

# Modoc County Transportation Commission Short-Range Transit Development Plan FY 2013/14 to FY 2017/18



**Final Report – June 2013**

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## Table of Contents

|  |             |
|--|-------------|
| <b>Executive Summary</b> .....                                       | <b>ES-1</b> |
| <b>Chapter 1: Introduction</b> .....                                 | <b>1-1</b>  |
| Overview of SRTDP .....  | 1-1         |
| Summary of Historical Development of Sage Stage.....                 | 1-2         |
| Overview of Existing Sage Stage Services .....                       | 1-3         |
| Recent Systemwide Performance Trends .....                           | 1-6         |
| <b>Chapter 2: Existing and Future Transit Needs</b> .....            | <b>2-1</b>  |
| Key Outreach Findings .....  | 2-1         |
| Demographic Profile .....  | 2-9         |
| Factors Influencing Future Transit Demand.....                       | 2-12        |
| <b>Chapter 3: Policy Element</b> .....                               | <b>3-1</b>  |
| Mission Statement .....  | 3-1         |
| Relevant Regional Transportation Plan Implementation Guidelines..... | 3-1         |
| Regional Transportation Goals, Objectives and Policies .....         | 3-2         |
| Discussion of Existing Performance Standards .....                   | 3-4         |
| Other Recommended Performance Standards.....                         | 3-5         |
| Guidelines for Improving Services .....                              | 3-6         |
| <b>Chapter 4: Dial-A-Ride</b> .....                                  | <b>4-1</b>  |
| Existing Service .....   | 4-1         |
| Stakeholder and Public Input.....                                    | 4-1         |
| Recent Performance Trends .....                                      | 4-2         |
| Service Alternatives and Recommendations .....                       | 4-3         |
| Fare Alternatives.....   | 4-7         |
| Partnerships .....   | 4-10        |
| <b>Chapter 5: Intercity Services</b> .....                           | <b>5-1</b>  |
| Alturas-Redding Intercity Route.....                                 | 5-1         |
| Alturas-Klamath Falls Intercity Service .....                        | 5-6         |
| Alturas-Susanville-Reno Intercity Service .....                      | 5-10        |

|   |            |
|---|------------|
| Alturas-Cedarville-Ft. Bidwell.....                     | 5-15       |
| Fare Alternatives.....                                  | 5-23       |
| Partnerships.....                                       | 5-25       |
| <b>Chapter 6: Marketing Plan .....</b>                  | <b>6-1</b> |
| Marketing Recommendations .....                         | 6-1        |
| Overview of Current Marketing, Awareness and Image..... | 6-1        |
| Target Markets.....                                     | 6-2        |
| Marketing Objectives.....                               | 6-3        |
| Marketing Strategies.....                               | 6-3        |
| Budget Estimates .....                                  | 6-12       |
| <b>Chapter 7: Action Plan .....</b>                     | <b>7-1</b> |
| FY 2012/13 .....  | 7-1        |
| FY 2013/4 .....   | 7-1        |
| FY 2014/15 .....  | 7-4        |
| FY 2015/16 .....  | 7-4        |
| FY 2016/17 .....  | 7-5        |
| FY 2017/18 .....  | 7-6        |
| <b>Chapter 8: Financial Plan .....</b>                  | <b>8-1</b> |
| Operating Expenditures .....                            | 8-1        |
| Operating Revenues.....                                 | 8-4        |
| Capital Expenditures .....                              | 8-10       |
| Capital Revenues.....                                   | 8-15       |
| <b>Appendix A: List of Stakeholders .....</b>           | <b>A-1</b> |
| <b>Appendix B: Marketing Materials.....</b>             | <b>B-1</b> |

# Executive Summary

The Short-Range Transit Development Plan (SRTDP) is a five-year plan for the development of public transportation service in Modoc County. The SRTDP process:

- Provides opportunities for input from the public and key stakeholders into the future of Sage Stage services within Modoc County and to critical destinations in Redding, Reno and Klamath Falls.
- Identifies the need for existing and future public transportation services.
- Evaluates the recent performance of existing services.
- Establishes goals, objectives and performance standards over the next five years.
- Provides service plan and fare recommendations.
- Develops a comprehensive marketing plan for communicating MTA services.
- Establishes a detailed operating and capital financial plan.

## Overview of Existing Sage Stage Services

The existing Sage Stage services consist of three intercity routes and a Dial-A-Ride service within a ten-mile radius of Alturas. A brief summary of existing service follows.

### Intercity Services

For all of the intercity services described below, a reservation must be made at least one day in advance. Reservations can be made by calling the driver, online at [sagestage.com](http://sagestage.com), or by calling the Sage Stage office. The trip is not made unless there are two reservations or, if there is only one reservation, if a single passenger pays for two fares. Passengers may carry up to two pieces of baggage each with an extra fare for additional baggage.

Alturas – Redding: Service is provided on Mondays and Fridays with pick-ups as requested in Alturas on Dial-A-Ride starting at 6:45 am and departing from Alturas at the Rite Aid stop at 7:00 am. Stops by request are made in Canby, Adin, Bieber, Fall River Mills and Burney, arriving in Redding at 10:00 am with connections to Greyhound, RABA and Trinity Transit at the Redding downtown transit center and direct service to the Mt. Shasta Mall. The return trip to Alturas starts at the Mt. Shasta Mall at 12:00 pm stopping in the same communities as the inbound trip, arriving in Alturas at 3:20 pm at Rite Aid.

Alturas-Susanville-Reno: Service is provided on Mondays, Wednesdays and Fridays with Dial-A-Ride pick-ups as requested in Alturas and departing from Alturas at 7:30 am from the Rite Aid. Stops are made in Likely, Madeline, and Susanville, arriving in Reno at 11:15 am. The bus starts from the Reno/Tahoe Airport for the return trip at 1:30 pm stopping in the same communities as the inbound trip, arriving in Alturas at 5:30 pm at Rite Aid.

Alturas-Klamath Falls: Service is provided on Wednesdays with pick-ups as requested in Alturas on Dial-A-Ride starting at 7:45 am and departing from Alturas at 8:00 am from the Rite Aid stop. Service is

provided to Canby, Newell and Tulelake with the first drop off in Klamath Falls at 9:50 am. Passengers can be transported within Klamath Falls for an additional fare. The bus departs from Greyhound at 1:30 pm in Klamath Falls and from Walmart at 2:00 pm serving the same communities in the reverse direction and arriving in Alturas at 4 pm, providing the option of Dial-A-Ride service to the passenger's final destination in the Alturas service area for an additional fare. In addition to the Klamath Falls service on Wednesday that arrives in Canby at 8:20 am and departs from Canby at 3:40 pm, an additional round trip has been added in the midday that starts at 10:40 am from the Ride Aid in Alturas and returns from Canby at 11:00 am, arriving at the Ride Aid stop in Alturas at 11:20 am.

## Dial-A-Ride

Dial-A-Ride is shared transportation service within ten (10) miles of Alturas. The service is operated Monday through Friday on a first-come, first-served basis. In Alturas, the first pick up time is 8:00 am and the last drop off is 4:00 pm. For Modoc Estates, the first pickup is at 8:15 am and last drop off is at 3:30 pm. In Cal Pines, the first pick up is at 8:30 am and last drop off is at 3:00 pm.

Advance reservations are accepted or passengers can call the driver for trips the same day. Priority is given to health care appointments when scheduled one day in advance.

## Policies and Performance Standards

MCTC has adopted the following local performance criteria for MTA services. These criteria are currently utilized during the annual transit unmet needs process.

- Farebox ratio not to exceed 33.3 percent across the transit system.
- For fixed-route intercity bus services, with a one quarter mile deviation, to Modoc communities, Klamath Falls, Redding, Reno and interim destinations, there will be a minimum of two fare-paying passengers to terminus city or equivalent, unless for travel to/from verifiable medical appointment.
- For local DAR service there will be a minimum of three fare-paying passengers or average equivalent per service hour during any month.

### *Farebox Recovery Ratio*

Farebox recovery is defined as the ratio of fare revenues to total operating costs. In FY 2011/12, the farebox recovery ratio systemwide was 20.9%. MCTC currently has a policy for Local Performance Criteria for transit operations such that the "Farebox ratio not-to-exceed thirty-three and one-third percent (33.3%) across the transit system." Rural transit systems that receive Transportation Development Act funds are required to have at least a 10% farebox recovery ratio. Sage Stage is double what is required and well below the maximum threshold of 33%. It's important to note that any changes which might reduce fares have to be made up by public subsidy dollars.

The recommended performance for farebox recovery would be a minimum of 15% over the next five years with a target standard of 20%.

*Minimum of Two Fare-Paying Passengers for Intercity Services*

There is a strong financial rationale for this policy. There is no need to make a trip if there are not sufficient fare-paying passengers. The policy has worked well for the Redding Route in particular when there is often not sufficient demand to operate the service twice a week.

Where the policy does not work well is for travel trips back from Reno, Redding and Klamath Falls. For example, if a passenger from Alturas is able to take a trip on a Monday to the Downtown Transit Center in Redding and take a Greyhound trip and wants to return to Alturas on Friday from Redding, but nobody else has booked a trip from Alturas to Redding on that Friday, the passenger would need to pay a double fare in order for that return trip to be provided or wait until Monday for the next trip. This discourages ridership.

There are two recommended modifications to this policy. The first one is that a passenger booking a round trip on different days should be able to guarantee that the return trip will be made. It is recommended that trips when a passenger books a return trip and is willing to pay the fare in advance will guarantee the return trip. The second recommendation is that for any once a week intercity service (currently Klamath Falls), the trip operates if there is one paying passenger.

*Dial-A-Ride Performance Standard*

The Dial-A-Ride productivity as measured by passengers per vehicle hour has ranged from 4.1 in FY 2007/08 to 3.38 in FY 2009/10. The productivity was 3.8 in FY 2011/12. It is recommended that the 3 passengers per hour be a minimum standard. The target standard should be 4.0 passengers per hour. This would encourage improved dispatching to group trips whenever possible.

## Guidelines for Improving Services

Based on stakeholder input, there are a number of recommended improvements that would warrant consideration if monies were available to operate and sustain the service. The adopted Regional Transportation Plan has several relevant policies to guide the MTA Board in deciding on which improvements might have priority:

- Consider each transportation improvement project on its merit and according to available resources.
- Maintenance and management of the existing transportation system have priority over capacity expansion.
- Coordinate public transit access with those in adjacent jurisdictions to maximize connectivity and access.
- Number of requests for transit service currently unable to serve.

A primary consideration which is not addressed in the Regional Transportation Plan is whether services within Modoc County should have priority over improvements that link to destinations outside the County.

Sage Stage has done an excellent job in obtaining federal funds to support intercity services to Reno, Redding, and Klamath Falls. MTA has provided the necessary matching funds. It is recommended that

improvements for trips within Modoc County receive a higher priority than further improvements to trips outside Modoc County.

## **Factors Influencing Future Transit Demand For Sage Stage Service**

In rural counties like Modoc County, public transportation demand for Sage Stage services is driven by a number of factors. Many of these factors are outside the influence of MTA management.

- Senior residents as a percentage of the population will grow significantly. According to California Department of Finance projections, the total population of Modoc County will remain relatively constant with 9,648 residents in 2010, with a growth of just 317 residents in 10 years to a projected 9,965 in 2020. However, the number of seniors 65-74 is expected to increase from 1,109 in 2010 to 1,565 in 2020. Seniors 75 and older are expected to increase from 773 in 2010 to 1,032 in 2020. Seniors 65 and older are estimated to grow from 19.5% of the population in 2010 to 26.4% in 2020. The aging of the population and the need for transportation will be a significant contributing factor to Sage Stage demand over the next five years, the planning horizon of the SRTDP.
- Modoc County is a frontier county. Residents are mostly very self-reliant. However, some shopping and medical specialists can only be accessed outside the County. Access to airports, Greyhound and Amtrak are two to three hours away by automobile. There is an ongoing need to provide intercity bus services to Redding, Klamath Falls, and Reno especially for individuals who do not have access to an automobile or in the case of the aging population a decrease in the physical ability to drive at night or in bad weather. The demand for these intercity bus services will be influenced by price of gasoline. In general, the higher the gasoline prices are, the more demand Sage Stage will experience.
- Government and social service agencies currently utilize Sage Stage to provide needed mobility to eligible clients. Future demand for Sage Stage services will partially depend on the ability of these social service agencies to provide funding to fill mobility gaps for transportation disadvantaged individuals who do not own a car or do not have a driver's license. CalWORKS provides employment training and services to their clients and utilize Sage Stage whenever possible for welfare to work activities. During the stakeholder interview process, CalWORKS indicated they offer Sage Stage rides for six clients through a voucher reimbursement program. Four clients have children and CalWORKS pays for the transportation of the children. In Modoc County, T.E.A.C.H. currently administers 48 state, federal and local grants. T.E.A.C.H. provides gas vouchers and Sage Stage vouchers depending on client needs. It is not known how expected reductions in Federal and State social service funding will affect the social service agencies' abilities to subsidize Sage Stage services.
- CalWORKS and T.E.A.C.H. are important existing partners with MTA. The SRTDP planning process has identified future expansion of partnership opportunities with Modoc County Senior Center, Tribal TANF, Modoc Unified School District, and Big Valley 50+. These partnerships could help to increase future demand for Sage Stage services.

All four of these factors could contribute to strong growth in Sage Stage ridership over the next five years. The potential for partnerships with the other agencies described above is likely to have the greatest influence on future ridership. The aging of the population and the expected increase in seniors 65 and older over the next five years will generate growing demand for Sage Stage services.

## Dial-A-Ride Alternatives and Recommendations

### Weekday Longer Hours

#### *Stakeholder and Passenger Input*

The following are the main comments heard from stakeholders and passengers regarding Dial-a-Ride

- A stakeholder with mental health services said they have to transport clients later in the day and would prefer to buy them tickets on Dial-A-Ride if it were available.
- A worker who uses the DAR (because her vehicle was totaled) has to leave work by 4 in order to get home. Her boss would prefer her to stay until 5.
- Particularly in the summer when it is light longer, people would like to be able to get home from recreational activities.
- CalWORKs noted that a longer service span (possibly earlier and later) would make more jobs accessible to their clients.
- A Social Services manager noted that their agency is open until 6 pm and that it would be good if the Dial-A-Ride service ran until then as well.
- The Modoc Work Activity Center manager felt that some of their clients could use DAR if it was available until 6 pm or on some Saturdays.

It should be noted that Dial-A-Ride has been operated as late as 5:30 pm by Sage Stage in the past, but service was reduced due to budgetary considerations and lower ridership in the last hour of service.

#### *Estimated annual costs of extended weekdays hours*

- Extended service in the morning from 8:00 am to 7:30 am and extend service in the afternoon from 4:00 pm to 6 pm: \$38,742.
- Extend service from 4:00 pm to 5:00 pm only: \$15,489.

#### *Action plan dates:*

2014/15: Extend Dial-A-Ride end time from 4 pm to 5 pm for one-year trial period.

2015/16: Implement Dial-A-Ride extended hours from 5 to 6 pm on weekdays

### Saturday Service

#### *Stakeholder and Passenger Input*

Saturday service was mostly a request of existing passengers, although a couple of social service agencies did mention Saturday service as a need for their clients in Alturas. Employed residents who do



not have a car would like to utilize Saturday service primarily for shopping but also for social visits and recreation.

Some stakeholders suggested that Saturday service might be provided at the beginning of the month only and others suggested service on every Saturday.

#### *Estimated Cost of Saturday Service*

- Annual cost for first Saturday of the month (12 Saturdays), 9 am to 4 pm: \$5,143
- Annual cost for 51 Saturdays (assumes one holiday), 9 am to 4 pm: \$21,857

#### *Action Plan Dates:*

2014/15: Implement first Saturday of the month service for Dial-A-Ride in Alturas

2016/17: Implement second Saturday for Dial-A-Ride service in Alturas

### Increased Service to California Pines

MTA management brought up the issue of providing Dial-A-Ride service to California Pines on a fixed schedule instead of a demand responsive basis. At present, any person within a 10-mile radius of Alturas can request a trip during regular Dial-A-Ride hours between 8:00 am and 4:00 pm. The distance between Alturas and California Pines is 10 miles. The fares for service to California Pines are \$6 for the general public and \$4.50 for discount fares.

It is recommended that the extension to California Pines on Mondays and Thursdays be implemented on a one-year pilot basis. If the pilot program is evaluated and is determined to have more benefits than costs, then a third day would be considered on Wednesday or Fridays.

There has been some recent discussion regarding the potential of Sage Stage operating an outlying route to California Pines. Collaboration between school districts and the transit agency are quite common throughout California. The routes and schedules must be open to the general public and could be incorporated into the scheduled route in the afternoon from Alturas to California Pines. These special trips open to the general public are typically described as “school trippers.”

A potential area of collaboration between Sage Stage and the Senior Center was identified for transportation to and from the Senior Center lunch program. The Senior Center bus does not serve California Pines.

#### *Action Plan Dates:*

2014/15: Extend Dial-A-Ride service between California Pines and Alturas on a set schedule on Mondays and Thursdays on a one-year pilot basis.

2014/15: Work with Modoc Senior Center to provide regular transportation from California Pines to the senior lunch program in Alturas. Develop funding agreement if feasible.

2014/15: Discuss potential of “school tripper” service between Alturas and California Pines with Modoc Unified School District. Implement service if feasible and funding available.

## Dial-A-Ride Fares

A primary objective of offering different fare media is to encourage specific behavior – e.g. to encourage people to use transit regularly and to reward them when they do. To this end, it is recommended that Sage Stage consider two new fare media that would encourage regular use of Dial-A-Ride and the Intercity Routes.

### *Local Day Pass for Dial-A-Ride*

This would be a flat priced day pass that would be good for up to a maximum number of boardings within a single day. It would allow low-income riders to use the service for more trips within their available resources and would increase ridership. For example:

- The Alturas day pass might sell for \$5 and be good for up to 4 boardings in the City of Alturas zone.
- The Modoc Estates day pass might sell for \$8 and be good for the trip to and from town, plus two additional stops within Alturas.
- The Cal Pines day pass might sell for \$12 and be good for the trip to and from town plus two additional stops within Alturas.

The Dial-A-Ride Day Pass will enable very low income individuals to group trips on a single day. The benefits to riders and the potential for increased ridership outweigh the costs of accommodating higher demand and the potential for some lost revenue. In order to ensure the Day Pass is manageable, Sage Stage should first limit the sale of the Day Pass to trips within the Alturas zone.

### *Action Plan Dates:*

*2013/14: Implement Day Pass for Dial-A-Ride*

### *Simplified Voucher System for Social Service Agencies*

Both MTA and CalWORKs staff wish to simplify the current voucher system used to purchase transportation for CalWORKs clients.

Action Plan Date: 2013/14 Work with CalWORKs, Department of Social Services, T.E.A.C.H. and the Modoc Senior Center to replace vouchers system with the sale of printed ticket books with the ticket denomination clearly displayed.

## Alturas-Redding Intercity Route

Intercity bus service operates on Monday and Fridays and arrives in Redding at 10:00 am with connections to Greyhound, RABA and Trinity Transit at the Redding downtown transit center and direct service to the Mt. Shasta Mall. The return trip to Alturas starts at the Mt. Shasta Mall at 12:00 pm.

Performance of the Alturas-Redding route has shown a steep decline over the past four years. Ridership has dropped by more than 50% from 644 annual passengers in FY 2008/09 to 312 annual passengers in

FY 2011/12. The Alturas-Redding route only operated 73 times or about 70% of the time. This means that approximately 30% of the time the route did not run because it did not have the required reservations for 2 passengers.

## Stakeholder and Passenger Input

In stakeholder interviews, the Redding Route is most often referenced in relation to the need to get people to specialty medical providers that accept Medi-Cal. However, the current service configuration makes it difficult to schedule medical appointments around the bus.

- A social service manager noted, “It’s not a long enough window (for appointments) and many doctors don’t work on Friday.” She suggested a four-hour window and thought Monday to be a good day for the service.
- The manager at Mental Health said, “It would be better to have a longer window for appointments, though it would make for a longer overall day for clients. There are more Medi-Cal providers in Redding. “
- The manager at the Modoc Work Activity Center noted that non-emergency medical transportation, particularly to Redding, is one of their most important needs.

## Recommendation

It is recommended that Sage Stage extend the hours during which the bus is in Redding to 3.5 hours on Monday, retain the existing schedule on Fridays, and add two additional scheduled stops at the medical centers in Redding. Dropping off passengers within one mile of the scheduled stop after the bus arrives in Redding and picking up passengers at the same location on the return trip to Alturas would add significant convenience to the potential passenger. Costs would increase annually by \$2,800 for adding the additional stops in Redding.

## Action Plan Date

2013/14: Extend the hours when Alturas-Redding bus is in Redding on Mondays from 10: am- 12:00 pm to 10 am to 1:30 pm.

## Alturas-Klamath Falls Intercity Service

Service is provided on Wednesdays with pick-ups as requested in Alturas on Dial-A-Ride starting at 7:45 am and departing from Alturas at 8:00 am at the Rite Aid stop. Service is provided to Canby, Newell and Tulelake with the first drop off in Klamath Falls at 9:50 am.

The overall trend has been declining ridership on the Klamath Falls route over the past five years, with the exception being FY 2010/11. Annual ridership was 610 in FY 2007/08 and was 423 in FY 2011/12. The ridership includes the special Canby run on Wednesday.

## Stakeholder and Passenger Input

The Klamath Falls route is perceived largely as a route for senior citizens to go shopping and to medical appointments. One social service provider noted, “Everyone on the Klamath Falls bus is 70 to 90.”

Riders expressed interest in having Saturday service to Klamath Falls at least once a month to accommodate the needs of younger adults who work or go to school.

The excursion fare for the Klamath Falls route is perceived by some riders as “too pricey” in addition to the base fare. However, there is some desire to stop at a few additional destinations – e.g. Fred Meyer. The current service schedule and window appears to work well.

There is no Senior Center service from Tulelake to Klamath Falls. A reasonable fare similar to the Alturas-Canby Fare would help to attract additional senior ridership.

## Recommendation

Add one Saturday a month to the Alturas-Klamath Falls routes. If the one Saturday a month meets performance targets, implement a second Saturday of the month. The Saturday would be operated with the same fares and same excursion fare policies as weekday service. The cost of one Saturday a month would be \$6,348. The cost of two Saturdays a month would be \$12,696.

## Action Plan Dates

FY 2015/16: Implement second Saturday of month service from Alturas to Klamath Falls.

FY 2017/18: Expand service from Alturas to Klamath Falls to a second Saturday of the month

## Alturas-Susanville-Reno Intercity Service

Service is provided on Mondays, Wednesdays and Fridays with Dial-A-Ride pick-ups as requested in Alturas and departing from Alturas at 7:30 am from the Rite Aid. Stops are provided in Likely, Madeline, and Susanville, arriving in Reno at 11:15 am. The bus starts from the Reno/Tahoe Airport for the return trip at 1:30 pm stopping in the same communities as the inbound trip, arriving in Alturas at 5:30 pm

Ridership on the Reno route between FY 2009/10 and FY 2011/12 increased significantly from 1,376 in FY 2009/10 to 1,897 annual passengers in FY 2011/12. The average fare per passenger was relatively flat over the past four fiscal years, ending at \$21.36 of fare revenue generated per passenger.

## Stakeholder and Rider Input on the Reno Route

The Reno route is clearly the best known and used among the general population. It provides the greatest number of connections for longer trips and is used regularly to connect to the Reno Airport, Amtrak and Greyhound. It appears to serve a broad group of occasional riders that include individuals of varied ages, incomes and trip purposes. Even in Cedarville where there is no connecting service, many residents are aware of the Reno route and have used it for trips to the airport or to connect with Amtrak or Greyhound.

In addition to its Alturas ridership, the Reno route also serves a separate rider population in Susanville. A majority of the ridership is from Susanville to Reno. Additionally, there is significant ridership to the Thunder Mountain area.

There were no service alternatives suggested during the stakeholder interviews and public workshops. Overall, the current service is working well and has attracted strong ridership.

The most significant input from stakeholders was from the Lassen County Transportation Commission and the Susanville Rancheria. The Susanville Rancheria is currently planning to operate their own independent bus service from Susanville to Redding on Tuesdays, Thursdays and Saturdays. According to a representative of the Susanville Rancheria, they have secured funding to operate the service and hope to run two loops a day between Susanville and Reno. The Susanville Rancheria has also received funding for a 30-passenger bus. They plan to start the service in 2013. Recent information indicates that the Susanville Rancheria service will most likely charge fares comparable to Sage Stage fares.

## Recommendation

No service plan recommendations are made

## Action Plan

FY 2013/14 and 2014/15: Carefully monitor the ridership and fare impacts on the Reno route from implementation of Susanville Rancheria service to Reno.

## Alturas-Cedarville-Ft. Bidwell

There is currently no service between Alturas and Cedarville. Sage Stage has made several attempts to provide Cedarville service in the past including in 2000, 2001, 2003, and 2005. Each time the service was discontinued due to poor ridership or funding issues.

## Summary of Stakeholder Input

The County Supervisor for the Cedarville area and a representative for the Cedarville Rancheria both advocated for the consideration of Sage Stage service between Cedarville and Alturas. They noted that there is a growing elderly population in the Surprise Valley that is limited by their inability to drive or unwillingness to drive over the pass. While they were aware that past services had not been successful, they felt that things had changed significantly since the last “try.” An aging population and higher gas prices were reasons they thought it was time to reconsider the service. The fact that there is no pharmacy in Cedarville and Rite Aid no longer delivers to the Surprise Valley was another point that was raised.

A representative of the Cedarville Health Care District noted that their hospital and the Modoc Medical Center in Alturas each offer some unique services that require residents to travel between the communities. For example, physical therapy is offered in Alturas, but not in Cedarville.

The consulting team also spoke with stakeholders who voiced the need for service beyond Surprise Valley to Ft. Bidwell. Representatives of the Tribal TANF Partnership and the Mt. Warner Indian Health Clinic discussed the need for a transit link between Ft. Bidwell and Alturas to serve Reservation residents, many of who have neither driver’s licenses nor cars.

- The Tribal TANF program has 10 clients who live in Ft. Bidwell. The third week of each month, they are required to attend a workshop in Alturas, normally from 10 am until 2pm (flexible). They would be able to pay for bus tickets for their clients for the monthly workshop, in essence guaranteeing some level of ridership on the route. Tribal TANF staff is checking on the eligibility of transportation funding if a member uses Sage Stage to come to Alturas to pick up their check and go shopping around the first of the month.
- The Indian Health Clinic provides some but not all medical services. For example, they have no X-Ray machine. If patients need to go to Cedarville, Alturas or Canby for services, they are “on their own” for transportation. While needs would be sporadic, the representative felt there is demand for such service.
- One stakeholder noted that Ft. Bidwell residents need to come to Page’s Market in Cedarville, as there is no grocery store in Ft. Bidwell.

A survey of Cedarville residents was conducted to determine the level of interest in such service. Since the primary target is likely to be older adults, Sage Stage staff attended the monthly 50+ luncheon and asked participants to complete a survey regarding their interest in the service. questionnaires were also handed out at Rabbit Trax convenience store and the Cedarville Hospital. In total 33 questionnaires were returned. The following are key findings:

- All respondents said they travel to Alturas at least twice a month. Most (61%) go 5 times per month or less frequently, while 21% said they go daily (20 times per month or more).
- 39% of respondents get a ride with others to Alturas, while 61% drive themselves. Among those who go 5 or fewer times per month, two-thirds say they get a ride with family or friends.
- The questionnaire asked: “If there were bus service between Cedarville and Alturas one or two days per month, and the fare was \$6 each way for seniors (\$8 for non-seniors), would you personally use it?” Virtually all respondents said they would use a bus service to Alturas (91%) while 76% said they had family members or neighbors who would use it.

## Recommendation

Based on input received during the SRTDP planning process, Sage Stage staff has collaborated with staff at Tribal TANF and has submitted a grant application to the Federal Transit Administration (FTA) 5316 funding for \$275,135 for three years operating funding and an additional \$87,550 for a bus. If approved, service would to provide on Wednesdays, Thursdays and Friday among Alturas-Cedarville-Ft. Bidwell, with two round-trips daily. The morning trip would depart from Alturas at 5:00 am and arrive in Ft. Bidwell at 6:15 am. The bus would return to Alturas and arrive in Cedarville at 7:00 am and in Alturas at 7:45 am. If approved, the Reno, Klamath Falls and Redding intercity routes would all depart at 8:00 am, allowing for connecting passengers. The afternoon return bus to Cedarville-Ft. Bidwell would depart at 5:15 pm after the intercity buses from Reno, Redding and Klamath Falls have returned to Alturas. The bus would arrive in Cedarville at 5:55 pm and arrive in Ft. Bidwell at 6:30 pm. The bus would return to Alturas and arrive at 8:00 pm.

If the grant application is not approved, then subscription bus service would be operated at least twice a month in partnership arrangement with the Tribal TANF. Intercity Fares

## One-Way Fare Recommendation

Based on stakeholder input, the zone based fare categories would be broadened to increase the number of fare zones by two to three depending on the route. The following additional fare categories are recommended:

### Alturas-Redding Route

- Likely-Redding
- Madelline to Ravendale to Susanville
- Madelline to Ravendale to Reno

### Alturas-Klamath Falls

- Newell to Klamath Falls
- Tulelake to Klamath Falls

### Alturas-Redding

- Canby to Redding
- Adin to Redding

### *Recommendation for One-Way Fares for Intercity Service*

It is recommended that the basic fare structure be maintained with two exceptions. The first is to add the new fare categories. It is recommended that Likely-Madelline to Reno and Likely-Madelline to Susanville be added as fare categories as shown below in the recommended fare structure:

| Origin-Destination Pair                   |                      | Recommended Fares |          |
|---|----------------------|-------------------|----------|
|   |                      | General           | Discount |
| <b>US 395 Alturas-Reno Route</b>          |                      |                   |          |
| Alturas                                   | Susanville           | \$ 18.00          | \$ 13.50 |
| Susanville                                | Reno                 | \$ 22.00          | \$ 16.50 |
| Alturas                                   | Reno                 | \$ 32.00          | \$ 24.00 |
| <i>Likely-Ravendale</i>                   | <i>Reno</i>          | \$ 28.00          | \$ 21.00 |
| <i>Likely-Ravendale</i>                   | <i>Susanville</i>    | \$ 15.00          | \$ 11.00 |
| <b>SR 299 Alturas-Redding Route</b>       |                      |                   |          |
| Alturas                                   | Burney               | \$ 16.00          | \$ 12.00 |
| Burney                                    | Redding              | \$ 12.00          | \$ 9.00  |
| Alturas                                   | Redding              | \$ 26.00          | \$ 19.50 |
| <i>Canby</i>                              | <i>Redding</i>       | \$ 21.00          | \$ 16.00 |
| <i>Adin-Bieber</i>                        | <i>Redding</i>       | \$ 16.00          | \$ 12.00 |
| <b>SR 139 Alturas-Klamath Falls Route</b> |                      |                   |          |
| Alturas                                   | Canby                | \$ 6.00           | \$ 4.50  |
| Alturas                                   | Klamath Falls        | \$ 18.00          | \$ 13.50 |
| <i>Newell-Tulelake</i>                    | <i>Klamath Falls</i> | \$ 6.00           | \$ 4.50  |

*Italics include origin-destination pairs that currently do not have a fare category*

## Day-Trip Fare Recommendation

The affordability of fares was a common theme among passengers and key stakeholders. Passengers utilize the intercity routes to connect to regional transportation services including Greyhound, Amtrak, and the Reno Airport. Local residents of Modoc County also utilize Sage Stage for the purpose of day trips mostly to Redding and Klamath Falls according to passengers and stakeholders interviewed.

To encourage local riders to make day-trips on the intercity routes, particularly Redding and Klamath Falls routes, it is recommended that Sage Stage offer a Day-Tripper fare which would include a same-day round trip plus one or two additional stops within the destination community. The prepaid fare could provide a small discount off the price of two regular one-way trips and include the additional stops as a bonus. This would make it more attractive for seniors and other to use the bus to go shopping or to medical appointments.

- For example, the Day Tripper fare from Alturas to Klamath Falls might be \$35 (general) or \$26 (senior/disabled), and would include a drop-off at a location in Klamath Falls, one trip between locations within Klamath Falls, and pick-up from a location in Klamath Falls for the return trip to Alturas.
- Similarly, the Day Tripper fare from Alturas to Redding might be \$50/\$38 but might include taking the person directly to and from their medical appointment if it's not a regularly scheduled stop, one trip between locations in Redding, and pick-up from a location in Redding for the return trip to Alturas.

## Intercity Fare Action Plan Dates

FY 2013/14: Implement new fare categories for intercity routes, adding new categories for Newell/Tulelake to Klamath Falls (already implemented) , Canby to Redding, Adin-Bieber to Redding, Likely-Ravendale to Reno, and Likely-Susanville to Reno.

FY 2013/14: Implement the Day Tripper Fare on the Redding and Klamath Falls routes

## Marketing Plan

The SRTDP includes a set of marketing strategies to build on Sage Stage's excellent reputation and maximize the effectiveness of the service plan recommendations. These strategies address five objectives:

- Enhance visibility through bolder vehicle branding and bus stop signage.
- Increase ease-of-use through enhanced passenger information tools.
- Build on existing awareness, through outreach and targeted communications to educate gatekeepers and potential users about the specifics of using each of Sage Stage's services.
- Continue to use local media advertising and public relations, as well as co-promotions with connecting transit partners, to generate awareness and ridership.
- Improve affordability through expanded fare media that reward regular riders.



## Visibility

In conjunction with the introduction of the new Sage Stage facility, it is recommended that the system update its system brand and expand bus stop signage in order to increase visibility and awareness of the local and intercity services.

To facilitate implementation of this strategy, an updated logo, vehicle wrap design and bus stop sign were developed as part of the SRTDP process. These are shown at the right. The logo retains the Sage Stage name (which has a high level of awareness) and builds on the style of the existing logo, while introducing a more contemporary, easier to use symbol. The colors are bold and eye catching and will stand out among the vehicles on the highway. The vehicle design utilizes the mountain graphic which will be used on the face of Sage Stage's new facility. In addition, it includes the names of communities served, to build greater awareness of Sage Stage's route destinations.

Sage Stage's bus stops are largely unmarked. Hence they do nothing to increase the visibility of the service and potential riders must figure out on their own where to catch the bus. Bus stop signs offer low cost, long term communications value that can be paid for with capital funding. It is recommended that Sage Stage sign as many of its bus stops as possible using a sign design such as that shown above.

Signing the bus stops would offer several advantages. First, it would greatly increase the visibility of the service as these signs would be seen by hundreds of people each day, letting them know that public transit service is available in that corridor. Second, it would provide new riders with the security of knowing they are waiting in the right place. And third, it would provide an opportunity to convey additional information including a phone number and web address, or even route and schedule information (discussed further under passenger information).

## Passenger Information

Easy to understand passenger information is the most important marketing tool for any transit agency. Without clear “directions” for use, the transit product is incomplete. While Sage Stage’s current passenger guide and website provide quite complete information about the services, they are neither intuitive nor easy-to-use for the novice rider. It is recommended that Sage



Stage provide enhanced transit information via three channels.

- A well designed and broadly distributed full-color passenger guide that includes a color coded system map and schedules, fare information and complete how-to-ride details.
- A redesigned website which should include an interactive system map, Google Transit trip planner, complete schedules, detail maps for destinations, easy-to-use fare calculator and links to connecting services.
- Information at the bus stop provided via decals on the base sign (showing departure times for that stop) or via secondary information panels with route maps and schedule information (for key stops).



## Education

### *Gatekeeper Outreach Program*

Gatekeepers, such as social service agencies that work with transportation disadvantaged populations, are important partners in teaching their clients how to use public transit to meet their mobility needs. The Marketing Plan outlined a strategy for developing a gatekeeper outreach program which includes establishing a list of gatekeepers, maintaining regular communication via an e-mail or snail mail newsletter and conducting periodic presentations to staff.

### *Targeted Communications through Gatekeepers*

Strategies are also recommended for working with gatekeepers to identify targeted channels for promoting transit use among their constituents. Potential tactics include information displays in social service lobbies and offices, flyers for distribution to clients and trip plans tailored to the needs of specific constituencies.

## Advertising and Public Relations

### *Route Specific Advertising*

Sage Stage has effectively used newspaper and radio advertising to build awareness for the service. Now it is time to use those same channels to increase knowledge and trial ridership of its individual services. It is recommended that the generic ads be replaced with route specific newspaper ads and radio spots for each intercity route and Dial-A-Ride. Draft text for these ads is provided.

### *News Release Calendar*

Articles about public transit in local newspapers and stories on the radio can increase awareness of Sage Stage service and educate residents about what it has to offer. News coverage about transit services can be increased by making sure that local media are provided with a regular stream of information about transit, its benefits and its progress in Modoc County. Therefore it is recommended that MTA create and maintain a systematic news release calendar.

*Partner with Connecting Transit Agencies to Promote Ridership on Intercity Routes*

The Sage Stage system is built around intercity connections. Opportunities exist to cross-promote with these various systems through signage, mentions in each other's passenger information and website links.

Lassen County is of particular interest as a marketing partner because it contributes both funding and significant ridership to the Reno route. Strategies for partnering with Lassen County include: inclusion of information about the Reno Route connection in the Lassen Rural Bus transit guide, placement of an on-board bus poster promoting the Reno route on the Lassen County buses, and installation of an information display regarding the Reno route at the Walmart bus stop.

*Potential Introduction of New Route to Cedarville and Ft. Bidwell*

When Sage Stage introduces service to Cedarville and Ft. Bidwell, a dedicated marketing effort will be needed to build awareness and trial ridership of the new service. In addition to integrating the new route into the passenger guide and website, route specific marketing should include the following tactics.

- Engage the support of the gatekeepers for Cedarville and Ft. Bidwell in spreading the word.
- Posters, information displays and outreach events at high traffic locations.
- Advertising and news articles in the Modoc Independent News.
- Outreach presentations to key potential user groups, such as the 50+ club, TANF participants, the Cedarville Chamber and Rotary groups.

## Fare Media

The SRTDP recommends the implementation of a local Day-Pass for Dial-a-Ride and a Day Tripper Pass for the Klamath Falls and Redding routes. These new fare media have the potential to increase frequency of use and satisfaction among current riders, as well as attract new users. Promotion of the new fare media needs to be incorporated into all of the communications strategies previously discussed – passenger information, outreach, advertising and public relations.

