



DATE: JANUARY 24, 2018

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: AARON BONFILIO, PROGRAM MANAGER – TRANSIT SERVICES

SUBJECT: DIAL-A-RIDE SERVICE AREA

RECOMMENDATION

- Consider expansion of the Dial-a-ride service area to include parts of Saticoy adjacent to the “Wells Road Transfer Point” and provide HVTAC recommendation to the HVPAC.

BACKGROUND

Historically, the Valley Express Dial-a-ride, and before it the VISTA Dial-a-ride, served Wells Road as a transfer point for eligible riders (ADA Certified and Seniors) to meet with Gold Coast Access buses, as well as to transfer to other fixed route buses which serve this area. Over time the Wells Road area itself has become a destination for these passengers, not simply a transfer point. In addition, residents in the adjacent housing use the Valley Express Dial-a-ride services to travel to the Heritage Valley. Presently trips of this nature require two reservations with the Gold Coast system and the Valley Express system, utilizing two buses, passengers pay two fares, and are required to transfer at the Wells Road bus stop.

This item is to formally extend the Valley Express service area drop-off and pickup locations to include an approximate one-mile radius around the intersection of Wells Road and Citrus, where the current transfer point is located. Transfers for longer trips will still be facilitated at this location, however, passengers would be able to travel directly to destinations within the designated area, without transfer to Gold Coast Access. This origin-to-destination service, like service to the transfer point, would be available *only* to seniors and people with ADA Eligibility. These populations generally have the greatest difficulties using traditional fixed route bus service, and often have additional accessibility needs or require assistance to successfully make such transfers between buses. This modification would alleviate much of the operational strain on the two systems, and moreover eliminate some of the challenges that passengers face when using public transit.

Benefits and potential drawbacks are summarized below:

- *Reduces cost to the passengers. Direct trips would not require two fares to be paid, just the one fare for Valley Express. The Gold Coast fare is \$3.00, and Valley Express is \$2.00, and total cost is \$5.00 to the passenger. The rate going forward would be \$2.00.*
- *Increased operational efficiencies that may result in reduced operating expense for Gold Coast, as the Wells Road / Saticoy area is on the far edge of the Gold Coast service area. Gold Coast*

buses would not be need to make the short trip from Saticoy residences to the Wells Road transfer point.

- Promotes increased accessibility by reducing passenger trip-times, improving ease of use of the County system(s) (one trip vs. two reservations) and simplifies staff dispatch engagement between the two operators.
- Additional minimal costs could be incurred by Valley Express as addition of time to navigate the surrounding neighborhood would be required. However, this time commitment may be offset in the decrease of missed transfers, no-shows, or complaints by passengers who have difficulty managing the two trips required to travel from said locations.

Staff's recommendation is, that, if approved by the TAC and PAC, the policy change be implemented immediately following these actions:

- Valley Express staff training, and
- Website updates with new materials and information posted

Printed collateral, schedules, brochures etc., would be updated through the regularly scheduled reprinting process (which is anticipated for this Spring).

Below is a map of the proposed area, including the existing transfer point.

