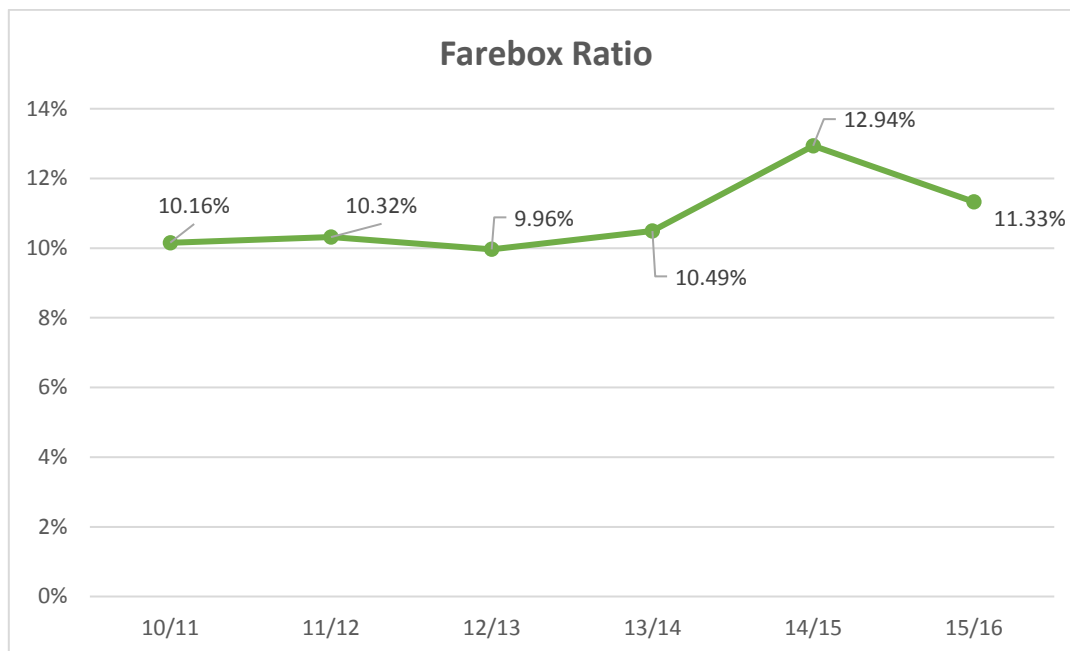
Fare-box recovery ratios were following the same trend as ridership until 2012/2013, which was an all-time low in fare-box recovery for the agency. The following years the farebox made improvements in 2013/14 year with an increase in revenues from charter services, medical transport as well as a significant increase in contract revenue comprised of in the AAA grant and other outside grants.

In 2014/2015 revenues saw an increase in direct passenger fare revenue despite a decline in overall passengers due to a modest fare increase of \$0.25 for both local and county rides, raising the fares from \$1.25 and \$1.75 to \$1.50 and \$2.00, respectively. Approximately 21,132 rides were affected by the \$0.25 increase, generating an additional \$5,283 in fare revenue. In November 2016, CCTA increased fares by \$0.25 to \$1.75 (local) and \$2.25 (county) and increased the Yuba City route fare to \$2.00 (child) and \$4.00 (adult).

Revenues from charter services remained stable from the previous year, but saw the biggest increase in donations as well as more than \$12,000 from the new advertising program. Advertising and donation revenues may be added to the farebox revenue calculation while not adding significant operational costs.

Fiscal year 2015/2016 saw an overall decline in total revenues (see Figure 4.9). Passenger revenues saw an increase in direct farebox, and a decrease in charter services and medical transport fees. The AAA grants remained steady, while other outside grants declined. Donations were on par with the last six years with the exception of last year. Advertising income was minimal and had the most impact on overall revenues and consequently farebox recovery.

FIGURE 4.9 CCTA FAREBOX RATIO



4.4 RIDERSHIP ANALYSIS

The following describes the results from the on-board and online survey conducted for this SRTP effort. A total of 181 persons responded to the survey over the course of three weeks in August 2016. Of those respondents, 113 responded that they have ridden the CCTA bus service before. This sampling of riders informs who is riding CCTA, dependency on public transportation and frequency of use.

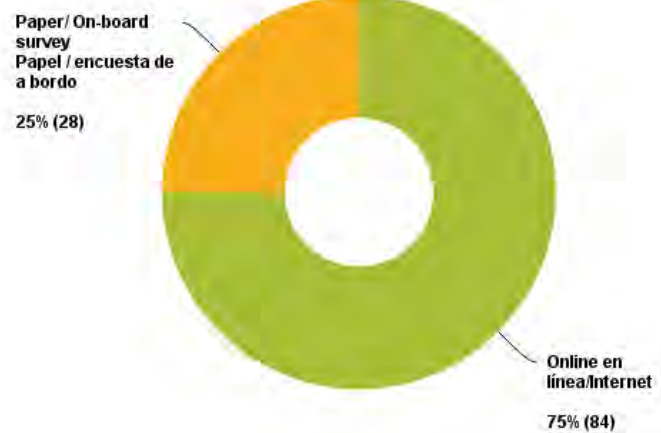
4.4.1 RIDER PROFILE FROM SURVEY

HOW SURVEY TAKERS WERE REACHED

Out of the 113 CCT riders that responded to the survey, 29 were reached on-board the bus and 84 completed the survey online. The survey was available on the project website, the County website and posted on flyers, but the vast majority of respondents engaged through the project Facebook page. Using new technologies and media to leverage engagement and input can be extremely valuable in assessing passenger need and demand now and in the future.

Q1 How are you taking this survey? ¿Cómo está usted tomando esta encuesta?

Answered: 112 Skipped: 1

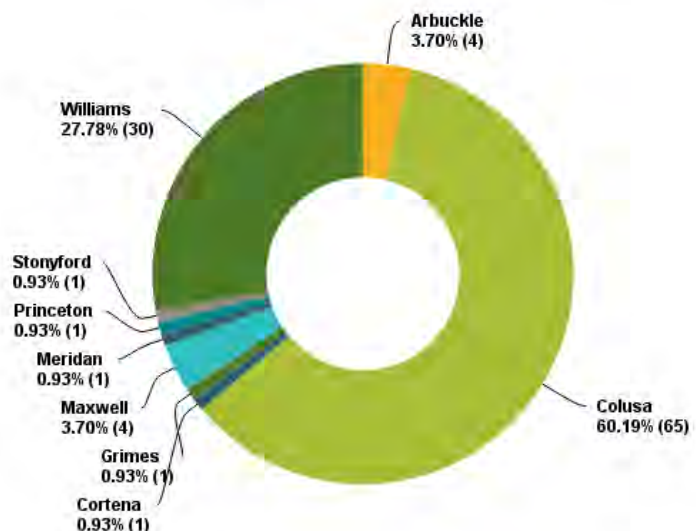


WHERE RIDERS LIVE

The vast majority of survey takers came from Colusa (60%) and Williams (28%). These proportions are greater than the population split, but make sense considering that those who live in Colusa and Williams are more likely to be riding the bus already or have internet access in order to take the survey. Future studies may take further measures to be sure input from outlying Colusa County communities are considered.

Q2 Which general area do you live? ¿En qué área general vive usted?

Answered: 108 Skipped: 5

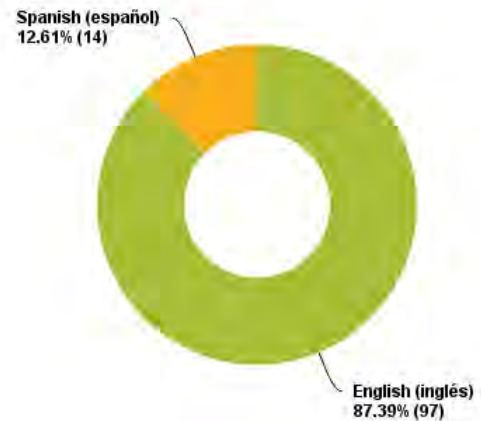


LANGUAGE

Out of 113 responses, 14 survey takers (about 13%) speak Spanish as their primary language. The survey was distributed on-board and online in a bilingual format, to ensure equitable access to the participation process. Flyers for the survey were also distributed in Spanish on-board the bus. Considering the county Spanish-speaking population is known to be around 60%, outreach efforts should be conducted to include Spanish-speakers in transit.

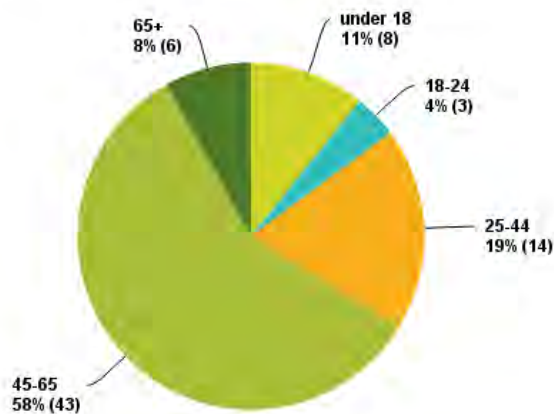
Q3 Is your primary language English, Spanish or another language? ¿Es su lengua materna el inglés, español u otro idioma?

Answered: 111 Skipped: 7



Q19 What is your age? ¿Qué edad tiene?

Answered: 74 Skipped: 39



AGE

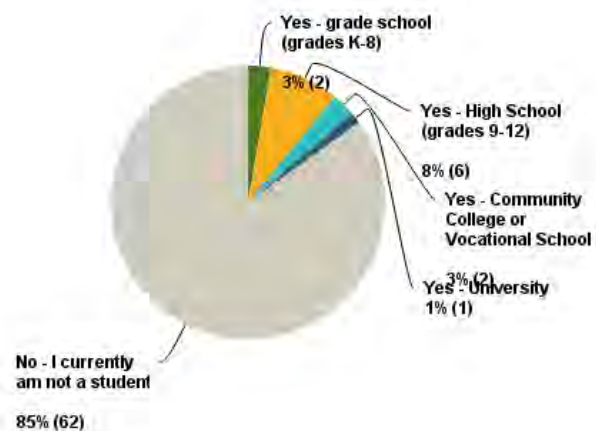
The majority of respondents (43) were in the age category of 45-65, representing 58% of the responses, followed by 14 respondents ages 25-44. Eight survey takers were under the age of 18 and six over the age of 65.

STUDENTS

Very few of the survey takers were currently students. Further defining the children under age 18, six were in high school and two in grade school. Two respondents are currently attending a community college or vocational school and one is attending a university.

Q21 Are you currently a student? ¿Es actualmente un estudiante?

Answered: 73 Skipped: 40



INCOME

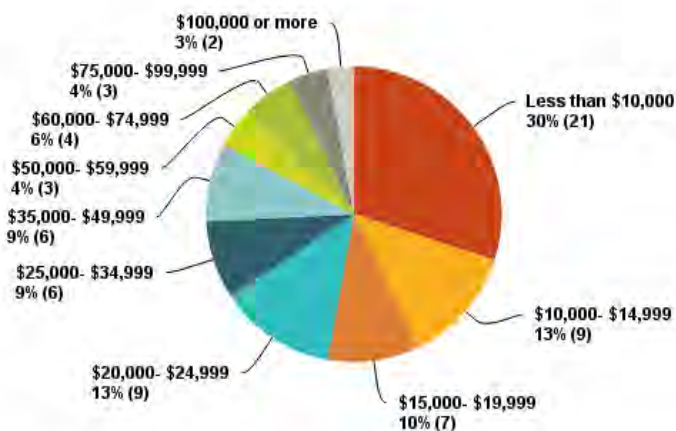
Most CCTA riders are low-income; 30% of riders make less than \$10,000 a year.

Total of 66% of riders earn less than \$25,000 per year.

About 75% earn less than \$35,000 per year.

Q20 What is your estimated annual income? ¿Cuál es su ingreso anual estimado?

Answered: 70 Skipped: 43



EMPLOYMENT

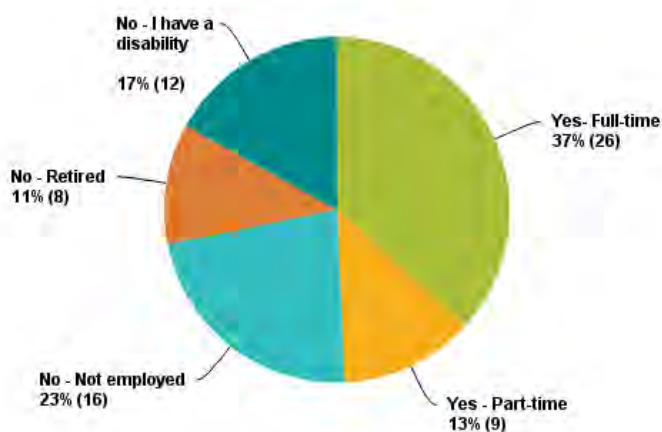
Employment status of riders of CCTA was split evenly; about half are employed and half are currently not employed.

About 37% of respondents have a full time job, and 13% are employed part-time.

About 17% of riders are not employed because of a disability and 11% are retired.

Q23 Are you employed? ¿Tiene empleo?

Answered: 71 Skipped: 42



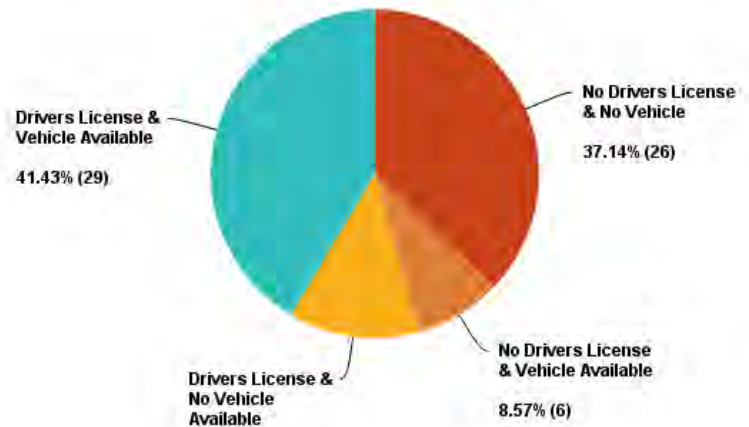
LEVEL OF MODAL CHOICE

Riders were asked if they have a valid driver's license and if they had access to a vehicle to assess their ability to choose their mode of travel. The majority of riders are highly dependent on transit to serve their mobility needs; 59% of respondents either do not have a valid driver's license, access to a vehicle, or both; 37% have neither a license or access to a vehicle. About 13% have a driver's license but do not have access to a vehicle. Finally, 9% do not have a valid license to drive, but do have a vehicle available to them.

About 41% revealed they do have a driver's license and do have a vehicle available. This can be an indication that some riders live in car-light households, though they may have a car, are still dependent on public transportation for mobility needs. Having bus service, provides an affordable option for low-income households.

Q22 Please let us know if you have a valid Driver's License and/or access to a vehicle to make trips.

Answered: 70 Skipped: 43



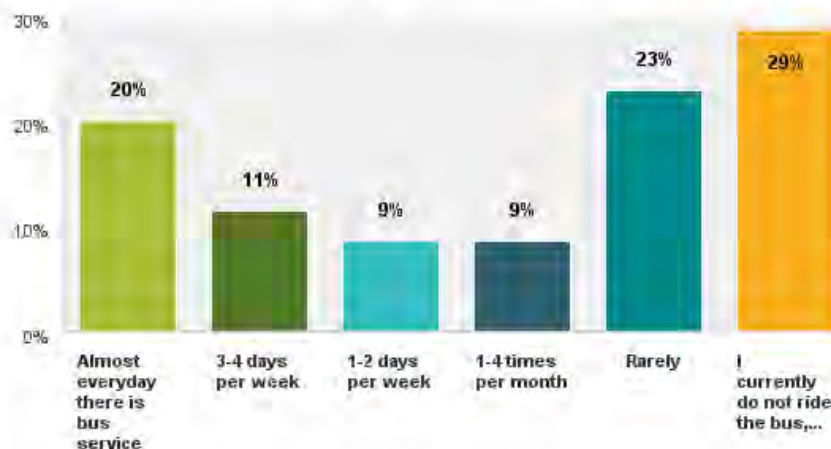
HOW OFTEN DO PASSENGERS RIDE CCTA?

Of those responding to the survey, about 40% ride three days a week or more. Another 40% either ride rarely or currently are not riders, but have used the service in the past. Another 20% ride between 1-8 times a month.

Due to access to the online survey, less frequent and inactive riders were able to participate in this survey. Those that rarely or current do not ride the bus may have had to ride in past as a secondary option if no vehicle was available or possibly broken down.

Q6 How often do you ride the bus? ¿Con qué frecuencia viaja en el autobús?

Answered: 39 Skipped: 0



RIDERSHIP FREQUENCY & EMPLOYMENT STATUS

When results were filtered for those that are currently employed, 20% said they ride almost every day there is bus service. Another 11% ride 3-4 days per week on a regular basis. These two categories comprise about a third of employed riders that depend on public transit to get them there.

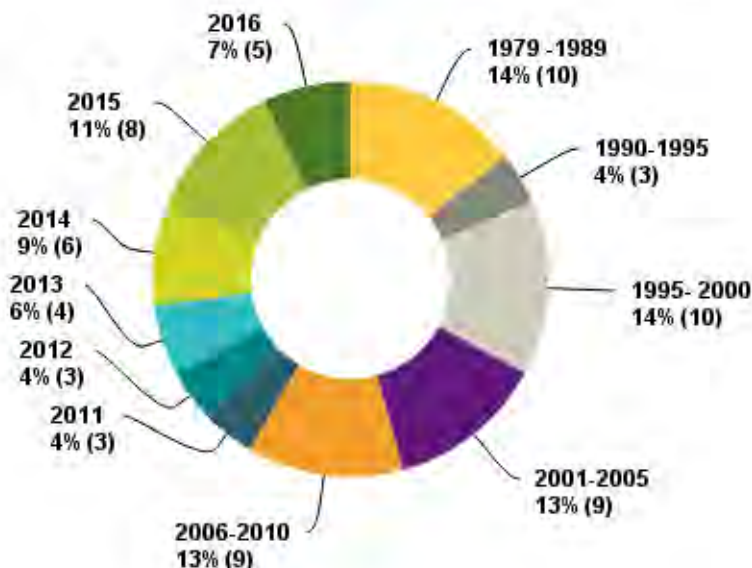
DURATION OF RIDERSHIP

Riders were asked when they started riding CCTA. About 27% have been riding three years, or less; a total of 41% have been riding less than six years. Approximately 14% have been traveling with CCTA since the first decade of operation.

The for substantial portion of riders that have been riding less than three years indicates there is an on-going need and opportunity to market and advertise to new riders that may be in need of transit services.

Q5 What year did you first START riding CCTA? ¿En que año comenzó a usar el autobús CCTA para transporte?

Answered: 70 Skipped: 43



4.4.2 TRIP CHARACTERISTICS PROFILE FROM SURVEY

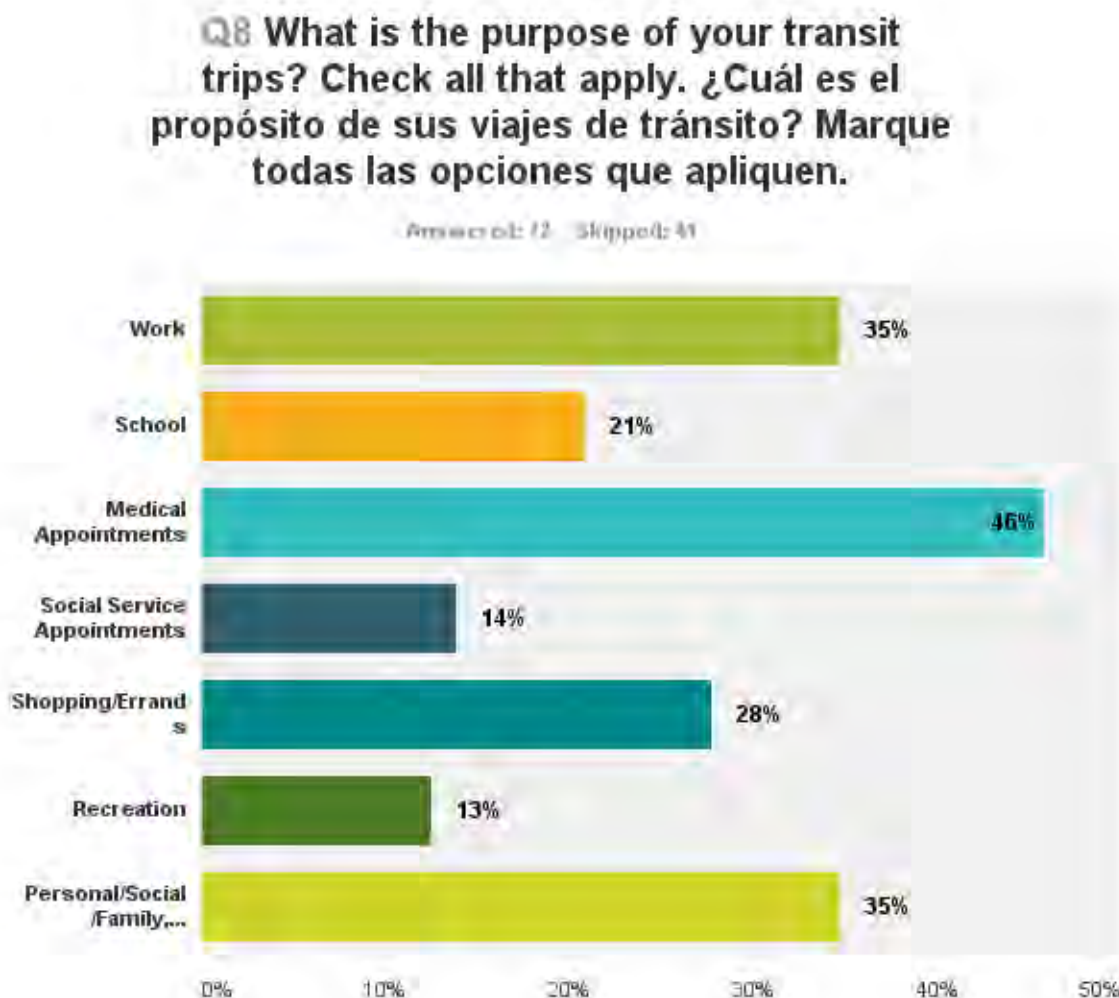
TRIP PURPOSE

Riders were asked to select all trip purposes accomplished by transit; 46% cited medical appointments, 35% use CCTA to get to work, another 35% ride to visit friends, family or other personal social engagements, and 21% use the bus to get to school. To a lesser extent, riders use the service to go to social service appointments (14%) or to recreational destinations (13%).

