



CITY OF GUADALUPE SHORT RANGE TRANSIT PLAN

2015-2020

Final Plan

July 2014



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EXECUTIVE SUMMARY

The purpose of this Short Range Transit Plan (SRTTP) is to undertake a review of transit services to ensure that Guadalupe's transit program keeps up with demand, addresses the diversity of mobility needs, and is financially sustainable.

Guadalupe Transit's services include the Flyer, which provides a fixed route in Guadalupe and then travels to Santa Maria; the Shuttle, a local demand-response service; and an Americans with Disabilities Act (ADA) paratransit service.

This report provides a variety of recommendations impacting various facets of transit planning, service monitoring, and operations for a five year period, from Fiscal Year (FY) 2015 to FY 2020.

EXISTING CONDITIONS

Demographics and Community Profile

Guadalupe is a small city, but may experience significant growth in the coming decades, depending on how much development it embraces. Both the amount and type of development will affect the city's ability to provide effective public transportation. At present, the regular grid street network and compact size of the city make it relatively effective to serve by transit. New developments could contribute to the market for transit in the city, but they could also pose an operational challenge to providing effective transit service if they are lower density or have street networks that are difficult for transit vehicles to travel through on a direct route.

Despite high auto ownership rates in the city, transit plays an important role. Children under the age of 18 make up a disproportionate share of the city's population, and ride the Flyer and Shuttle at higher rates than other population groups. This will remain an important market for transit to serve, and there may be opportunities to better optimize service to serve students who attend school in the city and in Santa Maria. Improved transit service could also reduce the cost burden for lower-income workers, most of whom travel long distances to reach their workplace.

Existing Transportation Services

Overall, the system performs very well, especially in comparison to other local and regional systems, although the system's productivity has decreased somewhat in the past five years. For example, the Flyer has the highest productivity of the four regional services, with almost double the number of passenger trips per vehicle hour compared to the next highest performing service in North Santa Barbara County, the Breeze. Likewise, among regional services, passenger trips per vehicle mile were highest on the Flyer.

Guadalupe Flyer

Overall, ridership in the past five years was much higher than it was in the preceding five year period, despite a fare increase. Ridership on the Flyer has declined from a peak of 96,686 in FY 2008-09, when ridership on many transit systems nationally reached record ridership levels due to a fuel price spike, to a low of 83,215 in the past fiscal year (FY 2012-13). Students and children under the age of six comprise the largest segment of the Flyer's ridership (55%). Costs have stayed relatively steady during the five-year period, while the farebox recovery ratio has declined from a peak of 44% in the past five years, and rose again slightly to 34% in FY 2012-13.

Flyer Ridecheck

On weekdays, the Santa Maria Transit Center is by far the most common destination for Flyer riders, with stops near schools in Guadalupe also having high ridership. On Saturdays, boardings are not as heavily concentrated at the Santa Maria Transit Center. Town Center Mall East has the highest number of boardings on Saturdays, with the Senior Center stop at 10th Street having the second most boardings. Boardings peak immediately before and after school hours, reflecting the high level of student ridership. Weekday on-time performance was a significant issue, as the Flyer often ran more than 10 minutes behind schedule in the later afternoon runs. A number of occurrences often result in route delay, including a combination of heavy passenger boarding volumes, traffic on Highway 166, delay at the railroad crossings, and various potential other factors beyond the driver's control. The existing route schedule is also very tight with little recovery time.

Guadalupe Deviated-Route Service

The Guadalupe Shuttle was designed as a deviated route service, but now operates primarily as a demand-response shuttle within the city. Ridership on the Shuttle has increased over the past five years, and hit a five-year high in the past fiscal year (FY 2012-13). Students and children under the age of six are also a major component of the Shuttle's ridership (68%). The farebox recovery ratio has consistently been less than a third of the ratio on the Flyer, reaching a five-year high of 11% in FY 2012-13. Productivity is lower on the Shuttle than on the Flyer, with 17.7 passengers boarding per revenue hour, but still productive for the type of service provided.

Guadalupe Paratransit Service

The City of Guadalupe operates ADA paratransit service for qualified individuals traveling from Guadalupe to Santa Maria. Guadalupe paratransit is only required by federal law to serve an area with a 3/4-mile radius of the Flyer route, but frequently makes drop offs in Santa Maria and Orcutt, well beyond this boundary. The extension of the ADA service area has historically been a City Council-supported policy to accommodate disabled passengers who otherwise would face the need to coordinate ride scheduling with the neighboring SMAT ADA schedule, and incur additional ADA fares with the SMAT ADA service. Ridership reached a five-year high in FY 2012-13. Due to the increased number of passenger trips, revenue miles and hours also reached five-year highs in the past fiscal year. Operating costs also have grown, more than tripling in the five-year period, which can be attributed to the significant trip distances, dead-head trips to and from SMOOTH's vehicle facility in Santa Maria, and increases in fuel costs.

COMMUNITY OUTREACH

Flyer Passenger Survey

Riders indicated that the Flyer is very important to them and provides the only viable means of transportation for many people. Over 70% of riders responding to the on-board survey of the Flyer were under 30 years of age, and almost half were students. A majority of riders indicated their household makes less than \$10,000 a year. Service coverage and safety were rated well, but many riders expressed an interest in longer service hours, more frequent service, and Sunday service.

Stakeholder Interviews

Overall, stakeholders are pleased with the availability of service in Guadalupe, but express concerns about any potential for reductions in service. If anything, there is interest in later service hours and Sunday service, both requests that have been made in the past. Maintaining service for children is another key request, along with better information about the availability of transit services and information about how to access those services.

GOALS, OBJECTIVES AND PERFORMANCE STANDARDS

Goals and objectives establish policy direction for the City of Guadalupe in terms of how transit service is provided and the policies that govern its operations. The following goals are based on current operating characteristics, stated priorities of stakeholders, and the markets for transit services:

- Maximize service efficiency and reliability.
- Maximize the effectiveness of service for Guadalupe's ridership markets.
- Increase the visibility and elevate the image of Guadalupe Transit.
- Coordinate regional services with other regional transit providers.
- Tie the provision of transit to land use and the resulting demand levels.

To achieve the goals, it is important to define service measures and standards. These measures and standards provide a valuable tool for allocating scarce resources. By providing a consistent set of design and performance standards, Guadalupe City staff and the City Council will have consistent direction on how to allocate, prioritize, and deploy services. Their use in the service planning and allocation process will avoid potentially inequitable, and possibly inefficient, allocations of service.

Guadalupe's performance measures and standards should not be considered static. They should be reviewed on an ongoing basis to account for evolving priorities, changing financial conditions, performance trends, as well as new or revised goals.

SERVICE RECOMMENDATIONS

General Public Transit Services

Alternative #1 – Modified Flyer Service, New Local Fixed-Route (Short-term Option with Status Quo Funding)

- Maintain Flyer service, but operate service on a more realistic schedule with 75-minute frequencies
- Eliminate Shuttle dial-a-ride and instead implement a new 30-minute, local fixed-route service
- Maintain Flyer fare structure, but implement fare increase for local service
- **Span - Flyer**
 - Weekdays: 6:15 a.m. – 7:50 p.m.; 11 trips
 - Saturday: 8:15 a.m. – 4:50 p.m.; 7 trips
 - Sunday: 8:15 a.m. – 4:50 p.m.; 7 trips
- **Span – Guadalupe Local**
 - Weekdays: 10:00 a.m. – 4:00 p.m.; 12 trips
 - Weekends: No Service
- **Frequency**
 - Flyer: 75 minutes
 - Local Fixed-Route: 30 minutes
- **Key Benefits**
 - Offers a realistic schedule for Flyer service
 - Local fixed-route scenario, in combination with Flyer, would provide high-frequency service, offering residents (especially students) a consistent option to travel in town
 - Readily implementable and would quickly improve on-time performance and reliability for Flyer
 - Would require minimal increase in annual operating funds to implement
- **Key Tradeoffs**
 - Reduced frequency for Flyer, resulting in fewer trips per day (assuming existing service span). Could result in uneven distribution of riders and heavy passenger loads on certain trips.
 - Elimination of the Shuttle dial-a-ride service may impact ridership, further reducing system efficiencies and may lead to an increase in requests for local ADA paratransit service.

Alternative #2 – Santa Maria Express + New Local Fixed-Route – Clockwise loop (Preferred Short-term Option with Enhanced Funding)

- Separates the local and intercity transit functions by operating the Flyer as an intercity express service and implementing a new fixed-route local circulator service. Offers a timed transfer between Santa Maria Express and local service.

