

NEVADA COUNTY COORDINATED PUBLIC TRANSIT-HUMAN SERVICES PLAN UPDATE



Final Report

Prepared for the

Nevada County Transportation Commission

Prepared by



LSC Transportation Consultants, Inc.

REVISED DEC 17 2014

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**Nevada County Transportation Commission
101 Providence Mine Road, Suite 102
Nevada City, California 95959
530 • 265-3202**

Prepared by

**LSC Transportation Consultants, Inc.
2690 Lake Forest Road
Post Office Box 5875
Tahoe City, California 96145
530 • 583-4053**

December 17, 2014

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warranted). This should also include ongoing efforts to improve existing bus stops and facilities, and could involve bicycle parking, new shelters, adequate lighting, trash receptacles, and other amenities.

Increase Marketing and Education to Encourage Ridership On Fixed Route Transit Services

Finding a balance between demand response and fixed route services can be a challenge. Many times, demand response services can be used by persons that are able to use other transit components, an issue that can fill up important reservation spots and possibly lead to denials. Often, this can occur for simple reasons, such as the rider not being aware of the fixed route system. To help increase ridership on fixed route transit, especially from senior and disabled persons, Gold Country Stage / LIFT and Truckee Transit should increase marketing efforts. This could include advertisements at social service agencies, senior centers and other activity centers, as well as newspaper and radio advertisements. The Truckee Transit system recently increased their marketing at the senior apartment complex and improved transit access at the stop, resulting in greater ridership from the residents. Additionally, travel training programs are key to transitioning passengers from demand response to fixed route. The Transit Services Division in Western Nevada County is planning to use FTA 5310 funding to provide a travel training program, with the intent of educating passengers on how to use the fixed route and not to rely on the demand response services.

Other key marketing activities that should be ongoing include continued updates regarding service changes, posting of schedules at bus stops, and improved maps clearly depicting the ADA Corridor and transit routes.

Overall, funding for increased marketing efforts will vary depending on the extent of the program. Standard advertising, such as flyers at key transit generators, keeps costs at a minimum, however more intensive campaigns can run between \$5,000 and \$10,000. In Western County, the Transit Services Division (Gold Country Stage / Gold Country LIFT) has applied for FTA grant funds to develop a travel training program, with the goal of increasing coordination between transit services and with social service agencies, as well as increasing ridership from the community. The Transit Services Division has estimated that this will cost roughly \$45,000 to \$50,000, and will utilize FTA 5310 funds for the program.

Planned Coordinated Projects to Meet Transportation Needs

There are a number of projects or service expansions already planned by the transit agencies that will meet existing transportation needs and enhance coordination. It is worth noting these separately, even though they may have been included in the above strategy discussion, as they are important elements in a coordinated network. A number of these projects are planned to be funded through FTA 5310 grants, some of which are already in the grant application process.

Western Nevada County / Gold Country Stage / Gold Country LIFT

- Bus shuttle service to defined outlying paratransit service areas. Service ideally would travel within designated time lines to areas in the current defined outlying paratransit service areas, and would travel during peak usage times. The focus would be to connect residents to the fixed route and to specific destinations.

- ♦ General public Dial-A-Ride service, where feasible, in the fixed route and paratransit service areas.
- ♦ Service expansion of fixed route and paratransit services, as resources allow.
- ♦ Fare subsidy programs through available grant funding.
- ♦ Travel training program through available grant funding.
- ♦ Bus stop improvements (accessibility, safety, security, functional).
- ♦ Transit technology procurements and upgrades, such as on-board and bus stop security cameras, electronic fares system, bus stop/shelter securing equipment and maintenance, and safety devices.
- ♦ Transit facility improvements.
- ♦ Fixed route and paratransit vehicle replacement.