Only a handful of respondents identified as students (8) in question 21, but 21% (15) responded to this question that they use the bus to get to school, this may indicate that these are parents riding the CCTA bus to/from school with their children.

Other verbatim answers include:

- ARC (an alcohol treatment facility).
- Colusa Wellness Center.
- Senior Nutrition.
- Use the system to send packages.



4.4.3 RIDE RESERVATION ANALYSIS

The following section analyzes scheduled ride reservations that were confirmed for the 2015/2016 fiscal year. These numbers do not include number of total passengers taking these trips, as that information was not available. Often a ride could be scheduled with multiple passengers, which can account for the discrepancy. Additionally, there was some incomplete reservation information from July 2015. CCTA information that was reported to NTD was 48,198 trips. Information available from scheduling was approximately 29,470 trips. The information provided is sufficient to make generalizations about current ridership patterns within the existing system.

Table 4.3 shows the top twenty most popular origin/destination reservations displayed in descending order by number of activities. By a wide margin, the most popular trips were within the City of Colusa, with more than 10,000 rides scheduled.

Colusa to Williams was second with 4,177 reservations and Williams to Colusa a close third, with 4,151 scheduled rides. The total rides reserved between Colusa and Williams was approximately 8,300 trips.

Colusa to the Casino was the fourth most popular route with 1,118 trips reserved. Though Colusa is the primary origin for getting to the Casino, rides were scheduled to the Casino from other origins for a total of 1,675 trips destined to the Casino. The Casino is also the single largest employer in the County.

Arbuckle to Colusa was the fifth most popular route with more than 1,000 reservations, while Colusa to Arbuckle with seventh with 931 reservations.

Williams to Arbuckle was sixth with 961 reservations. Interestingly, less than 400 around-town trips within Williams were scheduled, even though it is the second most populated community in the county. This could be attributed to lack of information that around-town trips may be scheduled.

4.5 RATING OF POTENTIAL SERVICE IMPROVEMENTS FROM ONLINE & ON-BOARD SURVEY

The following summarizes information gathered from 113 transit riders from the on-board and online survey.

4.5.1 SERVICE IMPROVEMENTS

FREQUENCY OF SERVICE

A total of 91% of respondents indicated that they thought it was very important or somewhat important to increase frequency of service; 61% indicated that it was very important to increase frequency of service, and 30% thought it was somewhat important.

EXPANSION OF HOURS

A total of 89% thought it was very or somewhat important to expand service hours; 65% indicated it was very important and 24% thought it was somewhat important.

ADDITION OF ROUTES

A total of 76% thought it was very or somewhat important to add more routes within Colusa County; 47% indicated it was very important and 27% thought it was somewhat important.

INTERREGIONAL ROUTES

74% thought it was very or somewhat important to add interregional routes; 45% indicated it was very important, 28% indicated it was somewhat important.

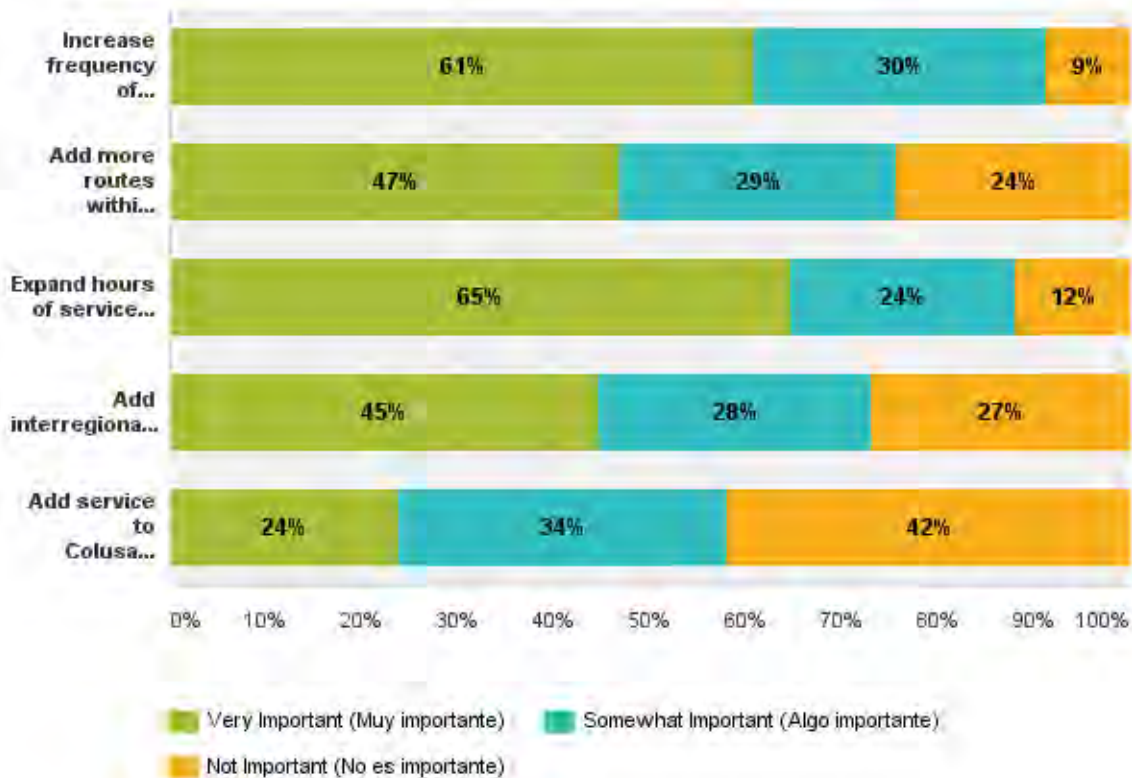
Table 4.3 2015/2016 Ride Reservations - Most Popular Origins & Destinations															
Origin	Destination	July*	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Total	Average Rides per Month
Colusa	Colusa	688	936	938	966	915	945	956	747	963	689	668	752	10,163	846.9
Colusa	Williams	282	454	432	430	310	280	267	350	366	363	339	304	4,177	348.1
Williams	Colusa	302	504	492	434	307	279	248	295	340	341	327	282	4,151	345.9
Colusa	Casino	105	115	132	92	88	96	88	95	119	106	84	86	1,206	100.5
Arbuckle	Colusa	73	109	113	109	110	78	84	70	80	69	44	79	1,018	84.8
Williams	Arbuckle	59	64	89	97	61	89	94	86	78	82	70	92	961	80.1
Colusa	Arbuckle	62	111	96	101	99	82	73	56	74	63	47	67	931	77.6
Casino	Colusa	54	67	76	43	42	49	39	47	48	47	40	62	614	51.2
Arbuckle	Williams	13	41	47	55	22	26	23	26	27	53	35	38	406	33.8
Williams	Casino	18	24	31	32	32	29	34	29	40	45	40	20	374	31.2
Williams	Williams	11	22	56	49	31	23	21	24	29	39	27	29	361	30.1
Indian Health Clinic	Colusa	34	52	37	30	22	24	30	26	21	19	22	19	336	28.0
Rural Colusa	Colusa	22	35	31	1	26	23	28	27	36	34	25	39	327	27.3
Casino	Williams	10	25	31	28	31	13	18	23	16	49	25	19	288	24.0
Colusa	Maxwell	24	24	31	31	23	24	20	12	27	24	16	25	281	23.4
Colusa	Indian Health Clinic	27	34	14	19	30	22	29	21	13	14	20	30	273	22.8
Maxwell	Colusa	26	22	27	36	24	16	18	11	21	23	15	16	255	21.3
Colusa	Rural Colusa	0	23	13	23	14	19	22	15	18	15	14	40	216	18.0
Grimes	Colusa	21	19	34	28	22	11	10	16	9	25	8	10	213	17.8
Colusa	Grimes	21	26	25	28	22	16	12	15	9	21	6	11	212	17.7

SERVICE TO COLUSA CASINO

A total of 58% thought it was very or somewhat important to add direct service to Colusa Casino, the largest employer in the County; 42% indicated it was not important to them.

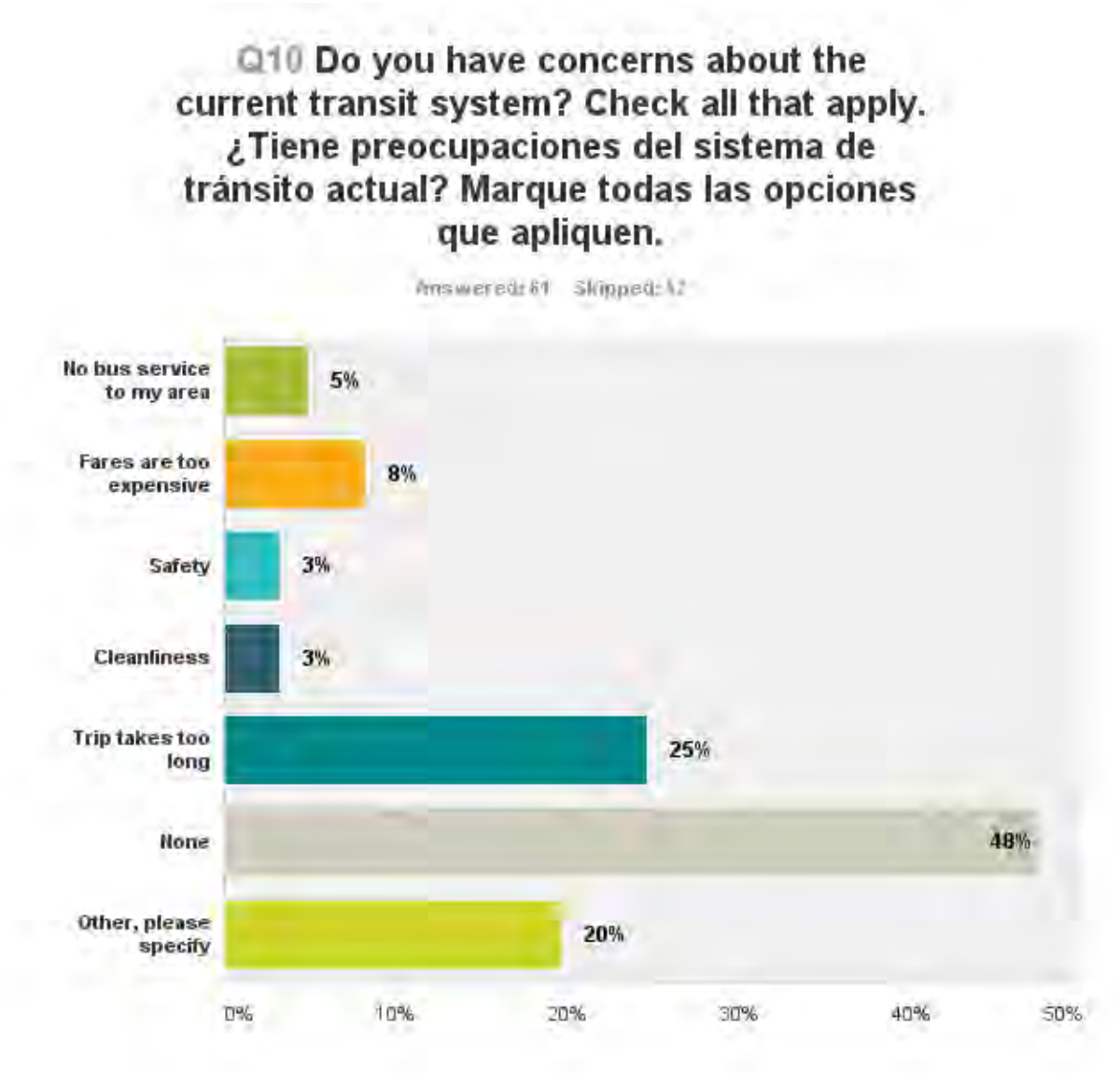
Q9 Please tell us if any of these improvements are important to you. Por favor díganos si alguno de estos cambios de mejoramiento es importante para usted:

Answered: 74 Skipped: 13



CONCERNS ABOUT CCTA SERVICE

Most riders indicated that they had no concerns with the service. This is often the case in transit dependent communities, where riders often express gratitude that there is even service available. Despite many indicating no strong concerns, 25% of riders indicated that they thought their rides took too long. Only 8% thought fares were too expensive and 5% indicated a lack of service to their area. Of the survey takers that answered other, some are concerned about the bus being late frequently, and others were concerned that bus service would be discontinued. One respondent indicated concern about buses blocking handicap spaces and one indicated need to add service to Woodland.



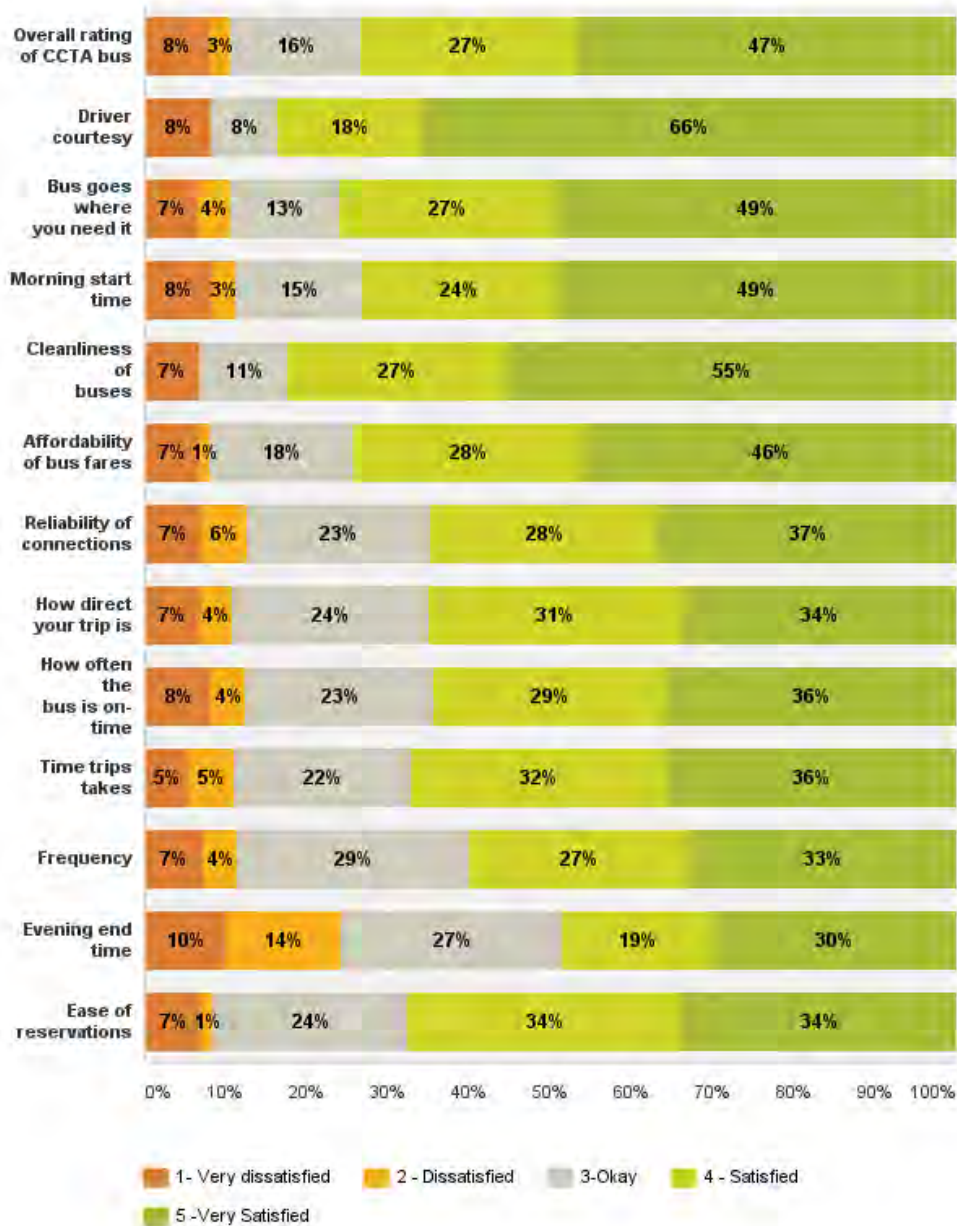
SATISFACTION WITH CCTA SERVICE

Generally, riders were satisfied with most aspects of CCTA service. Riders were most satisfied with driver courtesy (84%) and cleanliness of the buses (72%).

Riders of CCTA were most dissatisfied with evening end times, with 24% feeling either dissatisfied or very dissatisfied. Another 13% indicated dissatisfaction with reliability of connections or transfers, 12% felt dissatisfied with the timeliness of the bus and 11% dissatisfied with morning start times. Riders may not know about the 7 PM service being available.

Q11 How satisfied are you with the following? ¿Qué tan satisfecho está usted con los siguientes aspectos?

Answered: 75 Skipped: 38



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5 SERVICE IMPROVEMENTS & CHALLENGES



5.1 RECENT IMPROVEMENTS

5.1.1 LATER EVENING SERVICE 7 A.M. TO 7 P.M.

As of January 2015, Colusa Transit hours of operation are from 7:00 AM to 7:00 PM. Prior to the implementation of extended hours, service ended at 5:00 PM. This later service was intended to assist those who work or go to school or have late afternoon medical appointments to be able to take public transit home. This was accomplished without adding person hours or vehicle service hours, keeping additional Agency costs to a minimum. Since establishing the service, ridership levels are slowly increasing.

New service is exempt when calculating fare box ratios. Service is still considered “new service” up until the end of the second full fiscal year following implementation of the new service. In other words, this new service will continue to improve CCTA farebox ratio until June 30, 2017, at which point it will be reviewed and either continued or removed.

Some comments received in the survey indicate that some are unaware of this service extension, as many desired extended service hours. The survey, distributed in August of 2016 for this Plan, indicates that 65% of riders feel that it is very important to expand service hours, and an additional 24% felt it is somewhat important.

Many riders may be unaware of the opportunity to schedule rides between 5 PM – 7 PM as it appears many may not be taking advantage of the schedule. A review of six months of reservations made in FY 15/16 show a significant drop in scheduled rides after 5 PM. Months analyzed included August, September and October of 2015 and April, May and June of 2016 based on dispatch logs provided by CCTA. An average month has 18 operational days with the peak hour at 11 AM, averages about 16-17 passengers per day. The 5:00 PM hour averages about 4 rides and after 6:00 PM, 1 to 2 riders a day.

It is recommended that CCTA utilize available means to educate current riders and social service agencies that work with transit dependent populations to be sure they are aware of the service hours. Information should be provided to the agencies that can in turn furnish the information to their clients. The information should make clear the extended service hours.

Other awareness strategies include on-board opportunities such as posting flyers and encouraging drivers to communicate with riders that they may schedule trips after 5 PM. It is critical that CCTA take advantage of “new service” classification and advertise in the Spring of 2017 in order to get a fair performance evaluation.

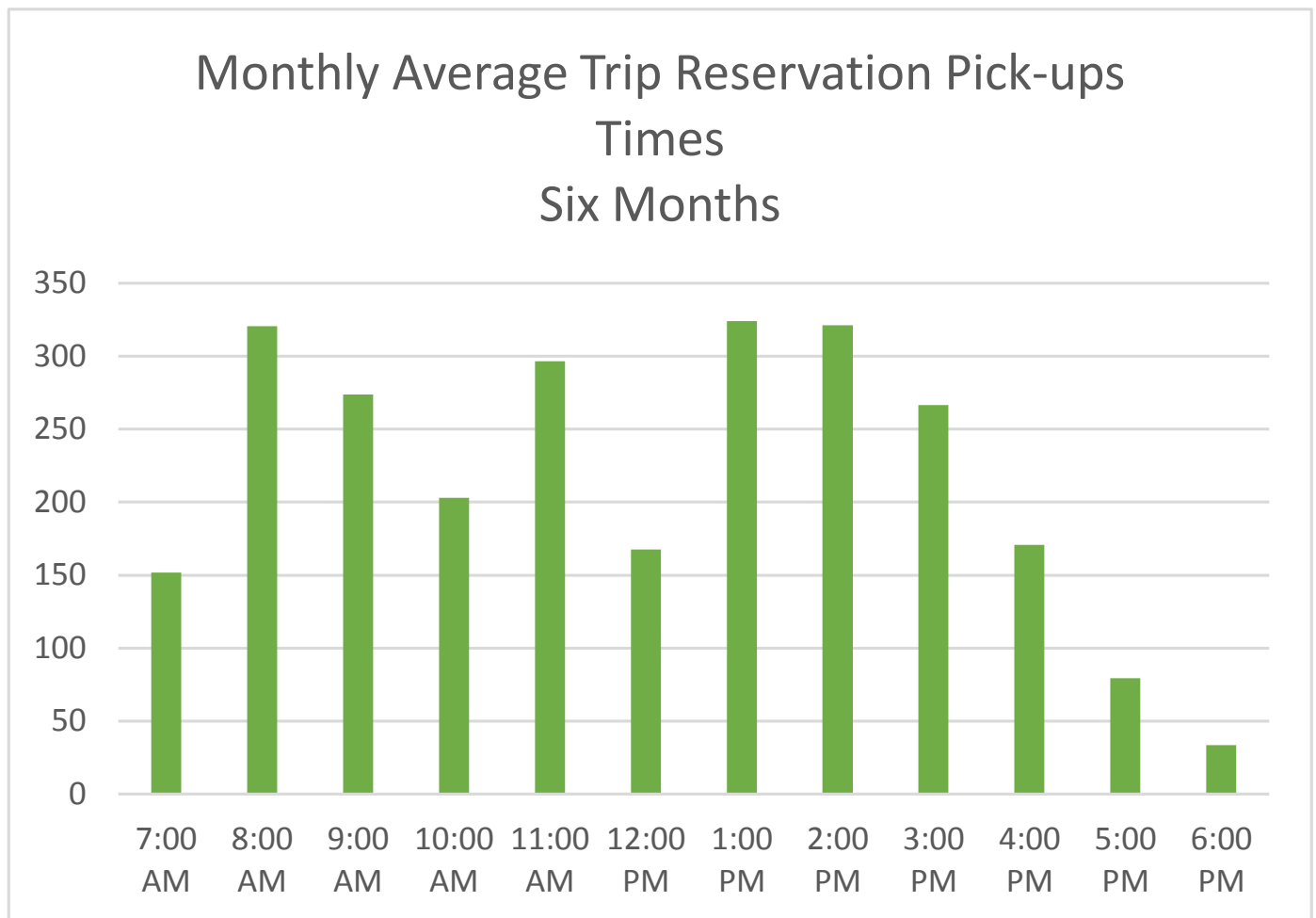
A visit to the Indian Community Health Clinic revealed the strong desire to have service for patients, especially for later evening appointments. Their clinic is open until 5:00 PM and the dialysis clinic is open from 5:00 AM – 6:00 PM. Under the previous transit schedule ending at 5:00 PM, not all patients could use transit to get home after their appointments. It is

Table 5.1 Reservation Pick Up Times	
Scheduled Pick-up Hour	Six Month Average Rides Scheduled
7:00 AM	152
8:00 AM	321
9:00 AM	274
10:00 AM	203
11:00 AM	297
12:00 PM	168
1:00 PM	324
2:00 PM	321
3:00 PM	267
4:00 PM	171
5:00 PM	79
6:00 PM	34

recommended that CCTA reach out to the Clinic doctors and administrators to be sure they are aware of transportation services and operational hours and how appointments can be made. The Clinic is welcoming of posters, flyers and brochures in the lobby for patients. Additionally, the Wellness Center may also post flyers and brochures. Staff at these offices can be instrumental in carrying out the message for CCTA and informing their patients of affordable transportation options.