- Eliminate Shuttle dial-a-ride and instead implement a new 30-minute, local fixed-route service
- Maintain regional fare structure, but implement fare increase for local service
- **Span - Santa Maria Express**
 - Weekdays: 6:00 a.m. – 8:00 p.m.; 14 trips
 - Saturday: 8:00 a.m. – 5:00 p.m.; 9 trips
 - Sunday: 10:00 a.m. – 4:00 p.m.; 6 trips
- **Span – Guadalupe Local**
 - Weekdays: 6:00 a.m. – 8:00 p.m.; 28 trips
 - Saturday: 8:00 a.m. – 5:00 p.m.; 18 trips
 - Sunday: 10:00 a.m. – 4:00 p.m.; 12 trips
- **Frequency**
 - Santa Maria Express: 60 minutes
 - Guadalupe Local: 30 minutes
- **Key Benefits:**
 - Provides hourly, clock-face headways between Guadalupe and Santa Maria
 - Would quickly improve on-time performance and reliability for trips to/from Santa Maria
 - Local service provides frequent service to primary areas of local transit demand, including new stops within the commercial core
 - Reduces the number of crossings of the railroad tracks at Main Street, thereby mitigating potential delays due to train traffic
- **Key Tradeoffs**
 - Requires transfers between local and intercity service, resulting in slight increases in perceived and real travel times
 - Eliminates the popular Shuttle dial-a-ride service
 - Increases annual revenue hours and miles, requiring additional funding (which could be mitigated with changes to the service spans)
 - Requires capital expenditures to develop additional bus stops

Alternative #3 – Santa Maria Express + New Local Fixed-Route – Bi-directional Loop
(Future Option with Enhanced Funding)

- Separates the local and intercity transit functions by operating the Flyer as an intercity express service and implementing a new fixed-route local circulator service. Offers a timed transfer between Santa Maria Express and local service.
- Eliminate Shuttle dial-a-ride and instead implement a new 60-minute, local fixed-route service.
- Allows for integration of service to DJ Farms
- Maintain fare structure for trips to Santa Maria, but implement fare increase for local service

- **Span - Santa Maria Express**
 - Weekdays: 6:00 a.m. – 8:00 p.m.; 14 trips
 - Saturday: 8:00 a.m. – 6:00 p.m.; 10 trips
 - Saturday: 8:00 a.m. – 6:00 p.m.; 10 trips
- **Span – Guadalupe Local**
 - Weekdays: 6:00 a.m. – 8:00 p.m.; 14 trips
 - Saturday: 8:00 a.m. – 6:00 p.m.; 10 trips
 - Saturday: 8:00 a.m. – 6:00 p.m.; 10 trips
- **Frequency**
 - Santa Maria Express: 60 minutes
 - Guadalupe Local: 60 minutes
- **Key Benefits:**
 - Provides hourly, clock-face headways between Guadalupe and Santa Maria
 - Would quickly improve on-time performance and reliability for trips to/from Santa Maria
 - Local service provides hourly service and allows for integration with the DJ Farms project
- **Key Tradeoffs:**
 - Requires transfers between local and intercity service, resulting in slight increases in perceived and real travel times
 - Eliminates the popular Shuttle dial-a-ride service
 - Increases annual revenue hours and miles, requiring additional funding (which could be mitigated with changes to the service spans)
 - Requires capital expenditures to develop additional bus stops

Americans with Disabilities Act Paratransit Service

Guadalupe’s ADA paratransit service is an excellent service for consumers that provides service above and beyond the requirements of the ADA. The comprehensive service offers nearly regional access for eligible persons within the greater Santa Maria-Orcutt-Guadalupe area.

Implementation of a local fixed-route in Guadalupe may result in a shift of some users of the Shuttle to Americans with Disabilities Act (ADA) paratransit for trips in town. Although staff indicate that the number of intra-city ADA trips is a very low number, this may impact ADA paratransit ridership, leading to an increase in local users. Key considerations for the City of Guadalupe regarding ADA paratransit include potentially reducing the size of the ADA paratransit service area to conform to the ADA mandate or to operate service beyond the mandated service area as a “premium service,” for which a premium fare would be appropriate.

There also exist innovative transit options that the City should explore to help reduce the costs of providing ADA paratransit service, which could, if determined to be feasible, include implementation of a volunteer driver program, contracting with a taxi service or other private for-profit or nonprofit provider, and implementation of scheduled group trips to allow Guadalupe Transit to promote services for people with disabilities, seniors, and others as a shared ride, pre-scheduled service.

Other considerations include revisions to the existing paratransit certification process and recertifying eligibility status every few years.

ADMINISTRATION AND MARKETING RECOMMENDATIONS

In addition to the service recommendations, the City of Guadalupe has opportunities for improved reporting and oversight of transit services. Better advocacy for its transit operations to the Santa Barbara County Association of Governments (SBCAG), and potential local and regional partners will also benefit the agency in terms of recognition of its accomplishments and potential opportunities for additional funding to support a needed expansion of services. The addition of a part-time transit program coordinator is recommended to oversee and plan for Guadalupe's transit operations.

Improvements to marketing strategies can help to increase public awareness about available public transportation services, and range from small-scale enhancements to websites and printed information to more robust branding and social media efforts. While some of the strategies for Guadalupe are basic, such as improving bus stops, improving signage on transit vehicles, offering information on a website, and distributing brochures, there is a wide range of other creative approaches to publicizing public transit. When combined as part of a larger marketing plan, these strategies can help to increase and improve the public perception of transit while continuing to serve an important role in the community.

CAPITAL AND FINANCIAL PLAN

Figure ES-1 and Figure ES-2 present the combined operating and capital costs and show the funding sources and projected amounts to cover costs over the next five years. Costs are highest in the two years of the plan when vehicles are scheduled for replacement as well as implementation of new and enhanced service in FY 2015/16. Operating and capital revenues include Federal funds, State Transportation Development Act (TDA) funds, and other local revenues along with passenger fares. As shown, these funding sources do not fully cover the annual operating or capital funds required and additional funding is required. Alternative #2, the preferred service plan, requires the following amount of additional funding *beyond what is needed for Alternative #1* – FY 2014/15 (\$0), FY 2015/16 (\$185,724), FY 2016/17 (\$190,024), FY 2017/18 (\$200,502), FY 2018/19 (\$202,164). Options to secure this level of funding are described in Chapter 6 and Guadalupe is encouraged to continue to work with SBCAG to secure this funding.

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Figure ES-1 Alternative #1, Summary of Operating and Capital Costs and Revenues

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
EXPENSES					
Operating Expenses	\$401,462	\$503,196	\$540,792	\$557,016	\$573,726
Capital Expenses	\$15,000	\$426,500	\$0	\$425,000	\$85,000
Total Expenses	\$416,462	\$929,696	\$540,792	\$982,016	\$658,726
REVENUES					
Passenger Fares	\$87,107	\$101,540	\$103,063	\$104,609	\$106,178
FTA Funds (Capital and Operating)	\$74,000	\$374,000	\$74,000	\$414,000	\$142,000
STAF (Operating)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
TDA (Capital and Operating)	\$250,000	\$257,500	\$265,225	\$307,826	\$281,377
Proposition 1B Accumulated Funds	\$15,000	\$128,000	\$0	\$8,345	\$0
Funds Needed to Support Capital and Operations	(\$34,645)	\$43,657	\$73,504	\$122,236	\$104,171
Total Revenues	\$416,462	\$929,696	\$540,792	\$982,016	\$658,726

Figure ES-2 Alternative #2, Summary of Operating and Capital Costs and Revenues

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
EXPENSES					
Operating Expenses	\$401,462	\$705,634	\$749,303	\$771,782	\$794,936
Capital Expenses	\$15,000	\$432,500	\$0	\$425,000	\$85,000
Total Expenses	\$416,462	\$1,138,134	\$749,303	\$1,196,782	\$879,936
REVENUES					
Passenger Fares	\$87,107	\$119,754	\$121,550	\$123,373	\$125,224
FTA Funds (Capital and Operating)	\$74,000	\$374,000	\$74,000	\$414,000	\$142,000
STAF (Operating)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
TDA (Capital and Operating)	\$250,000	\$253,655	\$265,225	\$311,671	\$281,377
Proposition 1B Accumulated Funds	\$15,000	\$136,345	\$0	\$0	\$0
Funds Needed to Support Capital and Operations	(\$34,645)	\$229,381	\$263,528	\$322,738	\$306,335
Total Revenues	\$416,462	\$1,138,134	\$749,303	\$1,196,782	\$879,936

1 EXISTING CONDITIONS

This study was conducted in three separate phases. The first phase was an evaluation of existing conditions. This included stakeholder interviews, surveys, service maps, an analysis of demographic data, a ridership analysis, and a preliminary identification of service opportunities.

PLANNING CONTEXT

The consulting team reviewed several previous plans to provide context for the current SRTP planning process. Some of the most relevant are briefly summarized in the following sections.