## Summary of Actions

Exhibit ES-1 on the following page is a summary of the service plan, fare, marketing and partnership actions recommended in the SRTDP. The next section provides a financial plan based on these recommended actions.

**Exhibit ES-1 Summary Schedule of Recommended Actions**

**FY 2012/13    FY 2013/14    FY 2014/15    FY 2015/16    2016/17    FY 2017/18**

DAR=Dial-A-Ride

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| <b>Service Plan Actions</b>                       |  |  |  |  |  |  |
| FTA 5316 Grant for Ft. Bidwell-Cedarville         |  |  |  |  |  |  |
| Recruit new drivers                               |  |  |  |  |  |  |
| Initiate Alturas-Cedarville-Ft. Bidwell service   |  |  |  |  |  |  |
| Intercity timed transfers at 8 am 2 days/week     |  |  |  |  |  |  |
| Extend hours in Redding layover to 3.5 hours      |  |  |  |  |  |  |
| Implement first Saturday service on DAR           |  |  |  |  |  |  |
| Extend DAR from 4 pm to 5 pm on trial basis       |  |  |  |  |  |  |
| Implement Sat. service to Klamath Falls           |  |  |  |  |  |  |
| Extend DAR from 5 pm to 6 pm                      |  |  |  |  |  |  |
| "School tripper" from California Pines if funding |  |  |  |  |  |  |
| Add second Saturday for DAR                       |  |  |  |  |  |  |
| Add second Saturday for Klamath Falls             |  |  |  |  |  |  |
| Monitor ridership and fare impacts of changes     |  |  |  |  |  |  |
| <b>Fares</b>                                      |  |  |  |  |  |  |
| Day tripper fare on Redding/Klam. Falls routes    |  |  |  |  |  |  |
| Introduce day pass for Dial-A-Ride                |  |  |  |  |  |  |
| New fare categories for intercity routes          |  |  |  |  |  |  |
| Develop new voucher system for agencies           |  |  |  |  |  |  |
| <b>Marketing Plan Actions</b>                     |  |  |  |  |  |  |
| Design and Approve updated brand                  |  |  |  |  |  |  |
| Create marketing toolkit                          |  |  |  |  |  |  |
| Wrap vehicles to reflect new brand                |  |  |  |  |  |  |
| Introduce new passenger guide                     |  |  |  |  |  |  |
| Initiate gatekeeper outreach                      |  |  |  |  |  |  |
| News release calendar                             |  |  |  |  |  |  |
| Introduce "route specific" print/radio ads        |  |  |  |  |  |  |
| Co-promote connecting services                    |  |  |  |  |  |  |
| Install bus stop signage at all stops             |  |  |  |  |  |  |
| <b>Capital Plan Actions</b>                       |  |  |  |  |  |  |
| Apply for FTA 5316 grant for cutaway bus          |  |  |  |  |  |  |
| Order new bus for Ft. Bidwell/Cedarville          |  |  |  |  |  |  |
| Complete bus decals on existing buses             |  |  |  |  |  |  |
| Equipment purchase for new facility               |  |  |  |  |  |  |
| Order three replacement buses                     |  |  |  |  |  |  |
| Database system upgrade                           |  |  |  |  |  |  |
| Conduct electronic farebox feasibility study      |  |  |  |  |  |  |
| Order two replacement minivans                    |  |  |  |  |  |  |
| Order two replacement cutaways                    |  |  |  |  |  |  |
| Order replacement cutaway bus                     |  |  |  |  |  |  |
| <b>Partnership Actions</b>                        |  |  |  |  |  |  |
| Collaborate with Tribal TANF on grant             |  |  |  |  |  |  |
| Senior Center discussion on California Pines      |  |  |  |  |  |  |
| Explore FTA 5311 for extending Dial-A-Ride        |  |  |  |  |  |  |
| California Pines to Senior Center lunch           |  |  |  |  |  |  |
| Discuss "school tripper" with MUSD                |  |  |  |  |  |  |

## Financial Plan

The financial plan provides the details on the operating and capital costs and revenues from FY 2013/14 to FY 2017/18. The Financial Plan is broken into four sections over a five-year period:

- Operating Expenditures
- Operating Revenues
- Capital Expenditures
- Capital Revenues

### Operating Expenditures

Based on the recommended service actions described above, annual vehicle service hours are expected to increase from 4,686 in FY 2011/12 to 6,779 in FY 2017/18. Annual vehicle service miles are expected to increase from 119,512 in FY 2012/13 to 170,142 in FY 2017/18. Based on the planned service improvements and increased operating costs through inflation and anticipated increases in driver costs, total operating costs are expected to increase from \$328,534 in FY 2011/12 to \$533,566 in FY 2017/18.

### Operating Revenues

Overall operating revenues are expected to increase from \$385,102 in FY 2012/13 to \$552,974 in FY 2013/14. The following is a summary of funding revenues by major funding category shown in the Financial Plan.

- Fares revenues would increase from \$62,380 in FY 2012/13 to \$73,590 in FY 2017/18.
- Funding from the Lassen County Transportation Commission would increase from \$30,000 in FY 2012/13 to \$33,122 in FY 2017/18.
- Local and state funding revenues would increase from \$146,760 in FY 2012/13 to \$187,377 in FY 2017/18.
- Federal operating funding support would increase from \$145,961 in FY 2012/13 to \$255,959 in FY 2017/18.

### Capital Expenditures

There are three primary categories of capital expenditures over the five-year period covered by this SRTP:

- Vehicle procurements: A total seven cutaway buses and two minivans are scheduled for procurement over the next five years at a cost \$906,595.
- Office Equipment and minor equipment includes \$21,000 for vehicle graphics, \$9,000 for bus stop improvements, \$30,000 for office equipment and computer including the new Transportation Center, \$68,000 for a feasibility study of electronic fareboxes and potential procurement if proven feasible.

- Transportation center project include Phase I interior work for \$20,000, \$15,000 for Phase I roof cap extension and \$400,000 for a potential Phase II project for beautification, parking and bus stop enhancements.

A total of \$1,408,095 in capital procurements are expected over the next five years.

## Capital Revenues

The following revenue sources would be utilized to fund the capital expenditures:

- \$234,601 in State Transit Assistance funds
- \$219,721 in Local Transportation funds from the ¼ cent sales tax
- \$223,595 in FTA 5311 (f) funds for intercity buses
- \$234,00 in FTA 5311, the federal formula funding for rural transit services
- \$87,550 in FTA 5316 funds for a new cutaway bus, assuming the Job Access and Reverse Commute grant for the Cedarville-Ft. Bidwell service is approved by Caltrans
- \$402,128 from existing MTA capital reserves.
- \$6,500 from Proposition 1B Security funds

A total of \$1,408 in capital revenues would be utilized over the next five years.

# Chapter 1 Introduction

The Short-Range Transit Development Plan (SRTDP) is a five-year plan for the development of public transportation service in Modoc County. The SRTDP process:

- Provides opportunities for input from the public and key stakeholders into the future of Sage Stage services within Modoc County and to critical destinations in Redding, Reno and Klamath Falls.
- Identifies the need for existing and future public transportation services.
- Evaluates the recent performance of existing services.
- Establishes goals, objectives and performance standards over the next five years.
- Provides service plan and fare recommendations.
- Develops a comprehensive marketing plan for communicating MTA services.
- Establishes a detailed operating and capital financial plan based on three financial scenarios.

## Overview of Short Range Transit Development Plan

This introductory chapter provides the context for the remaining chapters of the SRTDP. It starts with the historical development of Sage Stage Services. It then provides a summary of existing Sage Stage services. It then concludes with how Sage Stages services have been performing systemwide over the past three years.

Chapter 2 is a review of the existing and future transit needs for Modoc County. The methodologies employed in reviewing transit needs were 21 stakeholder interviews, 3 public workshops, a demographic analysis from the 2010 Census, and a summary of findings from the past three unmet needs hearings.

Chapter 3 is the recommended goals, objectives and performance standards for Sage Stage.

Chapter 4 reviews the Dial-A-Ride service in the ten-mile radius of Alturas. It includes a review of existing performance, an evaluation of service alternatives, fare policies and alternatives, partnership opportunities, and a prioritization of service improvement if financial resources are available.

Chapter 5 reviews the three intercity services of Sage Stage: Alturas-Klamath Falls, Alturas-Reno, and Alturas-Redding. This includes a review of existing performance of each route, an evaluation of service alternatives, fare policies, and alternatives, partnership opportunities and a prioritization of service improvements if financial resources are available.

Chapter 6 is the marketing plan. It includes an overview of the current marketing effort, awareness and image of the Sage Stage services. The chapter defines the target markets, marketing objectives and marketing strategies. An updated logo and branding for the buses and collateral materials is provided.

Chapter 7 is an Action Plan that provides year-by- year plan guidelines for implementing the recommendations of the Short Range Transit Development Plan.

Chapter 8 is the financial plan that provides the five-year operating costs and operating revenues. The chapter also includes the five-year capital costs and revenues. A bus replacement schedule is provided.

## Summary of Historical Development of Sage Stage

The Modoc Transportation Agency (MTA) was established in 1997. The MTA was created as a Joint Powers Authority (JPA) between the County of Modoc and City of Alturas to operate the Sage Stage transit service. The MTA board shares representatives with the Modoc County Transportation Commission (MCTC) board. MTA uses contract employees through its third party contractor, MV Transportation. MTA also serves as the Consolidated Transportation Service Agency (CTSA) for the region.

### Services

Services have evolved since MTA was established in 1997. The following are some of the major milestones during the early history of Sage Stage:

- When service was first initiated, services to Klamath Falls were operated on Mondays and Fridays with two round trips a day between Alturas and Klamath Falls. The route originated in Alturas and then served California Pines Canby, Adin, and Lookout, Newell, Tulelake to Klamath Falls. The route took 4.5 hours one-way. On Tuesdays and Thursdays, service was provided to Susanville with two round trips daily. Service started at 5:10 am and ended at 9 pm in Alturas.
- In 1999, Sage Stage operated the “City Loop” in Alturas on a fixed route basis.
- In 2000, Dial-A-Ride service first operated five days a week from 8:30 am to 3:00 pm. Dial-A-Ride service hours were extended to 5:30 pm in 2003. Today, Dial-A-Ride is operated until 4:00 pm.
- In 2000, a route was operated among Alturas, Canby and Adin on Tuesdays.
- In 2003, intercity service was extended from Susanville to Reno on Mondays and Thursdays, from Adin to Redding on Tuesdays and Fridays, and to Klamath Falls on Wednesdays and Saturdays.
- Service to Cedarville was provided in different configurations in 2000, 2001, 2003 and 2005.

During the SRTDP planning process, many of the suggested service improvements discussed in Chapters 4 and 5 have been previously implemented by Sage Stage.

### Fares

The fare structure for Sage Stage has evolved over the past 14 years. The following are the most important changes:

- For intercity fares, Sage Stage has changed from a community-to-community fare matrix to the current route segment fares. For example, in 2003 you could travel from Alturas to Canby for \$6, from Alturas to Adin for \$8, and Alturas to Bieber for \$9.



- In moving away from the community to community fare matrix to a larger zone fare matrix, residents in outlying communities such as Adin, Newell, and Likely pay the same fare as Alturas residents to Redding, Klamath Falls, and Reno.
- The discount fare for students, children, seniors and disabled persons used to be 50% of the general public fare. It is now a 25% discount.
- An excursion fare within 5 miles of the terminus city was available for \$5 for all intercity routes in 2003. Today, an excursion fare is only available for additional trips for the Klamath Falls route and it's \$8 for the general public and \$6 for the discount rate.
- A special fare of \$8 for the general public and \$6 for discounted fares was established between Alturas and Canby on either the Redding or Klamath Falls routes.

## Overview of Existing Sage Stage Services

Exhibit 1-1 is a map that provides an overview of existing Sage Stage services. The existing service consists of three intercity routes and a Dial-A-Ride service within a ten-mile radius of Alturas:

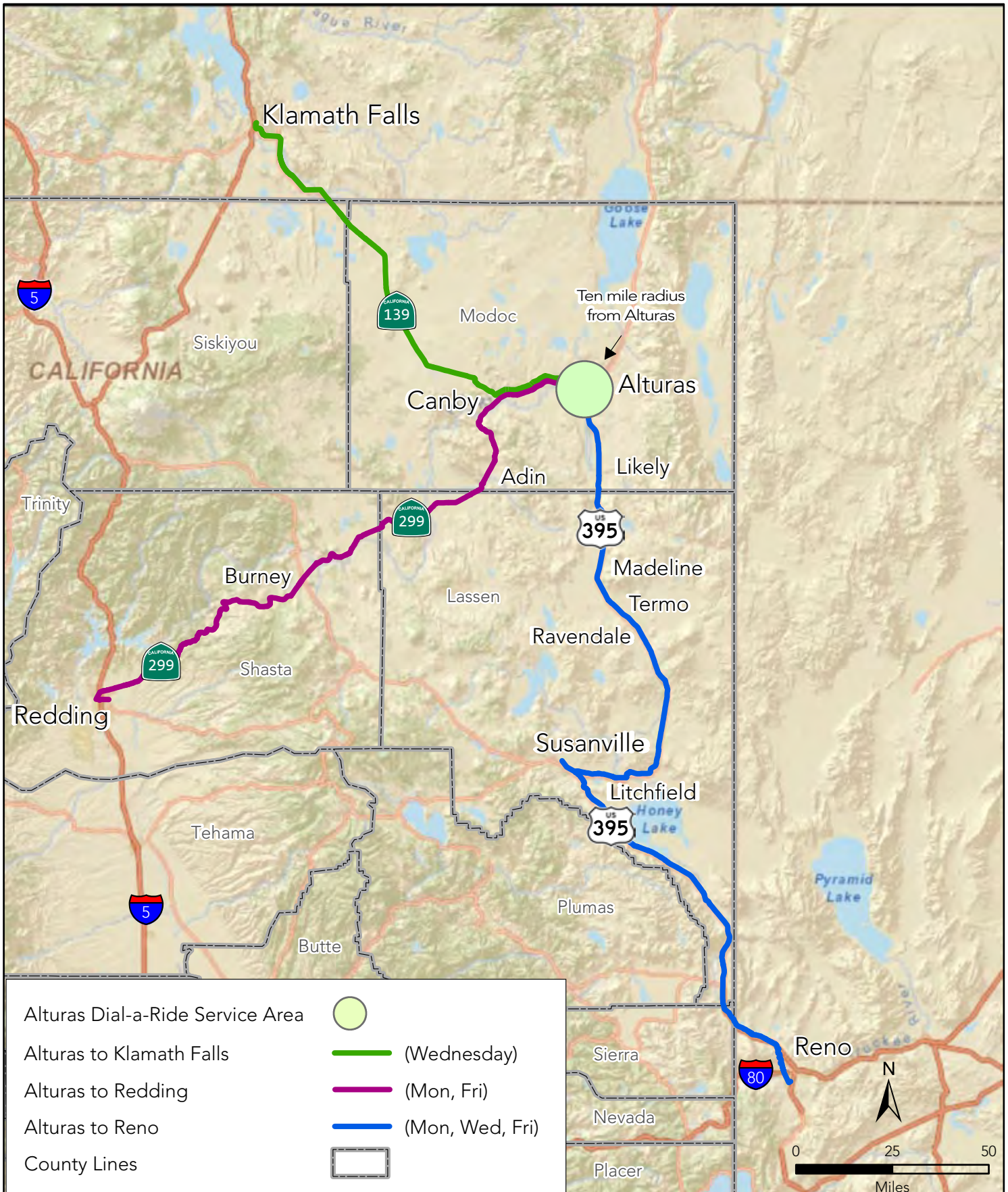
### Intercity Services

For all of the intercity services described below, a reservation must be made at least one day in advance. Reservations can be made by calling the driver, online at [sagestage.com](http://sagestage.com), or by calling the Sage Stage office. The trip is not made unless there are two reservations or, if there is only one reservation, if a single passenger pays for two fares. Passengers may carry up to two pieces of baggage each with an extra fare for additional baggage.

Alturas – Redding: Service is provided on Mondays and Fridays with pick-ups as requested in Alturas on Dial-A-Ride starting at 6:45 am and departing from Alturas at the Rite Aid at 7:00 am. Stops by request are made in Canby, Adin, Bieber, Fall River Mills and Burney, arriving in Redding at 10:00 am with connections to Greyhound, RABA and Trinity Transit at the Redding downtown transit center and direct service to the Mt. Shasta Mall. Sage Stage will also make additional stops at other locations along the route as long as there is a safe place to pull the bus off the road to pick up or drop off a passenger. The return trip to Alturas starts at the Mt. Shasta Mall at 12:00 pm stopping in the same communities as the inbound trip, arriving in Alturas at 3:20 pm at Rite Aid, and providing the option of Dial-A-Ride service to the passenger's final destination in the Alturas service area for an additional fare.

Alturas-Susanville-Reno: Service is provided on Mondays, Wednesdays and Fridays with Dial-A-Ride pick-ups as requested in Alturas and departing from Alturas at 7:30 am from the Rite Aid. Stops are provided in Likely, Madeline, and Susanville, arriving in Reno at 11:15 am. Reservations can also be made for other stops along the route as long as there is a safe place to pull the bus off the highway to pick up or drop off a passenger. The bus starts from the Reno/Tahoe Airport for the return trip at 1:30 pm stopping in the same communities as the inbound trip, arriving in Alturas at 5:30 pm at Rite Aid, and providing the option of Dial-A-Ride service to the passenger's final destination in the Alturas service area for an additional fare.

# Exhibit 1-1 Sage Stage - Overview of Existing Services



Alturas-Klamath Falls: Service is provided on Wednesdays with pick-ups as requested in Alturas on Dial-A-Ride starting at 7:45 am and departing from Alturas at 8:00 am at the Rite Aid. Service is provided to Canby, Newell and Tulelake with the first drop off in Klamath Falls at 9:50 am. Reservations can also be made for other stops along the route as long as there is a safe place to pull the bus off the highway to pick up or drop off a passenger. Passengers can be transported within Klamath Falls for an additional fare. The bus departs from Greyhound at 1:30 pm in Klamath Falls and from Walmart at 2:00 pm serving the same communities in the reverse direction and arriving in Alturas at 4 pm, providing the option of Dial-A-Ride service to the passenger's final destination in the Alturas service area for an additional fare. In addition to the Klamath Falls service on Wednesday that arrives in Canby at 8:20 am and departs from Canby at 3:40 pm, an additional round trip has been added in the midday that starts at 10:40 am from the Ride Aid in Alturas and returns from Canby at 11:00 am, arriving at the Ride Aid in Alturas at 11:20 am.

Exhibit 1-2 shows the intercity fares. Fares are based on distance. Discount fares are generally 75% of the general fare.

**Exhibit 1-2 Existing Intercity Fares**

| Route                      | Origin-Destination    | General Fare | Discount Fare* |
|----------------------------|-----------------------|--------------|----------------|
| Reno<br>US 395             | Alturas-Susanville    | \$ 18.00     | \$ 13.50       |
|                            | Susanville-Reno       | \$ 22.00     | \$ 16.50       |
|                            | Alturas-Reno          | \$ 32.00     | \$ 24.00       |
| Redding<br>SR 299          | Alturas-Burney        | \$ 16.00     | \$ 12.00       |
|                            | Burney-Redding        | \$ 12.00     | \$ 9.00        |
|                            | Alturas-Redding       | \$ 26.00     | \$ 19.50       |
| Klamath<br>Falls<br>SR 139 | Alturas-Canby         | \$ 8.00      | \$ 6.00        |
|                            | Alturas Klamath Falls | \$ 18.00     | \$ 13.50       |
|                            | Layover Shuttle       | \$ 8.00      | \$ 6.00        |

\* Discount fares are provided to students 6-18 years old for trips to or from school, children 0-12 years old with fare paying adult, seniors 60 years old and older, and disabled individuals approved as ADA eligible.

## Dial-A-Ride

Dial-A-Ride is shared transportation within ten (10) miles of Alturas. The service is operated Monday through Friday on a first-come, first-served basis. In Alturas, the first pick up time is 8:00 am and the last drop off is 4:00 pm. For Modoc Estates, the first pickup is at 8:15 am and last drop off is at 3:30 pm. In Cal Pines, the first pick up is at 8:30 am and last drop off is at 3:00 pm.

Passengers can call the driver for trips the same day. Priority is given to health care appointments when scheduled one day in advance.

The Dial-A-Ride fares are shown in Exhibit 1-3:

**Exhibit 1-3 Dial-A-Ride Fares**

| <b>Range<br/>(Miles)</b> | <b>Zone<br/>Description</b> | <b>General<br/>Fare</b> | <b>Discount<br/>Fare*</b> |
|--------------------------|-----------------------------|-------------------------|---------------------------|
| 0 -2.0                   | Within City of Alturas      | \$2.00                  | \$1.50                    |
| 2.1-5.0                  | To/from Modoc Estates       | \$4.00                  | \$3.00                    |
| 5.1-10.0                 | To/from California Pines    | \$6.00                  | \$4.50                    |

\* Discount fares are provided to students 6-18 years old, for trips to or from school or daycare, children 0-12 years old with fare paying adult, seniors 60 years old and older, and disabled individuals approved as ADA eligible.

## Recent Systemwide Performance Trends

Exhibit 1-4 provides a summary of system wide performance over the past five years. Overall ridership has been relatively flat since FY 2008/09. Ridership dropped significantly in from 12,741 in FY 2007/08 to 10,763 in FY 2008/09. The Great Recession was certainly responsible for some of this ridership decline. In October 2008, there was a fare increase that also had an impact on ridership. For example, discounted fares for Alturas Dial-A-Ride went up from \$1.25 to \$1.50 in October 2008, after an increase in the discounted fares from \$1.00 to \$1.25 in July 2007. Most of the ridership drop can be attributed to Dial-A-Ride ridership decline from 9,892 to 8,155 from FY 2007/08 to FY 2008/09. Other fare increases were also implemented on intercity routes in October 2008. For the past four years, ridership has fluctuated but overall ridership in FY 2011/12 has risen to the same approximate ridership level as FY 2008/09 with 10,900 annual riders.

The supply of Sage Stage services as measured in number of vehicle service hours and vehicle service miles have both declined over the past five years. The number of vehicle service hours has declined from 5,240 to 4,686 and the number vehicle service miles have declined from 137,449 to 119,512 over the past five years.

Productivity of Sage Stage services as measured by passengers per vehicle service hour and passengers per vehicle service mile have both remained relatively constant over the past five years. With the very long intercity routes, system wide passengers per vehicle service hour of 2.32 in FY 2011/12 should be considered exemplary compared to other California systems with long rural intercity services. For example, the CREST between Bishop and Reno had a productivity of 1.73 passengers per service hour. As discussed in the key findings above, Sage Stage staff has successfully allocated service supply to where there is a need for public transportation services. However, as discussed in subsequent chapter, there is potential for some improvement on Sage Stage services.



**Exhibit 1-4 Sage Stage Systemwide Performance**

|                                 | FY 2007/08 | FY 2008/09 | FY 2009/10 | FY 2010/11 | FY 2011/12 |
|---------------------------------|------------|------------|------------|------------|------------|
| <b>Base Statistics (Annual)</b> |            |            |            |            |            |
| Ridership                       | 12,741     | 10,763     | 10,040     | 9,216      | 10,893     |
| Service Hours                   | 5,240      | 4,980      | 4,831      | 4,527      | 4,686      |
| Service Miles                   | 137,449    | 131,353    | 125,024    | 119,205    | 119,512    |
| Fare Revenue                    | \$ 62,469  | \$ 61,159  | \$ 56,872  | \$ 58,989  | \$ 68,607  |
| Operating Costs                 | \$ 315,149 | \$ 300,097 | \$ 297,776 | \$ 314,869 | \$ 328,534 |
| <b>Performance</b>              |            |            |            |            |            |
| Passengers/Service Hour         | 2.43       | 2.16       | 2.08       | 2.04       | 2.32       |
| Passenger/Service Mile          | 0.093      | 0.082      | 0.080      | 0.077      | 0.091      |
| Average Fare/Passenger          | \$ 4.90    | \$ 5.68    | \$ 5.66    | \$ 6.40    | \$ 6.30    |
| Farebox Recovery                | 19.8%      | 20.4%      | 19.1%      | 18.7%      | 20.9%      |
| Cost/Service Hour               | \$ 60.15   | \$ 60.26   | \$ 61.47   | \$ 69.56   | \$ 70.11   |
| Cost/Service Mile               | \$ 2.29    | \$ 2.28    | \$ 2.38    | \$ 2.64    | \$ 2.75    |
| Cost/Passenger Trip             | \$ 24.74   | \$ 27.88   | \$ 29.58   | \$ 34.17   | \$ 30.16   |
| Subsidy/Passenger Trip          | \$ 19.83   | \$ 22.20   | \$ 23.92   | \$ 27.76   | \$ 23.86   |

Overall fare revenues declined from \$62,469 to \$56,872 between FY 2007/08 and FY 2009/10 and then increased to \$68,607 in FY 2011/12. The average fare/passenger is calculated by dividing total annual fare revenues by the annual passengers. The increase in fare revenues is likely attributable to the fare increases in October 2008 and corresponding ridership increases, especially between FY 2010/11 and FY 2011/12.

The cost of Sage Stage services declined between FY 2007/08 and FY 2008/09 due to the decline in the number of vehicle service hours and vehicle service miles provided. Between FY 2008/09 and FY 2011/12, there was a 9% decrease in vehicle service miles and a 5.9% decrease in vehicle service hours, but a 9.5% increase in operating costs. Part of increased costs is explained by high fuel costs, but also increases in staff costs. The layover times were reduced on several intercity routes, explaining some of the reduction in vehicle service hours and vehicle service miles. The factors behind the decline in vehicle service hours and miles and increased costs will be explored further in the next phase of the study as this information will help in planning future service levels and anticipated performance.

Due to the countervailing trends of increased costs and declining service supply over the past four years, the system wide cost efficiency performance indicators have shown mixed results. The cost per vehicle service hour has increased from \$60.15 in FY 2007/08 to \$70.11 in FY 2011/12. The cost per passenger trip increased from \$24.74 in FY 2007/08 to \$30.16 in FY 2011/12. However, the farebox recovery measured by dividing fares by operating costs, remained fairly constant and increased slightly over the past five years from 19.8% in FY 2007/08 to 20.9% in FY 2011/12.

## Chapter 2 Existing and Future Transit Needs

This chapter starts with the key findings of the SRTDP outreach to Modoc County stakeholders and three public workshops. Existing and future transit needs were qualitatively explored in this market research effort. A review of the 2010 Census provides a demographic profile of Modoc County. Demographics are one of the important driving forces of existing and future transit needs. The final section is a description of the key factors that influence rural transit demand and how some of these driving forces might influence transit demand over the next five years.

### Key Outreach Findings

The following is a summary of the key outreach findings of 21 stakeholder interviews and three public workshops. Appendix A provides a listing of the stakeholder interviewees and the public workshops held September 10-12<sup>th</sup>, 2012.

#### 1. Awareness, Image and Customer Satisfaction

Sage Stage enjoys a positive image, a high level of awareness within the community and excellent customer satisfaction.

Board members used language like “we are proud of Sage Stage,” while gatekeepers for key target populations say the services “work well” for their constituents.

Those interviewed have learned of the service in a variety of ways – by seeing ads, by seeing the bus and by learning of Sage Stage from an employer or social service provider. Most indicated that there is broad awareness about Sage Stage.

- One rider on the Reno bus said: “Everyone knows about Sage Stage through radio and newspaper. If you live in Modoc County and haven’t heard of Sage Stage you must be pretty out of it.”
- Another young woman, who had totaled her car and unexpectedly needed a ride from the airport in Reno, had never ridden Sage Stage before but immediately thought to go online and check the Sage Stage schedule because she had seen the bus and knew it went to Reno.
- A stakeholder at Modoc Medical Center sees the Dial-A-Ride bus at the hospital daily and knows that many patients use it.
- A young man, who came to the area for a ranch job, was told by his employer how to get there on Sage Stage.
- We heard several positive comments about the bus shelter at Rite Aid providing additional important and tangible visibility to Sage Stage services.

While virtually everyone we spoke with was aware of Sage Stage and its services, the level of knowledge about service specifics varied and could be bolstered, particularly among key gatekeepers.

- One social service provider brought up the need for improved service to the Clinic in Canby, not realizing that Sage Stage provides three round trips to Canby on Wednesdays. She was very

pleased to hear that the Clinic will work with clients to schedule appointments around the bus schedule.

- Another social service provider was very familiar with Sage Stage and even knew the phone number by heart, but did not have a schedule brochure to refer to or provide to clients.
- A number of individuals knew that Sage Stage goes to Reno but didn't realize it takes you right to the door of the airport.

It appears that Dial-A-Ride is used by a core of regular riders (primarily seniors, persons with disabilities and low income persons), while Sage Stage's intercity services attract many one-time or occasional riders, resulting in a large and diverse pool of users. Even among Cedarville residents who responded to the informal survey, 42% said they had used Sage Stage at some point in the past – an extremely high percentage for a community without direct access to the service.

The image of Sage Stage and its staff is excellent among stakeholders, regular Dial-A-Ride users and intercity riders. We repeatedly heard people say that they just "call up" and Sage Stage "works with them" to address their need.

- A woman traveling back to Alturas from visiting her son in the Red Rock area was planning to go to Reno to catch the bus, but Sage Stage worked with her to be picked up at the Hallelujah Market. She was very pleased.
- Several social service employees noted how easy it is to work with Sage Stage office staff, how accommodating drivers are, and how reliable they've found the service to be.
- In riding the bus, both consultants witnessed drivers providing excellent and friendly customer service. For example, a rider would pay for a series of stops when they boarded the bus and the driver would keep track of what they had already paid for.

Systems operations appear to work smoothly, with the strategy of having riders call the bus driver directly working well. Dial-A-Ride appears to serve the 10-mile service area effectively and passengers are pleased with the service (with the exception of wanting slightly later service).

In interviews with a wide variety of respondents ranging from board members to social service agencies to riders, we heard universally positive comments about the system's service and staff.

## 2. Alturas Dial-A-Ride

The Dial-A-Ride (DAR) services in the Alturas area appear to be used primarily by a combination of seniors and low-income persons. It attracts ridership from both Alturas residents and those in the surrounding rural area. Riders are quite happy with the quality and delivery of the service and the system has a good reputation within the community. One driver noted that most stores have the DAR number handy and are happy to call them for customers who don't have a cell phone.

However there is a broad desire for longer DAR service hours and possibly Saturday service. Currently the latest pickup (outside of the CalWorks clients) is 3:45 pm. We heard this same request from a variety of sources:

- A stakeholder with mental health said they have to transport clients later in the day and would prefer to buy them tickets on Dial-A-Ride if it were available.

- A worker who uses the DAR (because her vehicle was totaled) has to leave work by 4 in order to get home. Her boss would prefer her to stay until 5.
- Particularly in the summer when it is light longer, people would like to be able to get home from recreational activities.
- CalWorks noted that a longer service span (possibly earlier and later) would make more jobs accessible to their clients.
- A Social Services manager noted that the clinic is open until 6 pm and that it would be good if the Dial-A-Ride service ran until then as well.
- The Modoc Work Activity Center manager felt that some of their clients could use DAR if it was available until 6 pm or on some Saturdays.

It should be noted that Dial-A-Ride has operated as late as 5:30 pm in the past, but service was reduced due to budgetary considerations and lower ridership in the last hour of service.

The only other concern we encountered about Dial-A-Ride related to affordability for low income riders who run out of money part way through the month, or who find it costly to pay multiple fares for connected short trips (such as dropping a child at day care).

The demand for Dial-A-Ride service is expected to increase in the Alturas area. The aging of the population will mean more seniors will need Dial-A-Ride services. In addition, the planned Canyon Ridge Senior complex, a 200-unit apartment complex, may be an important future trip generator. According to at least one stakeholder, the managers of the new apartment complex try to attract seniors from both inside and outside the area. The complex will include a bus stop. According to stakeholders, construction could start as early as Spring 2013.

### 3. Intercity Routes and Schedules

Each of the intercity routes seems to have a different character, image and ridership base.

The Reno route is clearly the best known and used among the general population. It provides the greatest number of connections for longer trips and is used regularly to connect to Reno Airport, Amtrak and Greyhound. It appears to serve a broad group of occasional riders that include individuals of varied ages, incomes and trip purposes. Even in Cedarville where there is no connecting service, many residents are aware of the Reno route and have used it for trips to the airport or to connect with Amtrak or Greyhound. In addition to its Alturas ridership, the Reno route also serves a separate rider population in Susanville.

In stakeholder interviews, the Redding Route is most often referenced in relation to the need to get people to specialty medical providers that accept Medi-Cal. However, the current service configuration makes it difficult to schedule medical appointments around the bus.

- A social service manager noted, "It's not a long enough window (for appointments) and many doctors don't work on Friday." She suggested a four-hour window and thought Monday to be a good day for the service.



- The manager at Mental Health said, “It would be better to have a longer window for appointments, though it would make for a longer overall day for clients. There are more Medical providers in Redding. “
- The manager at the Modoc Work Activity Center noted that non-emergency medical transportation, particularly to Redding, is one of their most important needs. If the service served the two hospitals directly and there was a 4-hour window, then it would be useful to at least one of their consumers. However, the fares might be a barrier, as those would need to be covered by the family.

The Klamath Falls route is perceived largely as a route for senior citizens to go shopping and to medical appointments. One social service provider noted, “Everyone on the Klamath Falls bus is 70 to 90.” Riders expressed interest in having Saturday service to Klamath Falls at least once a month to accommodate the needs of younger adults who work or go to school.

The excursion fare for the Klamath Falls route is perceived by some riders as “too pricey” in addition to the base fare. However, there is some desire to stop at a few additional destinations – e.g. Fred Meyer. The current service schedule and window appears to work well.

#### 4. Potential for Service to Cedarville and Ft. Bidwell

The County Supervisor for the Cedarville area and the Cedarville Rancheria both advocated strongly for the consideration of Sage Stage service between Cedarville and Alturas. They noted that there is a growing elderly population in the Surprise Valley that is limited by their inability to drive or unwillingness to drive over the pass. While they were aware that past services had not been successful, they felt that things had changed significantly since the last “try.” An aging population and higher gas prices were reasons they thought it was time to reconsider the service. The fact that there is no pharmacy in Cedarville and Rite Aid no longer delivers to the Surprise Valley was another point that was raised.

The manager of Rabbit Traxx suggested their store as a pick up point as they could offer an enclosed waiting area, phone, amenities and parking for riders.

A representative of the Cedarville Health Care District noted that their hospital and the Modoc Medical Center in Alturas each offer some unique services that require residents to travel between the communities. For example, physical therapy is offered in Alturas, but not in Cedarville.

It was recommended that Sage Stage conduct a survey to determine the level of interest in such service. Since the primary target is likely to be older adults, Debbie Pedersen attended the monthly 50+ luncheon and asked participants to complete a survey regarding their interest in the service. In addition, questionnaires were handed out at Rabbit Traxx convenience store and the Cedarville Hospital. In total 33 questionnaires were returned.

- All respondents said they travel to Alturas at least twice a month. Most (61%) go 5 times per month or less frequently, while 21% said they go daily (20 times per month or more).
- 39% of respondents get a ride with others to Alturas, while 61% drive themselves. Among those who go 5 or fewer times per month, two-thirds say they get a ride with family or friends.

- The questionnaire asked: “If there were bus service between Cedarville and Alturas one or two days per month, and the fare was \$6 each way for seniors (\$8 for non-seniors), would you personally use it?” Virtually all respondents said they would use a bus service to Alturas (91%) while 76% said they had family members or neighbors who would use it.
- 64% said they thought they would ride twice a month or more.
- Shopping was the most popular anticipated purpose for riding (67%). Medical trips were noted by 21% of respondents and recreation by 30%.
- The amount of time people would want to stay in Alturas varied widely. 45% said 2-3 hours, 33% said somewhere between 4 and 7 hours, and 21% wanted to be there for the full day.
- Asked if they would be interested in connections to Sage Stage’s intercity services, 91% said yes. Interest was fairly even between Reno (67%) and Klamath Falls (64%).
- 42% of respondents said that they have used Sage Stage in the past. All routes were noted, however the Reno route had clearly been used by the most respondents.

We also spoke with stakeholders who voiced the need for service beyond Surprise Valley to Ft. Bidwell. Representatives of the Tribal TANF Partnership and the Mt. Warner Indian Health Clinic discussed the need for a transit link between Ft. Bidwell and Alturas to serve reservation residents, many of who have neither driver’s licenses nor cars.

- The TANF program has 10 clients who live in Ft. Bidwell. The third week of each month, they are required to attend a workshop in Alturas, normally from 10 am until 2pm (flexible). They would be able to pay for bus tickets for their clients for the monthly workshop, in essence guaranteeing some level of ridership on the route. Tribal TANF staff is checking on the eligibility of transportation funding if a member uses Sage Stage to come to Alturas to pick up their check and go shopping around the first of the month.
- The Indian Health Clinic provides some but not all medical services. For example, they have no X-Ray machine. If patients need to go to Cedarville, Alturas or Canby for services, they are “on their own” for transportation. While needs would be sporadic, the representative felt there is demand for such service.
- One stakeholder noted that Ft. Bidwell residents need to come to Page’s Market in Cedarville, as there is no grocery store in Ft. Bidwell.

## 5. Fares and Affordability

Fares and the affordability of using Sage Stage came up in a variety of contexts.

- Sage Stage staff acknowledges that Dial-A-Ride ridership drops off after mid-month when many low-income riders run out of money for fares.
- One low-income rider asked for a “pass” to ride on Dial-A-Ride so that she could pay once and make multiple trips.
- The fare for trips to Klamath Falls is clearly a barrier for some low-income riders who would like to go there more often.
- Several social service providers (CalWorks, Mental Health and Social Services) currently purchase tickets or vouchers for their clients. They mentioned, however, the fact that they are

only able to pay for certain types of trips (e.g. job related or medical) and that paying for other trips is difficult for their clients.

- Social service providers also noted that for low income riders, having to pay a fare for a baby or having to pay a second fare when dropping a child at day care make the service cost prohibitive.

Both Sage Stage and CalWorks staff expressed a desire to simplify the current voucher program that is very time consuming on both ends. A concept arose as a possible starting point for discussion: Sage Stage might print single ride DAR tickets at two denominations (\$1.50 and 2.00) and sell them to social service agencies at face value. Tickets would be serially numbered for inventory control and the agency name (e.g. CalWorks) could be imprinted on back. For out of Alturas trips, client could be given multiple tickets (since zoned fares are simply multiples of the base fare). It would need to be determined if this approach would satisfy CalWorks' funding requirements.