Similarly, staff may reach out to the Human Resources Department at the Colusa Casino to identify avenues in which to make information available to employees about CCTA services and hours. Options can include information posted prominently in employee areas, break rooms and included in distribution of materials upon hire. A similar strategy could be taken with Granzella's, a major employer in Williams. It should be noted that check-ins with the employers should be scheduled at least once a year to be sure any new management staff is aware of the partnership.

FIGURE 5.1 : MONTHLY AVERAGE TRIP RESERVATIONS



5.1.2 DAILY LOCAL CIRCULATOR IN WILLIAMS

Colusa County district schools in Williams provide transportation to school, but not home from school. Children walk home from school on the I5 overpass to reach residential areas east of the freeway. The pedestrian infrastructure is unsafe on the overpass. There is bus service in Williams in the current demand response system, however, a local circulator service would more effectively serve this situation.

Promotion strategies are recommended to include concise information on the Agency website that local trips are available in Williams. CCTA may reach out to the school district to see if a flyer may be sent to parents indicating available service to assist children safely getting to and from school by way of CCTA bus service, and how to make reservations and payments. It is important to make clear that the service is open and available to the public to make trips. CCTA can explore opportunities with public services that regularly send mail to residents such as water district billing, to stuff bills with information about CCTA services.

5.2 POTENTIAL SERVICE IMPROVEMENTS

In 2015, the Colusa County Transportation Commission adopted the Coordinated Public Transit – Human Services Transportation Plan. This document is focused on integrating public transportation options in and connecting to the County. Items in Section 5.2 build on the items identified in this plan.

5.2.1 LATER SERVICE ON FRIDAY AND SATURDAY

Realizing that Fridays and Saturdays are the two days when people are the most likely to be going out for recreational activities later in the evenings, CCTA is considering adding Saturday service. This would only be done if the farebox recovery rate and ridership increased, due to the need for increased staff. It is critical to market that service on Friday is available until 7 PM before extending service hours any later.

If service is to be expanded to Saturdays, marketing strategies should be deployed along with the launch to be sure there is awareness amongst current riders. Additional surveying can be done to understand the Saturday transportation needs, desired destinations and hours that would be most beneficial and successful. CCTA may be able to serve residents on a limited schedule or may find out that early morning hours are desired to be able to go to work.

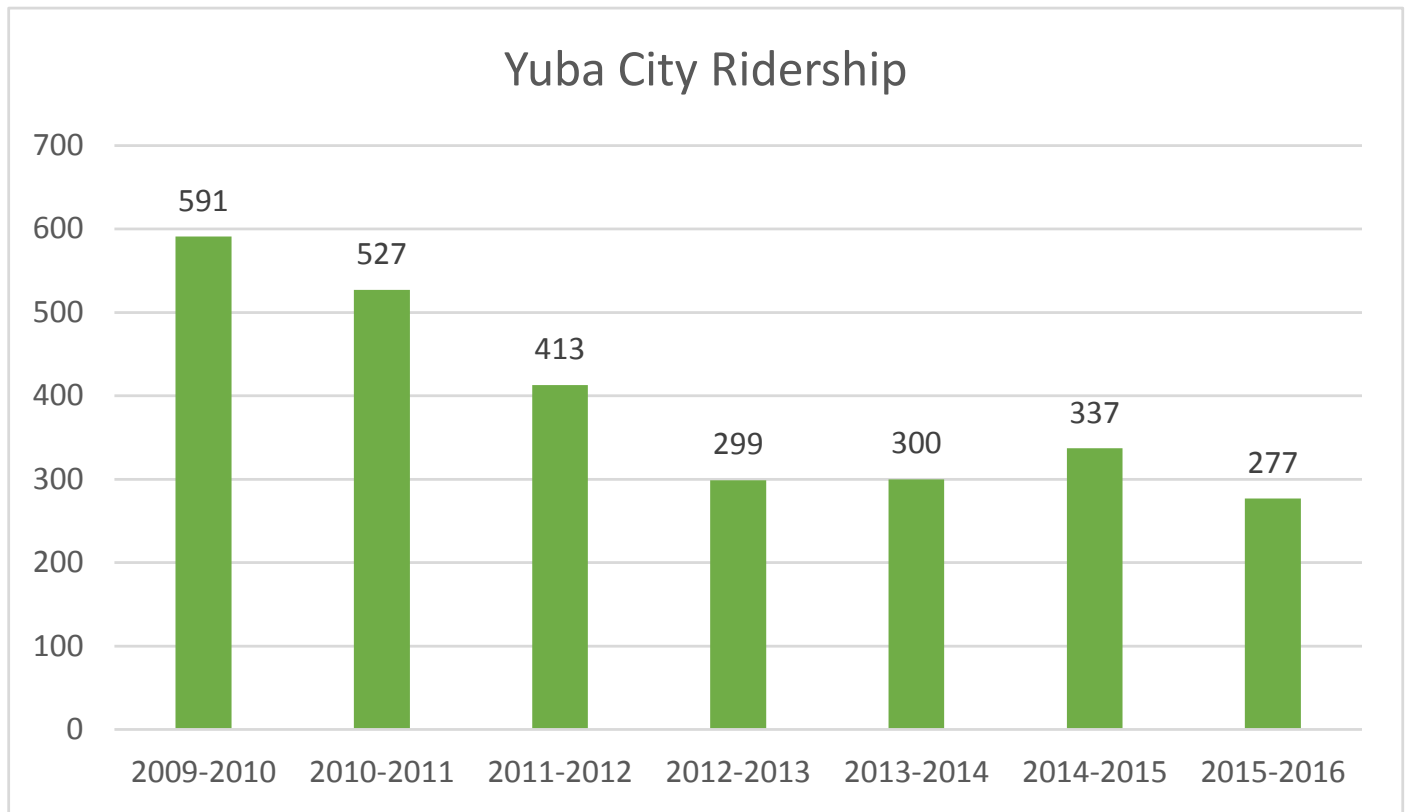
5.2.2 YUBA COUNTY SERVICE

CCTA increased fares on the Yuba City service route from \$3.50 to \$4.00 for adults and from \$1.50 to \$2.00 for children in November 2016. Previous recommendations made in the Coordinated Public Transit Human Services Transportation Plan (2015) was that if increased demand does not occur, the decision to reduce service on this route may be reevaluated. A reduction in service would mean to eliminate it, as current service is one round-trip on Fridays only.

It is recommended that the adult fare should be incrementally increased eventually to \$5.00. Fare recommendations discuss Yuba City fares in more detail.

Yuba City ridership has seen a general trend of decline in ridership. Its highest ridership was its first year of service. Decline could be due to lack of marketing to riders or potential riders. Additionally, decline could be due to the fact that riders do not find the service convenient.

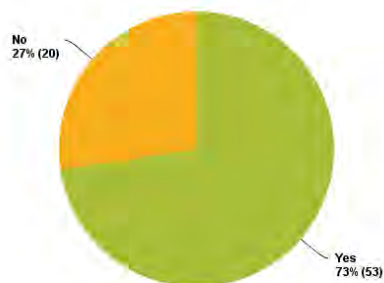
Contrary to previous plan recommendations, it is recommended that before considering eliminating services that CCTA actively market to existing riders and residents in the service area about Yuba City service. More frequent, convenient, and transit-rider oriented schedules should be considered.

FIGURE 5.2: YUBA CITY RIDERSHIP

The 2016 survey indicated a lack of awareness of the service and many indicated that either they or someone they know would use the service. Amongst people surveyed that currently do not ride CCTA, 59% responded they were unaware of the service to Yuba City on Fridays. This question was followed by an inquiry if either they or someone they know would use the service. A total of 74% stated that either they or someone they know would use this service to Yuba City.

Q15 Did you know CCTA offers service to Yuba City on Fridays? Bus departs Colusa at 9:30 a.m. /Yuba City at 1:30 p.m. You may go to Wal-Mart or Social Security. You can use the Yuba-Sutter Transit to go elsewhere.

Answered: 73 Skipped: 40



Q16 Would you or someone you know might use this service to Yuba City? ¿Usted o alguien que usted conoce podría utilizar este servicio a la ciudad de Yuba City?

Answered: 71 Skipped: 42



It is recommended to do additional surveying specifically aimed at current riders of Yuba City about service to understand what they find convenient or inconvenient about the service, and the reasons they ride. A parallel survey to the community could identify what service would be attractive to those who would like to use the service, but currently do not. Increasing service frequency and days may be an alternative to increase ridership. Details are also discussed in the marketing chapter of this Plan.

Current service to Yuba City on Fridays departs Colusa at 9:30 AM. It is not clear to riders based on information available online or in schedules what time they arrive in Yuba City. CCTA rides can be dropped at Walmart or at Social Services. CCTA riders must board at 1:30 PM for a return trip to Colusa. Assuming CCTA riders arrive in Yuba City around 10:00 AM, they have 3.5 hours to conduct planned trip activities, including travel on Yuba-Sutter Transit to get to other destinations in the area. Three hours to conduct activities is not ideal for those that may want to spend an entire day for errands and appointments. Additionally, one weekly trip is not conducive for any regular commuters.

It should also be noted that Yuba College in Marysville and Woodland Community College in Williams are the closest higher education centers. Current riders and potential riders may want regular/daily service for commuting, shopping, medical appointments and school with at least two or three round trips daily.

FIGURE 5.3: YUBA SUTTER TRANSIT SERVICE MAP



Marysville is the closest Greyhound connection for residents of Colusa County, providing interregional service to Los Angeles to the south and Vancouver, Canada to the north. Considerations can be made to service a stop close to the Greyhound Station.

The distance from Colusa to Yuba City and Yuba College in Marysville is approximately 30 miles. Financial year 15/16 indicates that cost per mile of service is approximately \$4.62. To achieve a minimum 10% farebox recovery the route would require a minimum 3 passengers per trip and 4 passengers per trip for a 15% recovery at \$5 per trip.

Under the current service, the Yuba City route sustains about 5 trips per service day (2015), down from 11 trips per service day in 2009/2010.

If service was offered twice daily Monday-Friday, the service would need about 25 passengers paying \$40 for a monthly pass or 33 riders paying \$30 for a monthly pass to sustain a minimum 10% farebox recovery.

Fares from Colusa to Yuba City should also consider cost for riders to get around Yuba-Sutter Transit. Current regular fares are \$1.00 per trip, and children and seniors are \$0.50. Regular passes are \$30/ month. Seniors, children and those with disabilities pay \$6.00/month.

Having more options than one round trip weekly opens the service up for different trip types, purposes and durations, thus more attractive. Regular riders could be offered a monthly pass for Yuba City service.

Table 5.2 Yuba City Trips		
	Yuba City Trips	Average Daily Trips
2009-2010	591	11.4
2010-2011	527	10.1
2011-2012	413	7.9
2012-2013	299	5.8
2013-2014	300	5.8
2014-2015	337	6.5
2015-2016	277	5.3

5.2.3 CONSIDERATIONS OF A DEVIATED ROUTE (OR FLEXIBLE) SERVICE

CCTA may want to consider the option of regular routes with deviated or flexible service within Colusa and between Williams and the Colusa Casino, the largest employer in the county. Deviated route or flexible service operates along a fixed alignment or path at generally fixed times, but may deviate from the route alignment to collect or drop off passengers who have requested the deviation.

In FY 2015/2016, there are about 40 daily trips within the City of Colusa with an average of 32 trips scheduled between Colusa and Williams. Many current riders do not require door-to-door service and establishing a regular route, schedule and stops could benefit existing riders.

Compared to standard models of fixed route and demand response, flexible services may be more cost-effective, efficient, serve a broad range of users, or some combination of each. Flexible services may be more common in rural or suburban areas than dense urban areas but examples can be found in highly populated urban areas. Flexible service can provide passengers with the reliability of fixed-route service with the flexibility of route deviations to serve those with disabilities or limited-mobility.

Flexible services typically carry only a few passengers per trip, generally more than demand-responsive systems, but fewer than would typically be required to justify a fixed-route. This type of service may be appropriate for service within Colusa, Colusa to the Casino and Colusa to Williams. Example benefits include cost savings in small urban areas when serving persons with disabilities rather than a strictly demand-response service. First-time public transit users may be encouraged to use a flexible service to get around the community or intercity connections. CCTA may find that a flexible service is a more effective use of resources compared to the traditional model of demand-response.

Flexible services such as fixed-route deviation can improve reliability for customers who would otherwise be dependent on an exclusively demand-response system. Benefits to residents include flexibility and spontaneity as no reservations are required. Flexible services tend to be more similar in approach, expense, and expectation to demand-response than fixed-route. The support of more robust technology for communications, scheduling, and dispatch may be required when compared to traditional models. This could increase the start-up cost of a flexible service, as well as, require staff training. CCTA should consider each strategy to establish which seems most appropriate to meet set goals.

TYPES OF FLEXIBLE SERVICES

There are six different approaches to flexible public transportation services, ranging in nature from nearly fixed-route to nearly demand-responsive. The structure of flexible public transportation is dependent on the characteristics of the area served, varying between rural, small urban, and large urban regions.

ROUTE DEVIATION:

A defined path and schedule is used to define a service area, but the vehicle(s) may serve requests for pick-up or drop-off within a specified zone around the path. The deviation-zone may or may not be strictly bounded. According to a survey of service operators, the deviation is commonly between one-half and three-quarters of a mile from the route. Three-quarters of a mile from is the distance mandated by the Americans with Disabilities Act (ADA) for paratransit service complementing a fixed-route service. This service type is most effective in areas with enough density to support a predictable route and schedule but could benefit from the flexibility of serving origins and destinations that are otherwise off-route.

POINT DEVIATION:

Service is provided within a defined zone with a set of specific stops, but the path between the stops is unspecified and the vehicle will serve locations within the zone on request. Point Deviation can be most effective in an area with specific trip destinations but dispersed origins, or vice-versa.

DEMAND-RESPONSIVE CONNECTOR:

Service operates entirely by demand-response, but includes scheduled transfer points connecting with a fixed route. The Connector is an effective option when there are scattered origins but a common destination once connected with the fixed-route system.

REQUEST STOPS:

A scheduled, fixed-route service in which certain stops are served only in response to passenger requests. Generally, the vehicle must deviate off the fixed path to serve request stops. This is similar to route deviation, but limited only to specific stops instead of a range of unspecified locations within a zone.

FLEXIBLE-ROUTE SEGMENTS:

A portion of an otherwise scheduled fixed-route is operated as demand-response. Assigning a segment of a fixed-route to flexible service can be beneficial in very low-density areas.

ZONE ROUTE:

A primarily demand-response service that has set departure and arrival times at its end points. The Zone Route is effective when there is not a defined corridor to travel, but specific a specific origin or destination exists within an area.

ADA REQUIREMENTS

For the purpose of ADA regulations, transit systems are considered to be either fixed route or demand responsive. Accurately categorizing a system is important because it will determine the requirements that systems will be required to follow. While some systems are clearly one or the other, systems that provide route deviation service can be harder to categorize. According to DOT regulations, route deviation service is considered to be demand response service.

FLEXIBLE SERVICE-SPECIFIC REQUIREMENTS

Flexible service is considered to be demand responsive service under DOT regulations, and because of that it must follow the requirements for equivalent level of service for its riders with disabilities.

FTA has informally made a distinction between service that allows anyone to request route deviations and service that only allows riders with disabilities to request the deviations. If the system provides route deviations only to customers with disabilities, this service is then regarded as complementary paratransit service, and is held to the required ADA paratransit service criteria. Systems must provide information to the public on how to request a deviation. The service for persons with a disability must be equivalent to the service for people without disabilities. This type of system must implement an eligibility determination (and appeal) process for those who would like to use the service. This will require effort on behalf of the rider to acquire proof of disability, typically from a doctor, and present it to CCTA for review. This requires staff time to administrate, track and provide the rider with proof of eligibility that may be presented to the driver. This system must meet the requirements of Subpart F of 49 CFR Part 37.

If the system's service allows all riders to request route deviations, the system is considered demand responsive and must follow the equivalent service requirements when serving riders with disabilities. Though staff time to implement this system would be minimal as it does not require proof of disability, CCTA may not see the efficiency benefits as riders may continue to use the system as a demand-response out of perceived convenience.

EQUIVALENT SERVICE STANDARDS

Service provided to individuals with disabilities should be equivalent to the service provided to other individuals in the following ways (Section 37.77):

- Response time.
- Fares.
- Geographic service area.
- Hours and days of service.
- Restrictions or priorities based on trip purpose.
- Availability of information and reservation capability.
- Any constraints on capacity or service availability.

5.2.4 OTHER CONSIDERATIONS

The service may require the use of computer-aided dispatch (CAD) and the use of mobile data terminals which require additional skills training. CCTA currently dispatches requests to the driver through two-way radio, although some agencies use mobile data terminals. Agencies may also employ automated vehicle location (AVL) as a tool for both operation and consumer information.

A core element of flexible public transportation services is a communication plan. Education and training will need to be provided to drivers and customers about how and when passengers communicate requests for service, whether requests can be negotiated, and how drivers are dispatched. A wide variety of options for requesting service are utilized, with some agencies requiring reservations while others allow nearly on-demand service. Passengers are usually required to make advanced reservations or place requests for pick-ups and drop-offs. Major issues include the following:

- Who do passengers call and how far in advance must they place the request?
- If requests are made to a dispatcher, how is the driver notified?
- Does the agency negotiate with passengers for convenient pick-up or drop-off locations?
- Do agencies coordinate flexible transportation services with other transportation services, if applicable?

CCTA will need to decide if it will operate the deviated service as complementary paratransit or if they will allow passengers the option to request a deviated stop.

Considerations of accessible infrastructure availability or development of bus stops along the fixed route and popular deviated route stops and locations, include sidewalks, curb ramps, benches, shelters, poles and flags. Bus stop infrastructure can help advertise information about the system, provide a place of rest for waiting passengers as well as potential advertising revenue at shelters for CCTA.

5.3 CONNECTIVITY CHALLENGES

5.3.1 YOLOBUS CONNECTIONS

CCTA is considering connecting to both Glenn County through Glenn Ride, and Yolo County through Yolobus. These connections would then allow Colusa County residents to travel outside the county more easily, and also allow them to reach other areas through connections made by Glenn Ride and Yolobus to Butte, Tehama, Sacramento and more.

Yolobus' furthest north connection is in Dunnigan via Yolobus Route 217 and is available only Monday, Wednesday and Fridays.

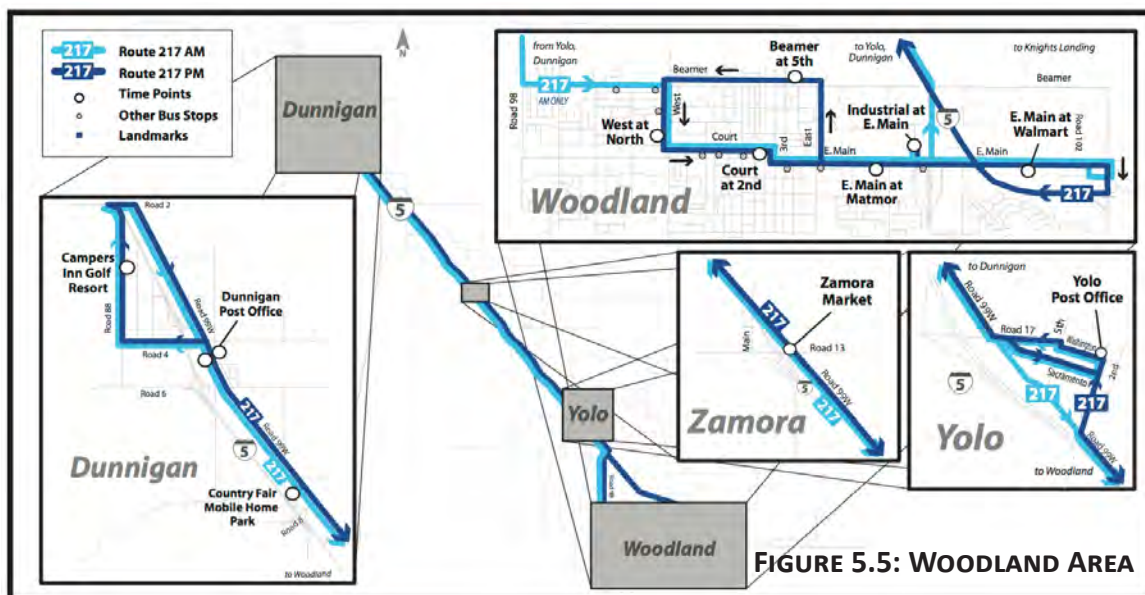
Dunnigan, in Yolo County is home to both the Yolo County food bank and First 5 Yolo County. Both of these organizations provide services to residents of Colusa County.