2008 Short Range Transit Plan Update

The City of Guadalupe conducted its last SRTP update in 2008. At that time, the adopted recommendations included: 1) raising fares for the Flyer; 2) adding an additional evening run on the Flyer; 3) replacing a vehicle in its transit fleet; 4) and redesigning the Flyer and Shuttle services to accommodate new growth, relieve crowding, and improve productivity.

The first three recommendations were implemented, but the potential service changes have not yet occurred. The three service design alternatives included:

- Converting the Shuttle to a fixed-route service that would also serve the planned DJ Farms development
- Adding peak-hour, bi-directional Flyer service, to double the service frequency
- Combining the Flyer and Shuttle services (once DJ Farms is built), creating two fixed-route intercity services with different routes within Guadalupe

North County Transit Plan

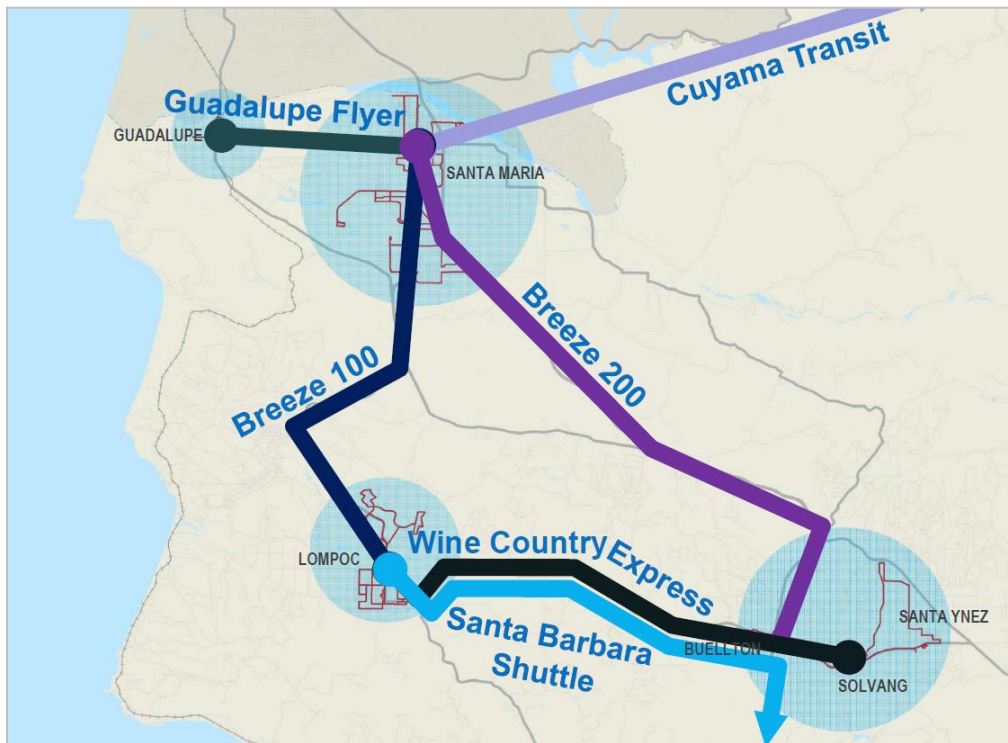
The Santa Barbara County Association of Governments (SBCAG) is currently conducting a study of transit providers in northern Santa Barbara County, including services in Guadalupe, Santa Maria, Orcutt, Vandenberg Air Force Base, Los Alamos, Los Olivos, Lompoc, Santa Ynez, and Solvang.

The plan includes a range of potential improvements. The final set of recommendations is still in development and is scheduled for completion in fall 2014. Potential recommendations include:

- Service expansion (frequency and/or expanded hours)
- Schedule coordination (local and regional)
- Consistent branding and information center
- Unified fare policy and fare media to simplify transfers
- Streamlined funding/administration to maximize service levels
- Joint procurement

Figure 1-1 provides an overview of existing services in northern Santa Barbara County, including both local and regional operators (services connecting to other counties, such as San Luis Obispo Regional Transit Authority Route 10, are not included). As the map illustrates, Guadalupe is connected by the Flyer to many other regional lines with a transfer in Santa Maria. Coordinating transfer times between the Guadalupe Flyer and these regional services could ensure that Guadalupe residents are able to take advantage of the regional transit system.

Figure 1-1 Transit Services in Santa Barbara County



Source: Santa Barbara County / North County Transportation Plan outreach materials

Bicycle and Pedestrian Master Plan

In February 2014, the City of Guadalupe approved the Bicycle and Pedestrian Master Plan. As shown in Figure 1-2, the plan includes three recommendations that relate to transit service in the city:

- Adding bicycle parking at bus stops on Guadalupe Street/Highway 1 at Olivera Street, at O'Connell Park, and on Obispo Street between Holly Street and Fir Street.
- Adding covered shelters with benches at the bus stops at: 1) Main Street/Highway 166 at Point Sal Dunes Way, 2) Fifth Street at Tognazzini Avenue, 3) Flower Avenue at Birch Street, and 4) Amber Street at Obispo Street. Although identified in the Bicycle and Pedestrian Plan, such bus stop improvements are challenging and potentially infeasible at many locations due to insufficient access area, poor sidewalk or curb improvements, or conflicts with private property.
- Adding a Class II bike lane on Main Street / Highway 166.

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Each of these improvements would enhance multimodal connections to the city's transit service system. The plan also proposes pedestrian improvements throughout the city, which will help to facilitate access to transit stops.

Figure 1-2 Proposed Bicycle Network



Source: City of Guadalupe Bicycle & Pedestrian Master Plan

COMMUNITY PROFILE

Overview

The City of Guadalupe is located along Highway 1 and Highway 166 in the central coast of California, about 10 miles west of Santa Maria in northern Santa Barbara County. The city's existing population of 7,080 is expected to increase by 6% by 2020, and by almost a quarter by 2035. The U.S. Census American Community Survey (ACS) reports there were 686 jobs in Guadalupe as of 2008-2012, but City staff members indicate that actual job numbers may be much higher. Industries related to agriculture account for a majority of the jobs in the city. Most residents commute out of the city for work to neighboring Santa Maria and adjacent cities. More residents are likely to work within the city in the future, as employment is projected to more than double by 2035.

Commute Data

According to the U.S. Census American Community Survey (ACS), over 88% of employed residents commute to work by driving alone (62.1%) or carpooling (26.3%). The mean travel time to work was 21.6 minutes, indicating that most residents are traveling a significant distance outside the city to reach their workplace.

The share of residents taking public transportation to work (5.1%) is over twice the rate in neighboring Santa Maria, and is 1.4% higher than the rate in the county as a whole. The ACS does not take into account trips to school, which account for a large share of transit ridership in Guadalupe. These figures also do not necessarily include undocumented seasonal workers, an important component of the city's workforce.

Figure 1-3 Journey to Work Mode Split for Guadalupe

Means of travel	Share
Drive alone	62.1%
Carpool	26.3%
Public transit	5.1%
Walk	3.8%
Bicycle	0.06%
Worked at home	2.1%

Source: U.S. Census Bureau, American Community Survey 2008-2012

City of Guadalupe Land Use and Growth

Land Use Character

Guadalupe is centered on Highway 1 (Guadalupe Street), which bisects the city from north to south, with Highway 166 serving as a southern boundary and the Guadalupe River roughly demarcating the northern boundary. The city's main commercial corridor is on the northern end of Guadalupe Street. Industrial uses are also concentrated along Highway 1/Guadalupe Street,

especially on the east side of the highway. Most jobs are concentrated within a short distance of Guadalupe Street, with the exception of the city's schools and its city hall.