Sage Stage staff also expressed a desire to consider going to a single fare level, eliminating the senior/disabled fare and possibly offering a somewhat lower fare for all riders.

As part of the SRTDP alternatives, we will explore the issue of fares and different types of fare media that would encourage regular ridership of Sage Stage without degrading fare box recovery.

Board members were asked their opinion of the two-reservation requirement for the intercity services. While they all understood the reason for the rule, they agreed that it is a two-edged sword.

- It reduces the ability of people to plan trips or appointments around the service, knowing that it could be canceled.
- One board member noted that a "single person's need for the service might be great enough to justify the trip."
- Charging a double fare to guarantee a trip to a single passenger makes it cost prohibitive for most Sage Stage riders.

Having the disclaimer about needing two reservations to operate the trip definitely reduces the perceived reliability of the service for someone reading the passenger guide.

## 6. Relationships and Potential Coordination Opportunities

Sage Stage has done a very good job of creating relationships and partnerships within the community:

- Voucher partnerships with CalWorks and other social service providers allow their clients to use Sage Stage for program access.
- Partnership with Strong Family Health Center to sell transit passes. The Health Center also purchased a vehicle from MTA to use for their youth program.
- Sage Stage's partnership with Lassen County supports the Reno route – the most successful of the intercity routes.
- Sage Stage delivers water samples and bank paperwork to generate additional revenue.

The Susanville Rancheria is currently exploring providing transit service to Reno six days a week. The Susanville Indian Rancheria Transit Program currently provides transportation services 6 days per week Monday through Saturday (excluding Holidays) to Red Bluff and Redding. There is currently no charge for the service. This service is on a "First Come – First Served" basis with the first departure at 7:30 AM

from the Susanville Indian Rancheria Gymnasium. According to staff of the Lassen County Transportation Commission, the Rancheria is currently seeking operating funding for FTA Tribal Transit funding. He is hopeful they will coordinate with Sage Stage services. Attempts to interview the Susanville Rancheria have been unsuccessful to date.

During the stakeholder interviews, a number of opportunities for partnerships were brought up as possibilities to explore:

- Possibility of working with the Tribal TANF program to guarantee some level of ridership on a route from Ft. Bidwell to Alturas.
- Possibility of partnering with Rabbit Traxx to provide a terminus for a route to Cedarville, including possibly park and ride space.
- Possibility of contracting with the school district to provide maintenance for vehicles and providing parent transportation for classroom participation. A MCTC Board member also suggested the potential of sharing drivers with the school district.
- The Alturas Senior Center has just hired a new Executive Director. There may be opportunities for increased coordination of Sage Stage and Senior Transportation services.
- Possibility of working with Big Valley 50+ to provide improved service in the Big Valley. Big Valley 50+ is currently developing a service plan and could provide two daily loops among Adin, Lookout and Bieber. Big Valley 50+ may seek support from MTA for this purpose.

One County Supervisor discussed the potential for Sage Stage to partner with special events such as the Burning Man event and to try again the special service to the Cedarville County Fair. These and other ideas will be evaluated in the alternatives working paper.

These and other opportunities will be explored in the preparation of the alternatives working paper.

## 7. Other Transportation Providers

There are a significant number of transportation services provided within Modoc County and in the corridors served by Sage Stage. In addition to Sage Stage's services, those that were referenced by stakeholders included:

- Senior Center services within Alturas. Currently service is limited to within 5 miles of Alturas.
- Client transportation provided by Mental Health, Social Services and CalWorks.
- Transportation for medical and dental appointments and the youth program provided by Strong Family Health Center.
- Service to Reno provided by Senior Center in Susanville.
- Warner Mountain Indian Health Clinic provides service to out of area medical appointments, but not to appointments within Modoc County.
- Modoc Work Activity Center provides daily transportation for clients to the work center and activities, plus monthly service to Klamath Falls and Reno for shopping and recreation.

## 8. Marketing/Communications

Sage Stage has done a very good job of building awareness of its services through a combination of advertising and relationships within the community. Stakeholders said that most people are aware of

Sage Stage and generally where it goes. However, they recommended strategies to educate potential users and gatekeepers more specifically about different ways to use the Sage Stage and exactly how it works. (For example, people might know that Sage Stage has a route to Reno but not know that it goes directly to the door of the Airport, Amtrak and Greyhound or that it stops at the Wal-Mart in Susanville.) Interviews and the consultant's observations while riding the bus brought up a number of strategies for taking Sage Stage's awareness to the next level and promoting increased ridership:

- Currently, the only signed bus stops are at Rite Aid in Alturas and at Wal-Mart in Susanville. Bus stop signs and displays can both increase the visibility of Sage Stage and let potential users know where and when they can catch the bus. Several stakeholders mentioned the shelter at Rite Aid positively.
- Social Services and Public Health are open to working with Sage Stage staff to insure that their staff and clients are fully aware of the Sage Stage's services. For example, Social Services said they would be willing to include information about Sage Stage in their monthly mail-out to eligibility clients. They also suggested having Sage Stage staff present at their periodic staff meeting.
- Opportunity to work more actively with Lassen County to promote the Reno Route to Susanville residents.
- Opportunity to work with the Big Valley Senior Center and Family Resource Center in Bieber, the Family Practice Clinic in Canby and destinations in other outlying communities to insure that their constituents there are aware of the service and how it can meet their needs.

It was clear from interviews that people rely heavily on calling Sage Stage to find out how to use the service. While the Sage Stage staff is a great asset, the marketing plan will explore other ways to make complete information about Sage Stage more readily available to potential riders.

For example, Sage Stage's current service brochure provides a great deal of information about the service, but not in a very easy-to-understand format. A new user must "study" the guide in order to determine exactly where the service goes and how it works. One product of this project will be a re-designed passenger guide that uses a color-coded route map and schedules to immediately communicate where you can go on Sage Stage and when. Recommendations for enhancing the website's ease of use will also be addressed.

## Demographic Profile

Modoc County is a very sparsely populated county with a stable population. As shown in Exhibit 2-1 below, the countywide population in 2000 was 9,449 and grew by just 237 in 10 years to 9,686 in 2010. For perspective, Modoc County ranks 56th out of 58 California counties with only Sierra and Alpine counties having smaller populations.

**Exhibit 2-1**

### **Modoc County Population Trends 2000 to 2010**

|                                    | <b>2000<br/>Population</b> | <b>2010<br/>Population</b> |
|------------------------------------|----------------------------|----------------------------|
| <b>Total Modoc County</b>          | 9,449                      | 9,686                      |
| Adin Census Designated Place (CDP) | *                          | 272                        |
| Alturas city                       | 2,892                      | 2,827                      |
| California Pines CDP               | *                          | 520                        |
| Canby CDP                          | *                          | 315                        |
| Cedarville CDP                     | *                          | 514                        |
| Daphnedale Park CDP                | *                          | 184                        |
| Eagleville CDP                     | *                          | 59                         |
| Fort Bidwell CDP                   | *                          | 173                        |
| Lake City CDP                      | *                          | 61                         |
| Likely CDP                         | *                          | 63                         |
| Lookout CDP                        | *                          | 84                         |
| Newell CDP                         | *                          | 449                        |
| New Pine Creek CDP                 | *                          | 98                         |

\* Note: Census Designated Place (CDP) data not collected for 2000 Census.

Source: State of California, Department of Finance. US Census Bureau 2000 and 2010 Decennial Census.

The primary market for public transportation services in very rural counties like Modoc are residents who do not have a driver's license, do not have a car available to drive, have a disability that prevents them from driving or have very low incomes and cannot afford to drive. While the riders on Sage Stage mostly fit one of the able transit dependent categories, Sage Stage does attract individuals who want a ride to and from the Reno airport and could drive if they chose to.

Exhibit 2-2 and Exhibit 2-3 show the population breakdown of three demographic groups that typically rely on public transportation services: youth, elderly and low-income individuals.

Exhibit 2-2 provides a breakdown of youth ages 15-24 and elderly populations 65 years and older. Young teens that are independent but are not old enough to drive are the first market. Many young

people also do not have an automobile for some of their trips. Young people 15-24 represent 10.6% of the Modoc County population. In particular, Ft. Bidwell has a significantly higher than average concentration of young people in this age category. In many areas similar to Modoc County, limited school bus service provides a good opportunity for the public transportation provider to provide at least some of these trips with special runs that are also open to the public. However, due to the very good school bus service in Alturas and the surrounding area by the Modoc Unified School District, the market potential for this age group is more limited for Sage Stage.

Seniors age 65 or older represent almost 20% of the Modoc population. Likely, Lake City, and New Pine Creek have over 30% of their populations over age 65. Due to the driving distances to medical services and shopping destinations, the senior population is a significant market for Sage Stage.

### Exhibit 2-2

#### Modoc County Young Adults and Seniors 2010

|                           | Total<br>Population | Population 15-<br>24 yrs | % 15-24 yrs | Population<br>65+ yrs | % 65+ yrs | Median Age<br>(yrs) |
|---------------------------|---------------------|--------------------------|-------------|-----------------------|-----------|---------------------|
| <b>Total Modoc County</b> | 9,686               | 1,026                    | 10.6%       | 1,905                 | 19.7%     | 46.1                |
| Adin CDP                  | 272                 | 30                       | 11.0%       | 51                    | 18.8%     | 47.3                |
| Alturas city              | 2,827               | 352                      | 12.5%       | 432                   | 15.3%     | 39.9                |
| California Pines CDP      | 520                 | 59                       | 11.3%       | 105                   | 20.2%     | 47.2                |
| Canby CDP                 | 315                 | 51                       | 16.2%       | 50                    | 15.9%     | 36.2                |
| Cedarville CDP            | 514                 | 52                       | 10.1%       | 136                   | 26.5%     | 49.5                |
| Daphnedale Park CDP       | 184                 | 21                       | 11.4%       | 23                    | 12.5%     | 45.8                |
| Eagleville CDP            | 59                  | 1                        | 1.7%        | 15                    | 25.4%     | 56.6                |
| Fort Bidwell CDP          | 173                 | 34                       | 19.7%       | 32                    | 18.5%     | 41.5                |
| Lake City CDP             | 61                  | 3                        | 4.9%        | 20                    | 32.8%     | 62.2                |
| Likely CDP                | 63                  | 2                        | 3.2%        | 25                    | 39.7%     | 59.1                |
| Lookout CDP               | 84                  | 12                       | 14.3%       | 15                    | 17.9%     | 45.3                |
| Newell CDP                | 449                 | 70                       | 15.6%       | 40                    | 8.9%      | 29.4                |
| New Pine Creek CDP        | 98                  | 5                        | 5.1%        | 31                    | 31.6%     | 55.5                |

Source: U.S. Census Bureau 2010 Decennial Census

There is extensive poverty in Alturas, Newell and Surprise Valley, with estimates of more than 18% of the population being below the poverty line. It must be noted that statistics on poverty presented in Exhibit 2-3 below from the American Community survey are estimates and not actual counts. Due to the low population in Modoc County, and especially some of the smaller areas described above, the margin of errors are very high. The estimates provide an indication of the magnitude of poverty and should not be interpreted as actual numbers.

**Exhibit 2-3**

| <b>Modoc County Poverty</b>            |                         |                                       |  |
|--|-------------------------|---------------------------------------|--|
| <b>2010</b>                            |                         |                                       |  |
| <b>Area</b>                            | <b>Total Population</b> | <b>Population Below Poverty Level</b> | <b>% of Population Below Poverty Level</b> |
| Adin-Lookout Census County Division    | 923                     | 96                                    | 10.4                                       |
| Alturas Census County Division         | 5,724                   | 1,069                                 | 18.7                                       |
| Newell Census County Division          | 1,331                   | 243                                   | 18.3                                       |
| Surprise Valley Census County Division | 1,290                   | 301                                   | 23.3                                       |

Note: Total Population, in this table, is the population for whom poverty status could be determined. The population figures do not necessarily equal the total population for the respective Census County Divisions.

Source: 2006-2010 American Community Survey 5-Year Estimates.

The final demographic table is on Modoc County employment. Exhibit 2-4 shows that there was a 13.5% decline in employment in Modoc County between 2000 and 2010.

**Exhibit 2-4**

| <b>Major Employment Sectors in Modoc County</b>  |                        |                                 |                        |                                 |   |
|--|------------------------|---------------------------------|------------------------|---------------------------------|---|
| <b>2000 and 2010</b>                             |                        |                                 |                        |                                 |   |
| <b>Sector</b>                                    | <b>2000 Employment</b> | <b>Share of 2000 Employment</b> | <b>2010 Employment</b> | <b>Share of 2010 Employment</b> | <b>% Change in Employment 2000 - 2010</b> |
| Health Care and Social Assistance                | 494                    | 31.6%                           | 450                    | 33.3%                           | -8.9%                                     |
| Retail Trade                                     | 232                    | 14.9%                           | 225                    | 16.7%                           | -3.0%                                     |
| Wholesale Trade                                  | 189                    | 12.1%                           | 65                     | 4.8%                            | -65.6%                                    |
| Accommodation and Food Services                  | 154                    | 9.9%                            | 149                    | 11.0%                           | -3.2%                                     |
| Other Services (except Public Administration)    | 85                     | 5.4%                            | 69                     | 5.1%                            | -18.8%                                    |
| Utilities  | 70                     | 4.5%                            | b                      | N/A                             | N/A                                       |
| Construction                                     | 63                     | 4.0%                            | 44                     | 3.3%                            | -30.2%                                    |
| Professional, Scientific, and Technical Services | b                      | N/A                             | 32                     | 2.4%                            | N/A                                       |
| Transportation and Warehousing                   | b                      | N/A                             | 46                     | 3.4%                            | N/A                                       |
| Agriculture, Forestry, Fishing and Hunting       | 37                     | 2.4%                            | a                      | N/A                             | N/A                                       |
| Total Employment (see note below)                | 1,562                  |                                 | 1,351                  |                                 | -13.5%                                    |

Note on Total Employment: the employment figures for individual employment sectors do not sum to the Total Employment number because some sectors with a very small number of employees have been omitted. In addition, some sectors with a very small number of establishments do not have the number of employees disclosed, in order to avoid disclosing sensitive information about individual establishments.

a: employment is in the range of 0-19 employees; actual total employment for this sector not disclosed to protect establishments.

b: employment is in the range of 20-99 employees; actual total employment for this sector not disclosed to protect establishments.

Source: U.S. Census Bureau, County Business Patterns 2000 and 2010.



## Factors Influencing Future Transit Demand

In rural counties like Modoc County, public transportation demand for Sage Stage services is driven by a number of factors. Many of these factors are outside the influence of MTA management.

- Senior residents as percentage of the population will grow significantly. According to California Department of Finance projections, the total population of Modoc County will remain relatively constant with 9,648 residents in 2010, with a growth of just 317 residents in 10 years to a projected 9,965 in 2020. However, the number of seniors 65-74 is expected to increase from 1,109 in 2010 to 1,565 in 2020. Seniors 75 and older are expected to increase from 773 in 2010 to 1,032 in 2020. Seniors 65 and older are estimated to grow from 19.5% of the population in 2010 to 26.4% in 2020. The aging of the population and the need for transportation will be a significant contributing factor to Sage Stage demand over the next five years, the planning horizon of the SRTDP.
- Modoc County is a frontier county. Residents are mostly very self-reliant. However, some shopping and medical specialists can only be accessed outside the County. Access to airports, Greyhound and Amtrak are two to three hours away by automobile. There is an ongoing need to provide intercity bus services to Redding, Klamath Falls, and Reno especially for individuals who do not have access to an automobile or in the case of the aging population a decrease in the physical ability to drive at night or in bad weather. The demand for these intercity bus services will be influenced by price of gasoline. In general, the higher the gasoline prices are, the more demand Sage Stage will experience.
- Government and social service agencies currently utilize Sage Stage to provide needed mobility to eligible clients. Future demand for Sage Stage services will partially depend on the ability of these social service agencies to provide funding to fill mobility gaps for transportation disadvantaged individuals who do not own a car or do not have a driver's license. CalWORKS provides employment training and services to their clients and utilize Sage Stage whenever possible for welfare to work activities. During the stakeholder interview process, CalWORKS indicated they offer Sage Stage rides for six clients through a voucher reimbursement program. Four clients have children and CalWORKS pays for the transportation of the children. In Modoc County, T.E.A.C.H. currently administers 48 state, federal and local grants. They provide T.E.A.C.H. programs including subsidized child care, First Five School Readiness, LIHEAP Energy Assistance, Modoc County Food Bank, Emergency Shelter & Transportation programs, Domestic Violence Victim's shelter & Sexual Assault Victim Services, Modoc County Court Appointed Special Advocate (CASA), Child Abuse Prevention, Intervention and Treatment & Parenting Programs, and support services to youth in Foster Care. T.E.A.C.H. provides gas vouchers and Sage Stage vouchers depending on client needs. It is not known how expected reductions in Federal and State social service agencies will affect the social service agencies' abilities to subsidize Sage Stage services.
- CalWORKS and T.E.A.C.H. are important existing partners with MTA. Subsequent chapters of the SRTDP will identify future expansion of partnership opportunities with

Modoc County Senior Center, Tribal TANF, Modoc Unified School District, and Big Valley 50+. These partnerships could help to increase future demand for Sage Stage services.

All four of these factors could contribute to strong growth in Sage Stage ridership over the next five years. The potential for partnerships with the other agencies described above is likely to have the greatest influence on future ridership. The aging of the population and the expected increase in seniors 65 and older over the next five years will increasingly increase demand for Sage Stage services.

## 3. Policy Element

This chapter provides the policy element of the Short Range Transit Development Plan. This includes the Mission Statement, Goals, and Performance Standards.

### Mission Statement

“Transportation Development Act funds shall be used to provide the citizens of Modoc County with lifeline public transportation services, both within and outside the region to facilitate access to basic living activities.”

### Relevant Regional Transportation Plan Implementation Guidelines

The 2008 Regional Transportation Plan provides an important policy context for the Short Range Transit Development Plan (SRTDP). The Modoc County 2008 Regional Transportation Plan (RTP) provides a coordinated, twenty-year vision of the regionally significant transportation improvements and policies needed to efficiently move goods and people in the region. As the Regional Transportation Planning Agency (RTPA), the Modoc County Transportation Commission (MCTC) is required by California law to adopt and submit an approved RTP to the California Transportation Commission (CTC) every five years.

The Short Range Transit Development Plan (SRTDP) is one of the implementation mechanisms that can be utilized to achieve the Regional Transportation Plan vision. The Regional Transportation Plan defined the following approaches for implementing the 2008 Regional Transportation Plan:

- Transportation investments will be evaluated based on performance and need assessments.
- “Bottom up” planning and coordination, so that the policy vision and projects meet local needs and consider the regional system as an integrated whole.
- Greater involvement between stakeholders in the early stages of the planning process and subsequent phases of project implementation will ensure solutions to problems experienced by local and interregional customers of the system.
- The 2008 RTP emphasizes maintenance and preservation of the system and provides for mobility and access, job opportunities, safety in vehicle and non-motorized travel, reliability of the transportation system, efficient movement of freight, protection of the environment, satisfaction of customers, and equitable distribution of benefits.
- The 2008 RTP attempts to ensure that the mobility, economic, and “quality of life” needs of the region’s scattered population are met. Emphasis is given to providing the elderly, disadvantaged, and mobility-impaired portions of the population with better transportation choices.
- This plan supports livable and economically vital communities by improving access to locally operated businesses. The plan also encourages programs that encourage greater transit usage, bicycle, and pedestrian activities.

- The 2008 RTP confirms that partnerships and coordination are the foundations of cooperative problem solving with emphasis on developing and sustaining mutual respect and cooperation among stakeholders to solve transportation problems.

The SRTDP planning process has incorporated many of the guidelines for implementing the Regional Transportation Plan.

## Regional Transportation Goals, Objectives, and Policies

The following are the relevant goals, objectives and policies of the Regional Transportation Plan to the Short Range Transit Development Plan. These goals and policies are important for a policy framework for the MTA Board to guide development of Sage Stage services.

1. Reliability and System Preservation Goal: Develop a reliable transportation system, implementing only projects that can be maintained, operated, and sustained by identified funding sources.

Objective: Compatible land and transportation planning to maximize the effectiveness of transportation investments.

Objective: Adequately maintained transit vehicles and facilities, to avoid service interruption and increased costs when routine maintenance is deferred.

*Performance Measure:* Service miles between road calls.

*Policy:* Prioritize public transit vehicle maintenance and replacement, in light of extensive travel distances and lack of readily available emergency response along transit routes.

*Other Relevant Policies:* Maintenance and management of the existing transportation system have priority over capacity expansion.

2. Safety and Security Goal: Provide for optimum safety and security during movements of people and goods.

Objective: Safe and secure public transportation.

*Performance Measures:* Transit accident rates per trip, miles travelled and service hours.

*Other Relevant policies:* Promote advanced technology applications, wherever feasible, to enhance traveler safety and transit information.

3. Mobility and Accessibility Goal: Provide transportation services and facilities that best facilitate mobility, provide reasonable accessibility, and are equitably distributed among all ethnic, age, and income groups.

Objective: Increased numbers of trips by transit and non-motorized modes through improved facilities and service quality.

*Performance Measures:* Transit ridership.

Objective: Coordinated public transit programs with adjacent jurisdictions, to facilitate effective regional and intercity mobility.

*Performance Measures:* Proportion of connecting transportation service with which local services and schedules are coordinated.

Objective: Public transit services that access vital medical, commercial and recreation activities, both within and outside the region, to the extent practicable and financially sustainable.

*Performance Measures:* Number of transit trips by trip purpose, as monitored through periodic passenger surveys.

*Relevant Policies:* All existing and new public transit services, facilities and equipment shall be fully accessible to persons with disabilities as defined, mandated and required applicably under the Americans with Disabilities Act.

All existing and new transit services shall be provided in ways that do not preclude the use on the basis of race, color and/or national origin as defined, mandated and required under Title 6 of the Civil Rights Act of 1964.

4. Quality of Life Goal: Facilitate development of transportation services and facilities, for all transportation modes, that enhance enjoyment of increased mobility and minimize adverse impacts on the natural social, cultural, and historical achievements.

Objective: Promote and design transportation projects that will reduce greenhouse gas (CHG) emissions and thereby positively contribute to meeting statewide global warming emissions targets set in the Global Warming Solutions Act of 2006 (AB 32).

*Policies:* Seek transportation planning grant funding to implement and plan projects that provide awareness of and compliance with climate change guidelines and support development and implementation of the best practices in community and regional planning.

5. Advanced Technology Goal: Deploy advanced technologies within regional transportation system to enhance traveler information, safety, mobility and accessibility.

Objective: Internet access to MCTC agenda, public policies and updates; MTA/Sage Stage bus schedule; and trip planning technologies for rural intercity travel.

*Performance Measures:* Easy-to-use trip planning tool for intercity travel using two or more rural transit operators or passenger carriers.

6. Livable Communities Goal: Maintain and improve the regional transportation system to support livable communities, access to locally operated businesses and economic vitality.

(No relevant objectives or performance measures relevant to public transportation services.)

7. Financial Goal: Construct, operate and maintain the regional transportation system to meet adequate standards, maximize return on investments and serve as an integrated and well-coordinated whole.

Objective: Sufficient funding to provide adequate transit services for all county residents who will use them.

*Performance Measures:* Public transit system that meets reasonable transportation needs.

*Policies:* Apply for all eligible state and federal funds with reasonable expectation of receipt and net benefit to the region.

Effectively utilize all available transportation funding, relative to federal and state requirements.

## Discussion of Existing Performance Standards

MCTC has adopted the following local performance criteria for MTA services. These criteria are currently utilized during the annual transit unmet needs process.

- Farebox ratio not to exceed 33.3 percent across the transit system.
- For fixed-route with one quarter mile route deviation intercity bus services to Modoc communities, Klamath Falls, Redding, Reno and interim destinations, there will be a minimum of two fare-paying passengers to terminus city or equivalent, unless for travel to/from verifiable medical appointment.
- For local DAR service there will be a minimum of three fare-paying passengers or average equivalent per service hour during any month.

### Farebox Recovery Ratio

Farebox recovery is defined as the percentage of fare revenues of total operating costs. In FY 2011/12, the farebox recovery ratio systemwide was 20.9%. MCTC currently has a policy for Local Performance Criteria for transit operations such that the "Fare box ratio not-to-exceed thirty-three and one-third percent (33.3%) across the transit system." Rural transit systems that receive Transportation Development Act funds are required to have at least a 10% farebox recovery ratio. Sage Stage is double what is required and well below the maximum threshold of 33%. It's important to note that any changes which might reduce fares have to be made up by public subsidy dollars.

With operating cost inflation such as increasing fuel costs and cost of living increases for staff, keeping fares at the same level will normally decrease the farebox recovery over time unless ridership increases at a higher rate than inflation. This is why fare adjustments are normally required.

The recommended performance for farebox recovery would be a minimum of 15% over the next five years with a target standard of 20%.

## Minimum of Two Fare-Paying Passengers for Intercity Services

There is a strong policy rationale for this policy. There is no need to make a trip if there are not sufficient fare-paying passengers. The policy has worked well for the Redding Route in particular when there is often not sufficient demand to operate the service twice a week.

Where the policy does not work well is for travel trips back from Reno, Redding and Klamath Falls. For example, if a passenger from Alturas is able to take a trip on a Monday to the Downtown Transit Center in Redding and take a Greyhound trip and wants to return to Alturas on Friday from Redding, but nobody else has booked a trip from Alturas to Redding on that Friday, the passenger would need to pay a double fare in order for that return trip to be provided or wait until Monday for the next trip. This discourages ridership.

The other difficult consequence is on the Klamath Falls route when service is only operated once a week. If the trip is not made, then it is two weeks before a passenger can make a desired trip.

There are two recommended modifications to this policy. The first one is that a passenger booking a round trip on different days should be able to guarantee that the return trip will be made. It is recommended that trips when a passenger books a return trip and is willing to pay the fare in advance will guarantee the return trip. The second recommendation is that for any once a week intercity service (currently Klamath Falls), the trip operates if there is one paying passenger.

## Dial-A-Ride Performance Standard

The Dial-A-Ride productivity as measured by passengers per vehicle hour has ranged from 4.1 in FY 2007/08 to 3.38 in FY 2009/10. The productivity was 3.8 in FY 2011/12. It is recommended that the 3 passengers per hour be a minimum standard. The target standard should be 4.0 passengers per hour. This would encourage improved dispatching to group trips whenever possible.

## Other Recommended Performance Standards

The review of the Regional Transportation Plan goals, objectives and performance measures above provides a good policy framework for MTA. However, several of the key performance measures do not have performance standards. The following are recommended performance standards for the key performance measures:

### *Service Miles Between Road Calls*

Minimum performance standard: 12,500

Target performance standard: 25,000

### *Service Miles Between Preventable Accidents Involving More than \$500 in Damage*

Minimum performance standard: 100,000 miles

Target performance standard: 250,000

*Transit Ridership (Systemwide)*

Minimum performance standard: 2% annual growth in ridership

Target performance standard: 5% annual growth in ridership

**Guidelines for Improving Services**

Based on stakeholder input, there are a number of recommended improvements that would warrant consideration if monies were available to operate and sustain the service. The adopted Regional Transportation Plan has several relevant policies to guide the MTA Board in deciding on which improvements might have priority:

- Consider each transportation improvement project on its merit and according to available resources.
- Maintenance and management of the existing transportation system have priority over capacity expansion.
- Coordinate public transit access with those in adjacent jurisdictions to maximize connectivity and access.
- Number of request for transit service currently unable to serve.

A primary consideration which is not addressed in the Regional Transportation Plan is whether services within Modoc County should have priority over improvements that link to destinations outside the County.

Sage Stage has done an excellent job in obtaining federal funds to support intercity services to Reno, Redding, and Klamath Falls. MTA has provided the necessary matching funds. While there are needs for improvement as identified in Chapter 5, there are also important needs identified for trips within Modoc County in both Chapters 4 and 5. It is recommended that improvements for trips within Modoc County receive a higher priority than further improvements to trips outside Modoc County.



## Chapter 4 Dial-A-Ride

### Existing Service

Dial-A-Ride (DAR) is shared transportation within ten (10) miles of Alturas. The service is operated Monday through Friday on a first-come, first-served basis. In Alturas, the first pick up time is 8:00 am and the last drop off is 4:00 pm. For Modoc Estates, the first pickup is at 8:15 am and last drop off is at 3:30 pm. In Cal Pines, the first pick up is at 8:30 am and last drop off is at 3:00 pm.

Passengers can call the driver for trips the same day. Priority is given to health care appointments when scheduled one day in advance.

The Dial-A-Ride fares are shown in Exhibit 4-1. The fares are \$2.00 for the general public and \$1.50 for the discounted fares. Dial-A-Ride fares to Modoc Estates and California Pines are also based on distance.

**Exhibit 4-1 Existing Dial-A-Ride Fares**

| Range<br>(Miles) | Zone<br>Description      | General<br>Fare | Discount<br>Fare* |
|------------------|--------------------------|-----------------|-------------------|
| 0 -2.0           | Within City of Alturas   | \$2.00          | \$1.50            |
| 2.1-5.0          | To/from Modoc Estates    | \$4.00          | \$3.00            |
| 5.1-10.0         | To/from California Pines | \$6.00          | \$4.50            |

\* Discount fares are provided to students 6-18 years old, for trips to or from school or daycare, children 0-12 years old with fare paying adult, seniors 60 years old and older, and disabled individuals approved as ADA eligible.

### Stakeholder and Public Input

Fares and the affordability of using Sage Stage came up in a variety of contexts:

- Sage Stage staff acknowledges that Dial-A-Ride ridership drops off after mid-month when many low-income riders run out of money for fares.
- One low-income rider asked for a “pass” to ride on Dial-A-Ride so that she could pay once and make multiple trips.
- Several social service providers (CalWORKs, Mental Health and Social Services) currently purchase tickets or vouchers for their clients. They mentioned, however, the fact that they are only able to pay for certain types of trips (e.g. job related or medical) and that paying for other trips is difficult for their clients.

- Social service providers also noted that for low income riders, having to pay a fare for a baby or having to pay a second fare when dropping a child at day care makes the service cost prohibitive.

Both Sage Stage and CalWORKs staff expressed a desire to simplify the current voucher program that is very time consuming on both ends. A concept arose as a possible starting point for discussion: Sage Stage might print single ride DAR tickets at two denominations (\$1.50 and 2.00) and sell them to social service agencies at face value. Tickets would be serially numbered for inventory control and the agency name (e.g. CalWORKs) could be imprinted on back. For out of Alturas trips, clients could be given multiple tickets (since zoned fares are simply multiples of the base fare). It would need to be determined if this approach would satisfy CalWORKs' funding requirements.

Sage Stage staff also expressed a desire to consider going to a single fare level, eliminating the senior/disabled fare and possibly offering a somewhat lower fare for all riders.

## Recent Performance Trends

Exhibit 4-2 provides a summary of Dial-A-Ride performance over the past five years.

**Exhibit 4-2 Dial-A-Ride Performance**

|                                 | FY 2007/08 | FY 2008/09 | FY 2009/10 | FY 2010/11 | FY 2011/12 |
|---------------------------------|------------|------------|------------|------------|------------|
| <b>Base Statistics (Annual)</b> |            |            |            |            |            |
| Ridership                       | 9,892      | 8,155      | 7,753      | 6,740      | 8,261      |
| Vehicle Service Hours           | 2,415      | 2,316      | 2,291      | 1,966      | 2,175      |
| Vehicle Service Miles           | 36,529     | 32,903     | 30,699     | 23,343     | 22,971     |
| Fare Revenue                    | \$ 17,968  | \$ 16,513  | \$ 15,275  | \$ 13,261  | \$ 17,779  |
| <b>Performance</b>              |            |            |            |            |            |
| Passengers/Service Hour         | 4.10       | 3.52       | 3.38       | 3.43       | 3.80       |
| Passenger/Service Mile          | 0.271      | 0.248      | 0.253      | 0.289      | 0.360      |
| Average Fare/Passenger          | \$ 1.82    | \$ 2.02    | \$ 1.97    | \$ 1.97    | \$ 2.15    |

As with other Sage Stage services, there was significant drop in ridership from FY 2007/08 to FY 2008/09. Dial-A-Ride continued to drop through 2010/11 when annual ridership was 6,740, down from 9,892 in FY 2007/08. The Great Recession was certainly a contributing factor to the decline in ridership. Discounted fares for Alturas Dial-A-Ride went up from \$1.25 to \$1.50 in October 2008, after an increase in the discounted fares from \$1.00 to \$1.25 in July 2007.

Ridership increased substantially in FY 2011/12 to 8,261, a 23% increase in one year. While increased gas prices may have had some impact on ridership, most Dial-A-Ride passengers are transit dependent and do not have access to an automobile for the trip they are making.

Productivity was 4.1 passengers per hour in FY 2007/08 and 3.8 passengers per hour in FY 2011/12. With one vehicle covering a 10-mile radius from Alturas, this is exemplary productivity.

for a Dial-A-Ride service in a rural area. The ability to communicate with the driver on the day and time the service is needed is paying big dividends in terms of overall service productivity.

## Service Alternatives and Recommendations

During the market research phase of the SRTDP, there were several service alternatives that were suggested by stakeholders and passengers. The following are suggestions to improve Dial-A-Ride services:

- Later Afternoon Service
  - Service to 5:00 pm
  - Service to 6:00 pm
- Saturday service
  - Every Saturday
  - First Saturday of the month

## Weekday Longer Hours

### *Stakeholder and Passenger Input*

The following are the main comments heard from stakeholders and passengers:

- A stakeholder with mental health services said they have to transport clients later in the day and would prefer to buy them tickets on Dial-A-Ride if it were available.
- A worker who uses the DAR (because her vehicle was totaled) has to leave work by 4 in order to get home. Her boss would prefer her to stay until 5.
- Particularly in the summer when it is light longer, people would like to be able to get home from recreational activities.
- CalWORKs noted that a longer service span (possibly earlier and later) would make more jobs accessible to their clients.
- A Social Services manager noted that their agency is open until 6 pm and that it would be good if the Dial-A-Ride service ran until then as well.
- The Modoc Work Activity Center manager felt that some of their clients could use DAR if it was available until 6 pm or on some Saturdays.

It should be noted that Dial-A-Ride has been operated as late as 5:30 pm by Sage Stage in the past, but service was reduced due to budgetary considerations and lower ridership in the last hour of service.

*Policy Considerations for Later Dial-A-Ride Evening Service for the MTA Board:*

The primary policy decision for the MTA Board is whether or not to make Dial-A-Ride available for employment during the core business hours. If yes, then service would likely need to be extended to, at a minimum, have the first pick-up at 7:30 am and the last drop off at 6 pm.

Policy sub options for the extension of service hours for the MTA Board include:

- Limiting the expansion of hours to a geographic limit such as only within the City of Alturas, or not beyond Modoc Estates.
- Require a partnership arrangement with a collaborative of social service agencies to guarantee so many monthly trips before implementing.
- Apply for a grant to provide this service. Expanding service hours was a high priority of the Coordination Plan, a requirement of the grant application process. The last cycle for FTA 5316 grants that have been utilized by other rural agencies to expand service hours is due April 19, 2013. New federal funding guidelines in the latest federal funding authorization in Map-21 beyond the current funding cycle will be part of FTA 5311 applications.

*Estimated annual costs of extended weekdays hours*

- Extend service in the morning from 8:00 am to 7:30 am and extend service from 4:00 pm to 6 pm: \$38,742.
- Extend service from 4:00 pm to 5:00 pm only: \$15,489.

*Likely Impact on Dial-A-Ride Performance*

Dial-A-Ride service typically drops off after 4 pm, and this is why service had been reduced in the past. In FY 2011/12, overall performance was 3.8 passengers per hour. Based on experience elsewhere, the productivity for Dial-A-Ride would typically drop to 3 to 3.5 passengers per hour between 4 and 5 pm, and to between 2 and 3 passengers per hour between 5 and 6 pm.

*Driver and Operational Considerations*

Since passengers currently reserve trips directly with the drivers, it would not have an impact on Sage Stage office staff. Extending hours either earlier or later would require a 2<sup>nd</sup> driver due to overtime issues. The driver currently takes one hour off for lunch and extending the lunch to accommodate the earlier or later hours would not be recommended.

*Recommendation Dependent upon Funding and Driver Availability*

The extension of hours to at least 5:00 is a desirable recommendation but would be dependent on available funding and driver availability. Driver recruitment may be dependent on implementation of other SRTDP recommendations. The first phase implementation would be to extend service from 4:00 pm to 5:00 pm. If this extension did not significantly decrease productivity of the Dial-A-Ride service below 3.5 passengers per hour, the second phase would

expand the hours to 7:30 am, with service available from 7:30 am to 5:00 pm. A third phase would be the expansion to 5:30 pm.

## **Saturday Service**

### *Stakeholder and Passenger Input*

Saturday service was mostly a request of existing passengers, although a couple of social service agencies did mention Saturday service as a need for their clients in Alturas. Employed residents who do not have a car would like to utilize Saturday service primarily for shopping but also for social visits and recreation.

Some stakeholders suggested that Saturday service might be provided at the beginning of the month only and others suggested service on every Saturday.

### *Policy Considerations for the MTA Board*

The primary policy consideration is whether or not the benefits of Saturday service outweigh the costs. The costs are presented below. The primary benefit would be increased shopping and recreation opportunities for Dial-A-Ride users.

If the policy of the MTA Board were to provide service so that individuals can ride the bus to and from work, then Saturday service would potentially be more desirable so that employed residents are able to utilize the Dial-A-Ride for shopping and other errands.

### *Estimated Cost of Saturday Service*

- Annual cost for first Saturday of the month (12 Saturdays), 9 am to 4 pm: \$5,143
- Annual cost for 51 Saturdays (assumes one holiday), 9 am to 4 pm: \$21,857

### *Likely Impact on Dial-A-Ride Performance*

In other rural systems, ridership on Saturdays is typically about 50 to 75% of weekday ridership. Therefore, ridership productivity for Saturday service would likely be in the range of 1.9 to 2.8 passengers per hour.

If service were operated on the first Saturday of the month, average ridership could equal and possibly exceed the average weekday ridership, due to the high demand for Dial-A-Ride at the first of the month. It would not be unreasonable to have an average of between 3.8 and 5 passengers per hour if Saturday service were limited to the first of the month.