The Dunnigan Post Office, next to the Dunnigan General Store, could be the strategic transfer point to Yolobus. Currently, departure toward Woodland is at 9:26 AM from the Dunnigan Post Office, arriving in Woodland at 10:19 AM. In the

afternoon the departure from Woodland is at 2:15 PM, arriving at the Dunnigan Post Office at 3:22 PM.

Service could be offered Mondays, Wednesdays, Fridays. Travel time from Arbuckle to Dunnigan would be less than 15 minutes and one-way mileage of approximately 11.5 miles.

FIGURE 5.4: YOLOBUS CONNECTIONS



CONNECTIONS TO 42A AND 42B SACRAMENTO AIRPORT/SACRAMENTO/DAVIS

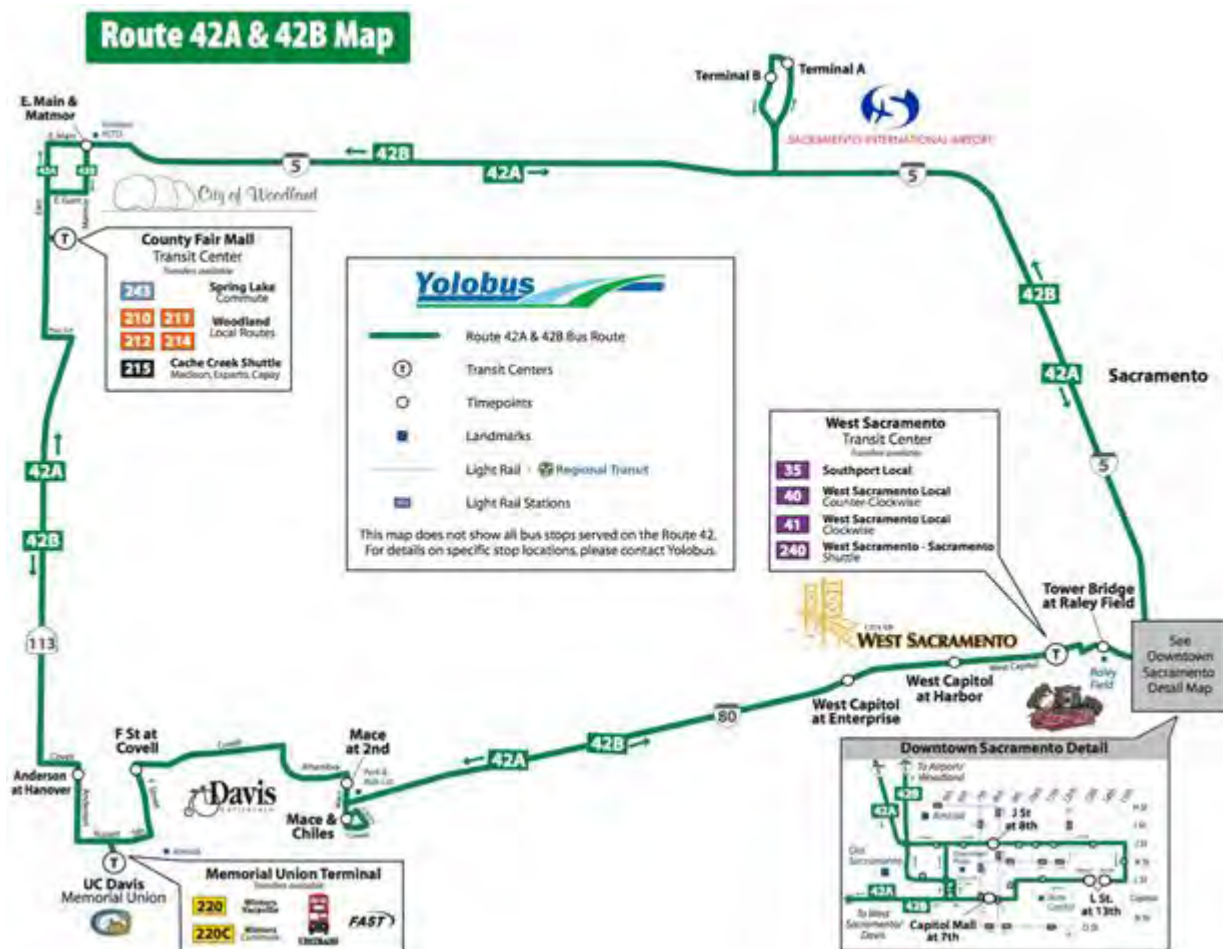
Route 42A with service toward Sacramento Airport, Sacramento and West Sacramento departs East Main at Matmor at 0:06 after the hour every hour. CCTA passengers would miss the 10:06 connection to the Airport and Sacramento by 6 minutes and would have to wait almost an hour for the next service. Transit time from Woodland to Terminal B in Sacramento is 15 minutes, and to Downtown Sacramento is 0:30 minutes. CCTA riders would reach Downtown Sacramento at 11:42 AM. Total transit time from Arbuckle would be approximately 2.5 hours

Route 42B departs East Main at Matmor toward Davis, UC Davis and Sacramento at 0:42 after the hour. CCTA passenger will need to wait 0:30 minutes to make the next connection south. Transit time to UC Davis is 38 minutes and 1 hour 33 minutes to Downtown Sacramento.

Route 42B departs Downtown Sacramento at 0:05 after the hour arriving at E. Main and Matmor in Woodland at 0:42 after the hour, missing the 2:17 PM departure by nine minutes. CCTA rider must depart downtown at 1:05 PM and wait in Woodland for 41 minutes. Total transit time would be about 2.5 hours back to Arbuckle.

A rider from Arbuckle would only have about an hour and twenty minutes to complete activities in Sacramento, including additional travel time to get to desired destinations and spend 5 hours on the bus.

FIGURE 5.7: ROUTE 42A AND 42B AREA



6 ORGANIZATIONAL ANALYSIS



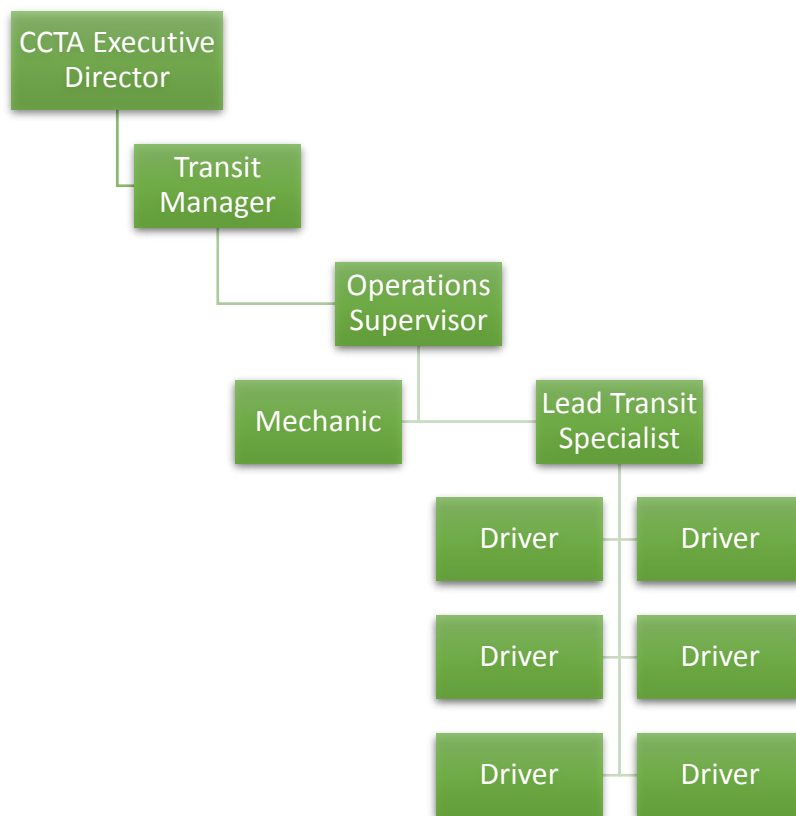
CCTA is managed by the Public Works Department of Colusa County. The Transit Manager oversees the transit operations under the direction of the Public Works Director of the County. The Director is also the Executive Director of CCTA.

In addition to the Transit Manager, CCTA staff include the Operation Supervisor, Lead Transit Specialist, Mechanic, and six drivers. The Operations Supervisor and Lead Transit Specialist also carry out dispatching responsibilities. Currently, day-to-day operations are carried out and services delivered safely. The current staffing is limited for service and operational planning and procurement activities, as well as marketing to increase visibility of CCTA services to targeted audiences and general community awareness.

It is recommended, as funding allows, to hire additional staffing to assist with procurement activities and grant reporting to allow the Transit Manager to carry out longer term service and operational planning. It is also recommended CCTA hire a consultant or utilize specialized County support staff to assist in targeted marketing campaigns, outreach to service agencies, employers, senior housing and promote educational activities as outlined in the Communications Plan.

It is also recognized that there is potential for the opportunity for Colusa County to begin a motor fleet services department to maintain all County vehicles, increasing the cost-efficiency of CCTA mechanic staff time, reducing cost to CCTA while maintaining a full-time mechanic position.

FIGURE 6.1: ORGANIZATIONAL STRUCTURE



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7 PEER REVIEW



A peer review of small rural transit agencies was performed to ensure the best current practices are being implemented in Colusa County. Each CTSA shall be an entity other than the transportation planning agency and shall be one of the following:

- a) A public agency including a city, county, operator, any state department or agency, public corporation, or public district, or a joint powers entity created pursuant to Chapter 5 (commencing with Section 6500) of Division 7, Title 1 of the Government Code.
- b) A common carrier of persons as defined in Section 211 of the Public Utilities Code engaged in the transportation of persons as defined in Section 208.
- c) A private entity operating under a franchise or license.
- d) A nonprofit corporation organized pursuant to Division 2 (commencing with Section 9000) of Title 1 of the Corporations Code.

At a minimum, a CTSA must be a legal entity with the legal capacity to file claims under Article 4.5 of the Transportation Development Act (TDA), make and enter into contracts, and provide transit service. While any private entity may be designated as a CTSA, a public entity must be legally empowered to file claims for Article 4.5 funds.

Public entities which are empowered to provide transportation services include cities, counties, county service areas, community services districts, park and recreation districts, and public utility districts. In addition, some joint power entities are empowered to operate transit services.

A private entity such as a nonprofit social service agency or a private-for-profit company may be designated as a CTSA if it is a legal entity eligible to file TDA claims and provide transit services.

A CTSA designation may be rescinded by the transportation planning agency for substantially failing to comply with terms of its allocations, with the Act, or with the Action Plan provided proper notification and the CTSA is afforded appeal rights pursuant to Public Utilities Code 99242.

7.1 RURAL CTSA EXAMPLES

Below are examples of CSAAs operated separately from the rural transit providers and synopsis of their operations.

7.1.1 DEL NORTE CTSA

The Community Assistance League (CAL) is a non-profit organization in Crescent City offering services to low income, elderly, and disabled individuals. Previously operated as Easter Seals, it is a volunteer-run organization. In late 2012, the Community Assistance League was designated as the Consolidated Transportation Services Agency (CTSA) for Del Norte County. Although the Community Assistance League is not a direct provider of transportation, its role in the community compliments its role as the CTSA.

The local transportation commission funds the CTSA with approximately \$24,000 annually (fluctuating based on economic conditions in the state). With these funds, the CAL assists individuals in finding transportation

for non-emergency medical needs and pays for transit fares or gas vouchers for low income individuals. Public transit options are fully funded and strongly encouraged, but transit is not always a feasible option.

The CAL conducts a “Care and Treatment Clinic” every Wednesday from 1:30 PM to 3:00 PM. Individuals in need of assistance attend the clinic to request travel funds. Two volunteers collect information from the individuals regarding medical needs and income. It takes approximately 15 minutes to process a person’s file the first time and five minutes each time thereafter once a file is on record. CAL either issues a check to Redwood Coast Transit for a bus pass (\$35) or a gas voucher to be used the day before or day of the trip. No reimbursements are made after the trip. Volunteer staff members conduct cross checks to ensure that passengers do indeed have an appointment and they randomly follow up with a portion of the trips to determine that the individual kept the appointment. In this way, CAL ensures that the CTSA dollars are used appropriately. The CAL overhead is very low because it is staffed by volunteers.

7.1.2 FRESNO COUNTY

The Fresno Economic Opportunities Commission and Fresno County Rural Transit Agency (FCRTA) acts as the CTSA for the Fresno area.

7.1.3 KERN COUNTY CTSA

CTSA is operated by North of the River Recreation & Park District and provides low-cost transportation service for seniors 60+ and disabled community members. Services are available Monday through Friday.

7.1.4 NEVADA COUNTY CTSA

The designated CSTA was Nevada County and Gold Country Telecare, but now appears to be Gold County Lift. Nevada County administers a door-to-door paratransit service for persons with disabilities for trips within the Grass Valley/Nevada City area and nearby communities. The service is provided by Gold Country LIFT, a private non-profit organization, under a contract with the County of Nevada.

7.1.5 PLACER COUNTY CTSA

The Placer County Transportation Planning Agency (PCTPA) has designated the Western Placer Consolidated Transportation Service Agency (WPCTSA) as the Consolidated Transportation Service Agency serving western Placer County. The WPCTSA is a joint powers agency with the power to provide and coordinate social service transportation for the western portion of Placer County, including services for the elderly and individuals with disabilities.

WPCTSA services went into effect in January 2009. WPCTSA programs are intended to provide transportation services for Placer County residents who are not able to use conventional public transit services operating within western Placer County. Each program responds to a unique transportation need not otherwise currently met or met well within a prescribed service area. WPCTSA currently collaborates with Seniors First, Inc., a local non-profit organization, to fund various programs.

The WPCTSA designated the City of Roseville as the lead agency to establish and operate the regional Transit Ambassador Program. The program educates new passengers in becoming familiar with western Placer County transit services and provides assistance to passengers at transit transfer points. The WPCTSA currently collaborates with Seniors First, Inc., a local non-profit organization, to provide two additional programs:

1. Health Express Non-Emergency Medical Transportation Seniors First provides a non-emergency medical transportation service known as “Health Express.”
2. The My Rides Program maintains the former Door-to-Door Rides program that has provided volunteer transportation service for more than 40 years to eligible Placer County residents. The My Rides Program expands the service area countywide to include a mileage reimbursement program for individuals and First 5 families with children, prenatal through five years old, who

are unable to use conventional public transit services to and from medical-related appointments, public services, and essential needs destinations. The My Rides Program also provides a voucher for individuals who cannot otherwise afford the costs associated with an occasional and necessary trip to medical-related appointments.

The WPCTSA also purchases retired (surplus) dial-a-ride vehicles from Placer transit operators and sells these vehicles to local non-profit social service organizations for a nominal amount for use to transport elderly and/or disabled clients.

Through a separate MOU, the City of Roseville also operates the South Placer Transit Call Center. The Call Center serves as a centralized “one stop” resource that provides alternative transportation information to the public and books demand-response trips for participating South Placer County transit operators and/or private/non-profit providers of transportation services.

7.1.6 SACRAMENTO COUNTY

Paratransit, Inc. is the designated CTSA for Sacramento County (excluding the southernmost portion of the county). Paratransit, Inc. also provides non-ADA service directly and through community partners. They operate over 150 vehicles. Paratransit, Inc. provides trip planning and services to 11 community partners, ranging from United Cerebral Palsy to Elk Grove Adult Community Training.

7.1.7 SANTA CRUZ COUNTY CTSA

Community Bridges Lift Line program is the CTSA for Santa Cruz County. Though not “rural” they have an excellent website and partnership of support programs.

7.1.8 SHASTA COUNTY CTSA

The Shasta Senior Nutrition Program (SSNP) is the designated Consolidated Transportation Services Agency (CTSA) within Shasta County. SSNP is a non-profit organization providing transportation services to the senior population and mobility impaired in rural areas of the county. Door to Door service enables senior and disabled customers to continue daily activities such as shopping, doctor’s appointments, use of senior dining facilities or simply to visit a friend.

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8 COMMUNICATIONS PLAN



Communications strategies for a transit agency form a hierarchy from basic communications necessary simply to support operations to aggressive promotional marketing efforts to increase general community awareness of services. Even though the community member may not need transit services themselves, they may know someone who does. The transit communications hierarchy includes the following “levels” of effort:

BASIC MARKETING & BRANDING

- Basic Passenger Information.
- Print Materials.
- Website.

TARGETED OUTREACH AND PROMOTION

- Stakeholder Outreach.
 - o Community Leaders.
 - o Gatekeepers (Social Service, Education, Workforce Development, Tribal).
- Targeted Promotion to high potential target groups such as social service clients, senior housing residents, Colusa Casino employees, ESL populations and other transportation disadvantaged populations.

COMMUNITY-WIDE MARKETING

- Low Cost.
 - o News Releases.
 - o Participation in community events.
- High Cost.
 - o Media Advertising.
 - o Promotional Events.

8.1 RECOMMENDED COMMUNICATIONS STRATEGIES

8.1.1 UPDATE COLUSA COUNTY BROCHURE

It is recommended that the Colusa County Transit brochure is adequately updated clearly and accurately in order to convey the current services provided. To those who are unaware of the services offered, it is currently not clear that local trips can be scheduled. There is an appearance that service is only between cities. The organization of the schedule is confusing to an untrained eye. A short description about the service offered should be included and it should be made clear that reservations need to be made. Reservations made ahead are encouraged but not required.

Service days and hours need to be clearly marked including service hours for making reservations by phone. The brochure does not indicate service is only available Monday- Friday, and a passenger new to the system may assume it is available every day.

The current brochure schedule highlights times that are a “changed route” but is not clear what the route is or what it changed to. It is challenging to discern which areas are serviced by CCTA.

Service from Stonyford is unclear; from which city the service departs from; and what time. Similarly, service to Yuba City is also unclear. From the brochure a rider cannot tell what options they have in Yuba City to be dropped off at.

For the new rider there is no indication that CCTA serves the Colusa Casino and Indian Health Clinic & Wellness Center. Information should be included about when riders can make reservations to these locations.

The brochure lists the County of Colusa website as the link to access information, but there is no clear navigation to transit information from the home page, without intuitively knowing where to look. The website URL should take rider directly to information they are looking for.

8.1.2 UPDATE WEBSITE

A transit agency’s website is a critical place for new and potential riders to get service information. A website has the potential to be the most critical communications tool. Four important guidelines for an effective public transit website are:

- o Information for new and current transit passengers should be the primary audience focus of the homepage.
- o The homepage should provide easy access on how to make a reservation information, with the most important information located at the top of the page (no scrolling needed).
- o Timely information about service changes and anomalies should be easily accessible from the homepage.
- o Text should be minimized – web users scan, they don’t read.

It is recommended that CCTA develop their own mobile-friendly website with only transit specific information. It is recommended that CCTA develop their own mobile-friendly website with only transit specific information and market their own unique web URL. It is critical the website is mobile-friendly as ownership of smart phones are increasing as well as tablets, as more inexpensive and portable options to the desktop computer. Transit riders that do have smart phones, are likely to attempt to access the website when they need transit services while away from home.

The homepage is the most valuable space on a website; it should quickly provide the information most visitors are seeking, and should utilize key graphic elements. CCTA can consider an interactive system map with routes linked to their schedules, quick links to timetables, fares and other key topics, and service alerts. The visitor should find and access these key pieces of information with a minimum of reading and no scrolling.

8.1.3 SYSTEM MAP

CCTA should consider developing a system map to graphically show to new and potential riders the areas they serve graphically, rather than abstract timetables. The map can be used in brochures and a digital interactive map is recommended for online purposes.

8.1.4 ON-BOARD ADVERTISING

An inexpensive way to market to existing riders is to advertise on-board the bus. Use available space in the bus to provide information to passengers including extended service until 7:00 PM. Other messages can promote existing Yuba City service on Fridays. Passengers could be encouraged to call in reservations for rides early,

reducing staff time scheduling same day rides. Passengers could be encouraged to visit the new website and engage with CCTA online through social media and twitter if CCTA chooses to use these engagement tools. Notices about holiday closures can be rotated seasonally.

8.1.5 OUTREACH AT COMMUNITY EVENTS

CCTA should consider opportunities that it can engage and be visible to the public such as Farmer's Markets, County Fairs, and Social Service Fairs. Any event where a broad community audience or targeted event where transit dependent residents may be found, or where other community vendors are encouraged to participate could be used. Administrators or drivers should bring a bus and table with updated brochures, flyers, and maps to present to the public. They can be available to answer questions and educate by providing accurate information about the service. The demonstration of a bus can allow the public to tour the bus, become familiar with the bus, how to board, make payment and dispel myths that busses are dirty and dingy. Often community members are impressed with bus interiors, changing their perception about riding the bus.

Community outreach is a great way to introduce potential riders to the service or speak to someone that might know someone that could use the service. Staff may also gain insights to transportation challenges and needs of Colusa residents, and may learn new avenues to reach out to the community while building new community relationships. Staff members that present at community events are encouraged to share their experience with other staff members.

8.1.6 FUNDRAISING FOR TRANSPORTATION SERVICES

CCTA provides transportation for out-of-county medical trips. However, funds for this program do not last the entire fiscal year. Currently the program is run on grant funding. Increasing outreach to the senior population that utilizes this service, as well as their families would increase the funds available and could allow the program to run for the entire year.

As staffing allows, build partnerships with local businesses and banks to do an annual fundraiser event soliciting both business and individual donations to contribute to the program to purchase bus passes for seniors. The event would be a marketing campaign to bring visibility to the need of local seniors as well as increase the visibility of CCTA services.