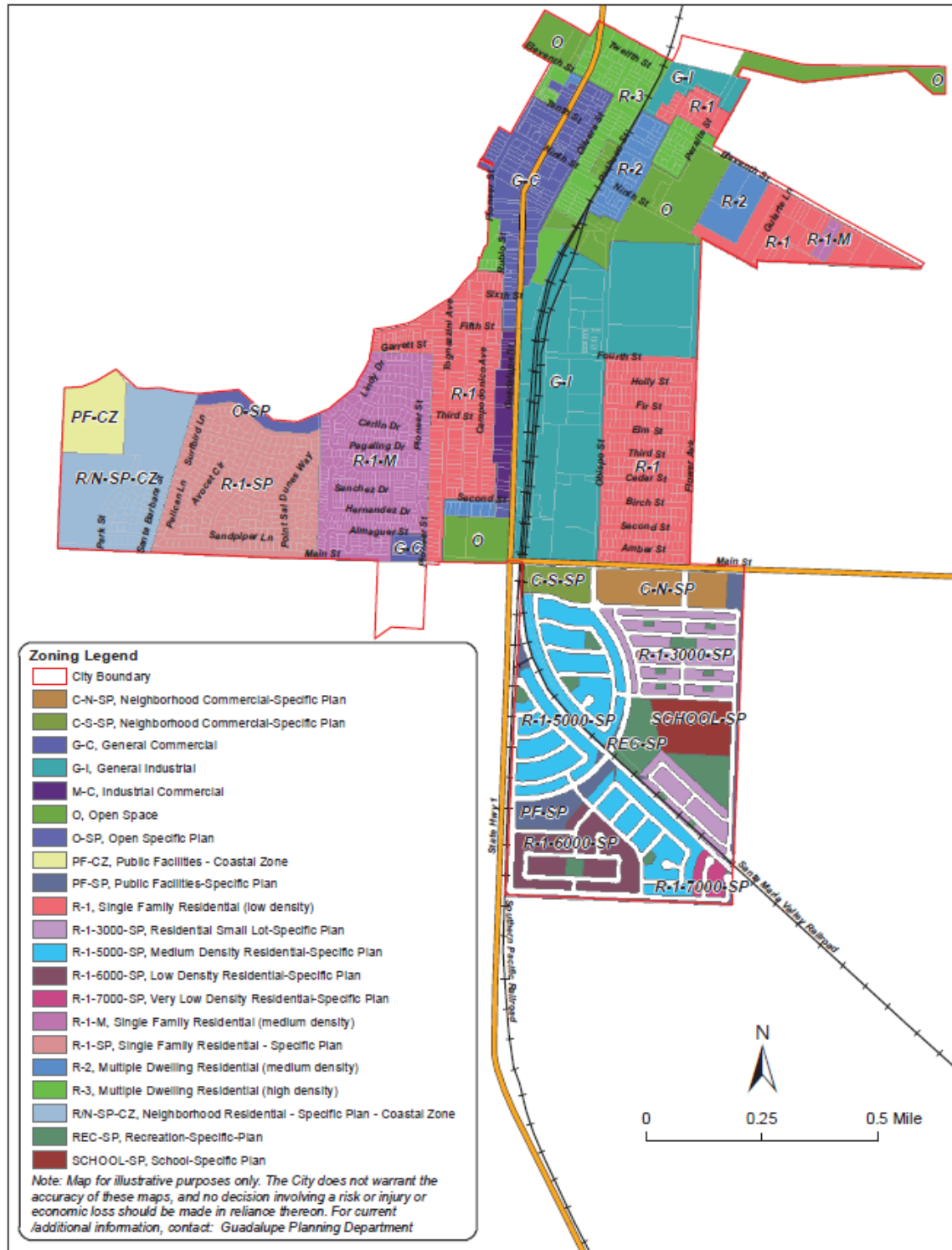
Higher density residential uses are concentrated primarily in the northern section of the city, with single-family homes concentrated in the southwest and southeastern areas of the city. Most residential neighborhoods in the city, including areas with single-family homes are relatively compact and laid out on a regular grid street pattern, making them easier to serve by transit. Newer developments on the southwest part of the city (west of Pioneer Street) are an exception, with somewhat larger lot sizes and more circuitous street patterns that make the area much harder to serve by transit.

Overall, all but 4% of the city's land is developed (not including DJ Farms), 31% of land is residential, 18% is agricultural, open space and parks, 8% is industrial, 6% is dedicated to public facilities, and 2% is commercial.¹ The planned DJ Farms residential development comprises 27% of the city's land, which is currently vacant. The city's small size (1.32 square miles), relatively regular grid street pattern, and concentrated commercial and agricultural uses are well suited to biking, walking, and transit trips.

¹ Source: Source: California Polytechnic State University Land Use Inventory, 2008. The inventory was conducted as part of the City of Guadalupe Community Plan, led by City and Regional Planning Department at California Polytechnic State University.

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Figure 1-4 City of Guadalupe Zoning Diagram



Source: City of Guadalupe Annex to Santa Barbara County 2011 Multi-Hazard Mitigation Plan (originally from the General Plan)

Existing Population

Density is an important factor in determining the market for transit ridership. The overall population of the city was estimated at 7,080 as of the 2010 U.S. Census with over 1.32 square miles of land, giving the city a population density of 5,364 people per square mile, slightly higher than neighboring Santa Maria, which has a density of 4,458 residents per square mile. Most of this population is located a short distance from main roads, such as Highway 1 and Highway 166, making it relatively easy to serve most of the city's residents without a complicated transit route structure.

Projected Population Growth and Employment Growth

The following section includes population growth and employment growth population based on SBCAG's Sustainable Communities Strategy for the County. It is important to note that the Guadalupe City Council voted not to support the recommendations of the Sustainable Communities Strategy, and the City disputes many of the current and projected population and employment figures in the document, which do not conform to the City of Guadalupe General Plan. According to City staff, employment is already much higher than the figures listed below. These important caveats should be kept in mind when reviewing the following section.

As shown in Figure 1-5 through Figure 1-7, SBCAG projections anticipate that Guadalupe will add nearly 2,580 residents by 2040, a 36% increase in population from 2010. Most of that growth will come after 2020. Employment in the city is also projected to grow, adding 5% more jobs by 2020 and 156% more jobs by 2040.

SBCAG recently adopted the Sustainable Communities Strategy for the county, which includes land use and transportation strategies to focus growth in areas that produce less greenhouse gas emissions. In the preferred scenario SBCAG adopted, Guadalupe's household growth would be reduced by 89% compared to the baseline projection. Employment growth would be 6% lower than the baseline projection, bringing the ratio of residents to jobs closer in line, and potentially reducing commuting trips outside of the city.

The DJ Farms development, located south of Highway 166 and east of Highway 1, would add 802 housing units and about 3,000 residents, and is likely to be the main site of new development in the coming decade. The Sustainable Communities Strategy preferred scenario projects just 101 households would be added to the city by 2040, which is unlikely given the DJ Farms project's scale.

Figure 1-5 Projected Population Growth in Guadalupe, 2010-2040 (Baseline Scenario)

	2010	2020	2035	2040
Baseline Scenario				
Population	7,080	7,501	9,309	9,660
% Change from Previous	-	6%	24%	4%

Source: Santa Barbara County Association of Governments. Note that these projections were not endorsed by the Guadalupe City Council.

Figure 1-6 Projected Employment Growth in Guadalupe, 2010-2040

	2010	2020	2035	2040
Baseline Scenario				
Employment	686	723	1,729	1,754
% Change from Previous	-	5%	139%	1%
Sustainable Communities Strategy—Preferred Scenario				
Employment	686			1,694
% Change from Previous	-			147%

Source: Santa Barbara County Association of Governments. Note that these projections were not endorsed by the Guadalupe City Council.

Figure 1-7 Projected Household Growth in Guadalupe, 2010-2040

	2010	2020	2035	2040
Baseline Scenario				
Households	1,810	1,952	2,584	2,708
% Change from Previous	-	8%	32%	5%
Sustainable Communities Strategy—Preferred Scenario				
Households	1,810			1,911
% Change from Previous	-			6%

Source: Santa Barbara County Association of Governments. Note that these projections were not endorsed by the Guadalupe City Council.