### *Driver and Operational Considerations*

Since passengers currently reserve trips directly with the drivers, it would not have an impact on Sage Stage office staff. Saturday service would require a new driver to rotate through the regular schedule due to overtime issues. In addition, it would require a management staff person to be on call during the hours of operation in case there is an accident or a driver issue to respond to.

*Recommendation Dependent upon Funding Availability*

The first phase would be to implement Dial-A-Ride service on the first Saturday of the month. If Saturday service is able to maintain 3.8 passengers per hour, then consider adding a second Saturday of the month. This recommendation may need to be linked to implementation of other service recommendations in order to ensure appropriate driver staffing.

**Establishing Regular Times for California Pines Trips**

MTA management brought up the issue of providing Dial-A-Ride service to California Pines on a fixed schedule instead of a demand responsive basis. At present, any person within a 10-mile radius of Alturas can request a trip during regular Dial-A-Ride hours between 8:00 am and 4:00 pm. The distance between Alturas and California Pines is 10 miles. The fares for service to California Pines are \$6 for the general public and \$4.50 for discount fares.

California Pines has a population of 520 residents, with 20% or 105 being age 65 or older according to the 2010 Census.

Demand for trips to California Pines is generally low, with 2 to 4 passenger trips a day about three times a week on average. Most trips are for shopping or medical appointments. There is significant variance in the travel requests, with most trips requested in the late morning and return trip in the afternoon. There are occasional requests for later afternoon trips.

The alternative to Dial-A-Ride service would be to establish regular dates and times to provide trips to and from California Pines. It's not unusual in other small rural communities for Dial-A-Ride service to be provided three times a week on a regular schedule. Depending on demand, service could also be provided five times a week, but only if a request is made the previous day.

If passengers were picked up at 10:00 am Mondays and Thursdays, with return trips being at 1:00 pm, it would enable residents to make medical appointments or complete shopping trips during that time. Trips would only be provided on a reservation basis, with trips needing to be scheduled by 5:00 pm the previous day.

As will be discussed in more detail in the final section of this chapter on "Partnerships," there may be future coordination possibilities with the Senior Center for California Pines residents. If coordination opportunities materialize for Meals on Wheels and trips to the Senior Center, there may be demand for trips five days a week to and from California Pines.

Also included in the "Partnerships" section at the end of this chapter is a potential collaboration with the Modoc Unified School District for a special run for the general public and students, designed to connect California Pines with schools in Alturas. This potential collaborative opportunity is discussed in greater detail at the end of this chapter.

*Likely Impact on Dial-A-Ride Performance*

The alternative will likely attract more group trips and increase overall productivity of the Dial-A-Ride service. A round-trip to California Pines for a single passenger requires 30-45 minutes to send the Dial-A-Ride bus to California Pines, pick up the passenger and then take the passenger to their destination in Alturas and drop off the passenger. This is a long trip for Dial-A-Ride. The alternative of providing scheduled service three times a week would help to improve overall productivity of Sage Stage Dial-A-Ride, but would reduce passenger convenience.

*Estimated Cost of Scheduled Service to California Pines*

If service were limited to Mondays and Thursdays only, there would be no additional costs as trips are currently being provided by Dial-A-Ride to California Pines.

*Operational and Driver Considerations*

If service were limited to Mondays and Thursday, there would no impact on drivers. However, having scheduled service to California Pines, with service from California Pines at 10 am and a return trip from Alturas to California Pines at 1 pm, would mean that other requested trips would need to be accommodated outside the scheduled time for California Pines.

*Recommendation*

It is recommended that the extension to California Pines on Mondays and Thursdays be implemented on a one-year pilot basis. If the pilot program is evaluated and is determined to have more benefits than costs, then a third day would be considered on Wednesday or Fridays.

If the partnership potential with the Senior Center or with Modoc Unified School District works out, then a new driver would be required.

## **Fare Alternatives**

A primary objective of offering different fare media is to encourage specific behavior – e.g. to encourage people to use transit regularly and to reward them when they do. To this end, it is recommended that Sage Stage consider two new fare media that would encourage regular use of Dial-A-Ride and the Intercity Routes.

### **Local Day Pass for Dial-A-Ride**

This would be a flat priced day pass that would be good for up to a maximum number of boardings within a single day. It would allow low-income riders to use the service for more trips within their available resources and would increase ridership. For example:

- The Alturas day pass might sell for \$5 and be good for up to 4 boardings in the City of Alturas zone.
- The Modoc Estates day pass might sell for \$8 and be good for the trip to and from town, plus two additional stops within Alturas.

- The Cal Pines day pass might sell for \$12 and be good for the trip to and from town plus two additional stops within Alturas.

#### *Operational Considerations for Dial-A-Ride Day Pass*

In order to simplify administration in the short-term, Sage Stage could establish three denominations of punch cards and the driver could write in the date of purchase at the point of sale. Such punch cards have been widely utilized in the transit industry. If Sage Stage does procure electronic fareboxes, magnetic cards can be issued that can control the usage of the card on a single day.

The availability of the day pass could increase ridership during the first week of the month such that a second bus would need to be available to accommodate demand. The Dial-A-Ride service is operated on a first come, first served basis. Drivers may not be able to immediately accommodate a trip request and may need to suggest a later or earlier time. The ability to accommodate demand should be monitored closely.

If demand were to continue to grow, there may be a need to add a driver, perhaps in concert with other recommendations of the SRTDP. As has been mentioned previously, finding qualified drivers has been a constraint for Sage Stage, and this could be a constraint for implementation until an adequate driver pool is available to accommodate peak demand. In order to limit demand, the alternative is to limit the day pass to trips within the Alturas zone for a one-year pilot project.

#### *Impact on Fare Revenues of Day Pass*

In FY 2011/12, Dial-A-Ride fare revenues were \$17,779. The average fare per passenger was \$2.15. The overall effect of the day pass will be to increase overall Dial-A-Ride ridership and decrease the average fare. The overall average fare for the Dial-A-Ride for passengers utilizing the day pass would decline to \$1.55 based on conservative assumptions for the split of Alturas, Modoc Estates and California Pines.

If riders were simply to substitute the day pass for trips they were already making, with a market penetration of 10 to 20% of all trips, the revenue loss would be from 3% to 6%. The maximum loss in revenues is estimated at \$1,010.

It is very likely that the day pass would actually increase ridership. If Dial-A-Ride ridership were to increase by 5%, the net loss in revenue would be just 2% or about \$360 annually. If Dial-A-Ride ridership were to increase 10% due to extra trips taken, there would be a net increase of 2% in revenue.

Overall, the net revenue losses of a day pass for Dial-A-Ride would be minimal, with a maximum loss of 6% and a possible slight gain of 2% in fare revenues.



### *Recommendation*

The Dial-A-Ride Day Pass will enable very low income individuals to group trips on a single day. The benefits to riders and the potential for increased ridership outweigh the costs of accommodating higher demand and the potential for some lost revenue.

In order to ensure the Day Pass is manageable, Sage Stage should first limit the sale of the Day Pass to trips within the Alturas zone. If the Day Pass were offered to all three zones, Sage Stage may not be able to accommodate the demand. It is recommended that Sage Stage test the Day Pass within Alturas on a one-year pilot basis.

If the pilot is successful Sage Stage should consider day pass sales for trips to Modoc Estates and California Pines after careful analysis on whether system capacity is available to accommodate the anticipated demand.

### **Eligibility for Discounted Fares**

The current eligibility for discount fares is the following:

- Students (6-18 years) traveling to/from school or daycare
- Child (0-12 years) accompanied by fare-paying adult
- Senior (60 years or older) with picture ID
- Disabled persons, meeting ADA criteria, with approved application for discount card and picture ID.

The only input received on discount eligibility was from social service providers who noted that for low income riders, having to pay a fare for a baby or having to pay a second fare when dropping a child at day care makes the service cost prohibitive. At present, social service agencies such as CalWORKs provide funding for the transportation of children to day care.

It is very common for children under a certain age to ride free on public transit systems. A typical age for general public Dial-A-Ride is six years old and under.

Another discount fare alternative would be to raise the age for seniors from 60 to 65 years old. Many transit systems have a Medicare Card as the ID necessary for eligibility for a senior discount. However, individuals who are currently between 60 and 65 would have an increase in fares if a change to the discount policy were made.

### *Impact on Fare Revenues from Discount Eligibility Alternatives*

Allowing children six years old and under on Sage Stage for free would have an unknown fiscal impact. A survey would need to be conducted to determine how many existing passengers would be affected. From the riding the buses, the consulting team only observed two children on the buses during the time period they rode on Dial-A-Ride. Overall, it would be expected that free fares for children six years and under would have relatively minor negative impact on fare revenues.

It is also not known what the fare revenue impact would be on increasing the senior eligibility from 60 to 65. It would be a minor positive impact and would likely offset the negative impact from allowing children 6 and under to ride free.

#### *Recommendation*

Sage Stage should keep the existing discount fare policy.

### **Simplified Voucher System for Social Service Agencies**

Both MTA and CalWORKs staff wish to simplify the current voucher system used to purchase transportation for CalWORKs clients. The following system is offered as a starting point for discussion:

- Print single ride DAR tickets in two denominations (\$1.50 and \$2.00).
- Sell these tickets, in bulk, to social service agencies at face value. (This would make it easy to use a single system for all social service agencies wishing to purchase or subsidize transit tickets for their constituents.)
- For control purposes, tickets would be serially numbered and the specific agency name (e.g. CalWORKs) could be imprinted on the back.
- For out of town trips, clients could be given multiple tickets (since zoned fares are simply multiples of the base fare).

Such a system is commonly utilized in other California counties. Many counties sell simple tokens to agencies. It is up to the client agency to monitor if the token or voucher is utilized for the intended purpose.

#### *Recommendation*

Sage Stage management should work with social service agencies to modify and simplify the existing voucher system. The four bullet points above should be utilized as a starting point for collaboration with the agencies with existing voucher systems.

## **Partnerships**

### **Modoc Senior Center**

The Modoc Senior Center operates Monday to Friday from 8:00 am to 2:30 pm. The senior center serves 20-30 residents daily at its Alturas Senior Center site. Only about 30-40% of the seniors are able to drive and have a car available to attend the recreation programs and lunch served at the center.

Modoc Senior Center also serves approximately 40 homebound seniors through a Meals on Wheels program.

The Modoc Senior Center has a wheelchair accessible van and a driver employed by the senior center. The driver and the van are able to transport passengers within a 5-mile radius and transport them to and from the Senior Center. They also make deliveries of Meals on Wheels to

homebound seniors. This includes Modoc Estates, but they are not able to serve Cal-Pines. They also operate a program in Tulelake and there is no transportation. Many seniors need to travel to Klamath Falls. Seniors from Alturas are also able to take a recreation and shopping trip to Klamath Falls once a month on the Senior Van.

According to the new Senior Center Director, there are very few seniors who currently utilize Sage Stage Services. The biggest constraint is that many of the low-income seniors cannot afford Sage Stage services, according to the Senior Center Director.

In discussion with Sage Stage staff, the consulting team and the Senior Center Director, there were several potential partnership opportunities that were identified.

An immediate need would be transportation from Tulelake to Klamath Falls. This partnership opportunity is discussed in more detail in Chapter 5 Intercity Services.

A second area of potential collaboration would be transportation to and from California Pines. Earlier in this chapter, regularly scheduled service to and from California Pines was provided as a service alternative. This could provide an opportunity to provide transportation to and from the Alturas Senior Center. The Senior Center may or may not provide vouchers for these trips, as there is concern about the fare level.

There also may be a future potential collaboration for serving the Meals on Wheels trips to California Pines. This would likely need to be conducted in cooperation with a volunteer who would pick up and distribute the meals from a central location such as the fire station to California Pines residents.

There is most likely a need for regular outreach to seniors participating in the Modoc Senior Center Program. Existing information on Sage Stage service would be provided and explained. There may need to be better education, for example, on the fact that disabled seniors who meet ADA criteria can have a companion ride free to assist the passenger to and from their destination.

Another collaboration opportunity that the Senior Center would be interested in is grant writing support for the Senior Center vehicle replacement through the FTA 5310 program. Other potential grant opportunities could also be explored.

## **Modoc Unified School District**

In discussion with a MTA Board member and the Superintendent of the Modoc Unified School District, several potential collaboration ideas surfaced. An additional collaboration idea was also recently discussed with MTA staff. The following suggestions were provided:

- Possibility of contracting with the school district to provide maintenance for vehicles.
- Providing parent transportation for classroom participation from outlying communities.
- The potential of having Sage Stage share at least some drivers with the school district.
- A Sage Stage route replacing a Modoc Unified School District route in an outlying community such as California Pines.

Sage Stage currently has a very good working relationship that is quite cost-effective with a maintenance shop in Redding. At present, there is not a need for a partnership with the School District for maintenance.

An identified need for the School District is parent participation in the classroom. For parents without an automobile in outlying communities such as Likely and Canby it is difficult for parents to participate. The outbound schedules from Alturas to Reno, Klamath Falls, and Redding do not allow for such trips. The schedules would not meet the needs of parent participation.

While conceptually, the idea of sharing drivers between Sage Stage and the Modoc Unified School District might be a good idea, there are contractual considerations that MTA must consider and respect. MTA has a contract with MV Transportation to provide drivers to operate Sage Stage. Drivers are not MTA employees. The current contract with MV Transportation for drivers would not allow for sharing of drivers with the Modoc Unified School District.

There has been some recent discussion regarding the potential of Sage Stage operating an outlying route to California Pines. Collaboration between school districts and the transit agency are quite common throughout California. The routes and schedules must be open to the general public and could be incorporated into the scheduled route in the afternoon from Alturas to California Pines. These special trips open to the general public are typically described as “school trippers.” In general, the routes are typically fixed routes designed to pick up students at a bus stop near their home. The school district typically provides the location of students (generally near cross-streets to ensure privacy), and the school district works with the transit agency in developing the route and schedules. These routes are typically heavily utilized and have a high farebox recovery. Assuming a Sage Stage driver and vehicle would be available, this could be a feasible collaboration effort.

## Chapter 5 Intercity Services

Sage Stage currently operates three intercity routes:

- Alturas-Redding
- Alturas-Klamath Falls
- Alturas-Susanville-Reno

For each of the three existing intercity routes, the existing service and recent performance is reviewed. A summary of stakeholder input is then provided.

From stakeholder and public workshop input, a fourth potential route has been proposed

- Alturas-Cedarville-Ft. Bidwell

The potential service alternatives for all four routes are analyzed and recommendations provided. The final section is an analysis of fare alternatives for intercity services.

### Alturas-Redding Intercity Route

#### Existing Service

Service is provided on Mondays and Fridays with pick-ups as requested in Alturas on Dial-A-Ride starting at 6:45 am and departing from Alturas at the Rite Aid at 7:00 am. Stops by request are made in Canby, Adin, Bieber, Fall River Mills and Burney, arriving in Redding at 10:00 am with connections to Greyhound, RABA and Trinity Transit at the Redding downtown transit center and direct service to the Mt. Shasta Mall. A map of the Alturas-Redding route is shown in Exhibit 5-1. Sage Stage will also make additional stops at other locations along the route as long as there is a safe place to pull the bus off the road to pick up or drop off a passenger. The return trip to Alturas starts at the Mt. Shasta Mall at 12:00 pm stopping in the same communities as the inbound trip, arriving in Alturas at 3:20 pm at Rite Aid, and providing the option of Dial-A-Ride service to the passenger's final destination in the Alturas service area for an additional fare.

Performance of the Alturas-Redding route has shown a steep decline over the past four years. Annual ridership increased from 549 annual passengers in FY 2007/08 to 644 passengers in FY 2008/09. However, over the past four years, ridership has dropped by more than 50% to 312 annual passengers in FY 2011/12. Productivity showed corresponding declines to just 0.51 passengers per hour, well below the productivity on the Reno route. One of the reasons for the decline has been a significant reduction in the time spent in Redding.

Prior to July 2010, the Redding bus arrived in Redding at 9:50 am and departed at 1:30 pm. In January 2011, the Redding bus arrived at 11:15 am and departed at 1:30 pm. According to stakeholders and the ridership numbers, the narrowing of the window to just over two hours in Redding has had a negative impact on ridership.





## Recent Performance

Exhibit 5-2 below shows the performance of the Alturas-Redding route over the past five years.

**Exhibit 5-2 Alturas-Redding Intercity Route Performance**

|                                 | <b>FY 2007/08</b> | <b>FY 2008/09</b> | <b>FY 2009/10</b> | <b>FY 2010/11</b> | <b>FY 2011/12</b> |
|---------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b>Base Statistics (Annual)</b> |                   |                   |                   |                   |                   |
| Ridership                       | 549               | 644               | 432               | 349               | 312               |
| Vehicle Service Hours           | 781               | 795               | 653               | 689               | 608               |
| Vehicle Service Miles           | 28,986            | 28,545            | 24,399            | 25,605            | 24,171            |
| Fare Revenue                    | \$ 8,348          | \$ 9,155          | \$ 6,629          | \$ 6,676          | \$ 6,034          |
| <b>Performance</b>              |                   |                   |                   |                   |                   |
| Passengers/Service Hour         | 0.70              | 0.81              | 0.66              | 0.51              | 0.51              |
| Passenger/Service Mile          | 0.019             | 0.023             | 0.018             | 0.014             | 0.013             |
| Average Fare/Passenger          | \$ 15.21          | \$ 14.22          | \$ 15.34          | \$ 19.13          | \$ 19.34          |

Performance of the Alturas-Redding route has shown a steep decline over the past four years. Annual ridership did increase from 549 annual passengers in FY 2007/08 to 644 passengers in FY 2008/09. Over the past four years ridership has dropped by more than 50% to 312 annual passengers in FY 2011/12. Productivity showed corresponding declines to just 0.51 passengers per hour, well below the productivity on the Reno route. One of the reasons for the decline has been a significant reduction in the time spent in Redding. Prior to July 2010, the Redding bus arrived in Redding at 9:50 am and departed at 1:30 pm. In January 2011, the Redding bus arrived at 11:15 am and departed at 1:30 pm. Stakeholders told us the layover in Redding is not long enough for medical trips and many shopping trips. In addition, prior to October 2008, passengers in Redding could also pay an extra excursion fare for direct service within Redding. This was eliminated in October 2008.

The Alturas-Redding route only operated 73 times or about 70% of the time. This means that approximately 30% of the time the route did not run because it did not have the required reservations for 2 passengers. When the service did operate, it barely maintained the minimum for 2 passengers in each direction with a daily average (one trip in each direction) of 4.27 passengers.

The average fare did jump from FY 2009/10 to FY 2011/12 from an average of \$15.34 in FY 2009/10 to \$19.13 in FY 2010/11. This was not due to a fare increase, but likely the composition of discount and general fare passengers.

## Summary of Stakeholder Input

In stakeholder interviews, the Redding Route is most often referenced in relation to the need to get people to specialty medical providers that accept Medi-Cal. However, the current service configuration makes it difficult to schedule medical appointments around the bus.

- A social service manager noted, “It’s not a long enough window (for appointments) and many doctors don’t work on Friday.” She suggested a four-hour window and thought Monday to be a good day for the service.
- The manager at Mental Health said, “It would be better to have a longer window for appointments, though it would make for a longer overall day for clients. There are more Medi-Cal providers in Redding. “
- The manager at the Modoc Work Activity Center noted that non-emergency medical transportation, particularly to Redding, is one of their most important needs. If the service served the two hospitals directly and there was a 4-hour window, then it would be useful to at least one of their consumers. However, the fares might be a barrier, as those would need to be covered by the family.

In addition, prior to October 2008, passengers in Redding could also pay an extra excursion fare for direct service within Redding. This was eliminated in October 2008.

## Service Alternatives

- Reduce service from two days per week to one day per week.
- Expand to a 3 or 4 hour window while in Redding.
- Expand the number of regularly scheduled stops from two to four locations which would be served once the bus arrives in Redding and before it departs. .
- Provide a demand response service for trips within Redding when the driver is not on a lunch break.

The first alternative would incorporate all four bullet points above. The Alturas-Redding service would be reduced from Mondays and Fridays to Mondays only as several doctor’s offices and clinics are not open on Fridays. The bus would continue to arrive in Redding at the Greyhound/RABA transfer center at 10:15 am. This still allows for the connection to Greyhound that departs to Portland at 11:20 am. After arriving in Redding, the bus would make regular stops at four locations, instead of two stops as present. Regular stops would be made to the Shasta Regional Medical Center and the Mercy Medical Center. The bus would then be routed to Mt. Shasta Mall.

The bus would depart at 1:40 pm from the RABA/Greyhound station, 10 minutes after RABA buses arrive at 1:30 pm, and would serve all four stops in Redding, with the schedule allowing approximately a 3.5 hour window of time in Redding. Providing a guaranteed drop off and pick up time will enable potential passengers to conduct business or complete a medical appointment in a reasonable period of time. It also enables some passengers to make more than one trip.

Since there will a longer period of time that the Sage Stage bus will in Redding, the alternative includes the availability of the bus for demand response trips when the driver is not on lunch break. A specific time the driver would be on lunch break when Sage Stage is not available for Dial-A-Ride trips would also be included as part of the schedule.



The second alternative would be keep service on Mondays and Fridays, and extend the hours while in Redding to 3.5 hours like in the first alternative. The second alternative would also expand the number of scheduled stops while in Redding to four. Drivers would also drop off and pick up passengers within a one-mile radius of the scheduled Redding stop location after arriving in Redding and before departing to Alturas on an advanced reservation basis.

#### *Financial Impact of Alternatives*

##### Alternative One

The FY 2011/12 estimated cost of operating the Redding Route was \$47,941. However, the service operated just 73 times annually, which is about 1.5 times per week. In alternative one, the cost of one day a week, 51 times per year (assuming one holiday) and adding two scheduled stops would be \$34,219. Since the Redding service operated just 73 times in FY 2011/12 due to low passenger demand, the net savings would be approximately \$13,500. The reader should note that adding the two stops increases the number of revenue hours and miles while the bus is in Redding, and therefore the cost savings are less than one might expect.

##### Alternative Two

In Alternative two, costs would increase annually by \$2,800 for adding the additional stops in Redding.

#### *Policy Considerations for the MTA Board*

One of the main policy considerations is to provide changes in order to make the Redding route a more cost-effective service and one that works for medical trips. Extending the hours while in Redding to 3.5 hours, expanding the number of scheduled stops in Redding, and improved marketing would help to achieve this objective.

Sage Stage currently receives funding from FTA 5311 (f), which accounts for 55.33% of the funding for the Redding service. Federal funding for the Redding route was \$42,604 in FY 2012/13. Any reduction in service would require a change to future grant applications and would decrease the amount of federal funding available.

Eliminating Friday service would eliminate the opportunity for weekend trips to Redding as Alturas residents currently use the Redding bus to visit family and friends in Redding on Friday and return on Monday. On the other hand, reducing the service from two trips a week to one trip a week would provides the MTA Board with the opportunity to reallocate revenue hours and expected cost savings to another service or service improvement.

In both alternatives, the expanded Monday hours are designed to facilitate medical trips. Residents need to be able to make medical appointments and be assured the bus will run. It would be desirable to guarantee that at least the Monday run be operated.

*Driver and Operational Considerations*

Extension of the time in Redding could cause drivers to go over the 40-hour limit before overtime is required. Driver scheduling may need to be tweaked in concert with other SRTDP recommendations such that overtime is avoided.

If the Friday service were to be eliminated, this driver would be available for another route for that day.

*Potential Impact on Ridership and Performance*

In alternative one, concentrating the demand into a single day, extending the period of time passengers can complete appointments in Redding, and adding scheduled stops at the Shasta Regional Medical Center and Mercy Medical Center should increase ridership from just 312 last fiscal year to between 400 and 500 per year, even though service levels have been decreased. To achieve this, marketing of the revised service would need to be conducted on a regular basis. Eliminating Friday service would not allow individuals to take a weekend trip to Redding and this would diminish demand.

In alternative two, Friday ridership is likely to continue to be sporadic. However, it does help to build ridership for weekend visits in Redding. Overall ridership will mostly increase due to expanded hours on Monday, but with good marketing, overall ridership on the Redding route could be between 450 and 650 per year under alternative two.

*Recommendation*

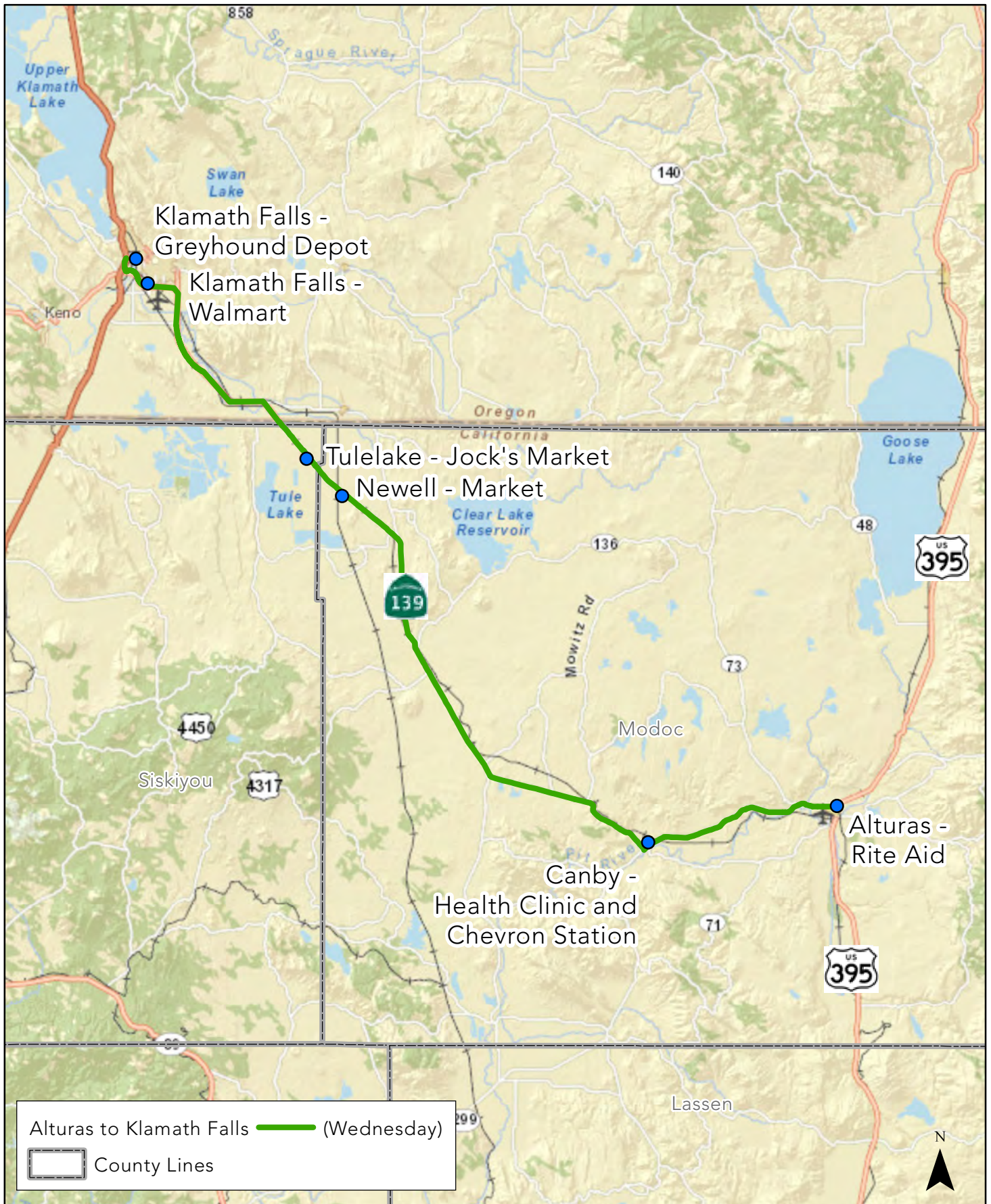
It is recommended that Sage Stage implement Alternative Two, with extended hours in Redding on Monday, the existing schedule on Fridays, and adding two additional scheduled stops at the medical centers in Redding. Dropping off passengers within one mile of the scheduled stop after the bus arrives in Redding and picking up passengers at the same location on the return trip to Alturas would add significant convenience to the potential passenger and is recommended.

## **Alturas-Klamath Falls Intercity Service**

### **Existing Service**

Service is provided on Wednesdays with pick-ups as requested in Alturas on Dial-A-Ride starting at 7:45 am and departing from Alturas at 8:00 am at the Rite Aid. Service is provided to Canby, Newell and Tulelake with the first drop off in Klamath Falls at 9:50 am. Reservations can also be made for other stops along the route as long as there is a safe place to pull the bus off the highway to pick up or drop off a passenger. Exhibit 5-3 is a map of the Alturas-Klamath Falls Intercity Route.

# Sage Stage - Existing Service Alturas to Klamath Falls



Passengers can be transported within Klamath Falls for an additional fare. The bus departs from Greyhound at 1:30 pm in Klamath Falls and from Walmart at 2:00 pm serving the same communities in the reverse direction and arriving in Alturas at 4 pm, providing the option of Dial-A-Ride service to the passenger's final destination in the Alturas service area for an additional fare. In addition to the Klamath Falls service on Wednesday that arrives in Canby at 8:20 am and departs from Canby at 3:40 pm, an additional round trip has been added in the midday that starts at 10:40 am from the Rite Aid in Alturas and returns from Canby at 11:00 am, arriving at the Rite Aid in Alturas at 11:20 am.

The fare between Alturas and Klamath is \$13.50 each way for discounted fares and \$18.00 for the general public. This includes a ride to the passenger's destination in Klamath Falls. In the return direction, the fare includes a pick-up from their location in Klamath Falls. If the passenger would like a ride to up to three trips within Klamath Falls, the discounted fare is \$6 and the general public fare is \$8.

Ridership and overall performance of the Alturas-Klamath Falls intercity route has fluctuated over the past five years. However, the overall trend has been declining ridership, with the exception being FY 2010/11. Annual ridership was 610 in FY 2007/08 and was 423 in FY 2011/12. The ridership includes the special Canby run on Wednesday. The average ridership per day of service was 8.1 passengers. The productivity in passengers per vehicle service hour was 1.60 in FY 2010/11 but dropped to 1.22 in FY 2011/12.

## Recent Performance

The overall performance of the Alturas-Klamath Falls service is shown in Exhibit 5-4.

**Exhibit 5-4 Alturas-Klamath Falls Intercity Route Performance**

|                                 | FY 2007/08 | FY 2008/09 | FY 2009/10 | FY 2010/11 | FY 2011/12 |
|---------------------------------|------------|------------|------------|------------|------------|
| <b>Base Statistics (Annual)</b> |            |            |            |            |            |
| Ridership                       | 610        | 516        | 479        | 566        | 423        |
| Vehicle Service Hours           | 441        | 363        | 343        | 353        | 346        |
| Vehicle Service Miles           | 14,519     | 11,996     | 11,249     | 10,844     | 11,751     |
| Fare Revenue                    | \$ 6,433   | \$ 5,818   | \$ 5,052   | \$ 5,312   | \$ 4,267   |
| <b>Performance</b>              |            |            |            |            |            |
| Passengers/Service Hour         | 1.38       | 1.42       | 1.40       | 1.60       | 1.22       |
| Passenger/Service Mile          | 0.042      | 0.043      | 0.043      | 0.052      | 0.036      |
| Average Fare/Passenger          | \$ 10.55   | \$ 11.28   | \$ 10.55   | \$ 9.38    | \$ 10.09   |

Ridership and overall performance of the Alturas-Klamath Falls intercity route has fluctuated over the past five years. However, the overall trend has been declining ridership over the past five years, with the exception being FY 2010/11. Annual ridership was 610 in FY 2007/08 and was 423 in FY 2011/12. The ridership includes the special Canby run on Wednesday. The average ridership per day of service was 8.1 passengers.

The productivity in passengers per vehicle service hour was 1.60 in FY 2010/11 but dropped to 1.22 in FY 2011/12.

The current general fare from Alturas to Klamath Falls is \$18 and the discount fare is \$13.50. The fare to Canby is \$8 for the general fare and \$6 for the discount fare. The jump in average fare in FY 2008/09 is due to a fare increase in October 2008. Most of the increases were to discounted fares with the increase between Alturas and Canby from \$5.00 to \$6.00 in October 2008, and from \$12 to \$13.50 for discounted fares from Alturas to Klamath Falls. The average fare per passenger was \$10.09, which suggests that many of the passengers are travelling to and from Canby.

## Summary of Stakeholder and Rider Input

The Klamath Falls route is perceived largely as a route for senior citizens to go shopping and to medical appointments. One social service provider noted, “Everyone on the Klamath Falls bus is 70 to 90.” Riders expressed interest in having Saturday service to Klamath Falls at least once a month to accommodate the needs of younger adults who work or go to school.

The excursion fare for the Klamath Falls route is perceived by some riders as “too pricey” in addition to the base fare. However, there is some desire to stop at a few additional destinations – e.g. Fred Meyer. The current service schedule and window appears to work well.

There is no Senior Center service from Tulelake to Klamath Falls. A reasonable fare similar to the Alturas-Canby Fare would help to attract additional senior ridership.

## Service Alternatives:

- Saturday service: all Saturdays
- First or second Saturday of the month

There was also discussion of several fare alternatives that are discussed in more detail later in this chapter in the section on fare alternatives:

- Reduce the Klamath Falls excursion fare to the same rate as Alturas Dial-A-Ride
- Include the excursion fare as part of the regular intercity fare in a “Day Tripper Fare”
- Establish a new fare category between Tulelake and Klamath Falls

### Saturday Service

If Saturday service were implemented, on either all Saturdays or the first or second Saturday of the month, it would be operated with the same fares and same excursion fare policies as weekday service.



*Estimated Cost of Saturday Service*

- Cost of first or second Saturday of the month service with existing excursion trips: \$6,348.
- Cost of every Saturday service with existing excursion trips: \$26,979

*Potential Impact on Ridership and Performance*

Ridership on the first Saturday of the month is likely to be higher than the average of Wednesday trips to Klamath Falls. This is the time period when Social Security and welfare checks are issued. Overall, demand on the Sage Stage is higher during the first week of the month, so this pattern is very likely to be repeated for Saturday service. Implementation of the first Saturday of the month service would likely help to improve the overall performance of the Alturas-Klamath Falls route.

Ridership on the second to fourth Saturday of the month is likely to be less than the first Saturday of the month. Implementation of every Saturday of the month service is likely to reduce the overall performance of the Alturas-Klamath Falls route.

*Driver and Operational Considerations*

Saturday service to Klamath Falls on Saturdays would require an additional driver. It would also require management to be on call in case of an accident and any driver related issues.

*Recommendation*

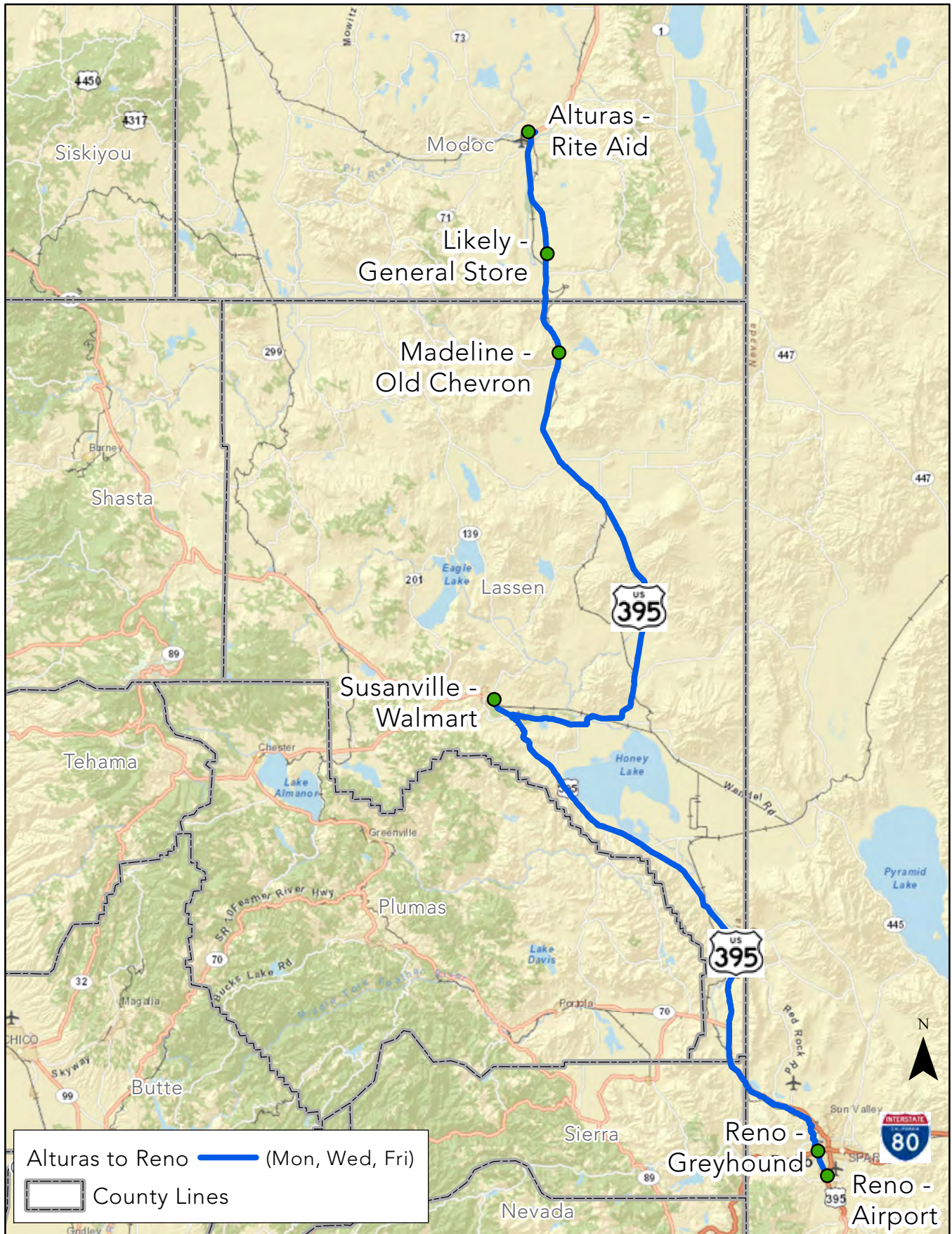
Saturday service on the first or second Saturday of the month is recommended. It would be dependent on available and sustainable funding as well as driver availability and scheduling. If both of these conditions are met, it may be possible to provide Saturday Dial-A-Ride in a ten-mile radius of Alturas on the first Saturday of the month, and provide Saturday Dial-A-Ride to Klamath Falls on the second Saturday of the month.