The campaign could allow for online donations – this will make it easier for individuals and businesses to participate. Utilization of social media platforms (such as Facebook and Twitter) to promote these events. By having the participating organizations post it on their Facebook pages and link to CCTA's, you will increase the systems exposure, at minimal cost.

8.1.7 SOCIAL MEDIA

Social media outlets, such as Facebook, Twitter and Instagram, can provide a vehicle for direct and regular communications with CCTA passengers. Government agencies should make their services accessible by using new communication tools that are being used on a daily basis by their clients and potential clients. The county should find ways to target majority populations in the county, such as Spanish-speaking populations, as well as traditionally transit-dependent populations such as seniors.

Facebook provides an opportunity for two-way communications with riders that can be transparent to other followers. CCTA can use it to inform riders about service changes, encourage ridership to special events and promote pass sales. Riders can use it to provide feedback to CCTA about their experiences using the system by posting to the page or sending a direct message. Many customers are very comfortable with using Facebook as a communication tool and expect that they can engage with their government or transit agency. Many riders are pleased they can access information using social media, rather than having to make a phone call.

Notably, Facebook automatically provides translation, so residents that do not speak English can read and understand information being presented as well as public conversations.

Staff can keep up with engagement by turning on notifications for each service they use. It is important if CCTA uses this communication tool that inquiries, complaints and other engagements are responded to promptly. It is recommended that CCTA actively engage their riders and those interested in CCTA services.

8.2 COMMUNICATIONS STAFF

Communication strategies outlined here are largely low cost in nature. They do not require a significant advertising or promotion budgets. However, they do require the time and attention of staff to maintain up-to-date passenger information and to establish relationships with community partners who can help to market CCTA's services. It is recommended that approximately 4-12 hours of staff time (or contractor time) per week be allocated for this purpose, along with adequate budget to maintain the passenger information tools and create customized promotional tools as needed. It is recognized, however, that staff time and marketing budgets are limited and CCTA staff will have to prioritize targeted outreach efforts as time and budget allows.

Communications and marketing is often overlooked, especially in smaller agencies where staffing is extremely limited and other critical functions of operations need attention. If residents of Colusa are unaware of services offered, where they can go, when and how to make a reservation, Colusa may continue to see ridership decline. At this critical time, Colusa cannot afford to continue to see a decline in ridership and not make targeted efforts to make information accessible, available and understandable for those that need it the most. There is continuous turn over with transit, there will always be new potential riders, they just need to know the service is there.

9 CAPITAL ANALYSIS



There are three major categories of capital expenditures:

- Vehicle acquisition and replacement.
- Passenger amenity capital procurements.
- Equipment and minor facilities.

9.1 VEHICLE NEEDS AND REPLACEMENTS

In January 2017, there will be a demand for fleet peak pullout (the maximum number of vehicles in service at any one time) of 6 demand response buses. With necessary spares, the total fleet size is 10. Until recently the fleet was much older than the typical useful life of paratransit vans; 5-7 years. In 2015, CCTA procured 5 new buses. The remaining fleet is eight to nine years old. CCTA plans to replace buses over the next five years at a cost of \$600,000.

CCTA should seek to continuously procure buses at regular intervals, rather than replace the majority of fleet all at once.

Table 9.1 Colusa County Transit Agency Fleet					
Vehicle	Used For	Model Year	Replacement Year	Model	Life years
1501	Demand Response	2015	2020/2021	Ford E-450	5
1502	Demand Response	2015	2020/2021	Ford E-450	5
1503	Demand Response	2015	2020/2021	Ford E-450	5
1504	Demand Response	2015	2021/2022	Ford E-450	5
1505	Demand Response	2015	2021/2022	Ford E-450	5
T-2	Demand Response	2008	2018/2019	Ford	5
T-4	Demand Response	2007	2017/2018	Ford	5
T-5	Demand Response	2008	2018/2019	Ford	5
T-7	Demand Response	2007	2017/2018	Ford	5
T-11	Demand Response	2008	2018/2019	Ford	5
TS-1	Shop Truck	1995		Ford	
TS-2	Sedan	2009		Ford Crown Victoria	
TS-4	Admin Sedan	2002		Ford Crown Victoria	
TS-5	Van	2003			
Total Transit Buses			10		
Total Fleet			14		

9.2 PASSENGER AMENITY CAPITAL PROCUREMENTS

The passenger amenity capital procurement recommendations are intended to provide CCTA with both a dispatch scheduling and management tool. This will increase efficiency of scheduling and collect data regarding reservations and passenger information. CCTA should consider installation of Demand Response Mobile Data Terminals (MDTs) for Computer-Aided Dispatch and Automatic Vehicle Location (CAD/AVL) if appropriate for current and future operations.

9.3 EQUIPMENT AND SECURITY

There are a number of equipment and security enhancements that CCTA should need to procure over the next five years. These include:

- Consider upgrades to the farebox equipment.
- Office equipment and computer replacement.
- Shop equipment replacement.
- Miscellaneous minor equipment.

CCTA has four capital projects identified as high priority for the Agency. Each project is proactive in nature and contributes to the Agency's commitment to keeping operating costs under control. The four projects listed included Installation of Solar Paneling, Parking Lot Rehabilitation, Bus Replacement, and Bus Washer Replacement. Each project is fully funded through state grant funding. The installation of solar paneling was discussed earlier in this report. The progress of the remaining three projects is listed below.

9.3.1 INSTALLATION OF SOLAR PANELING:

This project was advertised in 2015 and received one bid. The Agency considered the bid unresponsive and rejected it. This project went back to the planning phase to rework the bid package with the intent of advertising the project again with a different format to hopefully entice more contractors to bid on the project.

9.3.2 PARKING LOT REHABILITATION:

Parking lot rehabilitation was completed during FY 14/15. The project was budgeted at \$76,000 and realized significant cost savings of \$37,600. The project has been officially closed out and the \$37,600 rolled into the Bus Washer Replacement project.

9.3.3 BUS REPLACEMENT:

The Agency purchased five new buses during FY 14/15. The project was budgeted at \$419,962 and realized cost savings of \$45,220. The project has been officially closed out and the \$45,220 rolled into the Bus Washer Replacement project.

9.3.4 BUS WASHER REPLACEMENT:

Funding for the Bus Washer Replacement project arrived in the latter half of FY 14/15. This project was originally budgeted at \$251,529. With the addition of the cost savings from the Parking Lot Rehabilitation project and the Bus Replacement project, the budget is currently \$334,349. Initial stages of research are being performed to assess the needs of the Agency and what type of washing apparatus will be appropriate.

10 FINANCIAL PLAN



The Financial Plan identifies the current and anticipated revenue resources available to fund the operating costs and capital projects over the plan life. The financial plan of the SRTP is a planning document that provides a financial framework for CCTA. Individual CCTA budgets may differ from this planning framework based on changing conditions and new information available when the annual budget is prepared.

10.1 HISTORICAL REVENUES

Table 10.1 Shows the historical revenue sources and amounts from 2010-2016. These historical figures were utilized to estimate future expected revenues. Estimating future revenues is an important part of the planning process, as funding may vary from year to year. Calculating the most accurate estimates possible will enable the CCTA to best know what type of funding to expect, and what projects and improvements can be completed.

Table 10.1 CCTA Historical Revenues							
	10/11	11/12	12/13	13/14	14/15	15/16	Average Annual Revenue
Passenger Revenues							
Farebox	70,684	77,359	75,207	68,346	73,526	79,493	\$ 74,102
Charter Services	1,417	1,700	697	2,770	2,899	5,985	\$ 2,578
Medical Transport	1,286	-	1,479	2,221	1,387	561	\$ 1,387
Total Passenger Revenues	\$73,387	\$79,059	\$77,382	\$73,336	\$77,812	\$86,039	\$ 78,067
Contract Revenue							
AAA Grant	18,005	9,268	13,692	16,684	12,302	12,302	\$ 13,709
Outside Grants	5,530	1,543	4,832	4,992	5,049	3,258	\$ 4,201
Total Contract Revenue	\$23,535	\$10,811	\$18,523	\$21,676	\$17,351	\$15,560	\$ 17,909
Other Revenue Sources							
Local Transportation Funds	507,850	606,058	580,621	561,237	461,597	632,948	\$ 558,385
State Transit Assistance Funds	N/A	91,002	122,164	126,850	116,837	70,938	\$ 105,558
FTA 5311	77,415	77,264	77,264	140,746	143,928	120,549	\$ 106,194
Interest Income	190	503	17	1,693	5,520	(6,749)	\$ 196
PTMISEA*	N/A	N/A	N/A	N/A	416,376	405	\$ -
Donations	616	872	770	790	2,891	611	\$ 1,092
Advertising	\$ -	\$ -	\$ -	\$ -	\$ 12,313	\$ 332	\$ 6,322
Total Other Revenue Sources	\$616	\$872	\$770	\$790	\$431,580	\$1,348	\$ 777,747
Total Revenues	\$97,538	\$90,742	\$96,675	\$95,802	\$110,366	\$102,947	\$ 873,724
Total Regular Revenues							\$ 873,724
Source: Colusa County Transit Agency							
PTMISEA* expired with Proposition 1B							

10.2 PROJECTED REVENUES

Projected revenues were calculated using a coefficient of 0.9%, the average expected rate of inflation in the coming 5-years this plan covers. Historical sources were inflated, and the expected estimated revenues are shown in Table 10.2.

Table 10.2					
CCTA Expected Revenues					
	16/17	17/18	18/19	19/20	20/21
Passenger Revenues					
Farebox	\$ 80,208	\$ 80,930	\$ 81,659	\$ 82,394	\$ 83,135
Charter Services	\$ 6,039	\$ 6,093	\$ 6,148	\$ 6,203	\$ 6,259
Medical Transport	\$ 566	\$ 571	\$ 576	\$ 581	\$ 587
Total Passenger Revenues	\$ 86,813	\$ 87,595	\$ 88,383	\$ 89,178	\$ 89,981
Contract Revenue					
AAA Grant	\$ 12,413	\$ 12,524	\$ 12,637	\$ 12,751	\$ 12,866
Outside Grants	\$ 3,287	\$ 3,317	\$ 3,347	\$ 3,377	\$ 3,407
Total Contract Revenue	\$ 15,700	\$ 15,841	\$ 15,984	\$ 16,128	\$ 16,273
Other Revenue Sources					
Local Transportation Funds	\$ 511,417	\$ 516,020	\$ 520,664	\$ 525,350	\$ 530,078
State Transit Assistance Funds	\$ 121,844	\$ 122,940	\$ 124,047	\$ 125,163	\$ 126,289
FTA 5311	\$ 142,337	\$ 143,618	\$ 144,911	\$ 146,215	\$ 147,531
Interest Income	\$ 3,800	\$ 3,834	\$ 3,869	\$ 3,904	\$ 3,939
Donations	\$ 1,071	\$ 1,081	\$ 1,091	\$ 1,100	\$ 1,110
Advertising	\$ 332	\$ 335	\$ 338	\$ 341	\$ 344
Total Other Revenue Sources	\$ 780,801	\$ 787,828	\$ 794,918	\$ 802,073	\$ 809,291
Total Revenues	\$ 883,314	\$ 891,264	\$ 899,285	\$ 907,379	\$ 915,545
Source: Colusa County Transit Agency					

10.2.1 OPERATING REVENUES

Operating revenues include funds recovered through user fees (farebox), as well as local, federal and state sources. Public transportation in Colusa County is among the cheapest in the state. Fares vary by destination, but range from \$1.50 to \$2.25 for in County fares and \$2.00 to \$4.00 for out of County fares. The latest fare increase was approved on November 15, 2016. This is an especially low price considering all Colusa County transit's services are demand response. While low fares are generally considered beneficial as lower costs mean more people can afford to ride transit, these low fares coupled with Colusa County's low farebox recovery rate is a problem.

The farebox recovery rate was 10.16% in FY 2010/2011, 10.32% in FY 2011/2012, 10.12% in FY 2012/2013 and 10.49% in FY 2013/2014. FY 2014/2015 saw a boost to 12.94% attributed to a fare increase effective 1/1/2015. Between that date and the end of FY 14/15, approximately 21,132 rides were affected by the \$0.25 increase, generating an additional \$5,283 in fare revenue. This translates to a 0.64% increase in the fare box ratio, roughly in line with projections laid out in the Transit Operations Improvement Plan (2014).

Recent history has seen farebox recovery dangerously close to the 10.00% minimum required to receive funding. In fact, for two of those last six years it had been thought the farebox recovery was below the 10.00% minimum before the numbers were revised up. While the 2015 fare increase had a positive impact, its potential impact in the future will diminish due to increasing operating costs. In 2016, the Colusa Transit Agency approved an additional fare increase of \$0.25 for certain routes. The impact is expected to be positive. Results will be evaluated in the annual budget analysis and triennial performance audit.

10.2.2 CAPITAL REVENUES

CCTA currently utilizes two sources of funding for capital; the Transportation Development Act (TDA) and the Federal Transit Administration (FTA). TDA funding for capital purposes is needed to provide local match for capital procurements.

CCTA currently receives about \$147,000 annually in FTA 5311 formula funding and currently utilizes all of this for operations. FTA 5311 funds will be increasing after PTMISEA funds are no longer available this fiscal year. The next round of bus replacements in FY 17/18 will require CCTA to carryover FTA funding in order to have sufficient funds stockpiled for fleet replacement. This requires that a minimum of 50% of the FTA 5311 funds are utilized for capital procurements and set asides for future procurements.

10.3 COST SUMMARY

Table 10.3 provides a summary for known costs during the 5-year planning horizon of this document. Costs can be broken down into two categories; operating costs and capital expenditures. Operating costs were reasonably estimated using the coefficient of 0.78% growth per year, which was calculated based on the average increase in operating cost per year between 2010 and 2016. Capital costs will vary throughout the upcoming year as new priority projects are decided upon.

Operating costs include staff and administrative salaries and benefits, as well as regular vehicle maintenance. Capital expenditures include new vehicle acquisition, passenger amenity capital procurements, equipment, minor facilities, and security improvements. Equipment facilities improvements include office equipment, computer replacement, and other miscellaneous equipment.

Table 10.3 Projected Cost Summary						
Fiscal Year	16/17	17/18	18/19	19/20	20/21	TOTAL
Operating Costs	\$ 1,030,979	\$ 1,039,021	\$ 1,047,125	\$ 1,055,293	\$ 1,063,524	\$ 5,235,943
Capital Costs	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 600,000
Total	\$ 1,150,979	\$ 1,159,021	\$ 1,167,125	\$ 1,175,293	\$ 1,183,524	\$ 5,835,943

Appendix A

Outreach Materials

Outreach Plan

- Website
 - Distribute meeting materials – flyer and questionnaire
- Questionnaire
 - Current users:
 - What do you use the transit system for?
 - Do you see any gaps in the existing service?
 - What additional stops or destinations would you like to see?
 - Future users:
 - What additional stops or destinations would you like to see?
 - What barriers keep you from using the transit system?
 - What would you use the transit system for?
- Community Meeting #1 – May 12, 2016, Williams, CA
 - Transit and Destinations Map
 - Meeting Flyer/Outreach
 - E-mail Blast flyer
 - Newspaper ad
 - Post flyer around the County
 - Post flyer on project website
 - Stakeholders list
 - Location/time
 - Distribute Survey
- Community meeting #2
 - Draft review
 - Date TBD – after completion of admin. draft

Community Meeting May 12, 2016 - Agenda

COLUSA SHORT RANGE TRANSIT PLAN 2016

MEETING AGENDA

DATE: MAY 12, 2016
TIME: 11:30 AM
LOCATION: WILLIAMS FIRE DEPARTMENT
810 E STREET, WILLIAMS, CA

- A. WHAT IS A SHORT-RANGE TRANSIT PLAN?**
 - GOALS/SCOPE OF THE SRTP
- B. DISCUSS NEXT STEPS**
- C. OPEN DISCUSSION**
 - SURVEY
 - COMMUNITY MAPS
 - COMMUNITY FEEDBACK
- D. ADJOURN**

For information regarding this meeting, please contact Project Manager Jeff Schwein at:

530-781-2499

jeff@greendottransportation.com

Community Meeting May 12, 2016 - Flyer

Need to go Somewhere?

The Colusa County Transit Agency is developing a Short Range Transit Plan and needs your input!

May 12 @ 11:30 am

**at the Williams Fire Department
810 E St, Williams, CA**

- Eat Lunch
- Learn about the Short Range Transit Plan
- Review Existing Transit Services
- Discuss Transit Needs
- Suggest Improvements
- Learn about Connecting Transit Systems

Questions? Contact:

Project Manager
Jeff Schwein, AICP
(530) 895-1109
jeff@greendottransportation.com



Colusa County 2016 Short Range Transit Plan

The Short Range Transit Plan

- ❖ Guides transit investments – 5 year document
 - ❖ Overview of services
 - ❖ Analysis of regional transit needs
 - ❖ Summary of available funding over the next 5 years
 - ❖ Recommendations for operations, management and marketing

OPERATIONAL NEEDS

❖ The Short Range Transit Plan

❖ System Improvements?

- ❖ Increase bus frequency?
- ❖ Expand service?
- ❖ Add more routes?
- ❖ Reroute and improve existing routes?
- ❖ Expansion of hour service?
- ❖ Improved bus stops?

❖ Any other concerns?

- ❖ No bus service?
- ❖ Fares too expensive?
- ❖ Safety?
- ❖ Cleanliness?
- ❖ Commute takes too long?

MARKETING NEEDS

❖ Transit Information...

- ❖ How do you receive?
- ❖ Current info sources?
- ❖ Internet? Where?
- ❖ Newspaper?
- ❖ Bulletin board?
- ❖ Local TV?



NEXT

- ❖ Prepare draft SRTP
- ❖ Present administrative draft to the Colusa County Transit Agency
- ❖ Release SRTP draft for review and commentary
- ❖ Address comments
- ❖ Prepare and present final SRTP for adoption

Questions/Comments?

www.colusatransit.com

Kent Boes

530-458-0287

kboes@countyofcolusa.org

Contact Jeff Schwein

530-781-2499

jeff@greendottransportation.com

Community Meeting May 12, 2016 - Questionnaire

COLUSA COUNTY SHORT RANGE TRANSIT PLAN QUESTIONNAIRE

What general area do you live?

What are your top five regular travel destinations?

1

2

3

4

5

What mode of travel do you use primarily?

Car	☐
Transit	☐
Bike	☐
Walk	☐

How often do you leave Colusa County?

What areas need better transit service or facilities?

Do you use the bus? If yes, how often/how many times?

I do not ride the bus	☐
Everyday	☐
2 - 4 times per week	☐
1 - 4 times per month	☐
Rarely	☐
Other: _____	☐

Do you have access to a car?

Yes	☐
No	☐

Which routes do you use?

I do not use the bus	☐
Colusa - Williams	☐
Colusa - Arbuckle	☐
Williams - Arbuckle	☐
Colusa - Grimes/Meridian	☐
Colusa - Maxwell/Princeton	☐
Colusa - Stonyford	☐
Colusa - Yuba City	☐

What is the purpose of your transit trips?

Work	☐
School	☐
Recreation	☐
Shopping	☐
Medical	☐
Personal	☐
Other: _____	☐

Rank the following improvements from 1 to X, with 1 being the most important:

Increase bus frequency	☐
Expand service	☐
add more routes	☐
reroute and improve existing routes	☐
Expansion of hour service	☐
Improved bus stops	☐

Do you have any concerns about the transit system in the county? Mark all that apply:

No bus service	☐
Fares are too expensive	☐
Safety	☐
Cleanliness	☐
Commute takes too long	☐
Other: _____	☐

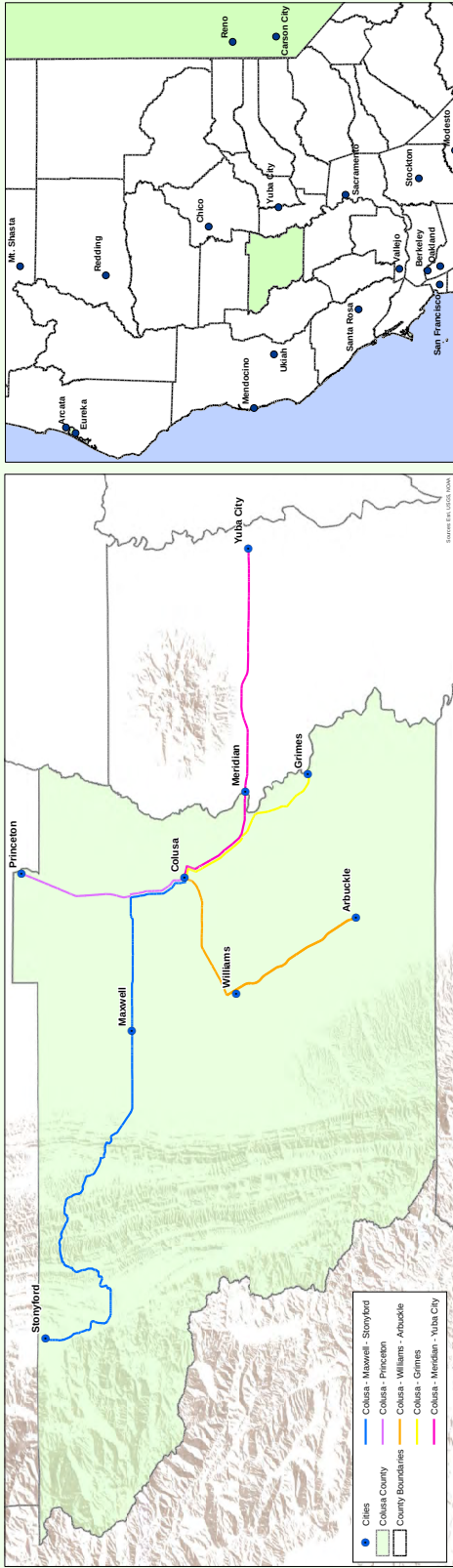
Do you have a disability that affects your ability to drive?

Yes	☐
No	☐

What would you like to see most out of your transit system?

Community Meeting May 12, 2016 - Map

Colusa County Short Range Transit Plan



Community Survey - Poster



Colusa Transit

SURVEY

open until August 31

Ask the driver for a survey
or take it online!