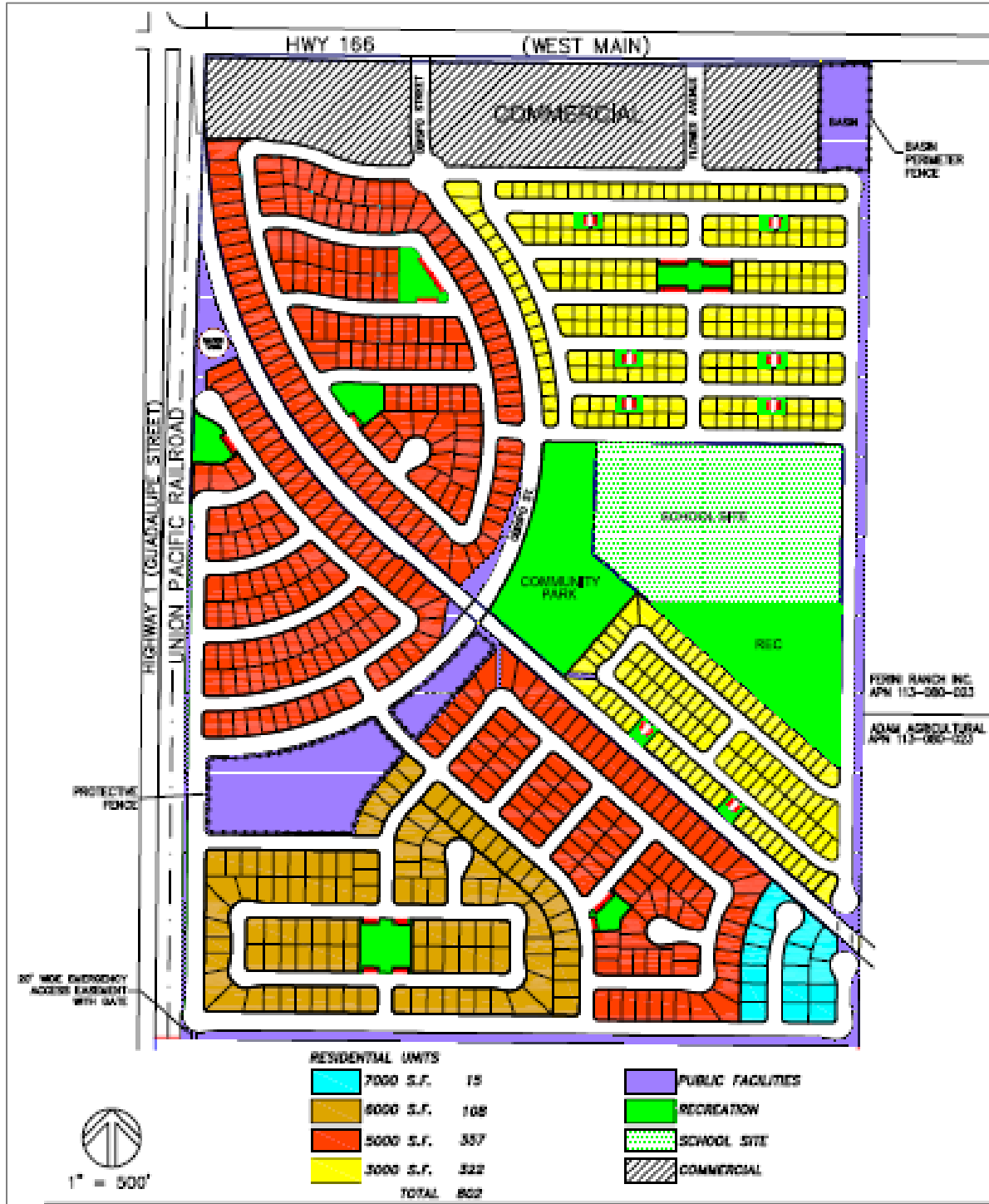
Planned Short-Term Development

DJ Farms is the major development planned in Guadalupe in the near future. The project is located south of the city's existing development boundary, Highway 166, and east of Highway 1, on a 209-acre site that was previously in agricultural use. The development will eventually include 802 single-family homes, and will add approximately 3,000 residents to the city. Commercial land use and a school are also included in the site design, as well as a new park. The project will be built in phases, starting with the first 160 homes, which will begin construction in the near future.

The layout of the site is shown in Figure 1-8. The circuitous layout of the streets in the development poses a serious challenge to providing efficient transit service. The lack of pedestrian connectivity may also hinder transit use, as many of the streets do not connect directly, requiring longer walking trips to reach potential transit routes. Smaller-lot homes in the southeast corner of the development present the best opportunity for transit ridership because they are likely to be more affordable and thus have higher demand, but the approved street grid makes it extremely challenging, and potentially impossible, to serve effectively by transit. Routing and bus stops within the DJ Farms project have yet to be determined.

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Figure 1-8 DJ Farms Proposed Layout (Transit Routing and Stops to be Determined)



Source: City of Guadalupe

Major Employers and Transit Generators

Jobs and schools are two of the major trip generators in Guadalupe. According to American Community Survey data, 686 people work in the city (though City staff note that the actual figure is likely much higher), primarily in jobs relating to agriculture (48%) or related industries such as transportation, warehousing, or wholesale trade (17%). An additional 11% of employed residents work in the educational services industry, primarily at the city's two schools. These jobs are mostly concentrated near Guadalupe Street. Most residents (84%) commute outside the city for work.

Over 1,180 students attend school at Guadalupe's elementary school and junior high school. These are major trip generators and contribute to demand on both the Flyer and Shuttle services. For high school, Guadalupe students attend Righetti High School in Santa Maria.

Demographic Overview

This section reviews demographic information in Guadalupe with a focus on population segments that are more likely to use and rely on public transportation.

Senior and Youth Populations

Seniors and youth are more likely to ride and rely on transit than the general population. Overall, youth (under 18 years of age) represent nearly 34% of Guadalupe's population, compared to 23% of the population countywide and 32% of the population in Santa Maria. Reflecting their high share of the population overall and higher propensity to ride transit, students make up a large share of ridership on the Flyer and Shuttle services. Both of the city's schools are frequent destinations for youth riders.

Approximately 600 people over the age of 65 live in Guadalupe, about 8.5% of the population. This is lower than the countywide share (13%) and the share in Santa Maria (9.6%).

Median Household Income

Households with lower incomes are more likely to be dependent on transit for some or all of their trips. Median household income in Guadalupe was \$51,484 as of the 2012 ACS, almost the same as Santa Maria, but \$11,239 less than the countywide average. The average household size is larger in Guadalupe (3.89 people) than in Santa Maria (3.62) or in the county as a whole (2.87), meaning that per capita income is lower in Guadalupe.

Households with No Vehicles

People living in households without access to a vehicle are generally much more likely to ride transit than those that have access to a vehicle. The share of households in Guadalupe without a vehicle (7.6%) is approximately the same as the state as a whole and neighboring Santa Maria. Over 71% of households in Guadalupe have access to at least two vehicles, which is much higher than Santa Maria or the county as a whole. This may reflect the larger average household size in Guadalupe, as well as the need for most residents to travel outside of town for work.

Summary

With the arrival of DJ Farms and other new residential and employment developments in the city, Guadalupe faces a challenge in providing transit service to meet growing demand, while

continuing to serve existing riders effectively. Although most residents of Guadalupe have access to automobiles, transit plays a very important role for students. Transit could also play an increasing role for new residents and employees, helping to improve access and reduce the growth of congestion on Highway 166 and Highway 1. As future development is proposed, the city may want to evaluate whether each development is supportive of transit in its street layout, location, and mix of uses.

EXISTING TRANSIT SERVICES

This chapter describes the existing public transit services in Guadalupe. The first and second sections discuss the Guadalupe Flyer fixed-route service and the Guadalupe Flyer deviated-route service. The third section profiles Guadalupe's ADA paratransit service. The final section discusses other public transit services in Guadalupe that are operated by other service providers.

Overview

The City of Guadalupe operates three transit services: the Guadalupe Flyer fixed-route service connecting Guadalupe and Santa Maria, the Shuttle deviated-route service within Guadalupe, and ADA paratransit service to Santa Maria.

Guadalupe has contracted with SMOOTH Transportation, Inc. to operate transit service in the city since 1984. The service the City provided beginning that year was a daily specialized transportation service between Guadalupe and Santa Maria/Orcutt that was primarily oriented towards seniors and disabled residents. The City's transit service has since evolved to include fixed-route, deviated-route, and ADA paratransit service.

Management Structure

Transit service in Guadalupe is operated entirely by contract with SMOOTH, which oversees day-to-day operations and management of the service. Policy and financial decisions are administered by the City Administrator and departmental staff.

Fleet and Facilities

Figure 1-9 summarizes Guadalupe's transit vehicle fleet. All vehicles are low-floor, wheelchair accessible, and equipped with front-mounted bike racks designed to transport two bicycles. The three vehicles are shared between the Flyer and Shuttle. Guadalupe vehicles are stored at SMOOTH's offices in Santa Maria.

Figure 1-9 Guadalupe Transit Vehicle Fleet

Manufacturer	Year	Life Span	Fuel Type	Seating Capacity
Gillig	2005	10 years	Diesel	28 Ambulatory; 2 Wheelchair
Gillig	2007	10 years	Diesel	28 Ambulatory; 2 Wheelchair
Gillig	2010	10 years	Diesel	39 Ambulatory; 2 Wheelchair

Fares

The Flyer offers single ride cash fares and monthly passes, with discounts available to students, seniors, and persons with disabilities. Punch passes are also available for \$10, which can be used

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to pay any fare amount. No transfers are provided to other systems. Up to three children less than six years of age may ride free when accompanied by a fare-paying passenger. Figure 1-10 provides basic information about the Flyer's current fare structure.

Figure 1-10 Flyer Fixed Route Fares

Ride Type	Regular	Students	Seniors/Disabled
Single Ride (Cash)	\$1.50	\$1.00	\$1.00
Monthly Pass	\$45	\$25	\$25

Following the recommendation of the 2008 SRTP Update, Guadalupe increased fares for the Flyer for the first time since the service's inception in 1999. The base one-way fare increased from \$1 to \$1.50 at that time. This fare increase allowed the City to add an additional hour of service in the evening, update the fleet, finance eventual service expansion projects to DJ Farms, and keep up with rising fuel price increases. It should be noted that the current Flyer fares does not meet requirements related to discount fares. In particular, senior/disabled discount fares may be no more than one-half of the regular fare.