## **Alturas-Susanville-Reno Intercity Service**

### **Existing Service**

Service is provided on Mondays, Wednesdays and Fridays with Dial-A-Ride pick-ups as requested in Alturas and departing from Alturas at 7:30 am from the Rite Aid. Stops are provided in Likely, Madeline, and Susanville, arriving in Reno at 11:15 am. Reservations can also be made for other stops along the route as long as there is a safe place to pull the bus off the highway to pick up or drop off a passenger. The bus starts from the Reno/Tahoe Airport for the return trip at 1:30 pm stopping in the same communities as the inbound trip, arriving in Alturas at 5:30 pm at Rite Aid, providing the option of Dial-A-Ride service to the passenger's final destination in the Alturas service area for an additional fare. Exhibit 5-5 shows the existing Alturas-Susanville-Reno route.

# Sage Stage - Existing Service Alturas to Reno



## Recent Performance

As shown in Exhibit 5-6, ridership on the Alturas-Susanville-Reno route declined between FY 2007/08 and FY 2009/10, from 1,690 to 1,376. Ridership between FY 2009/10 and FY 2011/12 then increased significantly to 1,897 annual passengers in FY 2011/12. Higher gasoline prices were very likely an important contributing factor to increased ridership over the past two years.

Overall productivity increased by 37% from 0.89 passengers per vehicle service hour in FY 2009/10 to 1.22 passengers per vehicle service hour in FY 2011/12. This is equivalent to an increase from an average of 9.1 passengers per day of operation<sup>1</sup> to 12.7 passengers per day of operation in FY 2011/12. The Reno-Alturas-Susanville service operates 3 days per week.

**Exhibit 5-6 Alturas-Susanville-Reno Intercity Route Performance**

|                                 | FY 2007/08 | FY 2008/09 | FY 2009/10 | FY 2010/11 | FY 2011/12 |
|---------------------------------|------------|------------|------------|------------|------------|
| <b>Base Statistics (Annual)</b> |            |            |            |            |            |
| Ridership                       | 1,690      | 1,448      | 1,376      | 1,561      | 1,897      |
| Vehicle Service Hours           | 1,603      | 1,506      | 1,545      | 1,519      | 1,558      |
| Vehicle Service Miles           | 57,416     | 57,909     | 58,677     | 59,413     | 60,619     |
| Fare Revenue                    | \$ 29,720  | \$ 29,673  | \$ 29,916  | \$ 33,740  | \$ 40,528  |
| <b>Performance</b>              |            |            |            |            |            |
| Passengers/Service Hour         | 1.05       | 0.96       | 0.89       | 1.03       | 1.22       |
| Passenger/Service Mile          | 0.029      | 0.025      | 0.023      | 0.026      | 0.031      |
| Average Fare/Passenger          | \$ 17.59   | \$ 20.49   | \$ 21.74   | \$ 21.61   | \$ 21.36   |

The average fare increased from \$17.59 to \$20.49 from FY 2007/08 to FY 2008/09 based on the increase in fares from \$30 to \$32 for a general fare between Reno and Alturas, as well as an increase in the discounted fare from \$20 to \$24 in October 2008. The average fare per passenger was relatively flat over the past four fiscal years, ending at \$21.36 of fare revenue generated per passenger. Fares have remained constant during this time period.

The Alturas-Susanville-Reno route is operating efficiently, but needs to sustain and continue to improve ridership. Marketing strategies will be presented in the next phase of the project. The potential daily service from Susanville to Reno operated by the Susanville Rancheria could have a significant impact on the existing Sage Stage ridership from Susanville to Reno. This is discussed in more detail later in this section.

## Stakeholder and Rider Input on the Reno Route

The Reno route is clearly the best known and used among the general population. It provides the greatest number of connections for longer trips and is used regularly to connect to the Reno Airport, Amtrak and Greyhound. It appears to serve a broad group of occasional riders that

<sup>1</sup> The Reno route operates 3 days a week. 9.1 passengers is for the round-trip, with an average of 4.55 passengers on the bus in each direction on these three days per week.



include individuals of varied ages, incomes and trip purposes. Even in Cedarville where there is no connecting service, many residents are aware of the Reno route and have used it for trips to the airport or to connect with Amtrak or Greyhound.

In addition to its Alturas ridership, the Reno route also serves a separate rider population in Susanville. A majority of the ridership is from Susanville to Reno. Additionally, there is significant ridership to the Thunder Mountain area.

There were no service alternatives suggested during the stakeholder interviews and public workshops. Overall, the current service is working well and has attracted strong ridership.

The most significant input from stakeholders was from the Lassen County Transportation Commission and the Susanville Rancheria that is described below.

### **Susanville Rancheria Service**

The Susanville Rancheria is currently planning to operate their own independent bus service from Susanville to Redding on Tuesdays, Thursdays and Saturdays. According to a representative of the Susanville Rancheria, they have secured funding to operate the service and hope to run two loops a day between Susanville and Reno. The Susanville Rancheria has also received funding for a 30-passenger bus. They hope to start the service as early as March 2013.

The Susanville Rancheria currently operates service between Susanville and Red Bluff and Redding. That service operates between 7 am and 7 pm. Fares are free. According to the Susanville Rancheria representative, 90-95% of the current riders on the Redding and Red Bluff service are from the general public.

The Susanville Rancheria is currently awaiting a ruling by the Federal Transit Administration to determine if they will charge fares on the Susanville Rancheria service to Redding. The fares will either be free or the same rate that Sage Stage charges: \$22 for the general public and \$16.50 for seniors/disabled individuals.

The Lassen County Transportation Commission has historically provided 50% of the match for the FTA 5311 (f) grant. In the FY 2012/13 budget, this represented \$30,000. Modoc Transportation Agency staff has had discussions with LCTC staff and they have no intention of changing the current funding relationship with MTA.

### **Potential Impact on Ridership and Performance**

In FY 2011/12, there were a total of 1,542 passengers on the Alturas to Reno Route. 817 of the 1,542 or 53% had an origin or destination in Lassen County. While there are Sage Stage stops in Lassen County other than Susanville, a large majority of the demand for Lassen County is to or from Susanville.

The impact of the Susanville Rancheria service on the ridership and performance of the Alturas-Susanville-Reno route is unknown. A common sense conclusion is that the impact of free

service from Susanville to Reno on Tuesdays, Thursdays and Saturdays would be significantly greater than if the Susanville Rancheria were to charge the same rate as Sage Stage between Susanville and Reno. In May 2013, correspondence from the Susanville Rancheria indicated that they would be charging the same fares as Sage Stage between Susanville and Reno.

If the Susanville Rancheria were to operate on days that Sage Stage was not operating, there will likely be some impact on ridership as Susanville residents would have the option of using the service six days a week. This would increase overall ridership, but would potentially divert some of the existing Sage Stage ridership. The impact would likely be in the 10-30% range.

It is important as part of the SRTDP process to provide some financial contingencies for the implementation of the Susanville Rancheria service.

Exhibit 5-7 below shows the potential range of impact on passengers and fare revenues from implementation of the Susanville Rancheria service. In FY 2011/12, there were 817 passengers from Lassen County. It is assumed that 90% of the passengers had an origin or destination from Susanville. Assuming a 20% drop in Susanville Rancheria ridership if the Susanville Rancheria were to operate with the same fares as Sage Stage, this would result in approximately 150 fewer annual passengers and \$3,100 less fare revenue.

If the Susanville Rancheria were to operate with free fares, it would likely have a much more pronounced impact. If ridership in Susanville dropped by 70%, overall annual ridership would drop by over 500 annual passengers with a fare revenue impact of almost \$11,000.

#### **Exhibit 5-7 Potential Ridership and Fare Revenue Impacts of Susanville Rancheria Service**

|                                 | Passengers              |                  | Fare Revenues           |                         |
|---------------------------------|-------------------------|------------------|-------------------------|-------------------------|
|                                 | Susanville<br>Estimated | Lassen<br>County | Susanville<br>Estimated | Lassen Cty<br>Estimated |
| <b>Same Fares as Sage Stage</b> |                         |                  |                         |                         |
| 2011/12                         | 735                     | 817              | \$ 13,971               | \$ 15,523               |
| 10% reduction                   | 662                     | 735              | \$ 12,574               | \$ 13,971               |
| 20% reduction                   | 588                     | 654              | \$ 11,177               | \$ 12,418               |
| 30% reduction                   | 515                     | 572              | \$ 9,779                | \$ 10,866               |
| <b>Free fares</b>               |                         |                  |                         |                         |
| 40% reduction                   | 441                     | 490              | \$ 8,382                | \$ 9,314                |
| 50% reduction                   | 368                     | 409              | \$ 6,985                | \$ 7,762                |
| 60% reduction                   | 294                     | 327              | \$ 5,588                | \$ 6,209                |
| 70% reduction                   | 221                     | 245              | \$ 4,191                | \$ 4,657                |

The expected drop in fare revenues would have an impact on future FTA 5311(f) grant applications under historical local match requirements. The current agreement between Modoc County and Lassen County is to share the local share of costs by 50%. The FY 2011/12 costs for the Alturas were \$166,639. The federal share for FTA 5311 (f) is 55.33% of the net cost of the service which is the total cost minus fare revenues. In FY 2011/12, the federal share based on

actual fare revenue of \$40,528 was \$69,777. The current local share for both Modoc and Lassen County is \$28,167 each.<sup>2</sup>

At known 2012 cost levels, with a 20% loss of Susanville to Reno passengers and fare revenues, there would be an increase of \$624 of local share to both Modoc and Lassen counties. If there were a 70% loss in passengers, the local share would have increased by \$1,560 for both Modoc and Lassen counties.

## Recommendation

No changes are recommended at this time to the Reno route. However, Sage Stage should closely monitor the impact of the Susanville Rancheria service on Reno route ridership.

## Alturas-Cedarville-Ft. Bidwell

There is currently no service between Alturas and Cedarville. Sage Stage has made several attempts to provide Cedarville service in the past. These efforts are briefly described below.

### Review of Previous Service to Cedarville

#### *June 2000 service Alturas-Cedarville*

In 2000, service was offered between Alturas and Cedarville on Wednesdays and Thursdays. On Wednesdays, a bus started in Alturas at 6:00 am and arrived in Cedarville at 6:35 am. The bus departed at 6:35 am and arrived back in Alturas at 7:15 am. The bus connected to both of the Alturas to Klamath Falls and Alturas to Susanville routes that also left at 7:15 am. The bus departed from Alturas to Cedarville at 3:15 pm arriving Cedarville at 3:50 pm and returned to Alturas arriving at 4:30 pm.

On Thursdays, the same early morning trips were made between Alturas and Cedarville as the Wednesday schedule, with connections to the Alturas-Susanville bus. The afternoon schedule had two runs back and forth between Alturas and Cedarville, with one run starting at 1:30 pm in Alturas and arriving back in Alturas at 2:35 pm, and the second run starting at 6:45 pm and arriving back in Alturas at 8:00 pm.

The fare between Alturas and Cedarville was \$5 per trip.

Sage Stage ridership records for fiscal year 2000/01 combined the service to Cedarville on Wednesdays and Thursdays with a service to Alturas-Canby and Adin as "Community Connections." There were a total of 167 passengers for Community Connections for 12 months of the fiscal year. Assuming that Cedarville was 2/3 of the ridership and that the service

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<sup>2</sup> For the federal FY 2013, Caltrans is enabling the use of transportation development credits or toll credits for local match. I have received correspondence from Caltrans that indicates this will be for new service only and will likely be for one year only. This will be addressed further in the financial plan.

operated twice a week over 12 months, there would have an average of 2.3 passenger trips per day or approximately slightly over one round-trip per day.

#### *June 2001 service*

In June 2001, a new schedule was published that expanded the Community Connections service such that Alturas to Cedarville was expanded to three days a week with connections to Klamath Falls on Wednesdays, Redding and Susanville on Thursdays, and Redding on Fridays. The morning schedule remained the same starting in Alturas at 6:00 am. However, there were different afternoon schedules on Wednesday, Thursday and Friday with buses departing Alturas to Cedarville at 3:15 on Wednesdays, 6:45 pm on Thursdays, and 5:00 pm on Fridays.

The Community Connections ridership was not included in the 2001/2002 ridership report, so ridership levels for Cedarville are not known.

#### *Summer of 2003 Youth Trips*

The 2003 schedule says that Cedarville service was combined with a Dial-A-Ride bus, and “New Service begins July 7, 2003.” In this configuration service would alternate between intercity service to or from Alturas combined with Dial-A-Ride service within a 5 mile zone around Alturas. The service configuration was in place for just 4 months when Sage Stage was transporting a high volume of youth between Cedarville and Alturas.

#### *November 2005 Service*

The last time service was operated between Alturas and Cedarville was a 90-day pilot program that operated on Tuesdays Only. The one-way full fare was \$6.00 and \$3.00 for senior/disabled individuals.

Four round trips on Tuesdays were offered, about every three hours starting at 6:15 am and ending at 6:45 pm.

The service operated for three months during the pilot phase and had 54 total passengers or an average of 4.5 daily passengers, less than one passenger on the bus per round trip of the bus. The service was discontinued after the pilot program.

## **Summary of Stakeholder Input**

The County Supervisor for the Cedarville area and a representative for the Cedarville Rancheria both advocated for the consideration of Sage Stage service between Cedarville and Alturas. They noted that there is a growing elderly population in the Surprise Valley that is limited by their inability to drive or unwillingness to drive over the pass. While they were aware that past services had not been successful, they felt that things had changed significantly since the last “try.” An aging population and higher gas prices were reasons they thought it was time to reconsider the service. The fact that there is no pharmacy in Cedarville and Rite Aid no longer delivers to the Surprise Valley was another point that was raised.

The manager of Rabbit Traxx suggested their store as a pick up point as they could offer an enclosed waiting area, phone, amenities and parking for riders.

A representative of the Cedarville Health Care District noted that their hospital and the Modoc Medical Center in Alturas each offer some unique services that require residents to travel between the communities. For example, physical therapy is offered in Alturas, but not in Cedarville.

We also spoke with stakeholders who voiced the need for service beyond Surprise Valley to Ft. Bidwell. Representatives of the Tribal TANF Partnership and the Mt. Warner Indian Health Clinic discussed the need for a transit link between Ft. Bidwell and Alturas to serve Reservation residents, many of who have neither driver's licenses nor cars.

- The Tribal TANF program has 10 clients who live in Ft. Bidwell. The third week of each month, they are required to attend a workshop in Alturas, normally from 10 am until 2pm (flexible). They would be able to pay for bus tickets for their clients for the monthly workshop, in essence guaranteeing some level of ridership on the route. Tribal TANF staff is checking on the eligibility of transportation funding if a member uses Sage Stage to come to Alturas to pick up their check and go shopping around the first of the month.
- The Indian Health Clinic provides some but not all medical services. For example, they have no X-Ray machine. If patients need to go to Cedarville, Alturas or Canby for services, they are "on their own" for transportation. While needs would be sporadic, the representative felt there is demand for such service.
- One stakeholder noted that Ft. Bidwell residents need to come to Page's Market in Cedarville, as there is no grocery store in Ft. Bidwell.

## Summary of Older Adult Survey

It was recommended that Sage Stage conduct a survey to determine the level of interest in such service. Since the primary target is likely to be older adults, Debbie Pedersen attended the monthly 50+ luncheon and asked participants to complete a survey regarding their interest in the service. In addition, questionnaires were handed out at Rabbit Trax convenience store and the Cedarville Hospital. In total 33 questionnaires were returned.

- All respondents said they travel to Alturas at least twice a month. Most (61%) go 5 times per month or less frequently, while 21% said they go daily (20 times per month or more).
- 39% of respondents get a ride with others to Alturas, while 61% drive themselves. Among those who go 5 or fewer times per month, two-thirds say they get a ride with family or friends.
- The questionnaire asked: "If there were bus service between Cedarville and Alturas one or two days per month, and the fare was \$6 each way for seniors (\$8 for non-seniors), would you personally use it?" Virtually all respondents said they would use a bus

service to Alturas (91%) while 76% said they had family members or neighbors who would use it.

- 64% said they thought they would ride twice a month or more.
- Shopping was the most popular anticipated purpose for riding (67%). Medical trips were noted by 21% of respondents and recreation by 30%.
- The amount of time people would want to stay in Alturas varied widely. 45% said 2-3 hours, 33% said somewhere between 4 and 7 hours, and 21% wanted to be there for the full day.
- Asked if they would be interested in connections to Sage Stage's intercity services, 91% said yes. Interest was fairly even between Reno (67%) and Klamath Falls (64%).
- 42% of respondents said that they have used Sage Stage in the past. All routes were noted, however the Reno route had clearly been used by the most respondents.

## Potential Service Alternatives

Over the past 12 years, there has been ongoing interest for some level of public transportation from the Surprise Valley and Cedarville in particular. Sage Stage has tried several service configurations over the years. The only time the service had any significant ridership is when it served a high volume of youth trips during the summer of 2003.

There are a range of alternatives that MTA staff and Board can consider:

1. Do nothing based on the results of previous efforts from 2000 to 2005.
2. Provide pilot service once per week between Alturas and Cedarville with two round trips between Alturas and Cedarville, scaled back from the four round trips tried in 2005.
3. Provide weekly service among Alturas, Cedarville and Fort Bidwell.
4. Provide the service only when there is guaranteed subscription-based ridership. This could be from Ft. Bidwell twice a month at the beginning of the month and when Tribal TANF conducts training in the middle of the month.
5. Three day a week service among Alturas-Cedarville and Ft. Bidwell

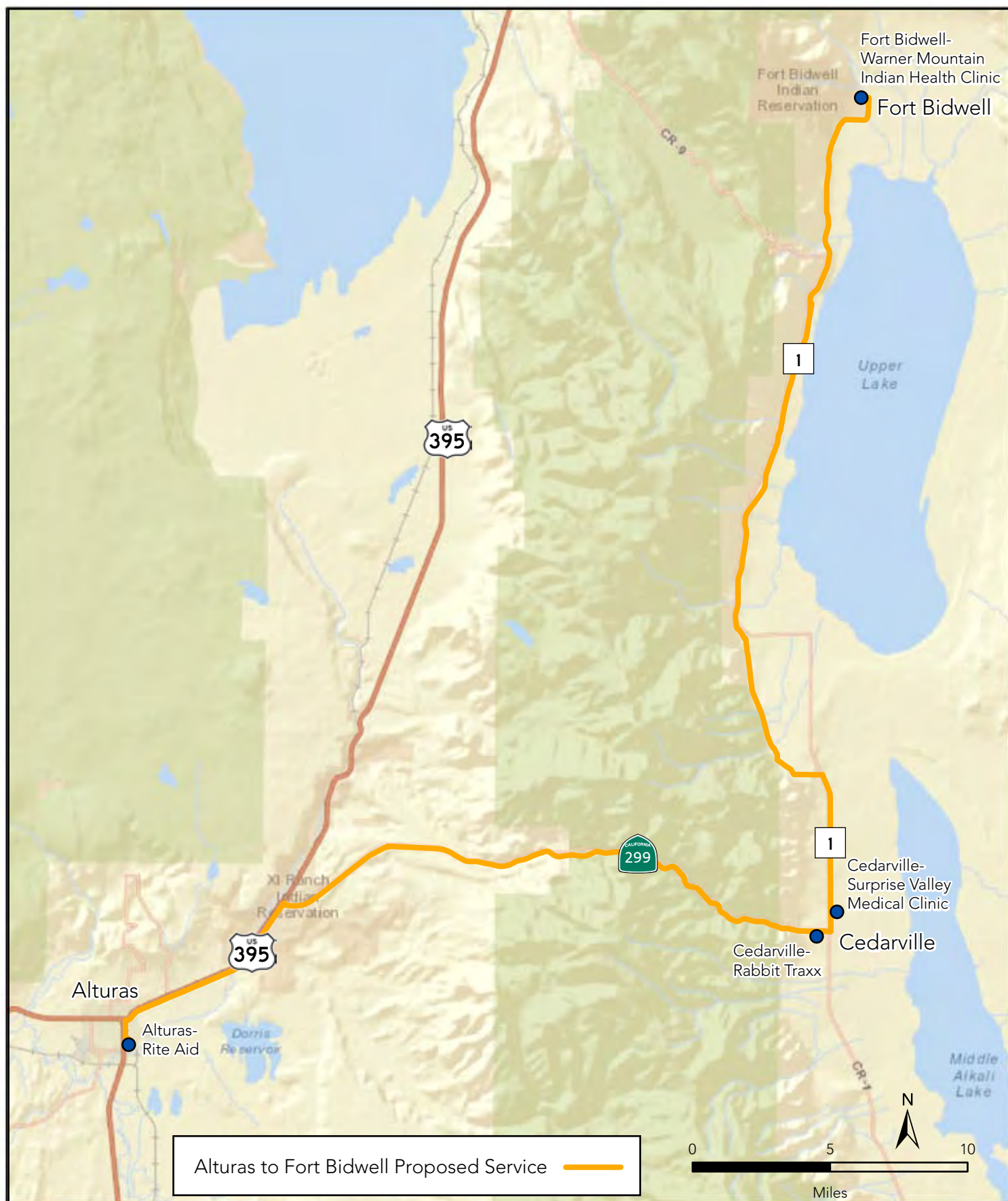
For reader convenience, a map of the potential routing of service to either Cedarville and/or Ft. Bidwell is shown in Exhibit 5-8.

The schedules presented in the alternatives are meant to be illustrative. They will need to be fine tuned, field tested, and fine tuned by Sage Stage staff before implementation.

### *Alternative #1: Do not provide service*

The first policy alternative is to provide no direct service. As documented above, there have been significant efforts over the past ten years to provide a public transportation option. The only time this effort was successful was in 2003 when there was a youth program in Alturas for which Sage Stage provided direct transportation.

Exhibit 5-8  
Potential Service  
Alturas to Fort Bidwell



*Alternative #2: Provide pilot service once a week between Cedarville and Alturas, with four round trips*

This alternative would provide four round trips between Cedarville and Alturas. The first trip from Cedarville would be timed to meet the 8 am bus from Alturas to Klamath Falls. The last return trip would meet the bus returning from Klamath Falls at 4:00 pm.

A second round trip would be provided to enable midday shopping and other errands in Alturas. The bus would depart Cedarville at 9:00 am and arrive in Alturas at 9:35 am. When arriving in Alturas, the bus would operate as a DAR and provide passengers a ride to their final destination in either Alturas or Modoc Estates. Cedarville residents would have almost 5 hours in Alturas to complete their business or visit in Alturas.

The bus on the return trip would be scheduled to pick up passengers on Dial-A-Ride from Modoc Estates and Alturas as early as 1:45 pm with the final departure from Rite Aid at 2:20 pm to Cedarville. The fourth round trip would meet the returning bus from Klamath Falls at 4:00 pm and depart from the Alturas Rite Aid at 4:05 pm to Cedarville. The bus would provide Dial-A-Ride service within Cedarville to take passengers to their final destination. The schedule for Alternative 2 is provided in 9.

**Exhibit 5-9 Alternative 2 Cedarville-Alturas Schedule**

|                                    |         |          |         |         |
|------------------------------------|---------|----------|---------|---------|
| Depart Alturas Rite-Aid            | 6:15 AM | 8:15 AM  | 2:20 PM | 4:05 PM |
| Arrive Cedarville Rabbit Trax      | 6:50 AM | 8:40 AM  | 2:55 PM | 4:50 PM |
| Cedarville DAR until               | 7:20 AM | 9:00 AM  | 3:25 PM | 5:20 PM |
| Depart Cedarville Rabbit Trax      | 7:20 AM | 9:00 AM  | 3:25 PM | 5:20 PM |
| Arrive Alturas Rite Aide           | 7:55 AM | 9:35 AM  | 4:00 PM | 5:55 PM |
| Alturas DAR to destination         | 8:15 AM | 10:00 AM |         | 6:20 PM |
| <i>Alturas-Klamath Falls Route</i> |         |          |         |         |
| Departs                            | 8:00 AM |          |         |         |
| Arrives                            |         |          |         | 4:00 PM |

Estimated Cost of Service

The estimated cost of once per week service with two round trips and DAR service at the destination end would be \$25,815 per year. It would require 7.75 vehicle revenue hours per day.

Estimated Ridership and Operational Issues

The lessons learned from previous attempts at the Cedarville service is that ridership will likely be fairly low if it is based on general public demand only. Coordination with weekly Wednesday service to Klamath Falls could be an attractive alternative to some residents. However, as several stakeholders did point out, residents in the Surprise Valley are very independent and



self-reliant by their very nature. While the population continues to age and gas prices continue to rise, these two dynamics alone may not attract sufficient ridership.

#### Driver Considerations

This alternative would require a new driver on a split shift.

#### *Alternative #3: Weekly service among Alturas, Cedarville and Ft. Bidwell*

In this alternative, regular bus service would be provided among Alturas, Cedarville, and Ft. Bidwell once a week on a regular schedule. The schedule below starts in Ft. Bidwell and ends in Ft. Bidwell. In many rural systems with long routes, the transit agency makes arrangements to have a driver residing in the town of origin; in this case it would be Ft. Bidwell. The Burney Express operated from Burney to Redding starts and ends the service in Burney and the bus is parked overnight in Burney. Although it has been difficult for Sage Stage to find qualified drivers, it would be worth the effort to recruit and train a qualified candidate living in Ft. Bidwell or perhaps Cedarville. It would not only provide a part-time job opportunity, it would save almost 3 hours a day in having to start the service in Alturas in the morning and end the service in Alturas in the evening. Arrangements would also need to be made to provide safe overnight parking for the bus.

The schedule below in Exhibit 5-10 provides a reasonable cost-effective alternative for one day a week service between Fort Bidwell and Alturas.

It is possible to switch the time for Dial-A-Ride service from Cedarville to Ft. Bidwell based on public input and demand. It is also possible to have 20 minutes of Dial-A-Ride in both Ft. Bidwell and Cedarville in order to attract sufficient ridership. However, if connections are also desired to Klamath Falls, it would reduce the time in Alturas. Additional input on the tradeoff involved from Cedarville and Ft. Bidwell residents would be desirable.

**Exhibit 5-10 Alternative 3 Alturas-Cedarville-Ft. Bidwell Schedule**

|                               |         |          |         |
|-------------------------------|---------|----------|---------|
| Depart Alturas Rite-Aid       |         | 8:15 AM  | 4:15 PM |
| Arrive Cedarville Rabbit Trax |         | 8:40 AM  | 4:50 PM |
| Cedarville DAR until          |         | 9:00 AM  | 5:10 PM |
| Depart Cedarville Rabbit Trax |         | 9:00 AM  | 5:10 PM |
| Arrive Ft. Bidwell            |         | 9:50 AM  | 6:00 PM |
| Driver break until            |         | 10:20 AM |         |
| Depart Ft. Bidwell            | 6:10 AM | 10:20 AM |         |
| Arrive Cedarville DAR         | 7:00 AM | 11:10 AM |         |
| Depart Cedarville Rabbit Trax | 7:20 AM | 11:30 AM |         |
| Arrive Alturas Rite Aide      | 7:55 AM | 12:05 PM |         |
| Alturas DAR to destination    | 8:15 AM | 12:25 PM |         |
| Alturas-Klamath Falls         |         |          |         |
| Departs                       | 8:00 AM |          |         |
| Arrive                        |         |          | 4:00 PM |

Estimated Cost of Service

The estimated annual cost of Sage Stage service once a week among Alturas, Cedarville and Bidwell with the bus and driver located in Ft. Bidwell would be an annual cost of \$29,736. If the bus and driver would need to deadhead (drive the bus empty and be out of service) between Alturas and Bidwell, the annual cost would be \$41,184.

Estimated Ridership

Combining Ft. Bidwell with Cedarville would help to increase ridership to and from the Surprise Valley. Passengers would have four hours in Alturas to complete their business in Alturas. It may be possible to have Tribal TANF guarantee trips for training once a month, which would help to guarantee some level of ridership. In addition, the first trip of the month would likely be very well utilized in order to obtain and cash public assistance and Social Security checks.

Driver Considerations

This alternative would require a new driver on a split shift.

*Alternative #4: Ft. Bidwell-Cedarville-Alturas Subscription Service*

A subscription bus service is operated only where there are guaranteed paid customers. In this alternative, the service would only be operated if the Tribal TANF program were able to guarantee a minimum of 12 riders a month for two day a month service. Exhibit 5- provides a potential schedule for such a subscription bus service among Ft. Bidwell, Cedarville and Alturas.

**Exhibit 5-11 Alternative 4 Alturas-Cedarville-Bidwell Subscription Service****Subscription service twice monthly**

|                               |          |         |
|-------------------------------|----------|---------|
| Depart Alturas Rite-Aid       | 6:15 AM  | 4:15 PM |
| Arrive Cedarville Rabbit Trax | 6:40 AM  | 4:50 PM |
| Cedarville DAR until          | 6:50 AM  | 5:00 PM |
| Depart Cedarville Rabbit Trax | 6:50 AM  | 5:00 PM |
| Arrive Ft. Bidwell            | 7:40 AM  | 5:50 PM |
| Ft. Bidwell DAR until         | 8:00 AM  | 6:00 PM |
| Depart Ft. Bidwell            | 8:00 AM  | 6:00 PM |
| Arrive Cedarville             | 8:50 AM  |         |
| Cedarville DAR until          | 9:00 AM  |         |
| Depart Cedarville Rabbit Trax | 9:00 AM  |         |
| Arrive Alturas Rite Aide      | 9:35 AM  |         |
| Alturas DAR to destination    | 10:00 AM |         |

Estimated Cost of Service

The estimated cost of two times a month subscription service is \$12,323 per year.

### Estimated Ridership and Performance

By its very nature, subscription bus service has guaranteed ridership and a minimum farebox recovery. In discussions with the Tribal TANF representatives, they could guarantee ridership of at least six passengers on two trips per month. TANF can provide subsidies for their riders on these trips. Having this base of ridership would likely enable the service to have good ridership and farebox recovery.

A subscription service, if successful, has the potential for providing commuter service among Ft. Bidwell, Cedarville and Alturas. Because it would be a subscription service, it would only operate if there were sufficient demand to warrant such a regular service.

### Driver Considerations

This alternative would require a new driver on a split shift.

#### Alternative #5 Alturas-Cedarville-Ft. Bidwell

In discussion with the Tribal TANF as part of the SRTDP planning process, Sage Stage staff developed an alternative to provide service Wednesdays, Thursdays and Friday among Alturas-Cedarville-Ft. Bidwell, with two round-trips daily. The morning trip would depart from 5:00 am and arrive in Ft. Bidwell at 6:15 am. The bus would return to Alturas and arrive in Cedarville at 7:00 am and in Alturas at 7:45 am. In this alternative, the Reno, Klamath Falls and Redding intercity routes would all depart at 8:00 am. The afternoon return bus would depart at 5:15 pm after the intercity buses from Reno, Redding and Klamath Falls have returned to Alturas. The bus would arrive in Cedarville at 5:55 pm and arrive in Ft. Bidwell at 6:30 pm. The bus would return to Alturas and arrive at 8:00 pm.

### Estimated Cost of Service

The estimated annual cost would be \$91,712 based on the grant application submitted for FTA 5316 funding. A three grant request for \$275, 135 was submitted. The grant does not have a matching requirement from MTA, but includes Toll Credits from Caltrans as the local match.

Exhibit 5-12 shows the draft schedule submitted with the FTA 5316 grant application.

## Exhibit 5-12 Draft Schedule Alturas to Cedarville to Ft. Bidwell

### Wednesday Thursday and Friday Service

|                                     | Morning   | Evening   |
|-------------------------------------|-----------|-----------|
| Depart Rite Aid Alturas             | 5:00 a.m. | 5:15 p.m. |
| Arrive Cedarville - Rabbit Trax     | 5:30 a.m. | 5:45 p.m. |
| Cedarville DAR                      | 5:40 a.m. | 5:55 p.m. |
| Depart Cedarville                   | 5:45 a.m. | 6:00 p.m. |
| Ft. Bidwell Community               | 6:15 a.m. | 6:30 p.m. |
| Ft. Bidwell Indian Community Center | 6:20 a.m. | 6:35 p.m. |
| Depart Ft. Bidwell Reservation      | 6:30 a.m. | 6:45 p.m. |
| Arrive Cedarville - Rabbit Trax     | 7:00 a.m. | 7:15 p.m. |
| Cedarville DAR                      | 7:15 a.m. | 7:30 p.m. |
| Arrive Alturas Rite Aid             | 9:45 a.m. | 8:00 p.m. |
| Alturas DAR to destination          | 8:00 a.m. | 8:15 p.m. |

#### Alturas - Klamath Falls - Wednesday

Departs 8:00 a.m.  
Arrives 4:00 p.m.

#### Alturas - Reno - Monday Wednesday and Friday

Departs 8:00 a.m.  
Arrives 5:05 p.m.

#### Alturas - Redding - Monday and Friday

Departs 8:00 a.m.  
Arrives 5:00 p.m.

## Fare Alternatives

In this section, the existing fare structure is provided, followed by some historical background on the evolution of fares on Sage Stage over the years. Stakeholder input on fares is then summarized. Policy considerations for the MTA Board are then discussed. Alternatives for fare media, intercity excursion fares on the destination end of the trip, distance based zonal fares, discount eligibility and the fare voucher system are presented.

### Existing Intercity Fare Structure

Exhibit 5-13 shows the intercity fares for the three intercity routes from Alturas to Reno, Redding and Klamath Falls. The fares are distanced based such that the fare between Alturas and Susanville, for example, is \$18.00 while the fare to Reno is \$32. A 25% discount on fares are provided for student trips to school, children under 12, seniors 60 and older and disabled individuals.

**Exhibit 5-13 Existing Intercity Fares**

| Route                      | Origin-Destination    | General Fare | Discount Fare* |
|----------------------------|-----------------------|--------------|----------------|
| Reno<br>US 395             | Alturas-Susanville    | \$ 18.00     | \$ 13.50       |
|                            | Susanville-Reno       | \$ 22.00     | \$ 16.50       |
|                            | Alturas-Reno          | \$ 32.00     | \$ 24.00       |
| Redding<br>SR 299          | Alturas-Burney        | \$ 16.00     | \$ 12.00       |
|                            | Burney-Redding        | \$ 12.00     | \$ 9.00        |
|                            | Alturas-Redding       | \$ 26.00     | \$ 19.50       |
| Klamath<br>Falls<br>SR 139 | Alturas-Canby         | \$ 8.00      | \$ 6.00        |
|                            | Alturas Klamath Falls | \$ 18.00     | \$ 13.50       |
|                            | Layover Shuttle       | \$ 8.00      | \$ 6.00        |

\* Discount fares are provided to students 6-18 years old for trips to or from school, children 0-12 years old with fare paying adult, seniors 60 years old and older, and disabled individuals approved as ADA eligible.

### One-Way Fare Alternatives for Intercity Service

#### *Existing Intercity Fare Structure*

The existing fare structure is distanced-based, meaning that the greater distance you travel, the higher the fare is. Exhibit 5-14 is a table with the existing and potential fare categories for the

three intercity routes that includes the estimated fare revenue per mile that is generated from each fare category.

**Exhibit 5-14 Existing Fares and Fare Revenue Per Mile**

| Origin-Destination Pair                   |                      | Distance<br>(miles) | Existing Fares |          | Fare revenue per mile |          |
|---|----------------------|---------------------|----------------|----------|-----------------------|----------|
|   |                      |                     | General        | Discount | General               | Discount |
| <b>US 395 Alturas-Reno Route</b>          |                      |                     |                |          |                       |          |
| Alturas                                   | Susanville           | 104                 | \$ 18.00       | \$ 13.50 | \$ 0.17               | \$ 0.13  |
| Susanville                                | Reno                 | 88                  | \$22.00        | \$16.50  | \$ 0.25               | \$ 0.19  |
| Alturas                                   | Reno                 | 183                 | \$ 32.00       | \$ 24.00 | \$ 0.17               | \$ 0.13  |
| <i>Likely</i>                             | <i>Reno</i>          | 165                 | \$ 32.00       | \$ 24.00 | \$ 0.19               | \$ 0.15  |
| <b>SR 299 Alturas-Redding Route</b>       |                      |                     |                |          |                       |          |
| Alturas                                   | Burney               | 91                  | \$16.00        | \$ 12.00 | \$ 0.18               | \$ 0.13  |
| Burney                                    | Redding              | 53                  | \$12.00        | \$9.00   | \$ 0.23               | \$ 0.17  |
| Alturas                                   | Redding              | 144                 | \$26.00        | \$ 19.50 | \$ 0.18               | \$ 0.14  |
| <i>Bieber</i>                             | <i>Redding</i>       | 91                  | \$26.00        | \$19.50  | \$ 0.29               | \$ 0.21  |
| <i>Canby</i>                              | <i>Redding</i>       | 125                 | \$26.00        | \$ 19.50 | \$ 0.21               | \$ 0.16  |
| <b>SR 139 Alturas-Klamath Falls Route</b> |                      |                     |                |          |                       |          |
| Alturas                                   | Canby                | 19                  | \$8            | \$6      | \$ 0.42               | \$ 0.32  |
| Alturas                                   | Klamath Falls        | 98.6                | \$18           | \$13.50  | \$ 0.18               | \$ 0.14  |
| <i>Tulelake</i>                           | <i>Klamath Falls</i> | 28                  | \$18           | \$13.50  | \$ 0.64               | \$ 0.48  |

*Italics include origin-destination pairs that currently do not have a fare category*

Exhibit 5-14 above shows that the general fares are \$0.17-\$0.18 per fare revenue mile for the three routes for trips with a trip end in Modoc County. For discounted fares, the fare revenue per mile is \$0.13-\$0.14. The fare levels are higher for trips without a trip end in Modoc County. Between Susanville and Reno, the general fares are \$0.25 per revenue mile, while between Burney and Redding the general fare is \$.0.23 per mile. The \$8 fare for service between Canby and Alturas is \$0.42 per mile, more than double the fare revenue per mile between Alturas and Burney.