<https://www.surveymonkey.com/r/ColusaTransit>



facebook.com/ColusaTransit



Transit

www.colusatransit.com



Tránsito Colusa

ENCUESTA

abierta el 31 de agosto

**Pedir al conductor para una encuesta
o llevarlo en línea!**

<https://www.surveymonkey.com/r/ColusaTransit>



facebook.com/ColusaTransit



Transit

www.colusatransit.com

Community Survey - Survey Questions

Colusa Transit Survey

Hello!

Colusa County Transit Agency (CCTA) is planning for the future and improving transit service in Colusa. We need your help, please provide us input and feedback by taking this survey.



Two ways to take the survey:

1. Online- If you have access to the internet you can take the same survey online. You can ask your driver for a copy of this letter as a reminder to complete the survey online by **August 31st**
<https://www.surveymonkey.com/r/ColusaTransit>
2. Paper- If you don't think you will have time or remember, please fill out this survey today and return it to the driver as soon as possible.

Thank you for taking the time to complete this important survey!

Thank you!

¡Hola!

La Agencia de Tránsito del Condado de Colusa (CCTA) está planeando para el futuro y desea mejorar el servicio de transporte en Colusa. Necesitamos su ayuda. Por favor comparta sus opiniones y sugerencias tomando esta encuesta.

Dos formas de tomar la encuesta:

1. En línea/por internet - Si usted tiene acceso al internet, puede tomar la misma encuesta por ese medio.
Puede pedirle a su conductor una copia de esta carta como recordatorio de tomar la encuesta antes del **día 31 de agosto**.
<https://www.surveymonkey.com/r/ColusaTransit>
2. Papel - Si cree que no tendrá tiempo de completarla en línea o se le olvidara, por favor llene esta encuesta de papel hoy día y désela al conductor lo más pronto posible.

Gracias por tomar el tiempo de completar esta encuesta tan importante!

¡Gracias!

Colusa County Short Range Transit Plan Survey

Colusa County Transit Agency (CCTA) is planning for the future and improving transit service in Colusa. We need your help, please provide us input and feedback by taking this survey.

La Agencia de Tránsito del Condado de Colusa (CCTA) está planeando para el futuro y desea mejorar el servicio de transporte en Colusa. Necesitamos su ayuda. Por favor comparta sus opiniones y sugerencias tomando esta encuesta.

1. How are you taking this survey?

¿Cómo está usted tomando esta encuesta?

☐

Online

en línea/Internet

☐

Paper/ On-board survey

Papel / encuesta de a bordo

2. Which general area do you live?

¿En qué área general vive usted?

- ☐ Arbuckle
- ☐ Colusa
- ☐ Colusa Rancheria
- ☐ Cortena
- ☐ Delevan
- ☐ Devil's Elbow
- ☐ Fouts Springs
- ☐ Genvera
- ☐ Graino
- ☐ Grimes
- ☐ Harrington
- ☐ Leesville
- ☐ Lodoga
- ☐ Maxwell
- ☐ Meridan
- ☐ Princeton
- ☐ Pole Garden
- ☐ Sites
- ☐ Stonyford
- ☐ Wilbur Springs
- ☐ Williams

Other (please specify)

Otro, por favor especifique

3. Is your primary language English, Spanish or another language?

¿Es su lengua materna el inglés, español u otro idioma?

☐ English (inglés)

☐ Spanish (español)

☐ Other, please specify.

Otro por favor especifique

4. Have you ever ridden the Colusa County Transit Agency (CCTA) bus?

¿Ha viajado alguna vez en el autobús de Agencia de Tránsito del Condado de Colusa (CCTA)?

☐ Yes - Continue to next page

Sí - Continúe a la página siguiente

☐ No - Skip to Question 11

No - Pase a la pregunta 11

Colusa County Short Range Transit Plan Survey

Transit Riders

Pasajeros de Transito

5. What year did you first START riding CCTA?

¿En que año comenzó a usar el autobús CCTA para transporte?

6. How often do you ride the bus?

¿Con qué frecuencia viaja en el autobús?

- ☐ Almost everyday there is bus service
Casi todos los días que hay servicio de autobús
- ☐ 3-4 times per week
De 3 a 4 veces por semana
- ☐ 1-2 times per week
De 1 a 2 veces por semana
- ☐ 1-4 times per month
De 1 a 4 veces por mes
- ☐ Rarely
Rara la vez que lo uso
- ☐ I currently do not ride the bus, though I have in the past.
Actualmente no viajo en autobús, aunque lo he hecho en el pasado.

7. Which CCTA routes do you use the most. Please rank in order of most frequently used.

¿Qué rutas de autobús usa con más frecuencia? Por favor enumere las rutas en orden de uso más frecuente.

	1st most frequent route 1a ruta de uso más frecuente	2nd most frequent route 2ª ruta de uso más frecuente	3rd most frequent route 3ª ruta de uso más frecuente	4th most frequent route 4ª r1a ruta de uso más frecuente	N/A no aplicable
Colusa - Williams	☐	☐	☐	☐	☐
Colusa - Arbuckle	☐	☐	☐	☐	☐
Williams- Arbuckle	☐	☐	☐	☐	☐
Colusa - Grimes/ Meridan	☐	☐	☐	☐	☐
Colusa - Maxwell/Princeton	☐	☐	☐	☐	☐
Colusa - Stonyford	☐	☐	☐	☐	☐
Colusa - Yuba City	☐	☐	☐	☐	☐

8. What is the purpose of your transit trips? Check all that apply.

¿Cuál es el propósito de sus viajes de tránsito? Marque todas las opciones que apliquen.

☐

Work
Trabajo

☐

School
Estudios académicos

☐

Medical Appointments
Citas médicas

☐

Social Service Appointments
Citas de servicio social

☐

Shopping/Errands
Ir de compras / el mandado

☐

Recreation
Actividades recreativas

☐

Personal/ Social/ Visiting Family & Friends
Actividades personales, sociales, visitas familiares o amistosas

Other, please specify.

Otro (por favor especifique)

9. Please tell us if any of these improvements are important to you.

Por favor díganos si alguno de estos cambios de mejoramiento es importante para usted:

	Very Important (Muy importante)	Somewhat Important (Algo importante)	Not Important (No es importante)
Increase frequency of the bus- how often the bus comes around. Aumentar la frecuencia del autobús (lo rápido que llega el autobús por pasajeros)	☐	☐	☐
Add more routes within Colusa County Añadir más rutas de autobús al Condado de Colusa	☐	☐	☐
Expand hours of service Ampliar las horas de servicio	☐	☐	☐
Add interregional service options to cities outside the County Añadir opciones de servicio interregional a ciudades fuera del Condado de Colusa	☐	☐	☐
Add service to Colusa Rancheria and Casino Añadir servicio a la Rancheria Colusa y Casino	☐	☐	☐

Other, please specify.

Otra sugerencia (por favor especifique)

10. Do you have concerns about the current transit system? Check all that apply.

¿Tiene preocupaciones del sistema de tránsito actual? Marque todas las opciones que apliquen.

☐ No bus service to my area
No hay servicio de autobús en mi zona residencial

☐ Fares are too expensive
Las tarifas son demasiado caras

☐ Safety
La seguridad

☐ Cleanliness
La limpieza

☐ Trip takes too long
El viaje dura demasiado tiempo

☐ Other, please specify.
Otro (por favor especifique)

11. How satisfied are you with the following?

¿Qué tan satisfecho está usted con los siguientes aspectos?

	1- Very dissatisfied Muy insatisfecho	2 - Dissatisfied insatisfecho	3- Okay Más o menos	4 - Satisfied Satisfecho	5 - Very Satisfied Muy satisfecho
Overall rating of CCTA bus service Satisfacción general con el servicio de autobús CCTA	☐	☐	☐	☐	☐
Driver courtesy Cortesía del conductor	☐	☐	☐	☐	☐
Able to get where you need to go Capacidad de llevarlo a su destino	☐	☐	☐	☐	☐
Time bus starts running in morning Capacidad de llevarlo a su destino	☐	☐	☐	☐	☐
Cleanliness of buses Limpieza de autobuses	☐	☐	☐	☐	☐
Affordability of bus fares Costo de tarifas de autobús	☐	☐	☐	☐	☐

1- Very dissatisfied	2 - Dissatisfied	3- Okay	4 - Satisfied	5 - Very Satisfied
Muy insatisfecho	insatisfecho	Más o menos	Satisfecho	Muy satisfecho

Reliability of making connections
Fiabilidad de la transferencia entre autobuses/rutas

☐
☐
☐
☐
☐

How direct your trip is
Lo directo que es su viaje

☐
☐
☐
☐
☐

How often the bus is on-time
La frecuencia con la que el autobús llega a tiempo

☐
☐
☐
☐
☐

How long your trip takes overall
Cuánto tiempo tarda su viaje en general

☐
☐
☐
☐
☐

Frequency: how often the bus runs throughout the day
Frecuencia: la frecuencia con la que el autobús funciona durante todo el día

☐
☐
☐
☐
☐

Time bus stops running in evening
Horario en el que el autobús deja de correr en la noche

☐
☐
☐
☐
☐

Ability to make an appointment/reservation
Habilidad para hacer una cita/reservación

☐
☐
☐
☐
☐

Other, please specify.
Otro (por favor especifique)

Please continue to question #14
Por favor pase a la pregunta # 14

About CCTA

Sobre CCTA

12. Did you know that you can make reservations for trips within Colusa County to/from Williams, Colusa, Arbuckle, Grimes/Meridan, Princeton, Maxwell, & Stonyford?

¿Sabía usted que puede hacer reservaciones para viajes dentro de Colusa County a/desde: Williams, Colusa, Arbuckle, Grimes/Meridan, Princeton, Maxwell, & Stonyford?

☐

Yes

Sí

☐

No

No

13. Would you or someone you know might use the CCTA bus for in county trips for any purpose?

¿Usted o alguien que usted conoce usaría el autobús CCTA para viajes dentro del Condado para algún propósito?

☐

Yes (si)

☐

No (no)

14. If you were to ride the bus, which one(s) might you use? Check all that apply.

¿Si usted fuera a viajar en el autobús, cuáles podría usar? Marque todas las opciones que apliquen.

☐

Colusa - Williams

☐

Colusa - Arbuckle

☐

Williams- Arbuckle

☐

Colusa - Grimes/ Meridan

☐

Colusa - Maxwell/Princeton

☐

Colusa - Stonyford

☐

Colusa - Yuba City

☐

None - I would never ride the bus
Ninguna - nunca viajo por autobús

15.

Did you know CCTA offers service to Yuba City on Fridays?

Bus departs Colusa at 9:30 a.m. and departs Yuba City at 1:30 p.m.

You may go to Wal-Mart or Social Security. If you want to go anywhere else, you can use the Yuba-Sutter Transit.

¿Sabía usted que la CCTA ofrece servicio a la ciudad de Yuba City los viernes?

El autobús sale de Colusa a las 9:30 a.m. y sale de Yuba City a la 1:30 p.m.

Usted puede ir a Wal-Mart o a la oficina del Seguro Social. Si desea ir a otro lugar, puede utilizar el Yuba-Sutter Transit.

- ☐ I do know CCTA offers this service to Yuba City
Ya sabía que CCTA ofrece este servicio a la ciudad de Yuba City
- ☐ I did NOT know CCTA offers this service to Yuba City
No sabía que CCTA ofrece este servicio a la ciudad de Yuba City

16. Would you or someone you know might use this service to Yuba City?

¿Usted o alguien que usted conoce podría utilizar este servicio a la ciudad de Yuba City?

- ☐ Yes (Sí)
- ☐ No (No)

17. Did you know CCTA offers transportation to out-of-county medical appointments? We transport to Chico, Davis, Lincoln, Marysville, Oroville, Roseville, Sacramento, Willows, Woodland and Yuba City.

¿Sabía usted que CCTA ofrece transporte a citas médicas fuera del condado? Transportamos a: Chico, Davis, Lincoln, Marysville, Oroville, Roseville, Sacramento, Willows, Woodland y Yuba City.

- ☐ Yes (si)
- ☐ No (no)

18. Would you or someone you know might use the CCTA bus service for out of county medical trips?

¿Usted o alguien que usted conoce, utilizaría el servicio de autobús para viajes médicos fuera del Condado?

☐ yes (si)

☐ no (no)

Colusa County Short Range Transit Plan Survey

Tell us about yourself
Díganos más sobre usted.

Information is used only for this survey to improve service in Colusa County, your personal information will not be shared.

La información de esta encuesta solo se usa para mejorar nuestro servicio en el Condado de Colusa. Su información personal no será compartida.

19. What is your age?

¿Qué edad tiene?

☐ under 18
Menos de 18 años

☐ 18-24

☐ 25-44

☐ 45-65

☐ 65+

20. What is your estimated annual income?

¿Cuál es su ingreso anual estimado?

- ☐ Less than \$10,000
Menos de \$10,000
- ☐ \$10,000- \$14,999
- ☐ \$15,000- \$19,999
- ☐ \$20,000- \$24,999
- ☐ \$25,000- \$34,999
- ☐ \$35,000- \$49,999
- ☐ \$50,000- \$59,999
- ☐ \$60,000- \$74,999
- ☐ \$75,000- \$99,999
- ☐ \$100,000 or more
\$100,000 o más

21. Are you currently a student?

¿Es actualmente un estudiante?

- ☐ Yes - I attend a grade school (grades K-8)
Sí - asisto a una escuela primaria (grados K-8)
- ☐ Yes - I attend a High School (grades 9-12)
Sí - asisto a una escuela secundaria (grados 9-12)
- ☐ Yes - I attend Community College or Vocational School
Sí- asisto a colegio comunitario o escuela vocacional
- ☐ Yes - I attend a University
Sí - asisto a una universidad
- ☐ No - I currently am not a student
No - actualmente no soy un estudiante

22. Please let us know if you have a valid Driver's License and/or access to a vehicle to make trips.

Por favor, háganos saber si usted tiene una licencia de conducir válida y/o tiene acceso a un vehículo para hacer viajes.

☐

No, I do not have a valid Drivers License & No, I do not have a vehicle available to me

No, no tengo un válido conductores licencia y No, no tengo un vehículo disponible para mí

☐

No, I do not have a valid Drivers License & Yes, I do have a vehicle available to me

No, no tengo un válido conductores licencia y sí, tengo un vehículo disponible para mí

☐

Yes, I have a valid Drivers License & No, I do not have a vehicle available to me

Sí, tengo un válido conductores licencia y No, no tengo un vehículo disponible para mí

☐

Yes, I do have a valid Drivers License & Yes, I do have a vehicle available to me

Sí, tengo un válido conductores licencia y sí, tengo un vehículo disponible para mí

23. Are you employed?

¿Tiene empleo?

☐

Yes - Full Time

Sí - tiempo completo

☐

Yes - Part Time

Sí - medio tiempo/tiempo parcial

☐

No - I am currently not employed

No - actualmente no trabajo

☐

No- I am retired

No - soy retirado

☐

No - I have a disability

No - tengo una discapacidad

Other (please specify)

Otros (especifique)

24. Do you have Internet access at home?

¿Tiene acceso a Internet en casa?

☐

Yes (Si)

☐

No (No)

25. Do you have a cell phone or a smart phone? (select one)

¿Tiene un teléfono celular o un teléfono inteligente? (seleccione uno)

- ☐ Yes - I can make calls
Sí - puedo hacer llamadas
- ☐ Yes - I can make calls & text
Sí - puedo hacer llamadas y enviar y recibir mensajes de texto
- ☐ Yes - I have "smart phone" with internet access and text
Sí - tengo un "teléfono inteligente" con acceso a internet y mensajes de texto
- ☐ No - I do not have cell or smart phone
No - no tengo un teléfono celular o un teléfono inteligente

26. Do you use Social Media? Check all that apply

¿Usa las redes sociales? Marque todas las formas de redes sociales que utilice.

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ No - I do not use Social Media
No - no uso redes sociales
- ☐ No - I do not know what Social Media is
No - no sé lo que son las redes sociales

Colusa County Short Range Transit Plan Survey

27. Is there anything we missed? Tell us how we can improve transit service in Colusa County.

¿Hay algo que nos faltó? Díganos cómo podemos mejorar el servicio de transporte en el Condado de Colusa.

28. Would like more information about Colusa County Transit and services offered?
Please leave us your information so we can get in touch with you.

¿Gustaría más información sobre tránsito en el Condado de Colusa y los servicios ofrecidos?
Por favor déjenos su información para poder ponernos en contacto con usted.

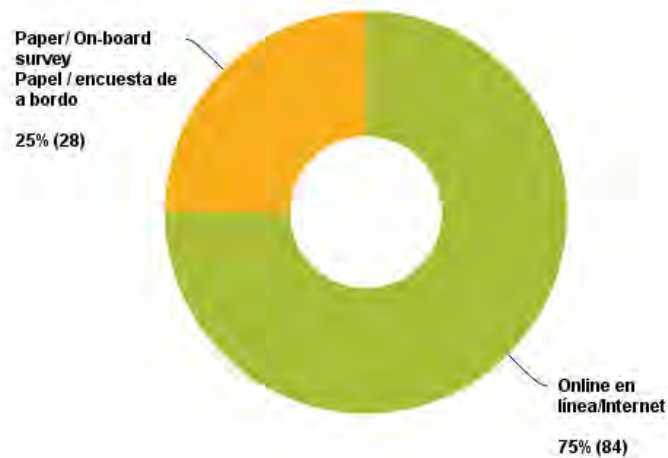
Name Nombre	
Phone Number Número de teléfono	
Email Address Correo electronico	
What would you like to know more about? ¿Sobre qué temas le gustaría saber más?	

Community Survey - Survey Results

Rider Profile

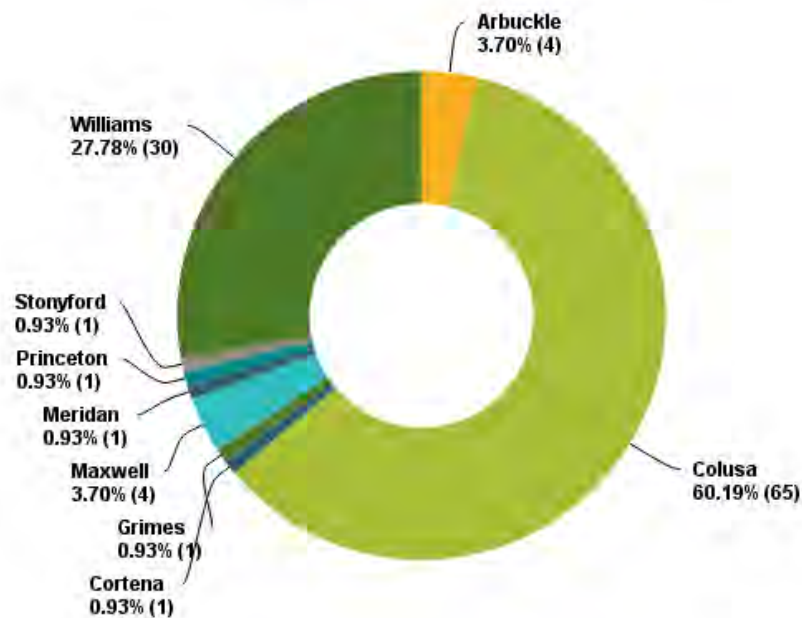
Q1 How are you taking this survey? ¿Cómo está usted tomando esta encuesta?

Answered: 112 Skipped: 1



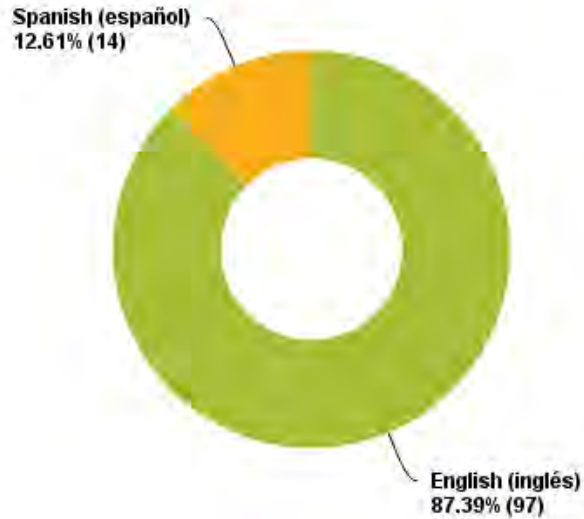
Q2 Which general area do you live? ¿En qué área general vive usted?

Answered: 108 Skipped: 5



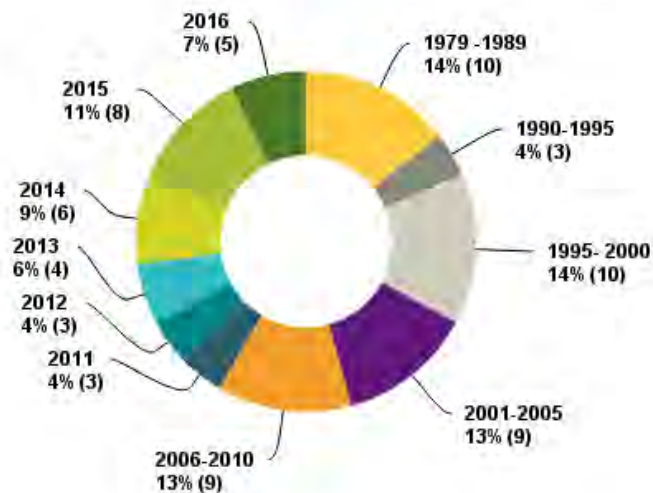
Q3 Is your primary language English, Spanish or another language? ¿Es su lengua materna el inglés, español u otro idioma?