Figure 1-11 provides a summary of how Guadalupe Flyer riders paid their fare during fiscal year 2012-13. It shows that cash fares are by far the most common payment type, representing 82% of riders. Almost half of those cash fares are paid by students receiving a discount, which represent 42% of all riders. Just 11% of riders use the monthly pass. Children under the age of 6 who ride for free made up 7% of riders. In total, children under the age of 6 and students make up 55% of all riders. Although many of the Flyer's riders use the service regularly and would benefit from a monthly pass, it may be too expensive to purchase for most riders.

Figure 1-11 Share of Fares Paid By Fare Media Type on Guadalupe Flyer (FY 2012-13)

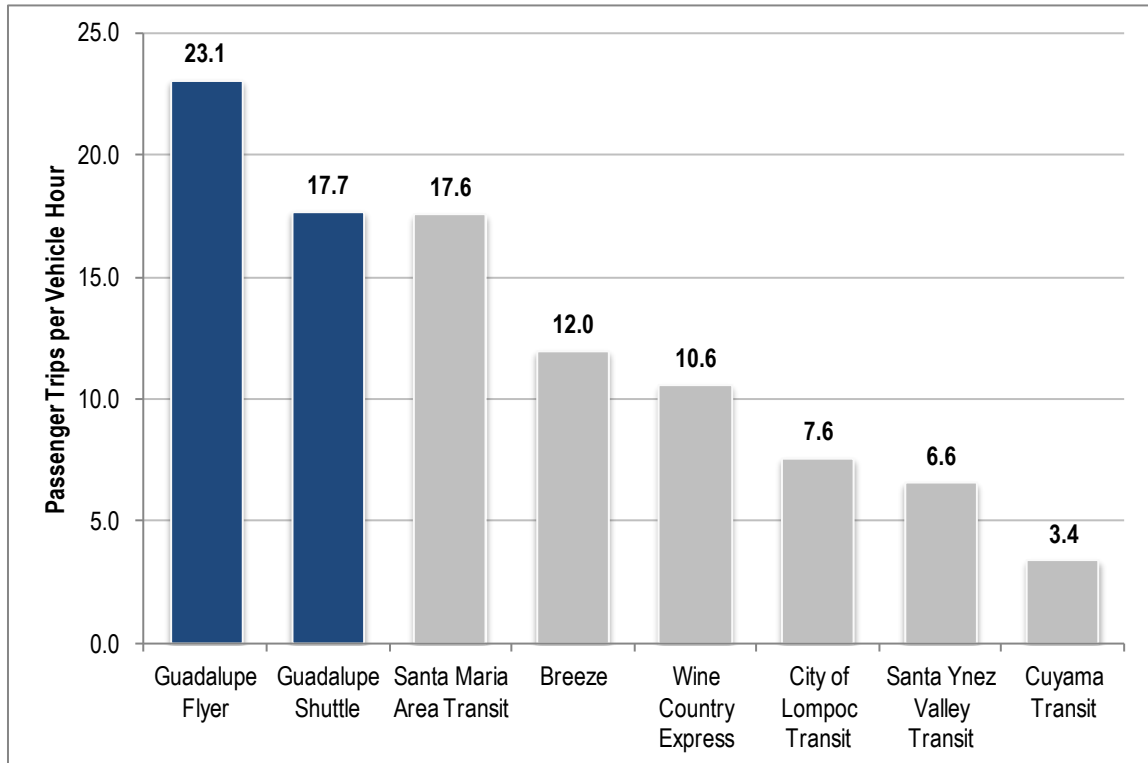
Fare Category	Fare Type	Share (Fare Type)	Share (Category)
REVENUE RIDERS			
Cash	Regular Fare	29%	82%
	Student Fare	42%	
	Senior/Disabled/Medicare Fare	11%	
Monthly Pass	Regular Monthly Pass	5%	11%
	Student Monthly Pass	6%	
	Senior/Disabled Monthly Pass	1%	
NON-REVENUE RIDERS			
Free	Children	7%	7%

Source: City of Guadalupe Monthly Transit Reports

Overall System Performance

Figure 1-13 summarizes combined systemwide performance data for the three services the City of Guadalupe provides: fixed-route Flyer buses, the Shuttle deviated-route services, and ADA paratransit service. Overall, the system performs very well, especially in comparison to other local and regional systems (Figure 1-12), when taking into account the range of services it provides, although the system's productivity has decreased somewhat in the past five years.

Figure 1-12 Regional System Productivity



Across all services, ridership declined 9% between FY 2008-09 and FY 2012-13. Revenue miles increased by 7% and revenue hours increased by 5%, while operating cost per revenue hour decreased by 3%, leading to an overall increase of 2% in operating costs. The average subsidy per passenger increased by 34% during the five-year period. Productivity decreased from 22.1 passengers per hour to 19.0 passengers per hour, which is still higher productivity when compared to other local and regional services. Farebox recovery also dropped, though at 25% in FY 2012-13, it is still well above minimum standards.

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Figure 1-13 Guadalupe Systemwide Performance Data, FY 2009 - 2014

	FY 08/09	FY 09/10	FY 10/11	FY 11/12	FY 12/13	FY13/14 (July- November)	Trends				
							FY 08/09 - 09/10	FY 09/10 - 10/11	FY 10/11 - 11/12	FY 11/12 - 12/13	FY 08/09 - 12/13
Operating Data											
Ridership	120,983	111,038	113,642	112,859	109,521	47,813	-8%	2%	-1%	-3%	-9%
Revenue Pass.	108,224	100,206	102,211	101,343	99,227	43,612	-7%	2%	-1%	-2%	-8%
Revenue Miles	98,275	97,926	99,829	104,269	105,152	44,220	0%	2%	4%	1%	7%
Revenue Hours	5,476	5,385	5,442	5,685	5,777	2,407	-2%	1%	4%	2%	5%
Operating Costs	\$370,900	\$301,017	\$336,235	\$386,556	\$378,212	\$155,873	-19%	12%	15%	-2%	2%
Farebox Revenue	N/A	\$105,176	\$100,211	\$97,755	\$95,139	\$43,009	N/A	-5%	-2%	-3%	N/A
Performance Indicators											
Cost Efficiency											
Operating Cost per Revenue Hour	\$67.73	\$55.90	\$61.79	\$68.00	\$65.47	\$64.76	-17%	11%	10%	-4%	-3%
Cost Effectiveness											
Operating Cost per Passenger	\$3.07	\$2.71	\$2.96	\$3.43	\$3.45	\$3.26	-12%	9%	16%	1%	13%
Farebox Recovery Ratio	N/A	35%	30%	25%	25%	28%	N/A	-15%	-15%	-1%	N/A
Average Fare per Passenger	N/A	\$0.95	\$0.88	\$0.87	\$0.87	\$0.90	N/A	-7%	-2%	0%	N/A
Average Subsidy per Passenger	N/A	\$1.76	\$2.08	\$2.56	\$2.58	\$2.36	N/A	18%	23%	1%	N/A
Service Efficiency											
Passengers per Revenue Hour	22.1	20.6	20.9	19.9	19.0	19.9	-7%	1%	-5%	-5%	-14%

Guadalupe Flyer

In 1998, the City entered into an agreement with the City of Santa Maria to create an intercity service, operated by Santa Maria Area Transit (SMAT). The next year, the City ended its arrangement with SMAT and contracted with SMOOTH to operate this service, rebranding it as the Guadalupe Flyer.