CAPITAL REPLACEMENT PROGRAM STRATEGIES

In addition to coordinated strategies, agencies should make sure that their paratransit vehicles are replaced on a regular, ongoing schedule according to established standards. Following a replacement schedule safeguards against potential unforeseen vehicle-related issues that could interrupt service and reduce mobility for seniors and disabled passengers. The ongoing-replacement of paratransit vehicles is critical to ensure that the Town of Truckee, Nevada County, and various non-profit agencies in Nevada County have safe and reliable vehicles to ensure the continued provision of paratransit service. It is important to note that the Capital Replacement Programs may change, and therefore the most recent Capital Replacement Program adopted by the agency should take precedence at time of application if unforeseen circumstances occur and necessary changes are made. The following highlights the replacement strategies for each applicable agency in Nevada County within the next 5 years:

- ♦ **Gold Country LIFT:** The vast majority of LIFT's fleet is new (vehicles with 2013 model years) and low mileage; as such, few are in need of replacement during the 5-year Plan period. Based on the age and mileage of the fleet, and consistent with the recommended limits for paratransit vehicles, Gold Country LIFT should replace three vehicles by the end of FY 2017-18. Recently, the Transit Services Division was approved to develop and implement a paratransit procurement plan whereby currently leased vehicles will be purchased in a phased manner over the five-year contract, ultimately replacing them through FTA 5310 funding when their useful life has been reached. Additionally, Nevada County will be applying for FTA 5310 funding for an expansion paratransit vehicle in the upcoming cycle. This vehicle will be used for shuttle service to outlying areas (as discussed earlier in the strategies section).
- ♦ **Gold Country Telecare:** Telecare has secured funding from the most recent FTA 5310 cycle to replace two vehicles in FY 2015-16. Another two vehicles are planned for replacement in FY 2017-18.
- ♦ **Truckee Dial-A-Ride:** The Town of Truckee has planned to replace two vehicles in FY 2015-16, and the remaining one paratransit vehicle in FY 2016-17.

**RESOLUTION 15-01
OF THE
NEVADA COUNTY TRANSPORTATION COMMISSION**

**ACCEPTANCE OF THE 2014 NEVADA COUNTY COORDINATED PUBLIC TRANSIT-
HUMAN SERVICES PLAN UPDATE AS COMPLETE**

WHEREAS, the Nevada County Transportation Commission (NCTC) received a Caltrans planning grant to update the *Nevada County Coordinated Public Transit-Human Services Plan* and contracted with LSC Transportation Consultants, Inc. to complete the update; and

WHEREAS, Coordinated Public Transit-Human Services Plans are required to be updated every five years; and

WHEREAS, the 2014 *Nevada County Coordinated Public Transit-Human Services Plan Update* will replace the previous coordination plan completed in 2008; and

WHEREAS, the public outreach efforts conducted for the update solicited input from representatives of public and non-profit human services agencies, public and non-profit transportation agencies, and users of the public transportation system in both eastern and western Nevada County; and

WHEREAS, the completion of this planning effort will ensure that Nevada County, Town of Truckee, and applicable non-profit agencies are eligible to apply for Federal Transit Administration (FTA) 5310 grant funding for projects identified in the plan; and

WHEREAS, quarterly reports on the implementation of the strategies included in the plan will be provided to NCTC; and

WHEREAS, the Draft Plan was presented to the NCTC on November 19, 2014 and comments were incorporated into the final report.

NOW THEREFORE BE IT RESOLVED, that the NCTC accepts the 2014 *Nevada County Coordinated Public Transit-Human Services Plan Update* as complete per the terms of the contract between NCTC and LSC Transportation Consultants, Inc.

PASSED AND ADOPTED by the Nevada County Transportation Commission on January 21, 2015 by the following vote:

Ayes: Commissioners Andersen, Besson, Dee, Fouyar, Guerra, Jostes, Scofield

Noes: None

Absent: None

Abstain: None



Lawrence A. Jostes, Chairman
Nevada County Transportation Commission

Attest:



Nancy D. Holman
Administrative Services Officer