Answered: 111 Skipped: 7



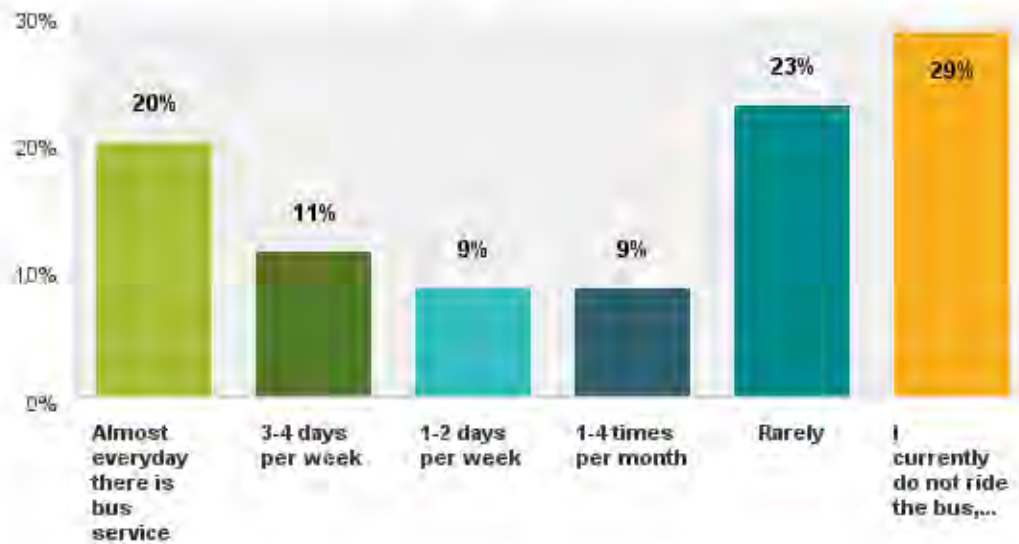
Q5 What year did you first START riding CCTA? ¿En que año comenzó a usar el autobús CCTA para transporte?

Answered: 70 Skipped: 43



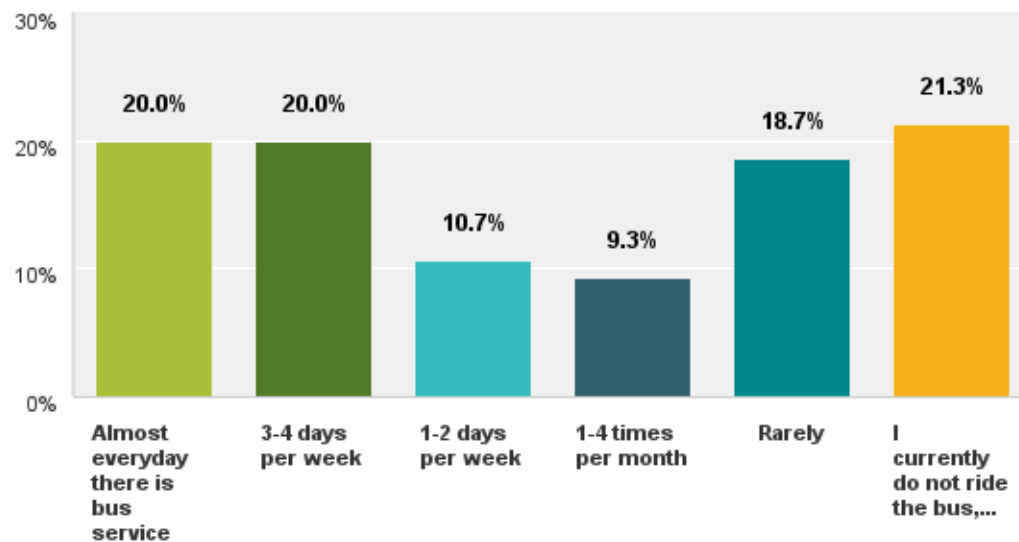
Q6 How often do you ride the bus? ¿Con qué frecuencia viaja en el autobús?

Answered: 35 Skipped: 0



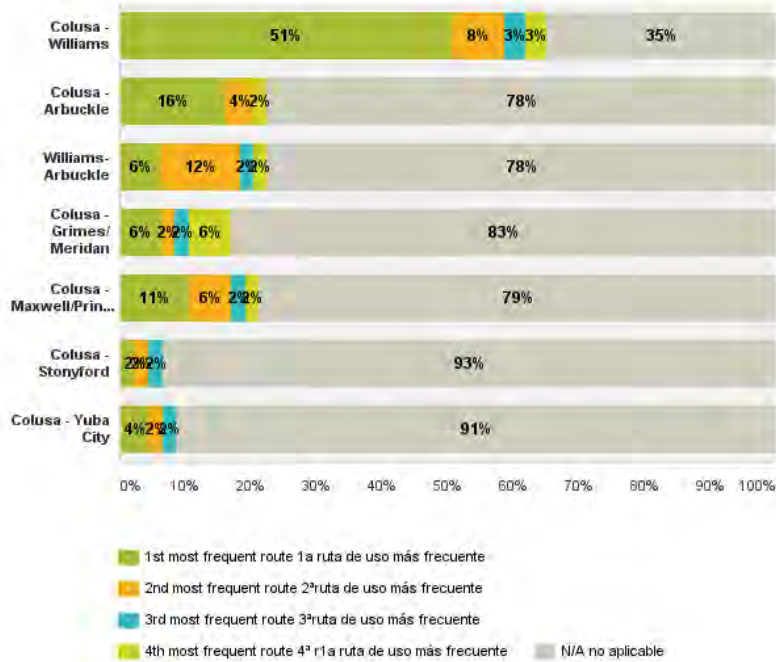
Q6 How often do you ride the bus? ¿Con qué frecuencia viaja en el autobús?

Answered: 75 Skipped: 38



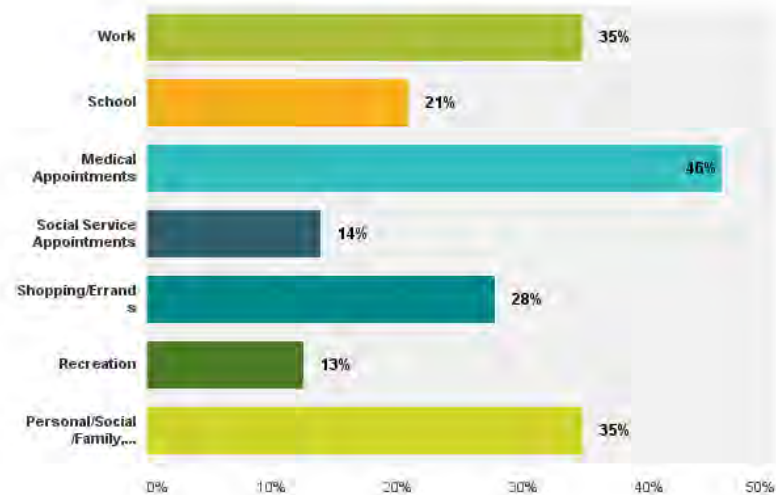
Q7 Which CCTA routes do you use the most. Please rank in order of most frequently used. ¿Qué rutas de autobús usa con más frecuencia? Por favor enumere las rutas en orden de uso más frecuente.

Answered: 71 Skipped: 42



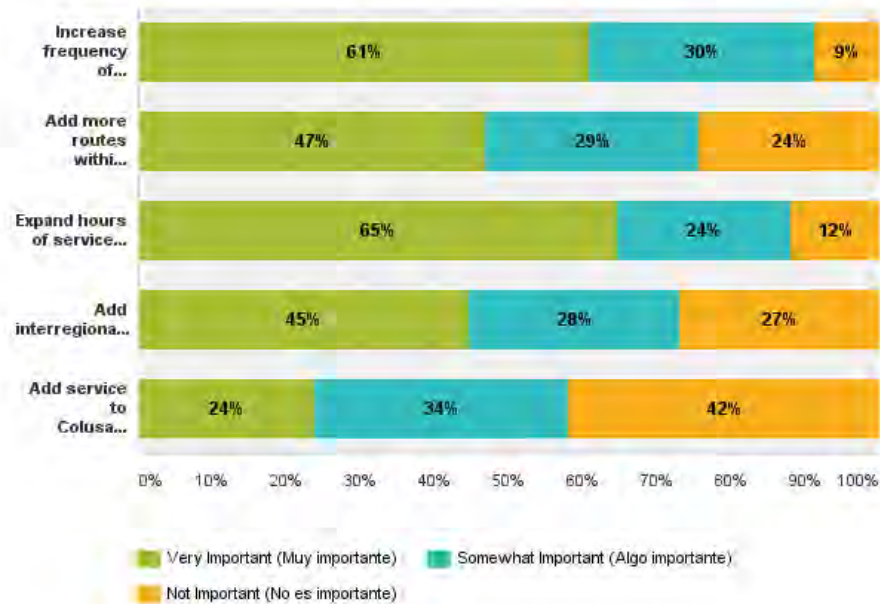
Q8 What is the purpose of your transit trips? Check all that apply. ¿Cuál es el propósito de sus viajes de tránsito? Marque todas las opciones que apliquen.

Answered: 72 Skipped: 41



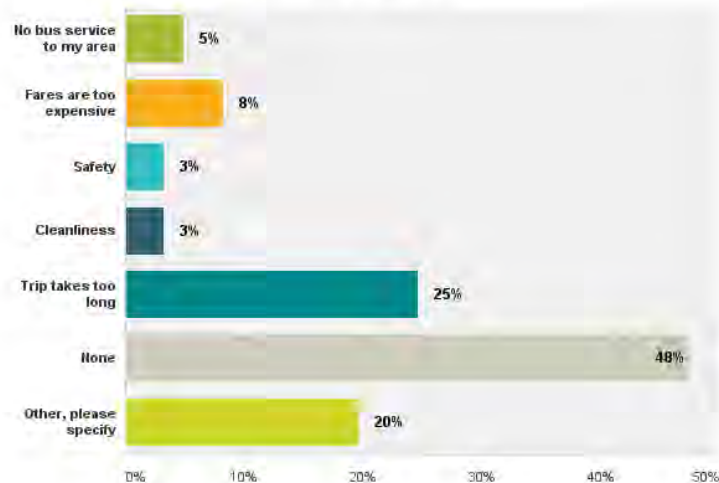
Q9 Please tell us if any of these improvements are important to you. Por favor díganos si alguno de estos cambios de mejoramiento es importante para usted:

Answered: 74 Skipped: 13



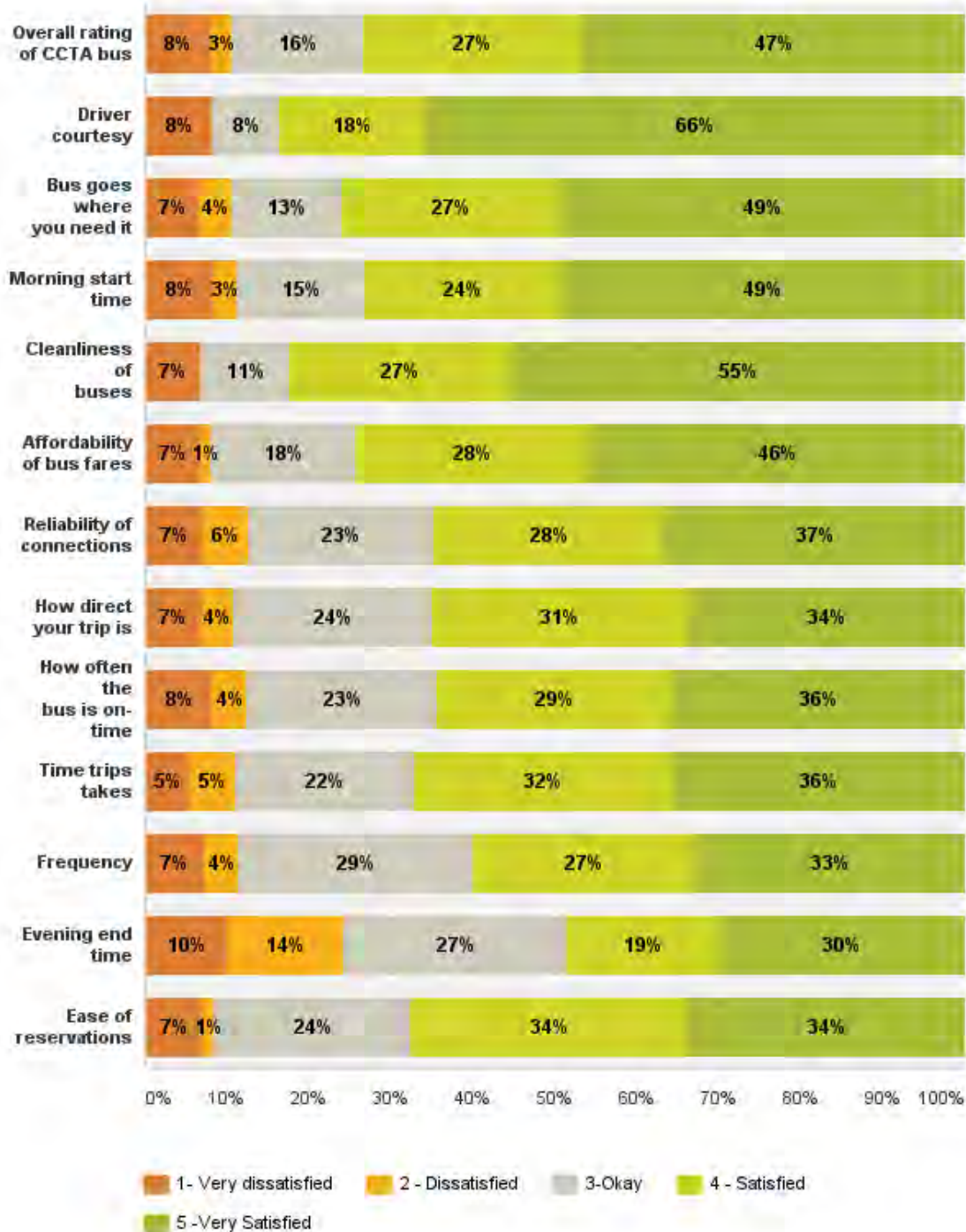
Q10 Do you have concerns about the current transit system? Check all that apply. ¿Tiene preocupaciones del sistema de tránsito actual? Marque todas las opciones que apliquen.

Answered: 81 Skipped: 12



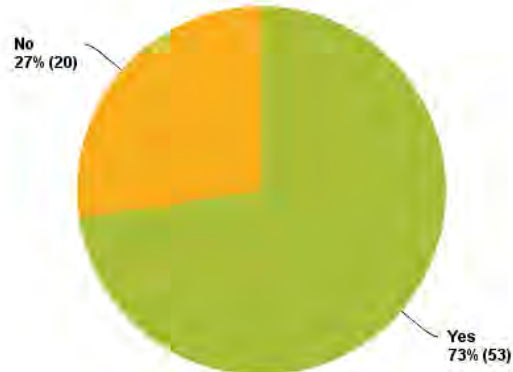
Q11 How satisfied are you with the following? ¿Qué tan satisfecho está usted con los siguientes aspectos?

Answered: 75 Skipped: 38



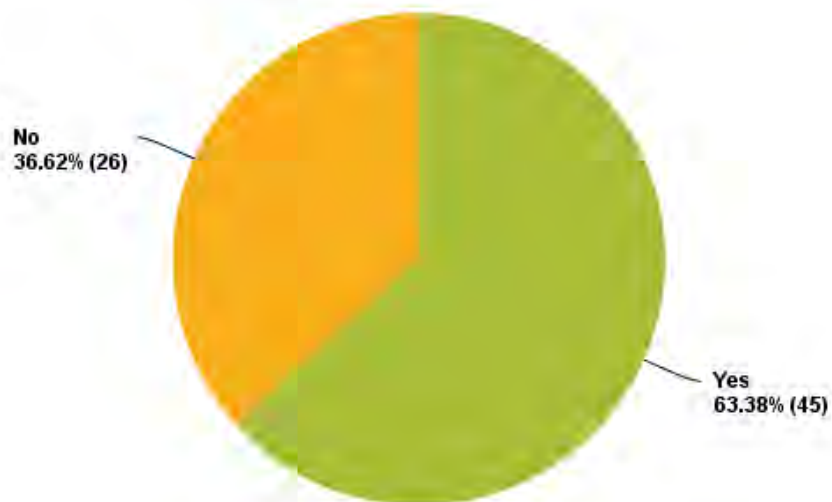
Q15 Did you know CCTA offers service to Yuba City on Fridays? Bus departs Colusa at 9:30 a.m. /Yuba City at 1:30 p.m. You may go to Wal-Mart or Social Security. You can use the Yuba-Sutter Transit to go elsewhere.

Answered: 73 Skipped: 40



Q16 Would you or someone you know might use this service to Yuba City? ¿Usted o alguien que usted conoce podría utilizar este servicio a la ciudad de Yuba City?

Answered: 71 Skipped: 42



Q17 Did you know CCTA offers transportation to out-of-county medical appointments? We transport to Chico, Davis, Lincoln, Marysville, Oroville, Roseville, Sacramento, Willows, Woodland and Yuba City.

Answered: 71 Skipped: 42



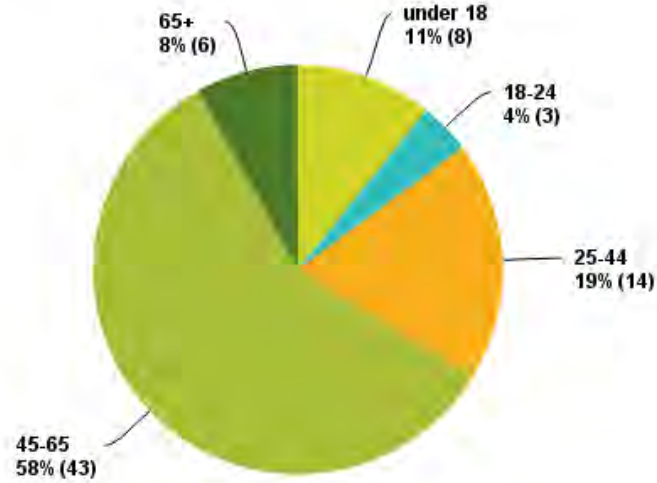
Q18 Would you or someone you know might use the CCTA bus service for out of county medical trips?

Answered: 71 Skipped: 42



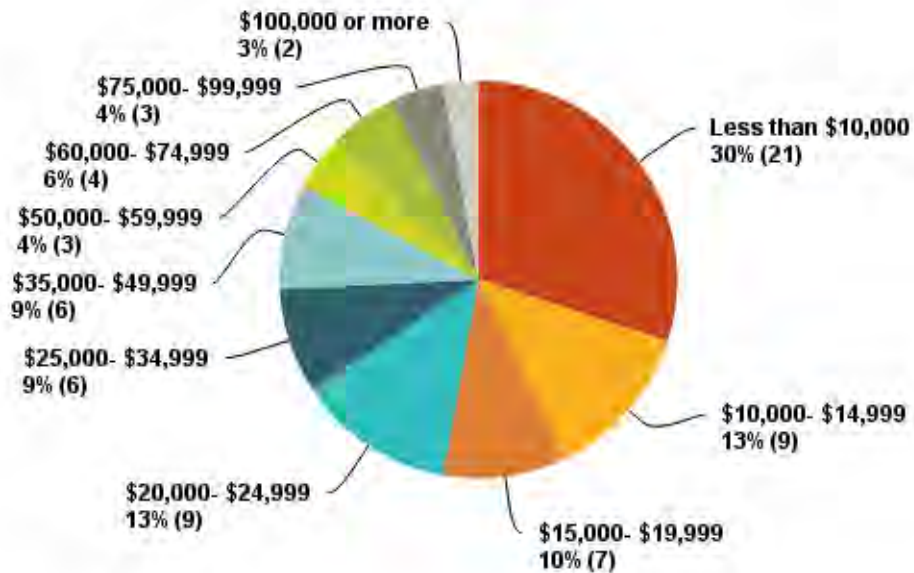
Q19 What is your age? ¿Qué edad tiene?

Answered: 74 Skipped: 39



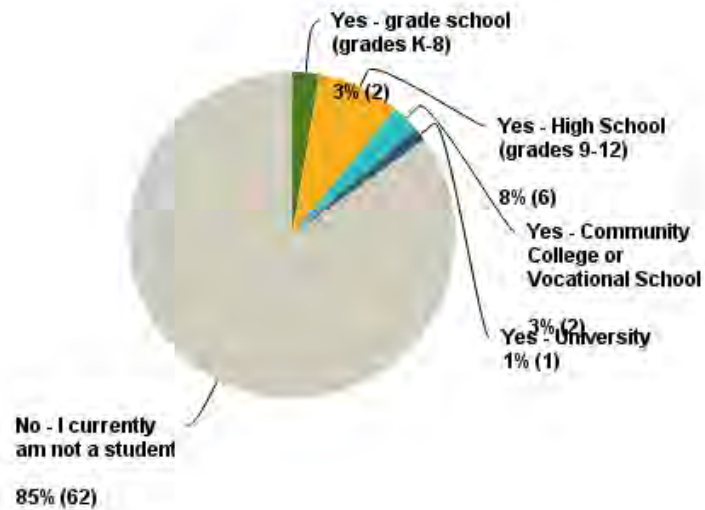
Q20 What is your estimated annual income? ¿Cuál es su ingreso anual estimado?

Answered: 70 Skipped: 43



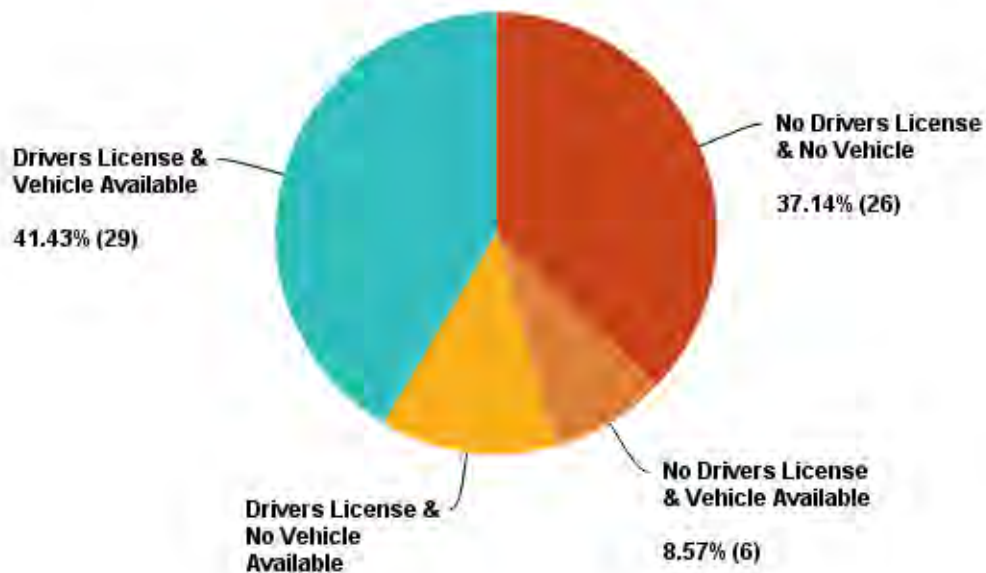
Q21 Are you currently a student? ¿Es actualmente un estudiante?