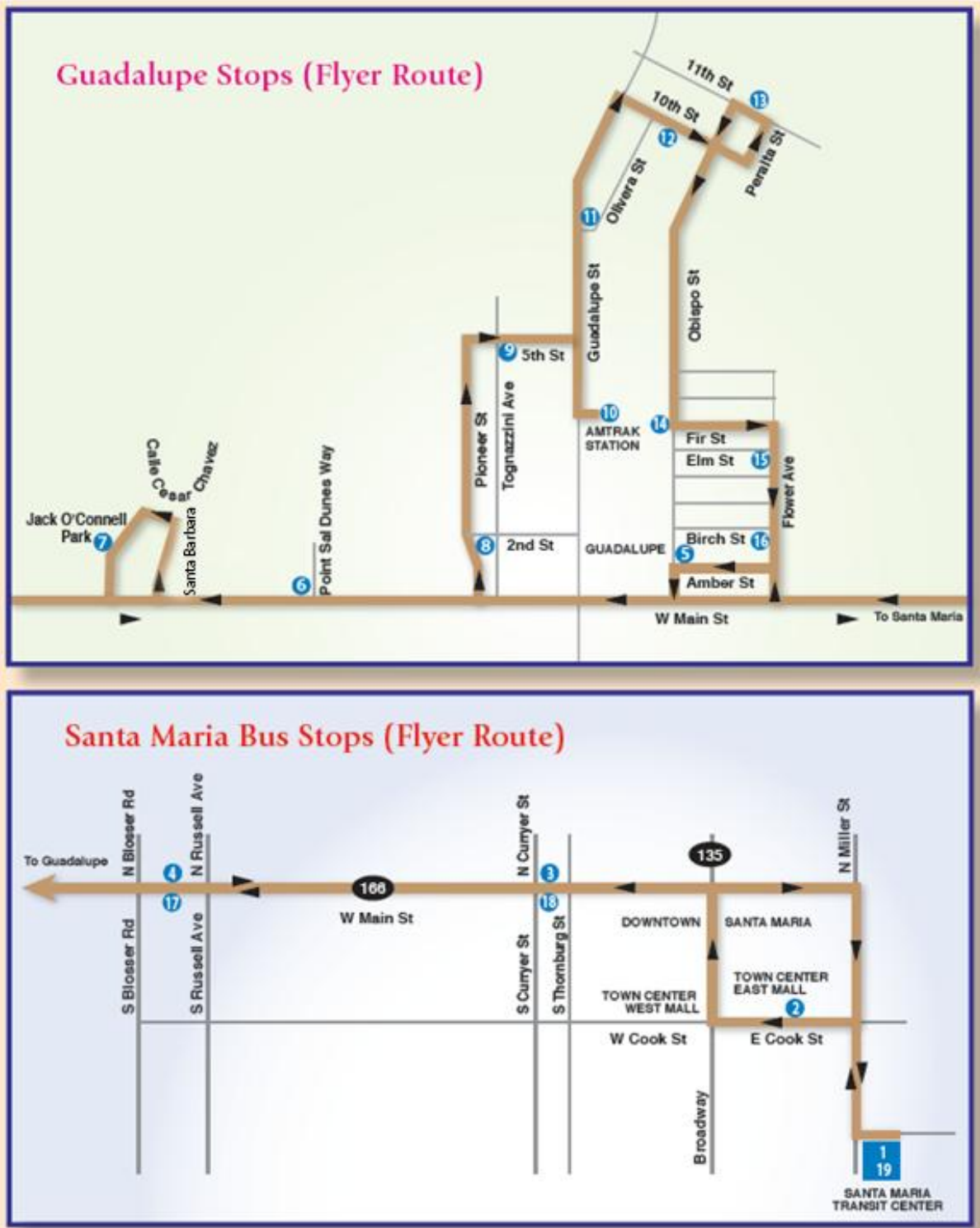
The Flyer is a single route, connecting destinations around Guadalupe with the Town Center Mall and Transit Center in Santa Maria, traveling approximately 12 miles from Guadalupe on Highway 166. Figure 1-15 shows a map of the Flyer service.

As shown in Figure 1-14, the Guadalupe Flyer operates on weekdays and on Saturdays with reduced span. The Guadalupe Flyer provides no service on New Year's Day, Independence Day, Thanksgiving Day, and Christmas Day. It operates on a Saturday schedule on Presidents Day, Memorial Day, and Labor Day.

Figure 1-14 Summary Description of Guadalupe Flyer

Service Span	Headway (Frequency)	Destinations
Weekdays: 6:15 a.m.-7 p.m. Saturdays: 8:15 a.m.-5 p.m.	Hourly	Guadalupe: Amtrak station, City Hall, various schools, churches, senior centers, and employment centers Santa Maria: Town Center Mall, Government Center, Santa Maria high schools, Marian Medical Center

Figure 1-15 Map of Flyer Route



Guadalupe Flyer Performance

This section provides an overview of Guadalupe Flyer performance. Data in this section is from Guadalupe's FY 2010-14 monthly and annual transit reports and from the FY 2010-12 TDA Performance Audit. Nelson\Nygaard collected additional data about boardings and on-time performance for the Flyer during a January 2014 ridecheck.

Figure 1-16 shows key performance measures for the most recent available fiscal years, including partial data for FY 2013-14. Overall, the Flyer is a very productive transit service, with strong ridership for the population size it serves, and an outstanding farebox recovery ratio. While still strong, ridership on the Flyer has declined from a peak of 96,686 in FY 2008-09, at a time when gas prices peaked and caused transit ridership to increase regionally and nationally, to a low of 83,215 in the past fiscal year (FY 2012-13). Passengers per revenue hour have remained relatively constant, but dropped to 22.1 in FY 2012-13.

Revenue miles and hours have held almost identical over the past five years, but operating costs have fluctuated, peaking in FY 2010-11, but nearly matching a five-year low in FY 2012-13. Farebox revenue was also lowest in FY 2012-13, commensurate with lower ridership.

The farebox recovery ratio has ranged from 33% to 44% in the past five years, rising again slightly to 34% in FY 2012-13—still well above the minimum of 20% required for state funding. The subsidy per passenger and average fare per passenger have also fluctuated in the past five years, with performance in FY 2012-13 falling in the middle of the five-year range.

Costs have stayed relatively steady during the five-year period, but ridership has yet to return to its highest peak in FY 2008-09, when transit systems across the region and country recorded record high ridership. Still, the past five years generally represent much higher ridership numbers than the preceding five-year period (FY 2003-04 through FY 2007-08). This in part reflects expanded evening service, but is in spite of increased fares. In general, the Flyer remains a well-used and cost-effective service.

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Figure 1-16 Guadalupe Flyer Performance Data, FY 2009 - 2014

	FY 08/09	FY 09/10	FY 10/11	FY 11/12	FY 12/13	FY13/14 (July- November)	Trends				
							FY 08/09 - 09/10	FY 09/10 - 10/11	FY 10/11 - 11/12	FY 11/12 - 12/13	FY 08/09 - 12/13
Operating Data											
Ridership	96,686	86,186	89,520	87,160	83,215	36,878	-11%	4%	-3%	-5%	-14%
Revenue Pass.	89,349	80,084	82,627	80,645	77,477	34,548	-10%	3%	-2%	-4%	-13%
Revenue Miles	78,520	79,040	79,206	79,122	78,791	33,218	1%	0%	0%	0%	0%
Revenue Hours	3,751	3,776	3,784	3,781	3,764	1,587	1%	0%	0%	0%	0%
Operating Costs	\$286,380	\$223,957	\$247,039	\$265,361	\$247,350	\$102,876	-22%	10%	7%	-7%	-14%
Farebox Revenue	N/A	\$97,744	\$92,492	\$87,783	\$84,239	\$38,842	N/A	-5%	-5%	-4%	N/A
Performance Indicators											
Cost Efficiency											
Operating Cost per Revenue Hour	\$76.35	\$59.31	\$65.29	\$70.18	\$65.71	\$64.82	-22%	10%	8%	-6%	-14%
Cost Effectiveness											
Operating Cost per Passenger	\$2.96	\$2.60	\$2.76	\$3.04	\$2.97	\$2.79	-12%	6%	10%	-2%	0%
Farebox Recovery Ratio	N/A	44%	37%	33%	34%	38%	N/A	-14%	-12%	3%	N/A
Average Fare per Passenger	N/A	\$1.13	\$1.03	\$1.01	\$1.01	\$1.05	N/A	-9%	-3%	1%	N/A
Average Subsidy per Passenger	N/A	\$1.46	\$1.73	\$2.04	\$1.96	\$1.74	N/A	18%	18%	-4%	N/A
Service Efficiency											
Passengers per Revenue Hour	25.8	22.8	23.7	23.1	22.1	23.2	-11%	4%	-3%	-4%	-14%

Guadalupe Shuttle

The Guadalupe Shuttle service began in 2001, initially as a fixed-route service within the city. The Shuttle was soon converted to a deviated-route service with the ability to leave its main route and travel a short distance to pick up passengers near the route in response to service requests received by dispatch staff. The Guadalupe Shuttle now operates almost entirely as a demand-response service, serving both disabled passengers and the general public within the city on a first-come, first-served basis.

Service is provided on weekdays only, from 10 a.m. to 4 p.m. No service is provided on the following holidays: New Year's Day, Presidents Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day. Figure 1-17 provides a summary of the service characteristics of the Guadalupe Shuttle.

Figure 1-17 Summary Description of Guadalupe Shuttle

Service Span	Frequency	Destinations
Weekdays: 10 a.m.-4 p.m.	Continuous deviated route service (first-come, first-served basis)	Anywhere in Guadalupe

Fleet and Facilities

The Guadalupe Shuttle shares its vehicle fleet and facilities with the Flyer. See Figure 1-9 for a summary of vehicles used by the Shuttle and Flyer.

Fares

The Shuttle offers a single ride cash fare, with discounts available to seniors, people with disabilities, and students. Up to three children under the age of 6 may ride for free when accompanied by a fare-paying passenger. Consistent with the Flyer, fares for the Shuttle were also increased after completion of the 2008 Short Range Transit Plan Update. Transfers are not accepted from or to others systems (such as the Flyer or Santa Maria Area Transit). Figure 1-18 provides a summary of fares on the Shuttle. At \$0.50 for the general public and \$0.25 for students, fares are exceptionally low for a door-to-door service.