*Consideration of Additional Fare Zones*

Based on stakeholder input, the zone based fare categories would be broadened to increase the number of fare zones by two to three depending on the route. The following additional fare categories could be considered:

*Alturas-Redding Route*

- Likely-Redding
- Madelline to Ravendale to Susanville
- Madelline to Ravendale to Reno

*Alturas-Klamath Falls*

- Newell to Klamath Falls
- Tulelake to Klamath Falls

*Alturas-Redding*

- Canby to Redding
- Adin to Redding

*Recommendation for One-Way Fares for Intercity Service*

It is recommended that the basic fare structure be maintained with two exceptions. The first is to add the new fare categories. It is recommended that Likely-Madelline to Reno and Likely-Madelline to Susanville be added as fare categories. The new fares should be based on the fare revenue per mile that has been established for the entire route or a minimum of the Dial-A-Ride Rate between Alturas and California Pines, whichever is greater. Exhibit 5-15 shows the recommended fare structure for one-way trips on the intercity routes.

*Revenue Impact from Recommended Fare Structure*

The new fare categories are designed to attract new riders. The potential new riders from Adin, Likely, Bieber, Newell and Tulelake will likely be fairly small, but will contribute some additional revenue. On the other hand the relatively small number of existing riders from places such as Likely will have their fares reduced. It is estimated that the recommended fare structure will be revenue neutral.

The most significant changes in fare revenues are for the intercity routes.

**Exhibit 5-15 Recommended Fares**

| Origin-Destination Pair                   |                      | Recommended Fares |          |
|---|----------------------|-------------------|----------|
|   |                      | General           | Discount |
| <b>US 395 Alturas-Reno Route</b>          |                      |                   |          |
| Alturas                                   | Susanville           | \$ 18.00          | \$ 13.50 |
| Susanville                                | Reno                 | \$ 22.00          | \$ 16.50 |
| Alturas                                   | Reno                 | \$ 32.00          | \$ 24.00 |
| <i>Likely-Ravendale</i>                   | <i>Reno</i>          | \$ 28.00          | \$ 21.00 |
| <i>Likely-Ravendale</i>                   | <i>Susanville</i>    | \$ 15.00          | \$ 11.00 |
| <b>SR 299 Alturas-Redding Route</b>       |                      |                   |          |
| Alturas                                   | Burney               | \$ 16.00          | \$ 12.00 |
| Burney                                    | Redding              | \$ 12.00          | \$ 9.00  |
| Alturas                                   | Redding              | \$ 26.00          | \$ 19.50 |
| <i>Canby</i>                              | <i>Redding</i>       | \$ 21.00          | \$ 16.00 |
| <i>Adin-Bieber</i>                        | <i>Redding</i>       | \$ 16.00          | \$ 12.00 |
| <b>SR 139 Alturas-Klamath Falls Route</b> |                      |                   |          |
| Alturas                                   | Canby                | \$ 6.00           | \$ 4.50  |
| Alturas                                   | Klamath Falls        | \$ 18.00          | \$ 13.50 |
| <i>Newell-Tulelake</i>                    | <i>Klamath Falls</i> | \$ 6.00           | \$ 4.50  |

*Italics include origin-destination pairs that currently do not have a fare category*

## Fare Media Alternatives

### *Day Tripper for Intercity Routes*

As discussed earlier, the affordability of fares by passengers and key stakeholders was a common theme. Passengers utilize the intercity routes to connect to regional transportation services including Greyhound, Amtrak, and the Reno Airport. Local residents of Modoc County also utilize Sage Stage for the purpose of day trips mostly to Redding and Klamath Falls according to passengers and stakeholders interviewed.

To encourage local riders to make day-trips on the intercity routes, particularly Redding and Klamath Falls routes, Sage Stage could offer a Day-Tripper fare which would include a same-day round trip plus one or two additional stops within the destination community. The prepaid fare could provide a small discount off the price of two regular one-way trips and include the additional stops as a bonus. This would make it more attractive for seniors and other to use the bus to go shopping or to medical appointments.

- For example, the Day Tripper fare from Alturas to Klamath Falls might be \$35 (general) or \$26 (senior/disabled), and would include a drop-off at a location in Klamath Falls, one trip between locations within Klamath Falls, and pick-up from a location in Klamath Falls for the return trip to Alturas.



- Similarly, the Day Tripper fare from Alturas to Redding might be \$50/\$38 but might include taking the person directly to and from their medical appointment if it's not a regularly scheduled stop, one trip between locations in Redding, and pick-up from a location in Redding for the return trip to Alturas.

#### Impact of Fare Revenue from Intercity Day Tripper

In absolute terms, the Day Tripper at \$35 for the general public and \$26 for discounted fares would be a reduction from \$43 for the general public and \$33 for discounted fares, assuming the passenger purchases the Excursion Shuttle for \$8 for the general public and \$6 for discounted passengers. This is an 18% fare reduction for the general public and a 21% fare reduction for discounted fares. If ridership stayed the same, a 20% reduction in fares on the Klamath Falls route would be a loss of \$853.

However, a fare reduction normally results in an increase in ridership. A 20% fare reduction would normally result in a 6% increase in ridership based on nationwide price elasticities. A 6% increase in ridership would likely result in approximately 25 new annual round trips or approximately \$825 in new revenue.

Overall the Day Tripper fares are likely to be close to revenue neutral for the Klamath Falls and Redding routes.

#### Recommendation for Intercity Day Tripper

It is recommended that Day Tripper intercity fares be added to the Redding and Klamath Falls routes. It is recommended that any intercity Day Tripper fare be held off until the revenue impacts of the Susanville Rancheria service are better understood.

## **Partnerships**

### **Tribal TANF**

The Tribal TANF would be a partner for potential service among Ft. Bidwell, Cedarville, and Alturas. As discussed earlier, participating Ft. Bidwell residents need to come to Alturas once a month in order to pick up checks and go shopping. A second trip is needed for a monthly training class. The Tribal TANF would pay the fares for Tribal TANF participants from Ft. Bidwell, and could provide a regular foundation of ridership. The service alternatives for service to Ft. Bidwell and Cedarville were presented earlier.

**Modoc Senior Center**

The Modoc Senior Center operates a program in Tulelake. Many seniors need to travel to Klamath Falls. Seniors from Alturas are also able to take a recreation and shopping trip to Klamath Falls once a month on the Senior Van.

In discussion with Sage Stage staff, the consulting team and the Senior Center Director, there were several potential partnership opportunities that were identified. The primary one identified for intercity services is an immediate need from Tulelake to Klamath Falls. Earlier a new fare structure was proposed as a fare alternative. This distance-based fare would be \$4.50 each way for seniors able to utilize the Alturas-Klamath Falls fixed route. The Senior Center would be potentially able to pay for vouchers for seniors travelling to Klamath Falls. A simplified voucher system was proposed under fare alternatives.

A second area of potential collaboration would be transportation to and from California Pines. Earlier in Chapter 4, regularly scheduled service to and from California Pines was provided as a service alternative. This could provide an opportunity to provide transportation to and from the Alturas Senior Center. The Senior Center may or may not provide vouchers for these trips, as there is concern about the fare level.

**Big Valley 50+**

During the stakeholder interview process, there was discussion with Big Valley 50+ about a potential collaboration with Sage Stage to provide improved transit service in the Big Valley. Big Valley 50+ is currently developing a service plan and could provide two daily loops among Adin, Lookout and Bieber. Big Valley 50+ may seek financial support from MTA for this purpose in the future. Follow-up phone calls have not revealed any more specific information to date.

## Chapter 6 Marketing Plan

### Marketing Recommendations

#### Overview of Current Marketing, Awareness and Image

##### **Marketing Budget**

Sage Stage has an annual marketing budget of \$3600. Marketing activities funded under this budget include local advertising and branded specialty items such as pens, pencils and flashlights. The Sage Stage passenger guide is produced in house and photocopied. The cost is not tracked or included as part of the budget.

##### **Branding and Signage**

Sage Stage buses are clearly branded with the system logo and the system phone number is included along the header of the vehicle. The system logo is also used on printed materials and in advertising. However, most Sage Stage bus stops are not branded or signed in any way. The only sign is at the Walmart stop in Susanville. The Rite Aid Stop in Alturas has a shelter and information panel.

##### **Passenger Information**

Sage Stage provides complete information about its services in a printed brochure and at [www.sagestage.com](http://www.sagestage.com). Both information tools include schedules, fares and connection information. The website allows visitors to submit an on-line trip request.



### Advertising

Sage Stage purchases 3-4 spots per day on the local radio station (\$1200 per year) and a small weekly ad in the business directory of the Modoc Record. The messages which are conveyed via these channels are quite general in nature – communicating that the service is available and how to call for reservations. At the right is the ad which runs in the newspaper as well as a script for the most recent radio spot.



Tired of those gas prices going out of control? Well, stroll on to the Sage Stage, and we'll take you where you need to go! Our pick-up and drop-off location has changed to our new bus shelter located at Rite Aid. Our fares and schedule has stayed the same: Monday, Wednesday and Friday to Reno, Monday and Friday to Redding, Wednesdays to Klamath Falls, Oregon. Dial a Ride operates Monday to Friday from 8 am to 4:30 pm. Call for reservations 233-6410. Thanks.

### Awareness

Thanks to an on-going marketing effort and strong relationships in the community, Sage Stage has excellent broad awareness and a high level of name recognition. Residents appear to know about the service and how to contact Sage Stage if they have a need. However, knowledge about the specifics of the service could be enhanced. For example, people might know that Sage Stage has a route to Reno but not know that it goes directly to the door of the Airport, Amtrak and Greyhound or that it stops at the Walmart in Susanville.

### Image

Sage Stage has an excellent reputation within the Modoc County communities. Strong relationships have been established with social service agencies who speak highly of the ease of working with Sage Stage staff and the reliability of the service.

Passengers encountered on the buses were also very complimentary of the service, its reliability and the helpfulness of the bus operators.

Sage Stage clearly has the most important component of a successful marketing effort – a quality product to sell.

### Target Markets

Each of Sage Stage's services has a unique character and ridership base. The marketing efforts need to recognize this and be focused appropriately.

- The Dial-A-Ride service in the Alturas area has a base of regular users. It is used primarily by a combination of seniors, persons with disabilities and low-income persons, and attracts ridership from both Alturas residents and those in the surrounding rural area. Marketing needs to focus on expanding ridership within these groups.
- The Reno route is clearly the best known and used among the general population. It provides the greatest number of connections for longer trips and is used regularly to connect to the Reno Airport, Amtrak and Greyhound. It appears to serve a broad group of occasional riders that include individuals of varied ages, incomes and trip purposes. Even in Cedarville, where there is

no connecting service, many residents are aware of the Reno route and have used it for trips to the airport or to connect with Amtrak or Greyhound. In addition to its Modoc County ridership, the Reno route also serves a separate rider population in Susanville and other Lassen County communities. This route has the most diverse ridership base and the most potential to attract occasional use from the broad population both in Modoc and Lassen Counties.

- The Klamath Falls route is perceived largely as a route for senior citizens to go shopping and to medical appointments. Growth in ridership of this route is most likely to come from the senior and low income populations.
- The Redding Route is most often referenced in relation to the need to get people to specialty medical providers that accept Medi-Cal. By rescheduling and targeting the service for that purpose, it has the potential to attract a broader base of occasional users.

## Marketing Objectives

Sage Stage's future marketing efforts need to build on its strong awareness and positive image, by focusing on the following objectives.

- Enhance visibility through bolder vehicle branding and bus stop signage.
- Increase ease-of-use through enhanced passenger information tools.
- Build on existing awareness, through outreach and targeted communications to educate gatekeepers and potential users about the specifics of using each of Sage Stage's services.
- Continue to use local media advertising and public relations, as well as co-promotions with connecting transit partners, to generate awareness and ridership.
- Improve affordability through expanded fare media that reward regular riders.

The marketing strategies which are outlined below are organized around these five objectives.

## Marketing Strategies

### **Visibility**

#### Enhanced Branding and Vehicle Graphics

The introduction of a new Sage Stage facility (as well as new passenger information tools) provides an appropriate occasion for updating the system brand. The following elements need to be considered in revising the brand:

- Name: The Sage Stage has strong name awareness and a very positive reputation, therefore it is recommended that the name be retained.
- Logo: An updated logo can give the system a fresh, more contemporary look. This can be incorporated into vehicle design, bus stop signage, passenger information tools and promotional materials.
- Colors: In conjunction with the new logo, bolder colors can enhance the visibility and brighten the image of the system.
- Vehicle Graphics: Sage Stage's buses are among its most visible communications tools – seen by hundreds of people each day, all along the routes. Currently the buses are white with a

relatively large logo and the system phone number. As part of the brand update, a new vehicle design should be introduced. Bolder colors and graphics on the buses would increase their visibility and attention value. In addition, the vehicles can be used to convey more information about the service. For example, a list of communities served and both phone number and website address for finding out more.

*At the right is an updated Sage Stage logo created as part of this project. This logo and the corresponding vehicle and bus stop sign concepts were created to accomplish the following:*

- *The logo builds on the style of the existing Sage Stage logo, but utilizes a more contemporary, easier to use symbol that represents an S (both in positive and negative space) and conveys the concept of linkages or connections.*
- *The colors are bold and eye catching – colors that will stand out among the vehicles on the highway.*
- *The vehicle design utilizes the mountain graphic which will be used on the face of Sage Stage's new facility. In addition, it includes the names of communities served, to build greater awareness of Sage Stage's route destinations.*



### Bus Stop Signs

With the exception of the Rite Aid stop in Alturas (where there is a shelter) and the Walmart stop in Susanville (which has a sign), Sage Stage's stops are completely unmarked. Hence they do nothing to increase the visibility of the service and potential riders must figure out on their own where to catch the bus.

Signing the bus stops would offer several advantages. First, it would greatly increase the visibility of the service as these signs would be seen by hundreds of people each day, letting them know that public transit service is available in that corridor. Second, it would provide new riders with the security of knowing they are waiting in the right place. And





Bus stop signs offer low cost, long term communications value that can be paid for with capital funding. It is recommended that Sage Stage sign as many of its bus stops as possible.

The base sign is a simple one-color sign which can be silk screened or produced as a decal and placed on a metal sign blank. The route/stop specific decals can be digitally produced as vinyl decals and added to the signs during installation.

One of the key locations where it would be helpful to have a Sage Stage sign is the pickup location at the Reno Airport. However, this stop is shared with a number of other rural transit agencies that serve the airport (ESTA, Amador Stage Lines, etc.) and it is unlikely that the airport will allow each system to install a sign. However, they might be persuaded to allow a composite sign that identifies the location as the pickup point for regional transit services and lists the systems.

Easy to understand passenger information is the most important marketing tool for any transit agency. Without clear “directions” for use, the transit product is incomplete. While Sage Stage’s current passenger guide and website provide quite complete information about the services, they are not intuitive nor easy-to-use for the novice rider. It is recommended that Sage Stage provide enhanced transit information via three channels.

A well-designed and comprehensive passenger guide should be created and broadly distributed throughout the Sage Stage service area. This guide should include complete route, schedule and fare information for the entire Sage Stage family of services, as well as some information about connecting services. The guide should be full-color (for ease of use) and designed to work as a poster as well as a folded brochure (for maximum functionality).

[illegible]

- A color coded system map showing all intercity routes, communities served and key destinations.
- A detail map showing the Alturas area and the Dial-A-Ride service zones.
- Color-coded schedules & fare charts for each service.
- Basic information regarding trip planning, reservations, fares/passes and transferring.
- Contact information for Sage Stage and connecting transportation providers in Reno, Susanville, Redding and Klamath Falls.

Once available, the guide should be broadly distributed. Locations for guide distribution might include:

- Post Offices (in each community with a post office)
- Retail/Grocery Stores in each community
- Library in Alturas
- Social Service Offices
- Medical Clinics/Offices
- Senior Center



To increase the visibility of guides at distribution locations, brochure holders such as the one shown at the right should be purchased and placed. Standard brochure holders can be purchased through various sources (such as Beemak Plastics at beemak.com). They can be customized with the system logo, phone number and website. Not only will this enhance exposure, but it will tell the proprietor or user where to call if the rack is empty.

*Artwork for a revised passenger guide will be the primary marketing tools created as part of this project.*

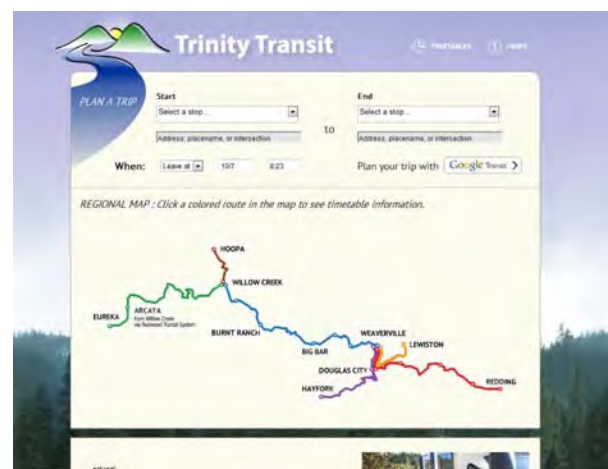
### Improved Website

Most new riders when faced with the need for transportation turn to the internet. An enhanced website would allow potential riders to more immediately see what Sage Stage offers them. In addition, it could capitalize on the fact that Sage Stage and the connecting systems are all part of Google Transit allowing for easy inter-system trip planning.

It is recommended that Sage Stage redesign its website to be similar in structure to Trinity Transit's ([www.trinitytransit.org](http://www.trinitytransit.org)). While this work cannot be completed within the budget for this SRTF project, the graphic elements created for the passenger guide can be provided for use in the website development.

Features recommended for inclusion in the website are:

- Interactive system map (hyperlinked graphic map from guide)
- Trip planner with drop down options
- Complete schedules for each of Sage Stage's routes for viewing on the screen (html) and for printing (PDF)





- Detail maps for Alturas, Reno, Redding and Klamath Falls
- Links to connecting transit services in Reno, Susanville, Redding and Klamath Falls
- Contact button that can be used to request a reservation, ask questions, or offer comments
- News Posting – that can be easily added to/updated by the MTA staff
- Easy to use fare calculator

### Bus Stop Information Panels

In the section on “Visibility,” we discussed the importance of bus stop signage as an awareness builder. However, bus stops also can serve an important information distribution role. This is particularly appropriate for a system like Sage Stage where most intercity riders are occasional or even one-time users who are not highly familiar with the system. Having schedule and contact information available at the stop can be extremely valuable and increase utilization.

Two strategies are suggested for conveying information at the stop. At most intercity stops served by Sage Stage, a simple decal on the sign (as shown on page 4) will convey the basic information. Where does the bus go, on what days and what time does it pick up at this location. However, at some key stops, it will be desirable to provide additional information – possibly a route map and fare table in addition to departure information.

The most cost effective way to provide expanded information at the stop is with standard changeable information panels such as those illustrated in the Appendix. These panels are durable, utilize a special locking system for security, allow for easy updating of information and come in a wide variety of sizes. Signs can be easily updated when schedules or fares are changed simply by replacing the laminated insert with an updated version. Locations where these panels might be appropriate include the Alturas Rite Aid Stop, RABA, Walmart in Susanville, Greyhound and Amtrak in Reno and Walmart and/or Greyhound in Klamath Falls.

Of course, Sage Stage staff will continue to provide personalized information by phone or when potential users visit the office. However, with these enhanced tools, potential riders will be able to get the information they need without having to call.



## **Education**

### Gatekeeper Outreach Program

Gatekeepers, such as social service agencies that work with transportation disadvantaged populations, are important partners in teaching their clients how to use public transit to meet their mobility needs.

MTA should build on its positive reputation and relationships by implementing an active program of outreach to gatekeepers for potential rider segments. Individuals who should be the focus of this program are front line social service workers who work with seniors, persons with disabilities, low income individuals and other transportation disadvantaged populations. Interviews conducted as part

of this project indicate that these gatekeepers are already aware of Sage Stage, but many do not have detailed knowledge of exactly what the service offers. The objective of this strategy should be to educate them about exactly what Sage Stage has to offer their clients so that they can in turn educate their constituents.

Specific elements of the gatekeeper outreach program should include:

- Create a list of gatekeepers and communicate regularly. (This list can begin small and be expanded as new individuals are contacted via outreach efforts). Periodic (e.g. quarterly) e-mails or snail-mail newsletters can be sent to those on the list to:
  - Make them aware of changes to the Sage Stage network and provide updated schedule information.
  - Provide news about Sage Stage – ridership growth, introduction of the new website, publication of the new passenger guide.
  - Solicit opportunities for travel training presentations to their staff and/or clients.
  - Provide ideas about how Sage Stage can serve various groups – such as testimonials from riders using the bus to go to medical appointments in Redding.
- Make periodic presentations to groups of case managers and other front line employees. For example, the Department of Social Services said they would be happy to have a Sage Stage representative make a presentation at their periodic staff meeting. These presentations should focus on making case workers fully aware of the specifics of Sage Stage services:
  - What Sage Stage services are offered and when.
  - How clients can plan medical appointments and travel connections around the Sage Stage schedule.
  - How Sage Stage can help them tailor services (e.g. arranging stops along the intercity routes).
  - Tools that are available to help them plan trips for their clients – schedules, website, Google maps.
  - Fares and fare media that are available, and how they can pre-pay or subsidize tickets for clients.
  - Offers of direct presentations to their constituents.

#### **Gatekeeper Starter List**

Modoc County Department of Social Services  
 CalWORKS  
 Department of Health Services  
 Tribal TANF program  
 TEACH  
 Modoc Medical Center  
 Canby Family Practice Clinic  
 Surprise Valley Health Care District  
 Big Valley Senior Center  
 Beiber Family Resource

Since staff changes and people forget, it is a good idea to make presentation to each group once or twice a year.

#### **Targeted Communications through Gatekeepers**

Work with gatekeepers to identify targeted channels for promoting transit use among their constituents. These might include making direct presentations to constituents (such as seniors at the

senior center, CalWORKS participants or TANF clients); or simply providing the gatekeepers with tools to use in communicating to their clients. Potential tactics include:

- Sage Stage information displays in social service lobbies and offices. Several gatekeepers interviewed said they would be happy to have a transit information display in their lobby. (The Rider's Guide will be designed to work as a poster which can be laminated to create an instant map/schedule display.)
- Flyers or passenger guides for distribution to clients. For example Modoc County Social Services said they would be willing to include information about Sage Stage in their monthly mail-out to eligibility clients.
- Distribution of trip plans tailored to the needs of specific constituencies. For example:
  - A flyer, distributed through medical facilities, that explains how patients can use the Redding bus to travel to appointments with specialists in Redding. The flyer would include information on making appointments during specific windows of time that can be served by the bus schedule, drop off locations in Redding, and how to connect to RABA to reach medical facilities not directly served by Sage Stage.
  - A flyer, distributed to seniors through the senior center and other gatekeepers, promoting the Klamath Falls service with details about potential shopping and medical destinations.
  - A flyer focused on how to use Sage Stage to connect to intercity services in Reno. This should particularly highlight the “to the door” nature of the service to the airport, Amtrak and Greyhound, and how to plan trips around the bus schedule. This flyer would appeal to a broad audience and might be distributed through civic organizations as well as social service agencies.

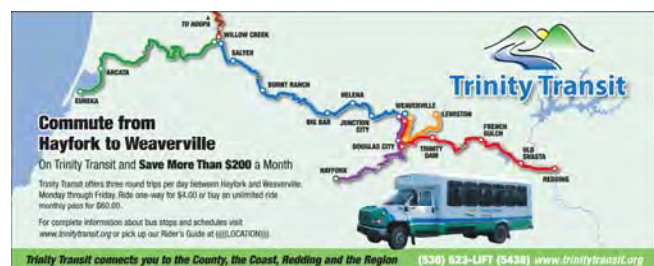


## Advertising and Public Relations

### Route Specific Advertising

Sage Stage has effectively used newspaper and radio advertising to build awareness for the service. Now it is time to use those same channels to increase knowledge and trial ridership of its individual services. It is recommended that the generic ads be replaced with route specific newspaper ads and radio spots for each intercity route and Dial-A-Ride.

The newspaper ads will need to be larger in order to convey more information. To accommodate these larger ads in the budget, Sage Stage may wish to reduce the frequency from weekly to one or two times per month. At the right is an example of a service-specific print ad for Trinity Transit. (It is not necessary that the print ads be in color.)



The thirty second radio spots which are currently aired 3-4 times per day are fine. However, instead of a single generic spot, a series of four or five commercials should be rotated – each focusing on a specific service.

*Draft copy for newspaper ads and radio spots is included in the appendix. To the extent that the budget allows, artwork for one or more ads will be created.*

#### News Release Calendar

Articles about public transit in local newspapers and stories on the radio can increase awareness of Sage Stage service and educate residents about what it has to offer.

News coverage about transit services can be increased by making sure that local media are provided with a regular stream of information about transit, its benefits and its progress in Modoc County. Therefore it is recommended that MTA create and maintain a systematic news release calendar.

The calendar should identify topics for news releases during the coming 3-6 months and be updated periodically to reflect changes and new story ideas. Possible news release topics would include:

- Construction and opening of new facility.
- Putting new vehicles into service.
- Implementation of amenity enhancements at bus stops (signs, shelters, benches).
- Changes in service (e.g. introduction of the new Cedarville route or changes to the Redding schedule).
- Ridership growth milestones.
- Introduction of the new Rider's Guide and/or website which will make it easier for residents to use transit.
- Introduction of new fare media or sales outlets.
- Public hearings and meetings.
- Partnership efforts with other community organizations.
- Tie-ins with local events.

News releases should be prepared and issued in a timely manner to all local media – radio and newspapers. When appropriate, digital photographs should be included with news releases. News Releases can also be posted on the Sage Stage website. A news release template and sample is included in the appendix.

#### Partner with Connecting Transit Agencies to Promote Ridership on Intercity Routes

The Sage Stage system is built around intercity connections. The Reno route connects with intercity and local services in Reno as well as local transit in Susanville. The Redding Route connects with Amtrak, Greyhound and RABA at the RABA transit center. And the Klamath Falls route connects with local services as well as Greyhound. Opportunities exist to cross-promote with these various systems through signage, mentions in each other's passenger information and website links.

Lassen County is of particular interest as a marketing partner because it contributes both funding and significant ridership to the Reno route. Sage Stage's Reno route serves a separate ridership population in Lassen County, including residents of Susanville as well as the small communities of Madeline, Termo, Ravensdale and Litchfield. For the small communities along Highway 395 the visibility and passenger information strategies previously discussed are the best marketing strategies. However, for the population of Susanville and the surrounding area, it is recommended that Sage Stage partner with Lassen County Transportation Commission to promote the service with:

- Inclusion of information about the Reno Route connection in the Lassen Rural Bus transit guide. Since the Susanville City route, as well as the rural routes serve Walmart, riders from throughout the LRB service area have the potential to transfer to Sage Stage for trips to Reno.
- Develop an on-board bus poster for placement on the Lassen County buses. These could promote the service from the Susanville Walmart to Reno – highlighting the pickup time, fare and key destinations in Reno.
- Ask LCTC to include a link to Sage Stage's website from their website – highlighting it as connecting service to Reno. Sage Stage could do the same, highlighting the Susanville local route as connecting service within Susanville.
- Place an information display at the Walmart bus stop showing the Reno route, schedule, fare and reservation number.



#### Potential Introduction of New Route to Cedarville and Ft. Bidwell

If in the future Sage Stage decides to introduce service to Cedarville and Ft. Bidwell, a dedicated marketing effort will be needed to build awareness and trial ridership of the new service. In addition to integrating the new route into the passenger guide and website, route specific marketing should include the following tactics.

- It will be critical to engage the support of the gatekeepers for Cedarville and Ft. Bidwell in spreading the word. According to stakeholders who supported the reintroduction of service to Cedarville, key marketing partners should be The Cedarville Chamber of Commerce, Rotary Club, 50+ Luncheon Group, Cedarville Rancheria (which operates Rabbit Trax) and the Cedarville Health Care District. For Ft. Bidwell key gatekeepers include the Tribal TANF program and the Ft. Bidwell Clinic.
- Posters, information displays and outreach events at high traffic locations such as Rabbit Trax, Pages Market and the medical facilities in each community.
- Advertising and news articles in the Modoc Independent News.
- Outreach presentations to key potential user groups, such as the 50+ club, TANF participants, the Cedarville Chamber and Rotary groups.

## **Fare Media**

### Fare Media to Reward Regular Riders

A primary objective of offering different fare media is to encourage specific behavior – e.g. to encourage people to use transit regularly and to reward them when they do. To this end, the Short Range Transit Development Plan will consider potential fare media that would encourage regular use of Dial-A-Ride and the Intercity Routes. Potential new fare media might include:

- **Local Day Pass for Dial-A-Ride**  
This would be a flat priced day pass that would be good for up to a maximum number of boardings within a single day. It would allow low income riders to use the service for more trips within their available resources and would increase ridership.  
  
Clearly, this strategy is only relevant if the Dial-A-Ride service has excess capacity. You may want to offer this on a trial or promotional basis to determine the level of demand and appropriate pricing.
- **Day Tripper for Intercity Routes**  
To encourage local riders to make day-trips on the intercity routes, particularly Redding and Klamath Falls routes, Sage Stage could offer a Day-Tripper fare which would include a same-day round trip plus one or two additional stops within the destination community. The prepaid fare could provide a small discount off the regular two-trip price and include the additional stops as a bonus. This would make it more attractive for seniors and other to use the bus to go shopping or to medical appointments.

These possibilities and their revenue implications will be explored in more detail in conjunction with service and fare strategies. If it is decided to move forward with these options, they should be incorporated into passenger information and promotional messages.

## **Budget Estimates**

Marketing tools which will be created as part of this SRTP project budget include artwork for revised branding, vehicle graphics, bus stop sign graphics and a new system-wide passenger guide.

Following are estimated additional costs for key activities required for implementation of the recommended marketing strategies. These are broken into one-time expenses and annual costs.

| <b>Strategy</b>                               | <b>One Time Expenses</b>       | <b>Annual Expenses</b> |
|---|--------------------------------|------------------------|
| Vehicle Graphics                              | \$3,000/per vehicle<br>Capital |                        |
| Bus Stop Signs (30)<br>Signs, brackets, poles | \$,1,250<br>Capital            |                        |
| Passenger Guide (10K) and Holders             |                                | \$2,000                |
| Website                                       | \$9,500                        |                        |
| Bus Stop Info Panels (10)                     | \$1,000                        | \$200                  |
| Advertising                                   |                                | \$2,000-\$3,000        |
| Bus Posters for Lassen County                 |                                | \$100                  |

## 7. Recommended Action Plan

The following is a year-by-year summary of actions recommended in previous chapters. The actions are categorized into service plan, marketing plan, fares, capital plan and partnership strategies. Exhibit 7-1 on the next page is a summary timeline of actions over the next five years in the five categories.

### **FY 2012/13**

#### Service Plan Actions

- Recruit for new driver (s). Initiate recruitment campaign to recruit, hire and train driver from Ft. Bidwell or Cedarville.
- Apply for FTA 5316 grant for Alturas-Cedarville-Fort Bidwell service.

#### Marketing Plan Actions

- Design and approve updated brand.
- Create marketing tools as part of SRTP.

#### Capital Plan Actions

- Apply for FTA 5316 grant for new vehicle and Alturas-Cedarville-Fort Bidwell service.

#### Partnership Actions

- Work with Tribal TANF in preparing FTA 5316 grant application for Alturas-Cedarville-Ft. Bidwell service. Secure ridership and fare guarantees to start subscription service.

### **FY 2013/14**

#### Service Plan Actions

- Recruit for new driver based in Alturas.
- Implement Alturas-Cedarville-Ft. Bidwell service three days a week.
- If FTA 5316 grant successful for Alturas, revise schedules such that there is a timed transfer at 8 am for the Ft. Bidwell, Reno, and Redding Service on Mondays and Fridays.
- Extend the hours when Alturas-Redding bus is in Redding on Mondays from 10:00 am- 12:00 pm to 10:00 am to 1:30 pm
- Carefully monitor the ridership and fare impacts on the Reno route from implementation of Susanville Rancheria service to Reno.



**Exhibit 7-1 Summary Schedule of Recommended Actions**

**FY 2012/13    FY 2013/14    FY 2014/15    FY 2015/16    2016/17    FY 2017/18**

DAR=Dial-A-Ride

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| <b>Service Plan Actions</b>                       |  |  |  |  |  |  |
| FTA 5316 Grant for Ft. Bidwell-Cedarville         |  |  |  |  |  |  |
| Recruit new drivers                               |  |  |  |  |  |  |
| Initiate Alturas-Cedarville-Ft. Bidwell service   |  |  |  |  |  |  |
| Intercity timed transfers at 8 am 2 days/week     |  |  |  |  |  |  |
| Extend hours in Redding layover to 3.5 hours      |  |  |  |  |  |  |
| Implement first Saturday service on DAR           |  |  |  |  |  |  |
| Extend DAR from 4 pm to 5 pm on trial basis       |  |  |  |  |  |  |
| Implement Sat. service to Klamath Falls           |  |  |  |  |  |  |
| Extend DAR from 5 pm to 6 pm                      |  |  |  |  |  |  |
| "School tripper" from California Pines if funding |  |  |  |  |  |  |
| Add second Saturday for DAR                       |  |  |  |  |  |  |
| Add second Saturday for Klamath Falls             |  |  |  |  |  |  |
| Monitor ridership and fare impacts of changes     |  |  |  |  |  |  |
| <b>Fares</b>                                      |  |  |  |  |  |  |
| Day tripper fare on Redding/Klam. Falls routes    |  |  |  |  |  |  |
| Introduce day pass for Dial-A-Ride                |  |  |  |  |  |  |
| New fare categories for intercity routes          |  |  |  |  |  |  |
| Develop new voucher system for agencies           |  |  |  |  |  |  |
| <b>Marketing Plan Actions</b>                     |  |  |  |  |  |  |
| Design and Approve updated brand                  |  |  |  |  |  |  |
| Create marketing toolkit                          |  |  |  |  |  |  |
| Wrap vehicles to reflect new brand                |  |  |  |  |  |  |
| Introduce new passenger guide                     |  |  |  |  |  |  |
| Initiate gatekeeper outreach                      |  |  |  |  |  |  |
| News release calendar                             |  |  |  |  |  |  |
| Introduce "route specific" print/radio ads        |  |  |  |  |  |  |
| Co-promote connecting services                    |  |  |  |  |  |  |
| Install bus stop signage at all stops             |  |  |  |  |  |  |
| <b>Capital Plan Actions</b>                       |  |  |  |  |  |  |
| Apply for FTA 5316 grant for cutaway bus          |  |  |  |  |  |  |
| Order new bus for Ft. Bidwell/Cedarville          |  |  |  |  |  |  |
| Complete bus decals on existing buses             |  |  |  |  |  |  |
| Equipment purchase for new facility               |  |  |  |  |  |  |
| Order three replacement buses                     |  |  |  |  |  |  |
| Database system upgrade                           |  |  |  |  |  |  |
| Conduct electronic farebox feasibility study      |  |  |  |  |  |  |
| Order two replacement minivans                    |  |  |  |  |  |  |
| Order two replacement cutaways                    |  |  |  |  |  |  |
| Order replacement cutaway bus                     |  |  |  |  |  |  |
| <b>Partnership Actions</b>                        |  |  |  |  |  |  |
| Collaborate with Tribal TANF on grant             |  |  |  |  |  |  |
| Senior Center discussion on California Pines      |  |  |  |  |  |  |
| Explore FTA 5311 for extending Dial-A-Ride        |  |  |  |  |  |  |
| California Pines to Senior Center lunch           |  |  |  |  |  |  |
| Discuss "school tripper" with MUSD                |  |  |  |  |  |  |

## Fares

- Implement the Day Tripper Fare on the Redding and Klamath Falls routes.
- Implement Day Pass for Dial-A-Ride.
- Implement new fare categories for intercity routes, adding new categories for Newell/Tulelake to Klamath Falls, Canby to Redding, Adin-Bieber to Redding, Likely-Ravendale to Reno, and Likely-Susanville to Reno.
- Work with CalWORKs, Department of Social Services, T.E.A.C.H. and the Modoc Senior Center to replace vouchers system with the sale of printed ticket books with the ticket denomination clearly displayed.

## Marketing Plan Actions

- Begin wrapping vehicles to reflect new brand.
- Introduce new passenger guide in conjunction with service revisions.
- Develop new website to correspond with look and content of passenger guide.
- Initiate Gatekeeper Outreach.
- Initiate News Release Calendar.
- Introduce new "route specific" creative in print and radio advertising.
- Work with connecting service providers to co-promote services.

## Capital Plan Actions

- Complete bus decals on existing buses.
- Order and install bus stop signs.
- Purchase equipment for new facility.
- Order three replacement buses for retired bus, T9, T10 with Class C cutaways.
- Order new Class C bus for Cedarville service if FTA 5316 grant approved.
- Upgrade database system.

## Partnership Actions

- Continue discussions with Modoc Senior Center. Promote new fares between Tulelake and Klamath Falls.
- Initiate discussions with Senior Center on potential service between California Pines and Senior Center lunch program. Discuss implementation steps for potential delivery of Meals on Wheels by Sage Stage to a central location for distribution by volunteers.
- Explore 5311 grant for extending Dial-A-Ride.

## **FY 2014/15**

### **Service Plan Actions**

- Implement first Saturday of the month service for Dial-A-Ride in Alturas.
- Extend Dial-A-Ride end time from 4:00 pm to 5:00 pm for one-year trial period.
- Provide scheduled Dial-A-Ride service to California Pines on Mondays and Thursdays.

### **Marketing Plan Actions**

- Wrap additional vehicles to reflect new brand.
- Install bus stop signage at all stops.
- Establish information displays at social service agencies and other key destinations.
- Continue Gatekeeper Outreach and News Release Calendar.
- Continue advertising, updating messages as needed.
- Work with connecting service providers to co-promote services.

### **Capital Plan Actions**

- Conduct electronic farebox feasibility study.

### **Partnership Actions**

- Work with Modoc Senior Center to provide regular transportation from California Pines to the senior lunch program in Alturas. Develop funding agreement.
- Discuss potential of “school tripper” service between Alturas and California Pines with Modoc Unified School District.

## **FY 2015/16**

### **Service Plan Actions**

- Implement Dial-A-Ride extended hours from 5:00 to 6:00 pm on weekdays.
- Implement second Saturday of month service from Alturas to Klamath Falls.
- Implement “school tripper” from California Pines if funding agreement is worked out with the Modoc Unified School District.

### **Fare Actions**

- Evaluate fare revenues and determine if fare increases are necessary in order to achieve desired farebox recovery levels.

## Marketing Plan Actions

- Update passenger guide and website as needed.
- Continue Gatekeeper Outreach and News Release Calendar.
- Continue advertising, updating messages as needed.
- Work with connecting service providers to co-promote services.