Answered: 73 Skipped: 40



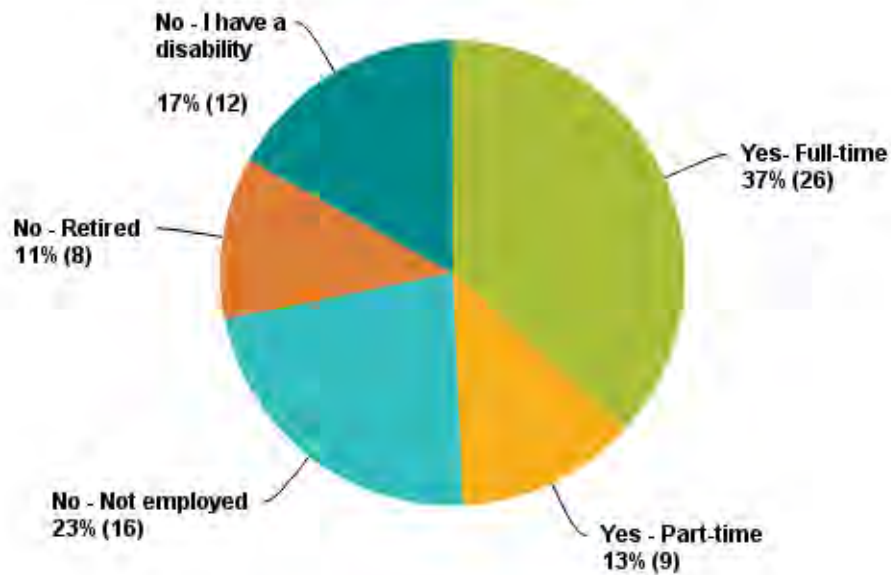
Q22 Please let us know if you have a valid Driver's License and/or access to a vehicle to make trips.

Answered: 70 Skipped: 43



Q23 Are you employed?¿Tiene empleo?

Answered: 71 Skipped: 42



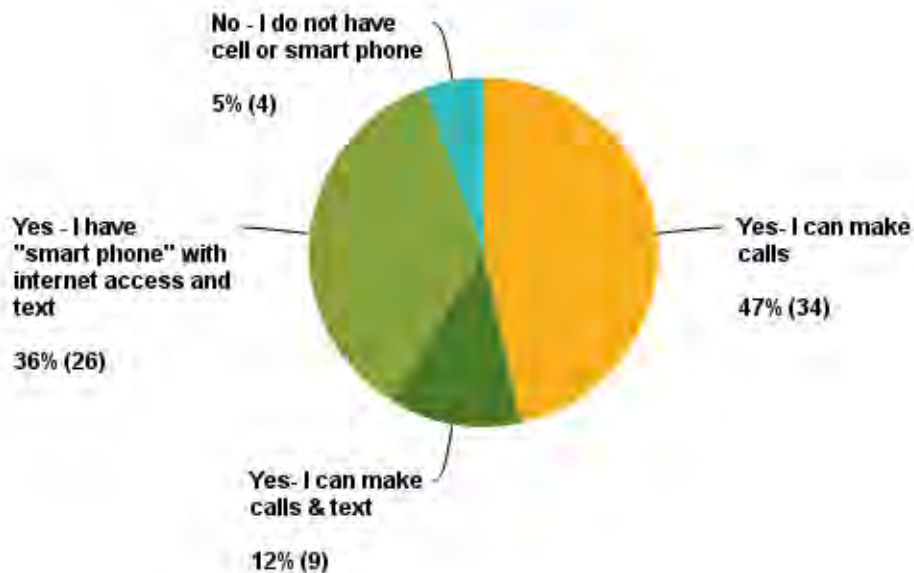
Q24 Do you have Internet access at home?¿Tiene acceso a Internet en casa?

Answered: 72 Skipped: 41



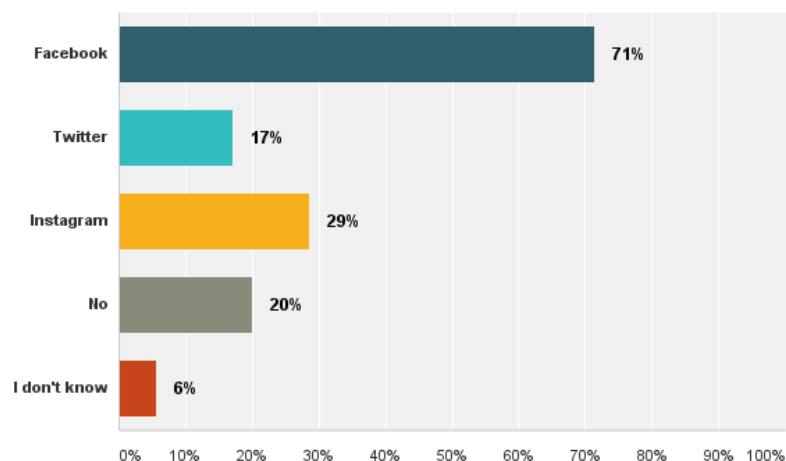
Q25 Do you have a cell phone or a smart phone? (Please read all and select one) ¿Tiene un teléfono celular o un teléfono inteligente? (seleccione uno)

Answered: 73 Skipped: 0



Q26 Do you use Social Media? Check all that apply ¿Usa las redes sociales? Marque todas las formas de redes sociales que utilice.

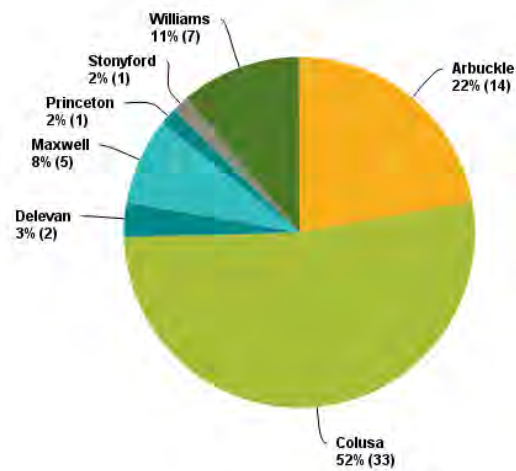
Answered: 70 Skipped: 43



Non-Rider Profile

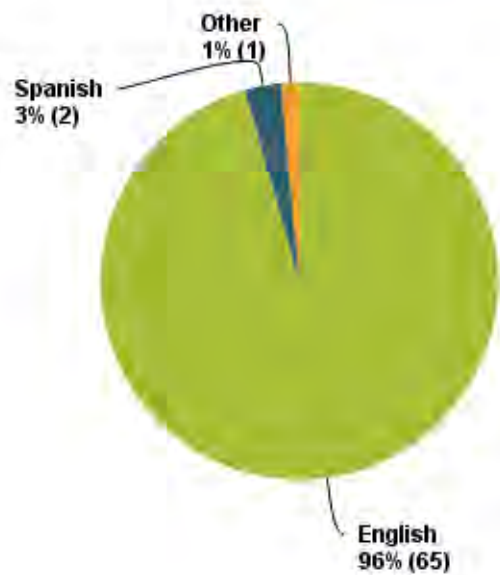
Q2 Which general area do you live? ¿En qué área general vive usted?

Answered: 63 Skipped: 5



Q3 Is your primary language English, Spanish or another language? ¿Es su lengua materna el inglés, español u otro idioma?

Answered: 68 Skipped: 0



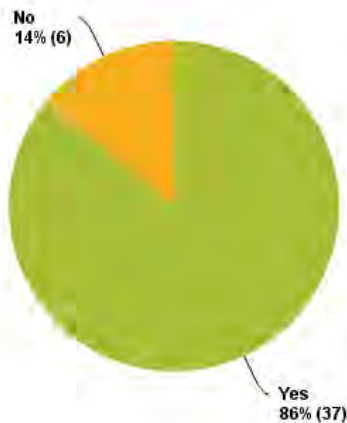
Q12 Did you know that you can make reservations for trips within Colusa County to/from Williams, Colusa, Arbuckle, Grimes/Meridan, Princeton, Maxwell, & Stonyford? ¿Sabía usted que puede hacer reservaciones para viajes dentro de Colusa County a/desde: Williams, Colusa, Arbuckle, Grimes/Meridan, Princeton, Maxwell, & Stonyford?

Answered: 43 Skipped: 25



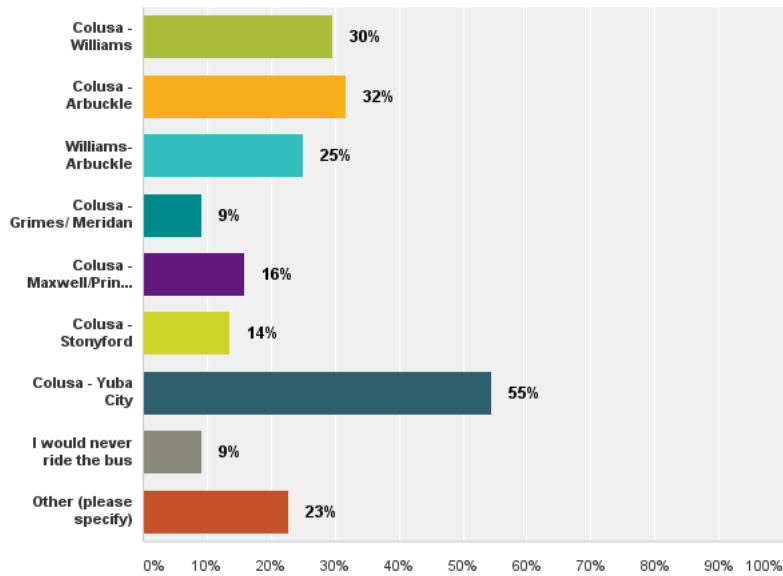
Q13 Would you or someone you know might use the CCTA bus for in county trips for any purpose? ¿Usted o alguien que usted conoce usaría el autobús CCTA para viajes dentro del Condado para algún propósito?

Answered: 43 Skipped: 25



Q14 If you were to ride the bus, which one(s) might you use? Check all that apply.
¿Si usted fuera a viajar en el autobús, cuáles podría usar? Marque todas las opciones que apliquen.

Answered: 44 Skipped: 24



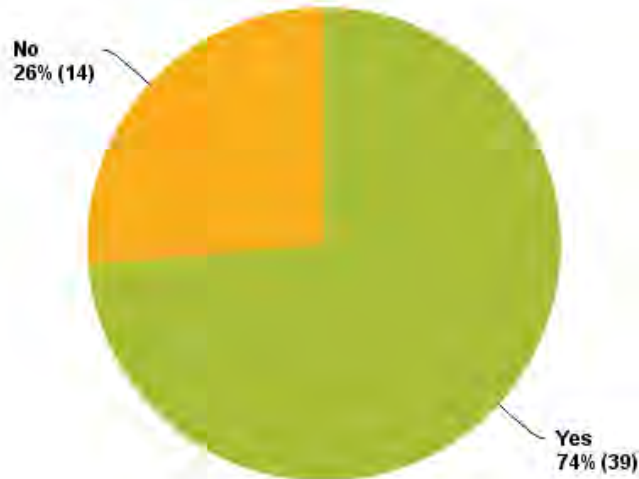
Q15 Did you know CCTA offers service to Yuba City on Fridays? Bus departs Colusa at 9:30 a.m. /Yuba City at 1:30 p.m. You may go to Wal-Mart or Social Security. You can use the Yuba-Sutter Transit to go elsewhere.

Answered: 51 Skipped: 17



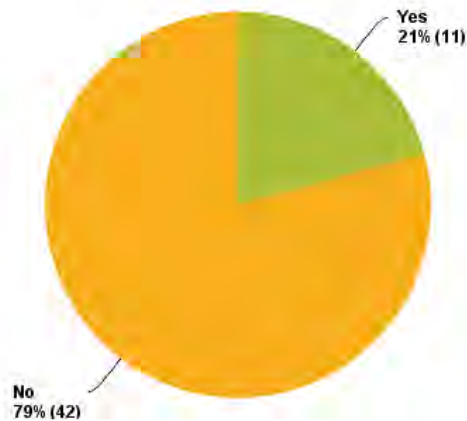
Q16 Would you or someone you know might use this service to Yuba City? ¿Usted o alguien que usted conoce podría utilizar este servicio a la ciudad de Yuba City?

Answered: 53 Skipped: 11



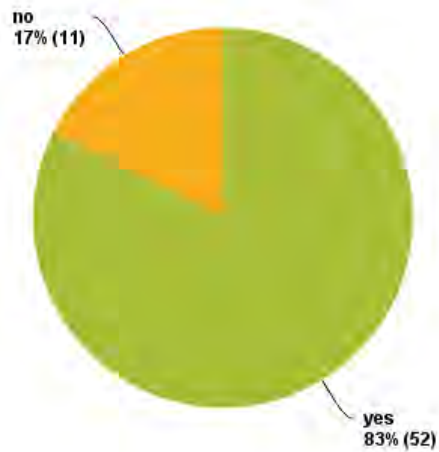
Q17 Did you know CCTA offers transportation to out-of-county medical appointments? We transport to Chico, Davis, Lincoln, Marysville, Oroville, Roseville, Sacramento, Willows, Woodland and Yuba City.

Answered: 53 Skipped: 15



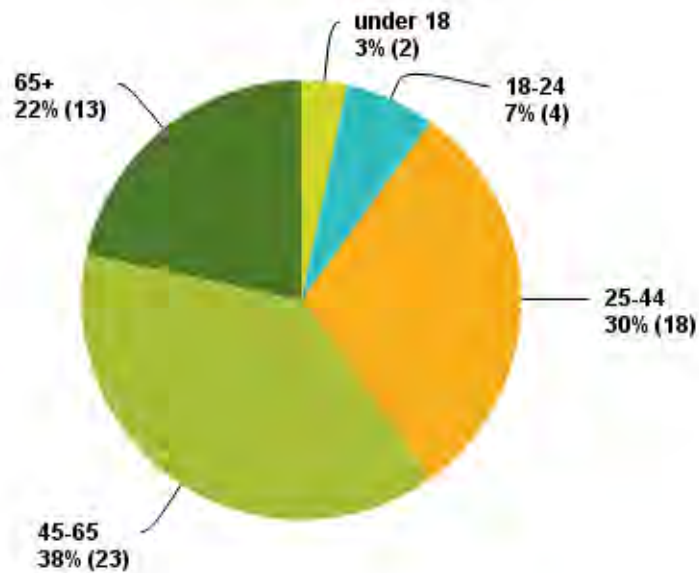
Q18 Would you or someone you know might use the CCTA bus service for out of county medical trips?

Answered: 63 Skipped: 5



Q19 What is your age? ¿Qué edad tiene?

Answered: 60 Skipped: 8



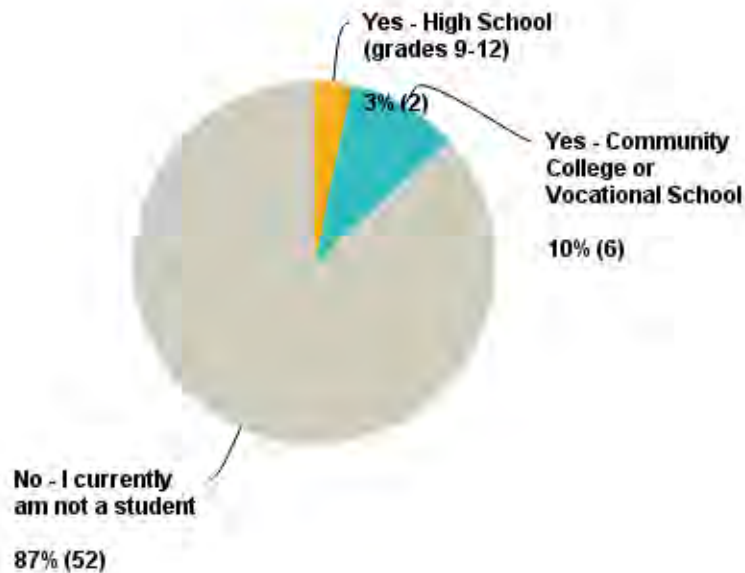
Q20 What is your estimated annual income? ¿Cuál es su ingreso anual estimado?

Answered: 57 Skipped: 11



Q21 Are you currently a student? ¿Es actualmente un estudiante?

Answered: 60 Skipped: 8



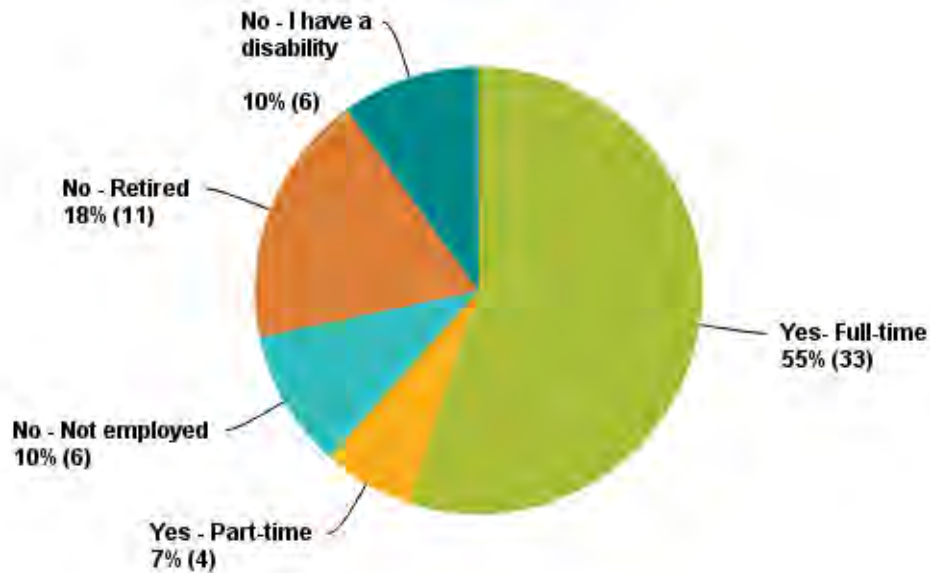
Q22 Please let us know if you have a valid Driver's License and/or access to a vehicle to make trips.

Answered: 59 Skipped: 3



Q23 Are you employed? ¿Tiene empleo?

Answered: 60 Skipped: 8



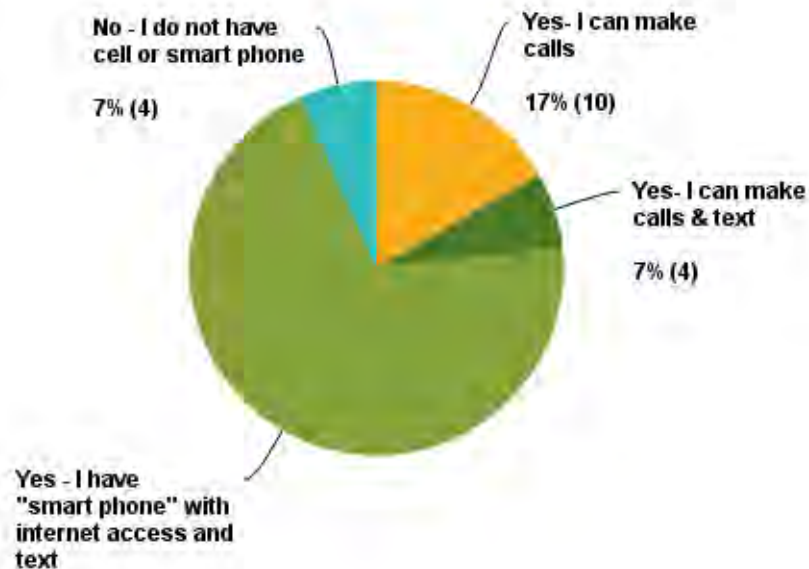
Q24 Do you have Internet access at home? ¿Tiene acceso a Internet en casa?

Answered: 60 Skipped: 8



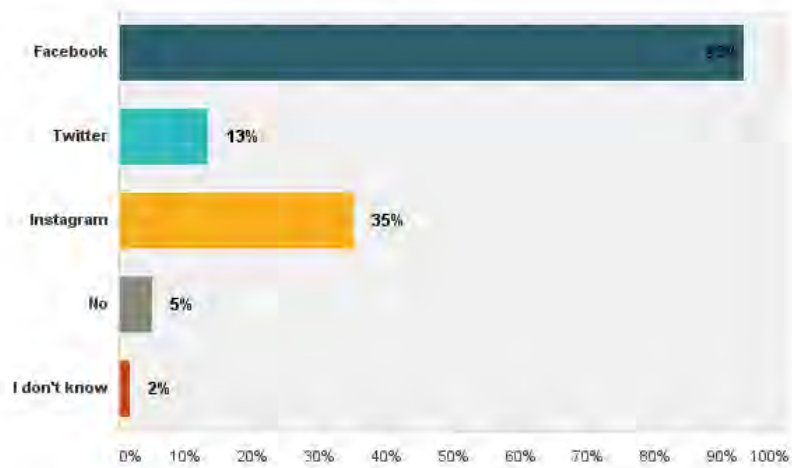
Q25 Do you have a cell phone or a smart phone? (Please read all and select one) ¿Tiene un teléfono celular o un teléfono inteligente? (seleccione uno)

Answered: 60 Skipped: 8



Q26 Do you use Social Media? Check all that apply; Usa las redes sociales? Marque todas las formas de redes sociales que utilice.

Answered: 88 Skipped: 0



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