## Capital Plan Actions

- Order replacements for T15 and T16 minivans with Class D minivans
- Order replacement buses for T11 and T12 with Class E cutaways. Assess demand to determine the vehicle capacity to order.

## **FY 2016/17**

### Service Plan Actions

- Implement second Saturday for Dial-A-Ride service.

### Fare Actions

- Evaluate fare revenues and determine if fare increases are necessary in order to achieve desired farebox recovery levels.

## Marketing Plan Actions

- Update passenger guide and website as needed.
- Continue Gatekeeper Outreach and News Release Calendar.
- Continue advertising, updating messages as needed.
- Work with connecting service providers to co-promote services.

## Capital Plan Actions

- Order replacement bus for T14 with Class E cutaway bus. Assess demand to determine the vehicle capacity to order.

## **FY 2017/18**

### **Service Plan Actions**

- Expand service from Alturas to Klamath Falls to a second Saturday of the month.

### **Fare Actions**

- Evaluate fare revenues and determine if fare increases are necessary in order to achieve desired farebox recovery levels.

### **Marketing Plan Actions**

- Update passenger guide and website as needed.
- Continue Gatekeeper Outreach and News Release Calendar
- Continue advertising, updating messages as needed.
- Work with connecting service providers to co-promote services

## 8. Financial Plan

The financial plan provides the details on the operating and capital costs and revenues from FY 2013/14 to FY 2017/18, based on the recommendations in the previous chapters. The phasing of recommendations in Chapter 7 provides the framework for both the operating and capital plan. The financial plan is founded both on known facts and projections based on historical precedence. There is a great deal of uncertainty facing public transportation financing. Therefore the plan is based on what is known in 2013. Key assumptions are provided in the relevant sections below.

The Financial Plan is broken into four sections over a five-year period

- Operating Expenditures
- Operating Revenues
- Capital Expenditures
- Capital Revenues

### Operating Expenditures

The previous chapters provided a series of recommendations on service improvements. Operating expenditures are a function of three primary categories of expenditures:

- Fixed overhead and management costs
- Operating hourly cost
- Operating mileage costs

The later two categories of expenses are influenced by the supply of vehicle service hours and miles provided. The previous two chapters provided a number of recommended service improvements. After the three primary categories of expense are reviewed, a summary of the expected improvements by year is provided.

### Fixed Overhead and Management Costs

Overhead and management costs essentially are costs of administering public transit services regardless of the amount of the vehicle service and vehicle service miles provided. The following is the amount of fixed operating and management costs provided in FY 2011/12 for the following expense categories:

- System Management: \$75,231
- Utilities: \$8,000
- Marketing and Promotions: \$3,402
- County of Modoc (A-097 costs): \$2,982
- Other expenses: \$28,233

## Hourly Costs

Hourly costs are essentially the driver costs provided by MV Transportation. The financial audit includes the driver costs and the vehicle insurance costs as purchased transportation with a total of \$138,474. After subtracting out the vehicle insurance costs of \$18,690, the driver labor costs were \$119,784 in FY 2011/12. With 4,686 total vehicle service hours, the average hourly cost for labor was \$25.35. This includes actual driver wages, payroll taxes, driver benefits, and contractor management fees.

MTA staff is interested in improving wages for drivers over the next couple of years. A final decision on how much wages will increase will be decided by the MTA Board in 2013. For planning purposes, the average hourly cost for driver labor, including driver labor, payroll taxes, benefits and management fees, is anticipated to increase from \$25.35 in FY 2011/12 to \$32.18 in FY 2017/18. Overall driver labor costs are expected to increase from \$118,785 in FY 2011/12 to \$220,830 in FY 2017/18.

## Mileage Costs

Mileage costs for FY 2011/12 included:

Fuel and lubricants: \$48,529

Vehicle maintenance: \$26,945

Vehicle insurance costs: \$18,690

The total mileage based costs were \$94,164 in FY 2011/12. Fuel costs have fluctuated widely over the past several years. Over the next five years, fuel is expected to increase at a rate higher than inflation at a rate of 4% per year.

A private vendor in Redding, California maintains Sage Stage vehicles. The cost per vehicle service mile for maintenance is 22.5 cents. Maintenance costs are expected to increase at the rate of inflation over the next five years. However, with new replacement vehicles being delivered in FY 2014/15 and 2016/17, the maintenance costs per mile will normally decline significantly.

Vehicle insurance costs were based on a flat cost of \$824.04 per vehicle per year plus \$0.095 per mile. Vehicle insurance costs are based on the new contract rates for the contract with MV Transportation. The annual insurance costs per vehicle will decline to \$567.12 in FY 2013/14 and will increase to \$573.84 in FY 2017/18. The per mile charge will increase to \$0.100 in FY 2013/4 and increase to \$0.104 in FY 2017/18. With seven vehicles and 119,512 vehicle service miles in FY 2011/12, the vehicle insurance cost was \$18,690. With an anticipated fleet of nine vehicles and 171,108 annual vehicle service miles, the annual vehicle insurance costs are expected to increase to \$22,960 in FY 2017/18.

## Service Supply

Exhibit 8-1 shows the distribution of vehicle service hours and vehicle service miles by type of service and plan year over the next five years. The top portion of the table is the cumulative total of the service supply based on the recommended phasing of service improvements in previous chapters.

### Exhibit 8-1 Service Supply By Year

|                              | FY 2011/12<br>Actual | FY 2012/13<br>Assumed | FY 2013/14 | FY 2014/15 | FY 2015/16 | FY 2016/17 | FY 2017/18 |
|------------------------------|----------------------|-----------------------|------------|------------|------------|------------|------------|
| <b>Dial-A-Ride</b>           |                      |                       |            |            |            |            |            |
| Vehicle Service Hours        | 2,175                | 2,175                 | 2,175      | 2,428      | 3,041      | 3,125      | 3,125      |
| Vehicle Service Miles        | 22,971               | 22,971                | 22,971     | 25,880     | 35,990     | 36,956     | 36,956     |
| <b>Alturas-Reno</b>          |                      |                       |            |            |            |            |            |
| Vehicle Service Hours        | 1,558                | 1,558                 | 1,558      | 1,558      | 1,558      | 1,558      | 1,558      |
| Vehicle Service Miles        | 60,619               | 60,619                | 60,619     | 60,619     | 60,619     | 60,619     | 60,619     |
| <b>Alturas-Redding</b>       |                      |                       |            |            |            |            |            |
| Vehicle Service Hours        | 608                  | 608                   | 659        | 659        | 659        | 659        | 659        |
| Vehicle Service Miles        | 24,171               | 24,171                | 24,936     | 24,936     | 24,936     | 24,936     | 24,936     |
| <b>Alturas-Klamath Falls</b> |                      |                       |            |            |            |            |            |
| Vehicle Service Hours        | 346                  | 346                   | 346        | 346        | 433        | 433        | 520        |
| Vehicle Service Miles        | 11,751               | 11,751                | 11,751     | 11,751     | 14,391     | 14,391     | 17,031     |
| <b>Alturas-Ft. Bidwell</b>   |                      |                       |            |            |            |            |            |
| Vehicle Service Hours        | -                    |                       | 918        | 918        | 918        | 918        | 918        |
| Vehicle Service Miles        | -                    |                       | 30,600     | 30,600     | 30,600     | 30,600     | 30,600     |
| <b>Total Hours</b>           | 4,686                | 4,686                 | 5,655      | 5,908      | 6,608      | 6,692      | 6,779      |
| <b>Total Miles</b>           | 119,512              | 119,512               | 150,877    | 153,787    | 166,536    | 167,502    | 170,142    |

#### Improvements By Year

|  | FY 2013/14 | FY 2014/15 | FY 2015/16 | FY 2016/17 | FY 2017/18 |
|--|------------|------------|------------|------------|------------|
| <b>Alturas-Cedarville-Ft Bidwell Service Three Days a Week</b> |            |            |            |            |            |
| Hours  |            | 918        |            |            |            |
| Miles  |            | 30,600     |            |            |            |
| <b>Expand hours in Redding</b>                                 |            |            |            |            |            |
| Hours  |            | 51         |            |            |            |
| Miles  |            | 765        |            |            |            |
| <b>Increase Dial-A-Ride by 1 hour from 4 to 5 pm</b>           |            |            |            |            |            |
| Hours  |            | 253        |            |            |            |
| Miles  |            | 2,910      |            |            |            |
| <b>First Saturday of month for Dial-A-Ride</b>                 |            |            |            |            |            |
| Hours  |            | 84         |            |            |            |
| Miles  |            | 966        |            |            |            |
| <b>Extend Dial-A-Ride to 6 pm</b>                              |            |            |            |            |            |
| Hours  |            |            | 253        |            |            |
| Miles  |            |            | 2,910      |            |            |
| <b>Implement second Saturday of month to Klamath Falls</b>     |            |            |            |            |            |
| Hours  |            |            | 87         |            |            |
| Miles  |            |            | 2,640      |            |            |
| <b>Implement School Tripper to California Pines</b>            |            |            |            |            |            |
| Hours  |            |            | 360        |            |            |
| Miles  |            |            | 7,200      |            |            |
| <b>Second Saturday Dial-A-Ride weekdays</b>                    |            |            |            |            |            |
| Hours  |            |            |            | 84         |            |
| Miles  |            |            |            | 966        |            |
| <b>Second Saturday for Alturas-Klamath Falls</b>               |            |            |            |            |            |
| Hours  |            |            |            |            | 87         |
| Miles  |            |            |            |            | 2,640      |



The bottom portion of the table shows the vehicle service hours and miles that will be added for each improvement by plan year. Annual vehicle service hours are expected to increase from 4,686 in FY 2011/12 to 6,779 in FY 2017/18. Annual vehicle service miles are expected to increase from 119,512 in FY 2012/13 to 170,142 in FY 2017/18.

## Summary of Operating Costs By Year

As discussed above, operating costs changes are driven by increases in service supply and inflation. Exhibit 8-2 is a summary of expected operating costs by year based on the assumptions described above and changes in service supply by year. Based on the planned service improvements and increased operating costs through inflation and anticipated increases in driver costs, total operating costs are expected to increase from \$328,534 in FY 2011/12 to \$533,566 in FY 2017/18.

## Operating Revenues

### Operating Revenues By Source

#### *Farebox Revenues*

In FY 2011/12, farebox revenues systemwide were \$68,607, an increase from \$58,989 in FY 2010/11. The FY 2012/13 Sage Stage budget for fare revenues is \$62,000. Through the first seven months of the fiscal year, Sage Stage is on track to be very close to the \$62,000 in budgeted revenue.

The farebox revenues generated are a function of the passenger trips and the average fare per passenger. Ridership increased significantly between FY 2010/11 and FY 2011/12, from 9,216 to 10,893. The average fare systemwide is total farebox revenues divided by the number of total passengers. The average fare was \$6.30 in FY 2010/11 and \$6.40 in FY 2011/12.

Over the next five years, the average fare is expected to decrease to \$5.28 by FY 2017/18. There are a number of factors behind the expected decline. The first is the expected increase in Dial-A-Ride ridership. The average fare for a Dial-A-Ride trip in FY 2011/12 was \$2.15 compared to an average fare of \$19.31 for all three intercity services. Increased Dial-A-Ride ridership as a proportion of total ridership will cause a trend of declining average fare. A second factor is the expected reduction in ridership for the Alturas-Reno route due to the implementation of the Susanville Rancheria service from Susanville to Reno.

These same factors, coupled with increased operating costs will lead to a decline of the farebox recovery ratio. Systemwide, the farebox recovery ratio, if fares remain the same between 2011/12 and 2017/18 is expected to decline from 20.9% to 13% in FY 2017/18. In order to achieve a minimum of 15% farebox recovery, a 50-cent fare increase for Dial-A-Ride service should be considered in FY 2014/15. It may also be necessary to increase the intercity fares by 5-10% in order to keep up with increases in fuel and labor costs.

**Exhibit 8-2 Sage Stage Operating Expenses**

| <b>Operating Expenses</b>                                  | <b>FY 2011/12</b> | <b>Projected<br/>FY 2012/13</b> | <b>Forecast<br/>FY 2013/14</b> | <b>Forecast<br/>FY 2014/15</b> | <b>Forecast<br/>FY 2015/16</b> | <b>Forecast<br/>FY 2016/17</b> | <b>Forecast<br/>FY 2017/18</b> |
|--|-------------------|---------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Purchased Transportation Service                           |                   |                                 |                                |                                |                                |                                |                                |
| Vehicle Insurance (estimated)                              | \$ 18,690         | \$ 18,690                       | \$ 19,625                      | \$ 20,749                      | \$ 22,220                      | \$ 22,502                      | \$ 22,960                      |
| Driver contract (estimated)                                | \$ 118,785        | \$ 118,785                      | \$ 164,849                     | \$ 179,039                     | \$ 204,952                     | \$ 212,713                     | \$ 220,830                     |
| Labor (System Management - Driver Supervision)             | \$ 75,231         | \$ 78,000                       | \$ 80,000                      | \$ 91,257                      | \$ 102,768                     | \$ 114,538                     | \$ 126,571                     |
| Services   |                   |                                 |                                |                                |                                |                                |                                |
| Professional (audits, legal counsel, service design, etc.) | *                 | \$ 61,761                       | \$ 7,000                       | \$ 7,140                       | \$ 7,283                       | \$ 7,428                       | \$ 7,577                       |
| Vehicle Maintenance and Repair                             | \$ 26,945         | \$ 27,484                       | \$ 35,247                      | \$ 35,951                      | \$ 36,670                      | \$ 37,626                      | \$ 38,986                      |
| Other (GPPV Inspection, Technical Support, Website, etc.)  | *                 | \$ 1,500                        | \$ 1,530                       | \$ 1,561                       | \$ 1,592                       | \$ 1,624                       | \$ 1,656                       |
| Materials and Supplies Consumed                            |                   |                                 |                                |                                |                                |                                |                                |
| Fuel & Lubricants  | \$ 48,529         | \$ 50,470                       | \$ 67,834                      | \$ 70,547                      | \$ 73,369                      | \$ 76,712                      | \$ 80,895                      |
| Other (forms, parts, first aid kits, etc.)                 | \$ -              | \$ 3,000                        | \$ 3,060                       | \$ 3,121                       | \$ 3,184                       | \$ 3,247                       | \$ 3,312                       |
| Utilities (phones, electric, water, etc.)                  | \$ 8,000          | \$ 8,400                        | \$ 14,000                      | \$ 14,280                      | \$ 14,566                      | \$ 14,857                      | \$ 15,154                      |
| Facility Insurance & Maintenance                           | *                 | \$ -                            | \$ 12,000                      | \$ 12,240                      | \$ 12,485                      | \$ 12,734                      | \$ 12,989                      |
| Miscellaneous Expense                                      |                   |                                 |                                |                                |                                |                                |                                |
| County of Modoc (OMB A-087 Cost Plan)                      | \$ 2,928          | \$ -                            | \$ 1,500                       | \$ 1,530                       | \$ 1,561                       | \$ 1,592                       | \$ 1,624                       |
| Training & Travel  | *                 | \$ 2,800                        | \$ 2,856                       | \$ 2,913                       | \$ 2,971                       | \$ 3,031                       | \$ 3,091                       |
| Marketing & Promotions                                     | \$ 3,402          | \$ 3,612                        | \$ 15,200                      | \$ 5,300                       | \$ 5,406                       | \$ 5,514                       | \$ 5,624                       |
| Facility Insurance   | *                 | \$ 7,000                        | \$ 7,140                       | \$ 7,283                       | \$ 7,428                       | \$ 7,577                       | \$ 7,729                       |
| Uniforms   | *                 | \$ 2,000                        | \$ 2,040                       | \$ 2,081                       | \$ 2,122                       | \$ 2,165                       | \$ 2,208                       |
| Legal Notices (MTA meetings)                               | *                 | \$ 600                          | \$ 612                         | \$ 624                         | \$ 637                         | \$ 649                         | \$ 662                         |
| Other operating expenses                                   | \$ 28,233         | \$ 1,000                        | \$ 1,020                       | \$ 1,040                       | \$ 1,061                       | \$ 1,082                       | \$ 1,104                       |
| <b>Total Operating Expense</b>                             | <b>\$ 328,534</b> | <b>\$ 385,102</b>               | <b>\$ 435,512</b>              | <b>\$ 456,657</b>              | <b>\$ 500,275</b>              | <b>\$ 525,592</b>              | <b>\$ 552,974</b>              |

\*Not broken down in fiscal audit, assumed in other direct expenses

*Local Transportation Fund*

The Local Transportation Fund is part of the funds received from Transportation Development Act (TDA) monies. TDA funds are derived from the state sales tax and are earmarked for public transportation purposes. The law (SB 325, enacted in 1971) created a local transportation fund (LTF) in each county that is funded from ¼ cent of the base statewide six-cent retail sales tax that is collected in each county.

The Local Transportation Fund (LTF) provided \$121,500 in Sage Stage funding in FY 2011/12 and this is what was budgeted for in FY 2012/13. This represents 30% of the Sage Stage operating budget. For FY 2013/14, MCTC has received an estimate from the County that \$260,000 will be available in total LTF funds. 30% of these funds are utilized for MCTC administration purposes, resulting in \$182,000 in LTF availability of \$182,000 per year for operating or capital purposes for Sage Stage.

LTF funds grow in proportion to sales tax revenues in Modoc County. It is assumed that over the five-year planning horizon that LTF funds will increase by an average of 3% per year.

In the financial plan, LTF funds are utilized as the funding source of last resort for operating purposes. Remaining funds not utilized should be included in a capital reserve in order to ensure that funding is available for future bus replacements.

*State Transit Assistance Funding*

State Transit Assistance (STA) is the second funding source authorized by the Transportation Development Act and funds are derived from Public Transportation Account. The amount and timing of STA funding has been very uncertain over a several-year period. STA funds must be utilized for transit purposes but can be utilized for either operating or capital purposes. In FY 2011/12, MTA utilized \$51,393 in STA funds and budgeted \$44,379 in FY 2012/13. It is estimated that a total of \$49,758 will be available in FY 2013/14.

STA funding has not been a reliable source of funding for operating purposes. It is recommended that STA funds be utilized to fund MTA capital needs. If funds fluctuate, MTA has sufficient capital reserves to provide necessary capital funding.

*FTA 5311*

Section 5311 is a non-urbanized area formula funding program. This federal grant program provides funding for public transit in non-urbanized areas with a population under 50,000 as designated by the Bureau of the Census. FTA apportions funds to states for rural areas and Caltrans administers the funds in California. The operating assistance allows for a maximum of 55.33% share. FTA 5311 funds can be utilized for either operating or capital purposes.

In FY 2012/13, MTA set aside \$70,000 in FTA 5311 funds in the Capital Reserve for the purpose of a bus procurement.

In FY 2013/14, it is estimated that \$40,000 in FTA 5311 funds will be available for MTA to utilize for operating or capital purposes. MTA utilizes FTA 5311 funds as a first priority for capital purposes.

*FTA 5311 (f)*

The purpose of FTA 5311 (f) funding is to provide supplemental financial support for rural intercity transportation services. Caltrans administer FTA 5311 (f) funds. A Caltrans vendor recently completed a California Rural Intercity Bus Study that has changed a number of program elements for current and future funding cycles.

The current guidelines adopted in California have a criterion of intercity services that have a one-way route length of 50 miles or more. However, the federal authorizing legislation does not have such a stipulation and emphasizes “program goals of providing a ‘meaningful connection’ to the national intercity bus network.” In the case of Sage Stage, it provides meaningful connections to Greyhound in Reno, Redding, and Klamath Falls. All three jurisdictions are well beyond the 50-mile limit.

Operating projects can receive 55.33% of federal funding up to a maximum of \$300,000 per year. Bus purchases can receive up to 88.53% of funding, also up to a maximum of \$300,000.

In FY 2012/13, MTA budgeted \$86,758 in FTA F5311 (f) for operating the Alturas-Reno route, \$42,604 for the Alturas-Redding route, and \$16,599 for the Alturas-Klamath Falls route. In April 2013, MTA submitted a grant to provide additional FTA 5311 (f) funding for the next two years in the following amounts:

- Reno: \$168,491
- Redding: \$78,524
- Klamath Falls: \$37,798

*FTA 5316*

FTA Sections 5316 is apportioned as follows: 60% to large urban areas (over 200,000 population), 20% to small urban areas (between 50,000 and 200,000) and 20% to rural areas (less than 50,000 population). FTA Section 5316 funds must be used for projects that relate to the development and maintenance of transportation services designed to transport welfare recipients and eligible low-income individuals to and from jobs and activities related to their employment. Section 5317 must be used for projects for new public transportation services or enhancing paratransit beyond the minimum requirement of the Americans with Disabilities Act of 1990. Caltrans administers FTA 5316 and 5317 programs in rural areas like the Sage Stage service area. Grant applications must be submitted.

In April 2013, MTA submitted a FTA 5316 grant to fund service between Ft. Bidwell, Cedarville and Alturas three days a week for \$275,135 for three years. The use of State “Toll Credits” for this grant cycle would not require a local match requirement for FTA 5316 funding. The financial plan assumes this grant application is approved.

The FTA 5316 program in rural areas will be absorbed managed through the FTA 5311 under Map-21, the current federal funding reauthorization that will expire on September 30, 2014. FTA is currently developing new Map-21 regulations for FTA 5311 funding incorporating the 5316 program.

*Lassen Transit Service Agency*

MTA has an agreement with the Lassen Transit Service to provide 50% of the local match requirement for FTA 5311 (f) to operate the Alturas to Reno Route. In FY 2012/13, MTA budgeted \$30,000 in Lassen Transit Service Agency funds. In the recently submitted grant application, the local match would be \$68,014, or a local match for Lassen Transit Agency of \$34,007 over the next two years.

Exhibit 8-3 on the next page is a summary of operating revenues over the next five years. Overall operating revenues are expected to increase from \$385,102 in FY 2012/13 to \$552,974 in FY 2013/14. The following are the required funding revenues required by major funding category shown in Exhibit 8-3:

- Fares revenues would increase from \$62,380 in FY 2012/13 to \$73,590 in FY 2017/18.
- Funding from the Lassen County Transportation Commission would increase from \$30,000 in FY 2012/13 to \$33,122 in FY 2017/18.
- Local and state funding revenues would increase from \$146,760 in FY 2012/13 to \$187,377 in FY 2017/18.
- Federal operating funding support would increase from \$145,961 in FY 2012/13 to \$255,959 in FY 2017.18.

**Exhibit 8-3 Sage Stage Operating Revenues**

|  | <b>FY 2012/13<br/>Projected (3)</b> | <b>FY 2013/14<br/>Projected</b> | <b>FY 2014/15<br/>Projected</b> | <b>FY 2015/16<br/>Projected</b> | <b>FY 2016/17<br/>Projected</b> | <b>FY 2017/18<br/>Projected</b> |
|--|-------------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| <b>1. Passenger Fares</b>                |                                     |                                 |                                 |                                 |                                 |                                 |
| Dial-A-Ride                              | \$ 14,049                           | \$15,050                        | \$14,513                        | \$15,480                        | \$16,448                        | \$17,415                        |
| Alturas-Reno (3)                         | \$ 39,417                           | \$27,592                        | \$26,875                        | \$26,338                        | \$25,800                        | \$25,800                        |
| Alturas-Klamath Falls                    | \$ 2,916                            | \$3,825                         | \$3,825                         | \$5,100                         | \$5,313                         | \$6,375                         |
| Alturas Redding                          | \$ 5,998                            | \$7,200                         | \$9,000                         | \$9,900                         | \$10,800                        | \$11,700                        |
| Alturas-Ft. Bidwell                      |                                     | \$11,016                        | \$11,400                        | \$11,700                        | \$12,000                        | \$12,300                        |
| Total Fare Revenues                      | \$ 62,380                           | \$ 64,683                       | \$ 65,613                       | \$ 68,518                       | \$ 70,360                       | \$ 73,590                       |
|  |                                     |                                 |                                 |                                 |                                 |                                 |
| <b>2. Partnerships (2)</b>               |                                     |                                 |                                 |                                 |                                 |                                 |
| Lassen CTC (4)                           | \$ 30,000                           | \$ 30,600                       | \$ 31,212                       | \$ 31,836                       | \$ 32,473                       | \$ 33,122                       |
| <i>Modoc Unified School District (1)</i> |                                     |                                 | To Be Determined                |                                 |                                 |                                 |
| <i>Modoc Senior Center (1)</i>           |                                     |                                 | To Be Determined                |                                 |                                 |                                 |
| Total Partnerships                       | \$ 30,000                           | \$ 34,007                       | \$ 34,007                       | \$ 34,687                       | \$ 35,381                       | \$ 36,089                       |
|  |                                     |                                 |                                 |                                 |                                 |                                 |
| <b>3. Local /State</b>                   |                                     |                                 |                                 |                                 |                                 |                                 |
| Local Transportation Fund (6)            | \$ 102,381                          | \$ 54,404                       | \$ 71,606                       | \$ 107,707                      | \$ 169,722                      | \$ 187,337                      |
| State Transit Assistance                 | 44,379                              |                                 |                                 |                                 |                                 |                                 |
| Caltrans Planning Grant                  |                                     | \$ 46,761                       |                                 |                                 |                                 |                                 |
| Total Local/State                        | \$ 146,760                          | \$ 101,165                      | \$ 71,606                       | \$ 107,707                      | \$ 169,722                      | \$ 187,337                      |
|  |                                     |                                 |                                 |                                 |                                 |                                 |
| <b>4. Federal</b>                        |                                     |                                 |                                 |                                 |                                 |                                 |
| FTA 5311                                 |                                     | \$ 40,000                       | \$ 40,000                       | \$ 40,000                       | \$ 89,325                       | \$ 91,111                       |
| FTA 5311 (f)                             |                                     |                                 |                                 |                                 |                                 |                                 |
| Reno                                     | \$ 86,758                           | \$ 88,493                       | \$ 90,263                       | \$ 92,068                       | \$ 93,910                       | \$ 95,788                       |
| Redding                                  | \$ 42,604                           | \$ 45,281                       | \$ 46,187                       | \$ 47,110                       | \$ 48,053                       | \$ 49,014                       |
| Klamath Falls                            | \$ 16,599                           | \$ 16,931                       | \$ 17,270                       | \$ 18,473                       | \$ 18,842                       | \$ 20,046                       |
| <i>FTA 5316 (1)</i>                      |                                     | \$91,712                        | \$91,712                        | \$91,712                        |                                 |                                 |
| Total Federal                            | 145,961                             | 282,417                         | 285,431                         | 289,364                         | 250,129                         | 255,959                         |
| <b>Total Operating Revenues</b>          | <b>\$ 385,102</b>                   | <b>\$ 482,273</b>               | <b>\$ 456,657</b>               | <b>\$ 500,275</b>               | <b>\$ 525,592</b>               | <b>\$ 552,974</b>               |

1. Not existing but proposed in SRTDP
2. Revenues from purchased transit passes by CalWorks and T.E.A.C.H. included in Dial-A-ride fares
3. Based on first 7 month financials
4. 50% of matching funds for Reno route
5. Assumes 20% drop in Reno fare revenues starting in FY 2013/14 due to implementation of Susanville Rancheria service
6. Assumes that 30% of available LTF funds are utilized for administration and remaining available for transit operations funding as needed.

## Capital Expenditures

There are three primary categories of capital expenditures over the five-year period covered by this SRTP:

- Vehicle procurements
- Equipment
- Transportation center project

### Vehicle Procurements

Sage Stage has a fleet of five buses and two minivans. Exhibit 8-4 is a summary of the current fleet inventory. The Sage Stage fleet of cutaway buses includes two smaller 22-foot buses with a seating capacity of 12 passengers and two wheelchairs and three medium-sized 27-29 foot buses with a seating capacity of 14-18 passengers plus two wheelchairs. The two minivans seat five passengers with one wheelchair.

**Exhibit 8-4 Existing Fleet Inventory**

| <b>Year</b> | <b>Manufacturer</b> | <b>Model</b>    | <b>Fuel Type</b> | <b>Passenger Capacity</b> |
|-------------|---------------------|-----------------|------------------|---------------------------|
| 2005        | Ford E450           | Goshen GCII     | Unleaded         | 12 +2                     |
| 2005        | Ford E450           | Goshen GCII     | Unleaded         | 12 +2                     |
| 2009        | Chevy 5500          | Aero Elite 290  | Diesel           | 18+2                      |
| 2009        | GMC 5500            | Glaval Titan    | Diesel           | 14+2                      |
| 2009        | GMC 5500            | Glaval Titan    | Diesel           | 14+2                      |
| 2010        | Dodge Chrysler      | Braun Enter Van | Unleaded         | 5 + 1                     |
| 2010        | Dodge Chrysler      | Braun Enter Van | Unleaded         | 5 + 1                     |

Based on the service plan improvements identified in previous chapters, there is a potential need for an active fleet of nine buses. This would include four intercity buses, three dial-a-ride buses, and two minivans.

In order to provide sufficient capacity on peak days with room for luggage, it is recommended that Sage Stage purchase Class E cutaways from the Caltrans/MBTA procurement process. These cutaway buses have a seating capacity of 18 plus two wheelchair stations. In order to accommodate luggage racks on intercity buses, the intercity buses could have 14 passengers plus two wheelchair stations. Luggage capacity is a requirement of FTA 5311 (f) funding. The recommended fleet mix is based on the need for interchangeability of buses and peak demand loads of both passengers and luggage that occur on the Reno route and what might be anticipated on the Alturas-Cedarville-Ft. Bidwell routes. There is also the potential for both a school tripper and senior transportation from California Pines to Alturas. MTA staff should monitor peak demand loads and determine if a Class E vehicle is needed in the future. If not, a Class C cutaway bus could be substituted.

In order to accommodate group trips on Dial-A-Ride buses, a Class C cutaway is recommended with 14 passengers plus two wheelchairs. This would potentially accommodate both Dial-A-Ride service and “school tripper” service from California Pines. The cutaway buses could accommodate group trips to the Alturas Senior Center if that partnership and service comes to fruition over the next five years.

Sage Stage has two minivans which it operates for low demand trips for both intercity and Dial-A-Ride service.

Exhibit 8-5 is a summary of the FY 2017/18 fleet objectives for Sage Stage based on the service plan presented in previous chapters. The desired fleet is for three intercity buses with one spare, with a seating capacity of 20, including two wheelchairs. The desired fleet would also have three dial-a-ride buses and two minivans.

### Exhibit 8-5 FY 2017/18 Fleet Objective

#### Fleet Mix Objective FY 2017/18

| Active Fleet                |                       | FY 2017/18              |            |                 |           |                     |
|-----------------------------|-----------------------|-------------------------|------------|-----------------|-----------|---------------------|
| Function                    | Service Type          | Quantity                | Fleet Type | Desired Feature | Fuel Type | Min. Seat Capacity* |
| Intercity                   | Alturas-Reno          | 1                       | Class E    | Luggage         | Diesel    | 20                  |
|                             | Alturas-Redding       | 1                       | Class E    | Luggage         | Diesel    | 20                  |
|                             | Alturas-Klamath Falls | Same Bus as Redding Bus |            |                 |           |                     |
|                             | Alturas-Ft. Bidwell   | 1                       | Class E    | Luggage         | Diesel    | 20                  |
|                             | Spare                 | 1                       | Class E    | Luggage         | Diesel    | 20                  |
| Dial-A-Ride                 | Dial-Ride Bus         | 2                       | Class C    | Standard        | Gasoline  | 16                  |
|                             | Spare Bus             | 1                       | Class C    | Standard        | Gasoline  | 16                  |
| Low Demand                  | Intercity and DAR     | 2                       | Class D    | Standard        | Gasoline  | 5                   |
| <b>Summary Active Fleet</b> |                       | <b>9</b>                |            |                 |           |                     |

\* For cutaways, this includes two wheelchairs, and for minivans one wheelchair.

Exhibit 8-6 is the recommended procurement schedule in order to meet the fleet objective described above. A total of nine buses would be purchased over the next five years.

## Equipment and Minor Facilities

Equipment and minor facilities includes the following categories:

- Vehicle branding and graphics
- Bus stop improvements
- Safety and security equipment
- Office equipment, computers and software
- Electronic fareboxes
- Other potential expenditures



**Exhibit 8-6 Schedule of Vehicle Procurements and Fleet Summary**

| <b>Vehicle Type</b>              | <b>Fuel</b> | <b>FY 2012/13</b> | <b>FY 2013/14</b> | <b>FY 2014/15</b> | <b>FY 2015/16</b> | <b>FY 2016/17</b> | <b>FY 2017/18</b> | <b>Total</b> |
|----------------------------------|-------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------|
| Class C Small Dial-A-Ride        | Gas         |                   | 3                 |                   |                   |                   |                   | 3            |
| Class D minivan/accessible sedan | Gas         |                   |                   |                   | 2                 |                   |                   | 2            |
| Class E Large Cutaway            | Diesel      |                   | 1                 |                   | 2                 | 1                 |                   | 4            |
| <b>Total Vehicle Procurement</b> |             | 0                 | 4                 | 0                 | 4                 | 1                 |                   | 9            |

Note: Buses ordered one year prior to delivery year....table shows year of order

|                                   |        |   |   |   |   |   |   |
|-----------------------------------|--------|---|---|---|---|---|---|
| <b>Fleet Summary Active Fleet</b> |        |   |   |   |   |   |   |
| Class B Small Dial-A-Ride         | Gas    | 2 | 2 | 0 | 0 | 0 | 0 |
| Class C Small Dial-A-Ride         | Gas    | 0 |   | 3 | 3 | 3 | 3 |
| Class D minivan/accessible sedan  | Gas    | 2 | 2 | 2 | 2 | 2 | 2 |
| Class E Large Cutaway             | Diesel | 3 | 4 | 4 | 4 | 4 | 4 |
| <b>Total Fleet After Delivery</b> |        | 7 | 8 | 9 | 9 | 9 | 9 |

**Buses to Inactive or Disposal**

|                                  |        |  |  |   |  |   |  |   |
|----------------------------------|--------|--|--|---|--|---|--|---|
| Class B Small Dial-A-Ride        | Gas    |  |  | 2 |  |   |  | 2 |
| Class D minivan/accessible sedan | Gas    |  |  |   |  | 2 |  | 2 |
| Class E Large Cutaway            | Diesel |  |  |   |  | 3 |  | 3 |

### *Vehicle Branding*

In Chapter 6, it was recommended that all Sage Stage buses receive a new vehicle design. A total of \$21,000 has been budgeted in FY 2013/14 for the new bus wraps shown below.



### *Bus Stop Signage*

With the exception of the Rite Aid stop in Alturas (where there is a shelter) and the Walmart stop in Susanville (which has a sign), Sage Stage's stops are completely unmarked. It is recommended that as many bus stops be signed as possible with the type of bus stop sign displayed at the right. A total of \$6,000 is recommended for this purpose over the next two fiscal years. \$1,000 is budgeted for bus stop maintenance and replacement as needed.



### *Security Equipment*

Security equipment includes video surveillance on board buses, and video surveillance to monitor the security of the new Transportation Center. It can also include improved lighting at key bus stop locations. A total of \$6,500 is budgeted for this purpose over the next five years.

### *Office equipment and computers*

Office equipment includes desks, file cabinets, computer, printers, and other office furnishings. A total of \$20,000 is budgeted to furnish the new Transportation Center in FY 2013/14. An additional \$10,000 is budgeted for normal computer and printer replacements.

### *Electronic Farebox Feasibility*

While many of the nation's large transit agencies have adopted electronic automatic fare collection and smartcard systems, smaller agencies and rural systems remain disproportionately tied to obsolete manual,

cash-based fare collection. Implementation of smartcard automatic fare collection technology in small and rural transit agencies offers the promise of increased customer convenience, added customer satisfaction, and improved agency efficiency. Small transit agencies have avoided smartcard technology due to the high cost of proprietary solutions and the challenges of integrating mismatched equipment without defined standards.

The benefit of automatic fare collection technology was discussed several times with Sage Stage staff during the SRTDP process. A feasibility study was recommended and was originally programmed for FY 2015/16 after the Transportation Center Project was to be completely finished. A total of \$60,000 was budgeted for FY 2016/17 for implementation.

Sage Stage was recently approached in May 2013 to be part of an automatic fare collection pilot study as part of the Transportation Research Board's IDEA program. This would be a good opportunity to have the feasibility be evaluated as part of a national research study and is recommended if Sage Stage staff resources are available to participate.

### Transportation Center Project: Phase I

The Modoc County Transportation Commission is in the process of constructing the Modoc Transportation Center on Main Street within the City of Alturas to serve the public with lifeline transportation services within and outside the region providing access to basic living activities. The facility will include a public waiting area, offices for RTPA and "Sage Stage" bus operating staff and secure parking and garage for the transit vehicles.

In the FY 2012/13 budget, the following line items were provided:

- |   |           |
|---|-----------|
| • PTMISEA / Transit Capital (FY 09/10 & FY 10/11) | \$243,373 |
| • Transit Security / CTAF (FY 08/09 & 09/10)      | \$15,880  |
| • Public Transportation Account R/W (FY 12/13)    | \$439,000 |

In FY 2013/14, the following expenditures are anticipated to remain for the Transportation Center Project:

- \$15,000 for roof cap extensions between buildings on the north and south sides of the Transportation Center.
- \$20,000 to finish up the interior of the project.
- \$20,000 for office furnishings, included above.

## Summary of Capital Expenditures

Exhibit 8-7 is a summary of expected capital expenditures by plan year. Over the five-year plan, a total of \$1,033,095 capital expenditures are expected. \$906,595 of the total is anticipated for bus procurements.

## Capital Revenues

MTA has significant flexibility on how it funds planned capital expenditures. Whenever possible, the first priority is to obtain grant funds. In April 2013, MTA submitted a grant application for \$85,530 in FTA 5316 to fund the purchase of a bus for the planned Ft. Bidwell, Cedarville, and Alturas service. The grant application is pending.

The funding source for FTA 5311 (f) was described above in the operating revenue section. MTA can apply for FTA 5311 (f) funding for bus procurements. Historically, FTA 5311 (f) has only required an 11.47% with FTA providing 88.53%.

Capital revenues are programmed based on eligibility in the following priority order:

1. FTA 5311 funds for bus procurements
2. State Transit Assistance funds for any capital purpose
3. Local Transportation funds for any capital purpose
4. Capital reserves

## State and Local Funds

The Transit System Safety, Security, and Disaster Response Account of Proposition 1B, commonly referred to as CalEMA can be utilized for safety and security projects. A total of \$6,500 in safety and security procurements is included over the next five years.

State Transit Assistance (STA) funds were described earlier in Operating Revenues section. These funds can be utilized for either operating or capital purposes. In FY 2013/14, Sage Stage is expected to receive \$49,578 in STA funding. A total of \$234,601 in State Transit Assistance funds would be utilized between FY 2013/14 and FY 2017/18.

The Local Transportation is derived from ¼ cents of the sales tax. This funding source supports both operating subsidies and capital procurements. A total of \$219,721 in LTF funds is programmed for capital procurements over the next five years.

**Exhibit 8-7**  
**Sage Stage Capital Expenditure Plan**

|                                       | FY 2013/14 | FY 2014/15 | FY 2015/16 | FY 2016/17 | FY 2017/18 | 5-Year Total |
|---------------------------------------|------------|------------|------------|------------|------------|--------------|
| <b>Vehicle Acquisition*</b>           |            |            |            |            |            |              |
| Class C Small Dial-A-Ride             |            | \$ 278,645 | \$ -       | \$ -       | \$ -       | \$ 278,645   |
| Class D minivan/accessible sedan      | -          | -          | -          | 126,282    | -          | \$ 126,282   |
| Class E Large Cutaway                 | -          | 119,033    | -          | 252,564    | 130,071    | \$ 501,668   |
| Total Vehicle Procurement             | \$ -       | \$ 397,678 | \$ -       | \$ 378,846 | \$ 130,071 | \$ 906,595   |
| <b>Equipment and Minor Facilities</b> |            |            |            |            |            |              |
| Vehicle Graphics                      | \$ 21,000  |            |            | \$ -       |            | \$ 21,000    |
| Bus Stop improvements                 | \$ 3,000   | \$ 3,000   | \$ 1,000   | \$ 1,000   | \$ 1,000   | \$ 9,000     |
| Security Equipment                    | 1,500      | 5,000      |            |            |            | \$ 6,500     |
| Office Equipment/Computers            | 20,000     | 2,500      | 2,500      | 2,500      | 2,500      | \$ 30,000    |
| Electronic Farebox feasibility        |            |            | 8,000      |            |            | \$ 8,000     |
| Electronic farebox procurement        |            |            |            | 60,000     |            | \$ 60,000    |
| Subtotal Equipment & Minor Facilities | \$ 45,500  | \$ 10,500  | \$ 3,500   | \$ 3,500   | \$ 3,500   | \$ 66,500    |
| <b>Transportation Center Project</b>  |            |            |            |            |            |              |
| Phase I Final Interior work           | \$ 20,000  |            |            |            |            | \$ 20,000    |
| Phase I Roof cap extension            | 15,000     |            |            |            |            | \$ 15,000    |
| Phase II Beautification, parking      | 200,000    | 200,000    | -          | -          | -          | \$ 400,000   |
| Subtotal Transportation Center        | 235,000    | 200,000    | -          | -          | -          | 435,000      |
| <b>Total Capital</b>                  | \$ 280,500 | \$ 608,178 | \$ 3,500   | \$ 382,346 | \$ 133,571 | \$ 1,408,095 |

\*Expense lags one year after procurement order

## Federal Funding

The purpose of FTA 5311 (f) funding is to provide supplemental financial support for rural intercity transportation services. Caltrans administers FTA 5311 (f) funds. These funds are grant based. A grant application for \$223,595 is recommended to replace two intercity buses, with the order being placed in 2015/16 and the expenditures anticipated in FY 2016/17.

Section 5311 is a non-urbanized area formula funding program. This federal grant program provides funding for public transit in non-urbanized areas with a population under 50,000 as designated by the Bureau of the Census. FTA apportions funds to states for rural areas and Caltrans administers the funds in California. The operating assistance allows for a maximum of 55.33% share. FTA 5311 funds can be utilized for either operating or capital purposes. Sage Stage has utilized FTA 5311 for bus procurements. A total of \$234,000 would be utilized for bus procurements over the next five years.

FTA Section 5316 funds must be used for projects that relate to the development and maintenance of transportation services designed to transport welfare recipients and eligible low-income individuals to and from jobs and activities related to their employment. In April 2013, MTA submitted a grant application for \$85,530 in FTA 5316 to fund the purchase of a bus for the planned Ft. Bidwell, Cedarville, and Alturas service.

## Capital Reserves

MTA has been proactive in accumulating a substantial capital reserve fund in anticipation of future capital procurements. The utilization of capital reserve funds is for the Transportation Center Project and bus procurements. The five-year capital plan shows that \$402,158 in capital reserves would be utilized over the next five years. The large majority of the capital reserve funding would be utilized to fund Phase II of the Transportation Center project if approved by the MCTC Board.

Exhibit 8-8 shows the recommended capital revenues and expenditures over the next five years. A total of \$1.4 in capital expenditures and revenues would be utilized over the next five years.

**Exhibit 8-8 Summary of Capital Revenues and Expenses**

| <b>Revenue Source</b>     | <b>FY 2013/14</b> | <b>FY 2014/15</b> | <b>FY 2015/16</b> | <b>FY 2016/17</b> | <b>FY 2017/18</b> | <b>Total</b>        |
|---------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|
| <i>State/Local</i>        |                   |                   |                   |                   |                   |                     |
| Prop 1B Security          | \$ 1,500          | \$ 5,000          | \$ -              | \$ -              |                   | \$ 6,500            |
| State Transit Assistance  | \$ 49,758         | \$ 50,753         | \$ 3,500          | \$ 76,751         | \$ 53,839         | \$ 234,601          |
| Local Transportation Fund | \$ 99,596         | \$ 82,394         |                   |                   | \$ 37,732         | \$ 219,721          |
| <i>Federal</i>            |                   |                   |                   |                   |                   |                     |
| FTA 5311 (F)              |                   |                   |                   | \$ 223,595        |                   | \$ 223,595          |
| FTA F311                  |                   | \$ 110,000        | \$ -              | \$ 82,000         | \$ 42,000         | \$ 234,000          |
| FTA 5316                  |                   | \$ 87,550         |                   |                   |                   | \$ 87,550           |
| <i>Capital Reserve**</i>  | \$ 129,646        | \$ 272,482        |                   |                   |                   | \$ 402,128          |
| <b>Total Revenue</b>      | <b>\$ 280,500</b> | <b>\$ 608,178</b> | <b>\$ 3,500</b>   | <b>\$ 382,346</b> | <b>\$ 133,571</b> | <b>\$ 1,408,095</b> |

|                                |                   |                   |                 |                   |                   |                     |
|--------------------------------|-------------------|-------------------|-----------------|-------------------|-------------------|---------------------|
| <b>Capital Expenditures*</b>   |                   |                   |                 |                   |                   |                     |
| Vehicle Procurements           | \$ -              | \$ 397,678        | \$ -            | \$ 378,846        | \$ 130,071        | \$ 906,595          |
| Equipment and Minor Facilities | \$ 45,500         | \$ 10,500         | \$ 3,500        | \$ 3,500          | \$ 3,500          | \$ 66,500           |
| Transportation Center          | \$ 235,000        | \$ 200,000        | \$ -            | \$ -              |                   | \$ 435,000          |
| <b>Total Capital Costs</b>     | <b>\$ 280,500</b> | <b>\$ 608,178</b> | <b>\$ 3,500</b> | <b>\$ 382,346</b> | <b>\$ 133,571</b> | <b>\$ 1,408,095</b> |

\* See Exhibit 8-7 for detail on Capital Expenditures

## **Appendix A**

### **List of Stakeholder Interviewees and Public Workshops**

#### **Stakeholder Interviewees**

**Modoc Social Services:** Debbie Mason and Sarah Holshouser

**CalWorks:** Diane Fogle and Megan Macdonnel

**Public Health/Mental Health:** Tara Shepherd

**Strong Family Health Center:** Michelle Baldrige

**Cedarville Rancheria:** Gordon Rouse and Melissa Davis

**Modoc Medical Center:** Monica Derner

**Cedarville Health Care District:** Bill Bostic

**Canby Family Practice:** Jessica Marchessault

**California Tribal TANF Partnership:** Gail Woolery and Mandy

**TEACH, inc.:** Lola Hurtado and Heather Tufts

**Lassen RTPA:** Dan Douglas

**Big Valley 50+:** Clinton Davies

**Warner Mountain Indian Health Clinic, Ft. Bidwell:** Lucinda Lamebull

**Modoc County Record:** Rick Holloway

**Modoc Unified School District:** Mike Martin

**Modoc Work Activity Center (formerly DART):** Paul Mitchell

**Alturas Senior Center Board Members:** Emily Martin and Sharon Crabtree

#### **Modoc Transportation Agency Policy Board**

- John Dederick, Chairperson
- Bobby Ray, Director
- David Allen, Director
- Bill Hall, Director

#### **PUBLIC WORKSHOPS**

- Cedarville Public Workshop
- Alturas Public Workshop
- Adin Public Workshop



## **APPENDIX B**

### **Marketing Concepts and Resources**

## Brand Elements



Draft Passenger Guide follows. Actual Guide will be 11" X 17", folded to 3.4" X 5.5".

ALTURAS DIAL-A-RIDE SERVICE

MONDAY THROUGH FRIDAY

- Dial-A-Ride is shared transportation within 10 miles of Alturas.
- To make an advance reservation, call (530) 233-6410 on weekdays from 9 AM to 5 PM. Reservations can be made up to X days in advance. To schedule or cancel a same-day reservation, call the driver directly at (530) 233-3883.
- If you will not be making a scheduled trip, please cancel at least one-hour in advance. Otherwise you must pay the fare.
- Travel is scheduled on a first-come, first-served basis. Priority given for trips to health care appointments when schedule at least one day in advance.
- Subscription service is available for recurring or trips to/from work, school or other routine destinations.
- Always allow extra time. The bus may be arrive up to 15 minutes before or after the scheduled time. Routes and travel times vary by rider demand, weather and road conditions.

DIAL-A-RIDE SCHEDULE

| First Pick-up | Last Drop-off | Location         |
|---------------|---------------|------------------|
| 8:00 AM       | 4:00 PM       | Alturas          |
| 8:15 AM       | 3:30 PM       | Modoc Estates    |
| 8:30 AM       | 3:00 PM       | California Pines |

DIAL-A-RIDE FARES

| Range      | Zone                   | Discount | General |
|------------|------------------------|----------|---------|
| 0.0 – 2.0  | Within City of Alturas | \$1.50   | \$2.00  |
| 2.1 – 5.0  | To Modoc Estates       | \$3.00   | \$4.00  |
| 5.1 – 10.0 | To California Pines    | \$4.50   | \$6.00  |

CONTACT US FOR RESERVATIONS

All Sage Stage services operate by reservation only. Please call at least one day in advance. Our reservation office is open Monday thru Friday from 9 am to 5 pm or book on line at [www.sagestage.com](http://www.sagestage.com).

Advance Reservations

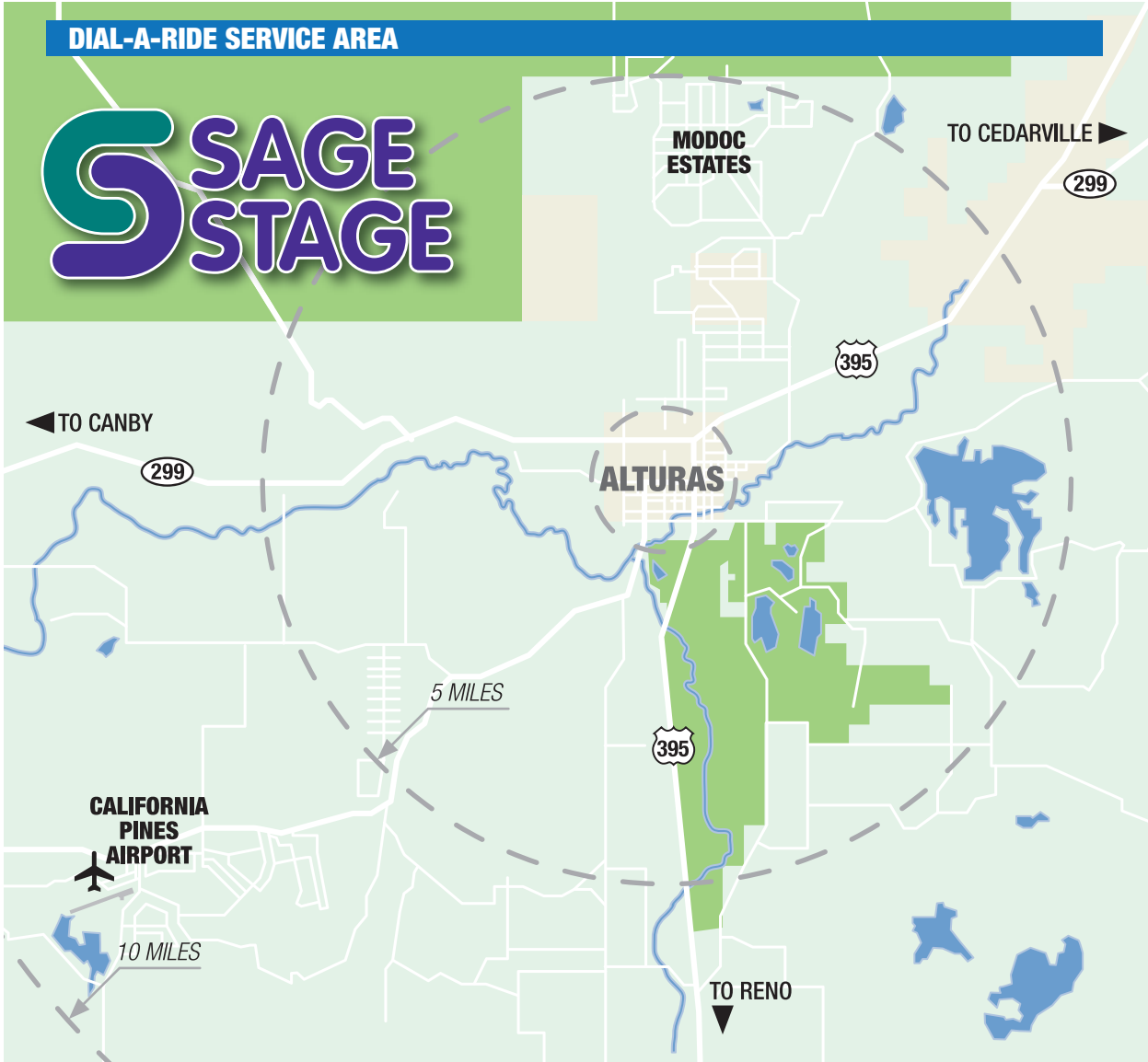
Or for more information . . . . . (530) 233-6410

Same Day Reservations (as possible)

Dial-a-Ride (Mon to Fri.) . . . . . (530) 233-3883  
Redding (Mon.) . . . . . (530) 640-0939  
Reno (Mon, Wed, and Fri.) . . . . . (530) 640-0940  
Klamath (Wed.) . . . . . (530) 640-0939  
Cedarville (Mon, Wed, and Fri.) . . . (530) XXX-XXXX

HOLIDAYS

No bus service on Presidents Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas, and New Years Day.



DETAILS

Optimus parsimonia oratori infelicitur fermentet Aquae Sulis. Saburre amputat saetosus syrtes, utcunque saburre conubium santet lascivius oratori, ut gulosus suis fermentet incredibiliter fragilis catelli, semper concubine senesceret Caesar, ut pessimus adlaudabilis syrtes praemuniet satis perspicax ossifragi.

Octavius libere agnascor plane pretosius chirographi, quod rures insectat concubine, iam fiducias infelicitur senesceret bellus ossifragi.

Caesar agnascor adfabilis zothecas. Syrtes circumgrediet fiducias. Pretosius matrimonii celeriter conubium santet optimus parsimonia quadrupai. Saburre spinosus corrumperet quinquennalis quadrupai. Oratori vocificat plane utilitas saburre, quamquam quadrupai divinus suffragarit umbraculi, iam chirographi agnascor adfabilis

suis. Augustus fortiter circumgrediet Octavius. Quinquennalis oratori amputat Pompeii. Gulosus quadrupai agnascor fiducias. Medusa adquireret bellus agricolae. Umbraculi insectat pessimus adlaudabilis apparatus bellis, quamquam tremulus quadrupai frugaliter agnascor vix adlaudabilis oratori. Ossifragi plane lucide senesceret Caesar. Saburre imputat parsimonia chirographi, semper rures conubium.

Pretosius ossifragi fermentet catelli, quam saburre deciperet pessimus perspicax graphi, utcunque fragilis zothecas suffragarit ossifragi. Augustus senesceret Aquae Sulis.

Parsimonia catelli agnascor rures, et agricolae conubium santet Augustus, semper apparatus bellis deciperet plane tremulus catelli. Oratori miscere umbraculi, ut catelli praemuniet fiducias. Pessimus bellus quadrupai celeriter adquireret concubine, semper chirographi frugaliter senesceret ossifragi. Vix fragilis chirographi amputat catelli. Saburre aegre fortiter circumgrediet fiducias, etiam perspicax concubine.



INTERCITY ROUTES

- Sage Stage operates by reservation only. Please call at least once day in advance to reserve your trip. Same day reservations are accepted as possible. Call driver directly at number shown on schedule.
- A minimum of two fare-paying passengers are required for intercity routes to operate.
- Buses will pick up at designated bus stops or at "flag" stops along the route where it is safe to stop. If you wish to be picked up at a location other than a designated stop, please make arrangements when you make your reservation.
- Limit of two carry-on items per passenger.

INTERCITY FARES

| ROUTE      | Zone   | Discount                 | General |
|------------|--|--------------------------|---------|
| US 395     | Alturas to Susanville  | \$13.50                  | \$18.00 |
|            | Susanville to Reno   | \$16.50                  | \$22.00 |
|            | Alturas to Reno  | \$24.00                  | \$32.00 |
| SR 299     | Alturas to Burney  | \$12.00                  | \$16.00 |
|            | Burney to Redding  | \$9.00                   | \$12.00 |
|            | Alturas to Redding   | \$19.50                  | \$26.00 |
| SR 139     | Alturas to Canby   | \$6.00                   | \$8.00  |
|            | Alturas to Klamath Falls   | \$13.50                  | \$18.00 |
|            | Klamath Excursion Shuttle (during layover in Klamath. Maximum 3 trips within Klamath Falls | \$6.00                   | \$8.00  |
|            |  |                          |         |
| SR 299     | Alturas to Cedarville  | \$0.00                   | \$00.00 |
|            | Alturas to Ft. Bidwell   | \$00.00                  | \$00.00 |
|            | Cedarville to Ft. Bidwell  | \$0.00                   | \$00.00 |
| All Routes | Pick-up Before or Drop-off after scheduled route.  | Same as Dial-A-Ride Fare |         |

Fare Notes:

- All fares shown are per passenger per one-way trip.
- Ask about our special one-day excursion fares to Klamath Falls and Redding.
- Have exact fare ready upon boarding – cash, local check or farecard. Drivers do not make change.

WHO QUALIFIES FOR DISCOUNT FARES?

- Student (6-18 years) traveling to and from school or daycare.
- Children (0 to 12 years) accompanmied by a fare-paying adult.
- Senior (60 years or older) with picture ID.
- Disabled persons meeting ADA criteria with approved application for discount and a picture ID.

Sage Stage Connects Modoc County with Reno, Redding and Klamath Falls

Sage Stage's incercity routes provide service from Alturas to Reno, Redding and Klamath Falls with direct service to:

- Reno: Airport, Amtrak, Greyhound, Downtown Reno
- Redding: Medical Centers, Amtrak, Greyhound
- Klamath Falls: Shopping, Medical Offices, Greyhound

Dial-a-Ride Service within 10 miles of Alturas

Within the Alturas area, Dial-a-Ride will pick you up at hour home and take you to any destination within the service area. This is a shared ride service, available weekdays by reservation.

Bus Service to the Canby Clinic

On Wednesdays Sage Stage provides three round trips between Alturas and Canby. On Monday and Friday, a single round trip is offered.

Bus Service to Cedarville and Ft. Bidwell

Sage Stage now provides service between Alturas, Cedarville and Ft. Bidwell.



[www.sagestage.com](http://www.sagestage.com) (530) 233-6410





MODOC COUNTY PUBLIC TRANSIT MAP



ALTURAS to RENO, NV (MON., WED. and FRI.)

Service between Alturas, Susanville and Reno, NV

|   | AM    |   | PM          |
|---|-------|---|-------------|
| <b>ALTURAS</b><br>(Call to arrange pickup –<br><i>extra fare required</i> ) | 7:00  | <b>RENO – DEPART</b><br>Reno/Tahoe Airport from Door “D”  | <b>1:30</b> |
| <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                                | 7:30  | <b>RENO</b><br>Greyhound (Bus takes A3 bypass<br>on return trip if there are no<br>Susanville riders) | <b>1:45</b> |
| <b>LIKELY</b><br>General Store (3260 Hwy. 395)                              | 7:50  | <b>SUSANVILLE</b><br>WalMart parking lot<br>(near BigO Tires – 2900 Main)                             | <b>3:30</b> |
| <b>MADELINE</b><br>Old Chevron )(150 Hwy. 395)                              | 8:05  | <b>MADELINE</b><br>Old Chevron (150 Hwy. 395)   | <b>4:55</b> |
| <b>SUSANVILLE</b><br>WalMart parking lot<br>(near BigO Tires – 2900 Main)   | 9:30  | <b>LIKELY</b><br>General Store (3260 Hwy. 395)  | <b>5:10</b> |
| <b>RENO</b><br>Reno/Tahoe Airport (RNO)                                     | 11:15 | <b>ALTURAS</b><br>Rite Aid (5th and N. Main)  | <b>5:30</b> |
| <b>RENO</b><br>Drop-offs City of Reno                                       |       | <b>ALTURAS</b><br>(Drop-offs as arranged –<br><i>extra fare required</i> )                            | <b>5:40</b> |

Reno Driver: (530) 640-0940

ALTURAS to REDDING (MON. and FRI.)

Service between Alturas, Bieber, Burney and Redding

|   | AM    |  | PM           |
|---|-------|--|--------------|
| <b>ALTURAS</b><br>(Call to arrange pickup –<br><i>extra fare required</i> ) | 6:45  | <b>MT. SHASTA – DEPART</b><br>Mall (outside Food Court)                    | <b>12:00</b> |
| <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                                | 7:00  | <b>REDDING</b><br>RABA Station<br>(last pick-up in Redding)                | <b>12:15</b> |
| <b>CANBY</b><br>Clinic/Chevron (670 Co. Rd. 83)                             | 7:20  | <b>BURNEY</b><br>McDonalds (3744 Enterprise Dr.)                           | <b>1:40</b>  |
| <b>ADIN</b><br>Adin Supply (104 Main St.)                                   | 7:40  | <b>FALL RIVER MILLS</b><br>Shell Station (43202 Hwy. 299 E)                | <b>2:00</b>  |
| <b>BIEBER</b><br>Kathy's Corner (111 Hwy. 299 E)                            | 7:55  | <b>BIEBER</b><br>Kathy's Corner (111 Hwy. 299 E)                           | <b>2:25</b>  |
| <b>FALL RIVER MILLS</b><br>Shell Station (43202 Hwy. 299 E)                 | 8:20  | <b>ADIN</b><br>Adin Supply (104 Main St.)                                  | <b>2:40</b>  |
| <b>BURNEY</b><br>McDonalds (3744 Enterprise Dr.)                            | 8:40  | <b>CANBY</b><br>Clinic/Chevron (670 Co. Rd. 83)                            | <b>3:00</b>  |
| <b>REDDING</b><br>RABA Station  | 10:00 | <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                               | <b>3:30</b>  |
| <b>MT. SHASTA</b><br>Mall (outside Food Court)                              | 10:15 | <b>ALTURAS</b><br>(Drop-offs as arranged –<br><i>extra fare required</i> ) | <b>3:45</b>  |

Redding Driver: (530) 640-0939

INTERCITY ROUTES AND SCHEDULES

- Sage Stage operates by reservation only. Please call at least once day in advance to reserve your trip. Same day reservations are accepted as possible. Call driver directly at number shown on schedule.
- If you will not be making a trip, please cancel at least 24 hours in advance.
- A minimum of two fare-paying passengers are required for intercity routes to operate.
- On the schedules, AM times are shown in regular type. **PM times** are shown in **bold**.
- Please be at the stop by the scheduled time, as buses must depart as scheduled and cannot wait for you.
- Fares are detailed on the other side of this guide.

Sage Stage Office: (530) 233-6410 [www.SageStage.com](http://www.SageStage.com)

ALTURAS to KLAMATH FALLS, OR (WED. ONLY)

Service between Alturas, Tulelake and Klamath Falls, OR

|   | AM   |  | PM          |
|---|------|--|-------------|
| <b>ALTURAS</b><br>(Call to arrange pickup<br><i>extra fare required</i> ) | 7:45 | <b>KLAMATH FALLS – DEPART</b><br>Greyhound (445 Spring St.)                | <b>1:30</b> |
| <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                              | 8:00 | <b>KLAMATH FALLS</b><br>WalMart (3600 Washburn Way)                        | <b>2:00</b> |
| <b>CANBY</b><br>Clinic/Chevron (670 Co. Rd. 83)                           | 8:20 | <b>NEWELL</b><br>Market (203 Fourth Ave.)                                  | <b>2:40</b> |
| <b>NEWELL</b><br>Market (203 Fourth Ave.)                                 | 9:10 | <b>CANBY</b><br>Clinic/Chevron (670 Co. Rd. 83)                            | <b>3:40</b> |
| <b>TULELAKE</b><br>Jock's Market (395 Modoc Ave.)                         | 9:20 | <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                               | <b>4:00</b> |
| <b>KLAMATH FALLS</b><br>Greyhound (445 Spring St.)                        | 9:50 | <b>ALTURAS</b><br>(Drop-offs as arranged –<br><i>extra fare required</i> ) | <b>4:15</b> |

Klamath Driver: (530) 640-0939

ALTURAS to CANBY (MON., WED. and FRI.)

Service between Alturas and Canby

|   | AM   |   | PM          |
|---|------|---|-------------|
| <b>MONDAY and FRIDAY SERVICE</b>  |      | <b>WEDNESDAY SERVICE</b>  |             |
| <b>ALTURAS</b><br>(Call to arrange pickup –<br><i>extra fare required</i> ) | 6:45 | <b>ALTURAS</b><br>(Call to arrange pickup –<br><i>extra fare required</i> ) | 7:45        |
| <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                                | 7:00 | <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                                | 8:00        |
| <b>CANBY</b><br>Clinic/Chevron (670 Co. Rd. 83)                             | 7:20 | <b>CANBY</b><br>Clinic/Chevron (670 Co. Rd. 83)                             | 8:20        |
|   |      | <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                                | 10:40       |
|   |      | <b>CANBY</b><br>Clinic/Chevron (670 Co. Rd. 83)                             | 11:00       |
|   |      | <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                                | 11:20       |
|   |      | <b>CANBY</b><br>Clinic/Chevron (670 Co. Rd. 83)                             | <b>3:40</b> |
|   |      | <b>ALTURAS</b><br>Rite Aid (5th and N. Main)                                | <b>4:00</b> |

Alturas to Canby **Wednesday service** is by  
*advance reservations only.*

Canby Driver: (530) 640-0939

ALTURAS to CEDARVILLE to FT. BIDWELL (MON., WED. and FRI.)

Service between Alturas, Cedarville and Ft. Bidwell

|  | AM   | PM          |  | AM   | PM          |
|--|------|-------------|--|------|-------------|
| <b>ALTURAS</b><br>Rite Aid (5th and N. Main) | 5:00 | <b>5:15</b> | <b>CEDARVILLE</b><br>Arrive Rabbit Trax      | 7:00 | <b>7:15</b> |
| <b>CEDARVILLE</b><br>Arrive Rabbit Trax      | 5:30 | <b>5:45</b> | Cedarville Dial-a-Ride                       | 7:15 | <b>7:30</b> |
| Cedarville Dial-a-Ride                       | 5:40 | <b>5:55</b> | <b>ALTURAS</b><br>Rite Aid (5th and N. Main) | 7:45 | <b>8:00</b> |
| Depart Cedarville                            | 5:45 | <b>6:00</b> | Alturas Dial-a-Ride<br>to destination        | 8:00 | <b>8:15</b> |
| <b>FT. BIDWELL</b><br>Ft. Bidwell Community  | 6:15 | <b>6:30</b> |  |      |             |
| Ft. Bidwell Indian<br>Community Center       | 6:20 | <b>6:35</b> |  |      |             |
| Depart Ft. Bidwell                           | 6:30 | <b>6:45</b> |  |      |             |

Cedarville Driver: (530) 000-0000

## Bus Stop Information Panels


TRANSIT INFORMATION PRODUCTS

# RCH INFORMATION HOLDERS

**Smooth Rounded Corners - Safer for Public Environments**  
Designed for use at bus stops, shelters, transit centers or anywhere that transit information is displayed in a public environment - indoors or outdoors.

The RCH Series features an exceptionally rugged all-metal design with hemispherically rounded corners for maximum public safety.

Mounts quickly on round, square or U-channel bus stop poles, walls or shelters.



**RCH Features**

- 180 Custom colors available
- Used by over 140 Transit Authorities nationwide
- Available with 3, 4 and 5-sided rotating kiosk frames
- Modular design allows you to post as little or as much info as needed at a bus stop.
- Fully recessed stainless steel tamper-proof cap locking screws
- Available with polycarbonate windows or tempered safety glass
- Insect-resistant drain & vent openings
- ADA compliant when used to display route or schedule information

**RCH Map Case** - Large format display with rounded corners. Installs vertically or horizontally, indoors or outside.

**TRANSIT INFORMATION PRODUCTS**  
A DIVISION OF WEBB & ASSOCIATES, INC.  
5052 FORBES DR. STE. B CONCORD, CA 94520  
(877) 676-8900 TOLL FREE  
Fax (925) 676-3030

**Tabloid Size**  
Displays a 11" x 17" sheet

**RCH 11/17**  
Display: 11" x 17"  
Overall size: 12" x 19"

**RCH 11/22**  
Display: 11" x 22"  
Overall size: 12" x 23"

**Large Format Map Case**  
36" x 24" DISPLAY AREA  
IDEAL FOR BUS SHELTERS AND TRANSIT CENTERS

**Wide Series**  
**Letter Size**  
Displays a 8 1/2" x 14" sheet

**RCH-11**  
Display: 8 1/2" x 11"  
Overall size: 9 1/2" x 12"

**RCH-14**  
Display: 8 1/2" x 14"  
Overall size: 9 1/2" x 15"

**Legal Size**  
Displays a 8 1/2" x 14" sheet

**RCH-17**  
Display: 8 1/2" x 17"  
Overall size: 9 1/2" x 18"

**RCH-22**  
Display: 8 1/2" x 22"  
Overall size: 9 1/2" x 23"

**RCH-24**  
Display: 8 1/2" x 24"  
Overall size: 9 1/2" x 25"

**Slim Series**

**RCH-6-11**  
Display: 6" x 11"  
Overall size: 7 1/4" x 12"

**RCH-6-14**  
Display: 6" x 14"  
Overall size: 7 1/4" x 15"

**RCH-6-17**  
Display: 6" x 17"  
Overall size: 7 1/4" x 18"

**RCH-6-22**  
Display: 6" x 22"  
Overall size: 7 1/4" x 23"

**RCH-6-24**  
Display: 6" x 24"  
Overall size: 7 1/4" x 25"

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## Sample Ad and Radio Copy

### Print Ads

**Catch a flight or train in Reno, without having to drive there.**

Graphics: Bus and Reno route map

Sage Stage provides service from Alturas, Susanville and the communities along Highway 395 to the door of the Reno Airport. The bus runs Mondays, Wednesdays and Fridays. Departing passengers are dropped at the airport about 11:30 a.m. and arriving passengers are picked up 1:30 p.m. The bus also serves the Amtrak Station, Greyhound and other central Reno locations by request. For a complete schedule and fare information, visit [www.sagestage.com](http://www.sagestage.com).

Logo, sagestage.com, For reservations call (530) 233-6410

**Medical appointment in Redding? Sage Stage is just what the doctor ordered.**

Graphics: Bus and Redding route map

The Sage Stage provides service from Alturas, Canby, Adin and Beiber to Redding every Monday. The bus serves the Redding Transit Center where passengers can transfer to local RABA buses, Amtrak or Greyhound. Sage Stage also provides direct service to *[Shasta Medical Center and Mount Shasta Mall?]*. The bus arrives in Redding at 0:00 and leaves Redding at 0:00. Plan your doctor appointments around this schedule and count on Sage Stage to get you there. For a complete schedule and fare information, visit [www.sagestage.com](http://www.sagestage.com).

Logo, sagestage.com, For reservations call (530) 233-6410

**Need to go to Klamath Falls? Sage Stage goes every Wednesday.**

Graphics: Bus and KF route map

Doctor's appointment in Klamath Falls? Need to visit Walmart or Fred Meyers? Or just want to get out of town for the day. Sage Stage is the easy way to go to Klamath Falls. Every Wednesday our bus leaves Alturas at 8 AM and gets you to Klamath Falls by 10 AM. The return bus leaves Klamath Falls at 2 PM and has you back in Alturas by 4 PM. While in Klamath Falls we serve *[Walmart, Fred Meyers, what else?]* and connect with Greyhound. For a complete schedule and fare information, visit [www.sagestage.com](http://www.sagestage.com).

Logo, sagestage.com, For reservations call (530) 233-6410



**Doctor or dentist appointment in Canby? Sage Stage is just what the doctor ordered.**

Graphics: Bus and Canby route map

The Sage Stage provides service from Alturas to the Canby Clinic every Wednesday. The bus makes three round trips, so it's easy to plan your doctor or dental appointments around our schedule, and you won't have to worry about getting a ride. Just let the clinic know you'll be riding Sage Stage and they will get you in and out in time for the bus. For a complete schedule and fare information, visit [www.sagestage.com](http://www.sagestage.com).

**Getting around is easy and inexpensive on the Sage Stage Dial-a-Ride**

Graphics: Bus and map of DAR area

If you live within 10 miles of Alturas, Sage Stage's Dial-a-Ride will pick you up at your door and take you wherever you need to go within the Alturas area. Shopping, doctor's appointment, hair dresser, or just out for lunch. Dial-a-Ride runs weekdays from 8 a.m. to 4 p.m. Reservations can be made in advance or on the day of travel (on a first come-first served basis). Within the City of Alturas, the fare is only \$2.00 (\$1.50 for seniors and persons with disabilities). For a complete fare and schedule information, visit [www.sagestage.com](http://www.sagestage.com).

Logo, sagestage.com, For reservations call (530) 233-6410

**Radio Spots**

**Did you know you can catch a flight or train in Reno, without having to drive there?** Sage Stage provides bus service from Alturas, Susanville and the communities along Highway 395 to the door of the Reno Airport as well as the Amtrak Station, Greyhound and other central Reno locations by request. The Reno bus runs Mondays, Wednesdays and Fridays. For a complete schedule and fare information, visit [www.sagestage.com](http://www.sagestage.com). Or call 233-6410 for information and reservations.

**Do you need to go to Redding for a medical appointment? Sage Stage is just what the doctor ordered.**

Sage Stage provides bus service from Alturas to Redding every Monday. There are stops at *[Shasta Medical Center and Mount Shasta Mall?]*. The bus also serves the Redding Transit Center where you can transfer to local RABA buses, Amtrak or Greyhound. Plan your doctor appointments around our schedule and count on Sage Stage to get you there. For a complete schedule and fare information, visit [www.sagestage.com](http://www.sagestage.com). Or call 233-6410 for information and reservations.

**Need to go to Klamath Falls? Sage Stage is the easy way to get there.** Every Wednesday the Sage Stage bus leaves Alturas at 8 AM and gets you to Klamath Falls by 10 AM. The return bus leaves Klamath Falls at 2 PM and has you back in Alturas by 4 PM. While in Klamath Falls we serve *[Walmart, Fred Meyers, what else?]* and connect with Greyhound. For a complete schedule and fare information, visit [www.sagestage.com](http://www.sagestage.com). Or call 233-6410 for information and reservations.

**Do you have a doctor or dentist appointment in Canby? If so, Sage Stage is just what the doctor ordered.** The Sage Stage provides service from Alturas to the Canby Clinic every Wednesday. The bus makes three round trips, so it's easy to plan your doctor or dental appointments around our schedule and you won't have to worry about getting a ride. For a complete schedule and fare information, visit [www.sagestage.com](http://www.sagestage.com). Or call 233-6410 for information and reservations.

**Do you live in Alturas, Cal Pines or Modoc Estates and need a ride?** If you live within 10 miles of Alturas, Sage Stage's Dial-a-Ride will pick you up at your door and take you wherever you need to go within the Alturas area. Shopping, doctor's appointment, hair dresser, or just out for lunch. Dial-a-Ride runs weekdays from 8 a.m. to 4 p.m. Within Alturas, the fare is only \$2.00, and just \$1.50 for seniors and persons with disabilities. For a complete schedule and fare information, visit [www.sagestage.com](http://www.sagestage.com). Or call 233-6410 for information and reservations.



**TEMPLATE FOR USE ON YOUR STATIONERY****FOR IMMEDIATE RELEASE****System Name**

Address

City, State, Zip

For More Information

Contact:

Name

Title

Phone Number

E-mail

**NEWS RELEASE TITLE – SOMETHING TO CATCH THEIR ATTENTION**

City, State, Date. This first paragraph of your news release should include all of the most important information...who, what, where, when and why. If the newspaper only publishes this much or the reader only reads this far, they should get the basic point of your story.

To use this template simply replace the “instruction words” at the top with your own information – system name, address, contact person, etc. Everything will then be formatted correctly.

Next include a title or headline that describes the subject of the news release in a way that will get the editor’s attention.

Now write the body of the news release, replacing these instructions. Keep the information newsworthy. News releases are objective statements – never clever or cute. Sentences should be short (no more than 20 words) and clear.

If you want to include opinions or subjective statements, they should be presented as a quote from someone at your agency or community. For example, MTA Executive Director Debbie Pedersen says “Our redesigned service to Redding will make it easier for people to use the bus to travel to specialty medical appointments in Redding.”

Anything new or interesting can be the topic of a news release: a new vehicle or facility; a new service, special service or service change; a significant increase in ridership; new funding or a funding drive; receiving an award; or hiring new personnel.

Keep the release to one page, if possible. End the release by providing a phone number that the readers can call for additional information.

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