Figure 1-18 Guadalupe Shuttle Fares

Ride Type	Regular	Students	Seniors/Disabled
Single Ride (Cash)	\$0.50	\$0.25	\$0.25

Figure 1-19 provides a summary of the fare type use on the Shuttle. Students make up half the Shuttle's ridership. Combined with children under 6, they make up over two-thirds of ridership. The Shuttle serves a relatively small share of seniors and people with disabilities (7%), indicating it is not being used primarily for traditional paratransit purposes.

Figure 1-19 Share of Fares Paid By Fare Media Type on Guadalupe Shuttle (FY 2012-13)

Fare Category	Fare Type	Share (Fare Type)	Share (Category)
REVENUE RIDERS			
Cash	Regular Fare	24%	82%
	Student Fare	50%	
	Senior/Disabled Fare	7%	
NON-REVENUE RIDERS			
Free	Children	18%	18%

Source: City of Guadalupe Monthly Transit Reports

Shuttle Performance

Figure 1-20 shows key performance indicators for the most recent available fiscal years, including partial data for FY 2013-14.

Ridership on the Shuttle hit a five-year high in FY 2012-13, 7% higher than FY 2008-09. Revenue miles increased 13% during the past five years, but revenue hours changed very little. Operating costs have fluctuated, but were 7% lower in FY 2012-13 than in FY 2008-09. Farebox revenue increased in each of the last four years.

The farebox recovery ratio has consistently been less than a third of the ratio on the Flyer, reaching a high of 11% in FY 2012-13 and FY 2009-10. Subsidy per passenger increased in FY 2010-11 and FY 2011-12, but decreased in the past fiscal year.

Productivity (passengers per revenue hour) is also much lower on the Shuttle than on the Flyer, though it reached a high of 18.1 in the past fiscal year, reflecting high ridership for a demand-response service.

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Figure 1-20 Guadalupe Shuttle Performance Data, FY 2009 - 2014

	FY 08/09	FY 09/10	FY 10/11	FY 11/12	FY 12/13	FY13/14 (July- November)	Trends				
							FY 08/09 - 09/10	FY 09/10 - 10/11	FY 10/11 - 11/12	FY 11/12 - 12/13	FY 08/09 - 12/13
Operating Data											
Ridership	23,645	24,488	23,732	24,847	25,302	10,445	4%	-3%	5%	2%	7%
Revenue Pass.	18,223	19,758	19,194	19,846	20,746	8,574	8%	-3%	3%	5%	14%
Revenue Miles	14,232	15,379	16,434	16,493	16,083	6,644	8%	7%	0%	-2%	13%
Revenue Hours	1,400	1,405	1,418	1,405	1,400	589	0%	1%	-1%	0%	0%
Operating Costs	\$69,639	\$56,892	\$65,960	\$73,742	\$65,052	\$26,654	-18%	16%	12%	-12%	-7%
Farebox Revenue	N/A	\$6,340	\$6,597	\$6,775	\$6,956	\$2,832	N/A	4%	3%	3%	N/A
Performance Indicators											
Cost Efficiency											
Operating Cost per Revenue Hour	\$49.74	\$40.49	\$46.52	\$52.49	\$46.47	\$45.25	-19%	15%	13%	-11%	-7%
Cost Effectiveness											
Operating Cost per Passenger	\$2.95	\$2.32	\$2.78	\$2.97	\$2.57	\$2.55	-21%	20%	7%	-13%	-13%
Farebox Recovery Ratio	N/A	11%	10%	9%	11%	11%	N/A	-10%	-8%	16%	N/A
Average Fare per Passenger	N/A	\$0.26	\$0.28	\$0.27	\$0.27	\$0.27	N/A	7%	-2%	1%	N/A
Average Subsidy per Passenger	N/A	\$2.06	\$2.50	\$2.70	\$2.30	\$2.28	N/A	21%	8%	-15%	N/A
Service Efficiency											
Passengers per Revenue Hour	16.9	17.4	16.7	17.7	18.1	17.7	3%	-4%	6%	2%	7%

Guadalupe ADA Transportation Service

The City of Guadalupe operates ADA paratransit service for qualified individuals traveling from Guadalupe to Santa Maria. Guadalupe paratransit is only required by federal law to serve an area with a 3/4-mile radius of the Flyer route, but the service frequently makes dropoffs in Santa Maria and Orcutt, well beyond this boundary. Riders must apply and be approved as ADA Certified passengers before using the service. Attendants are also permitted to accompany ADA certified riders to provide assistance as needed, and may ride for free. Companions may ride if space is available, but must pay a full fare.

Guadalupe Paratransit riders pay a fare of \$3.00 per trip (\$6.00 for a round trip). Service is provided Monday through Friday from 6:15 a.m. to 7:15 p.m., and Saturday from 8:15 a.m. to 5:15 p.m., reflecting the operating hours of the Flyer. Riders generally must request service at least 24 hours in advance, and may schedule multiple trips in advance during the upcoming month.

In October 2013, the last month for which data was available, the majority of paratransit trips were for medical treatment (28 trips) or a doctor's office visit (34 trips). Work accounted for 19 trips and shopping accounted for 6 trips. An additional eight trips were for miscellaneous purposes. Many of the most popular destinations in Santa Maria were well beyond the 3/4-mile radius of the Flyer route, including the dialysis center and Walmart, both south of W. Betteravia Road.

Fleet and Facilities

The City's paratransit fleet consists of one 2008 Ford E-250 van, purchased in 2008. The van has capacity for eight ambulatory passengers and 2 passengers who use wheelchairs. The vehicle is projected for retirement in 2018.

Paratransit Performance

Figure 1-21 summarizes Guadalupe paratransit service performance for FY 2008-09 through FY 2012-13. Ridership reached a five-year high in FY 2012-13, after declining in FY 2009-10 and FY 2010-11. With more passenger trips, revenue miles and hours reached five-year highs as well in the past fiscal year. Farebox revenue has increased, but has been overwhelmed by the increase in operating costs, which were more than three times higher in FY 2012-13 than FY 2008-09. This cost increase reflects an increase in revenue hours as well as a 134% increase in the operating cost per revenue hour over the five-year period. The subsidy per passenger has more than doubled since FY 2008-09, reaching a high of nearly \$62 in FY 2012-13. Productivity matched a five-year low in the past fiscal year (1.6 passengers per revenue hour).

Operating costs for paratransit service is much higher than fixed-route transit service in general, but several factors contribute to the increased cost of operating paratransit in Guadalupe. These factors include the long distance vehicles must dead-head from the bus yard, as well as general guidance provided by City staff and City Council to provide ADA paratransit service beyond the 3/4-mile ADA-mandated service area and a rise in fuel costs.

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Figure 1-21 Guadalupe ADA Paratransit Service Performance Data, FY 2009 - 2014

	FY 08/09	FY 09/10	FY 10/11	FY 11/12	FY 12/13	FY13/14 (July- November)	Trends				
							FY 08/09 - 09/10	FY 09/10 - 10/11	FY 10/11 - 11/12	FY 11/12 - 12/13	FY 08/09 - 12/13
Operating Data											
Ridership	652	364	390	852	1,004	490	-44%	7%	118%	18%	54%
Revenue Pass.	652	364	390	852	1,004	490	-44%	7%	118%	18%	54%
Revenue Miles	5,523	3,507	4,189	8,654	10,278	4,358	-37%	19%	107%	19%	86%
Revenue Hours	325	204	240	499	613	231	-37%	18%	108%	23%	89%
Operating Costs	\$14,881	\$20,168	\$23,236	\$47,453	\$65,810	\$26,343	36%	15%	104%	39%	342%
Farebox Revenue	\$1,761	\$1,092	\$1,122	\$3,197	\$3,944	\$1,335	-38%	3%	185%	23%	124%
Performance Indicators											
Cost Efficiency											
Operating Cost per Revenue Hour	\$45.79	\$98.86	\$96.82	\$95.10	\$107.36	\$114.04	116%	-2%	-2%	13%	134%
Cost Effectiveness											
Operating Cost per Passenger	\$22.82	\$55.41	\$59.58	\$55.70	\$65.55	\$53.76	143%	8%	-7%	18%	187%
Farebox Recovery Ratio	12%	5%	5%	7%	6%	5%	-54%	-11%	40%	-11%	-49%
Average Fare per Passenger	\$2.70	\$3.00	\$2.88	\$3.75	\$3.93	\$2.72	11%	-4%	30%	5%	45%
Average Subsidy per Passenger	\$20.12	\$52.41	\$56.70	\$51.94	\$61.62	\$51.04	160%	8%	-8%	19%	206%
Service Efficiency											
Passengers per Revenue Hour	2.0	1.8	1.6	1.7	1.6	2.1	-11%	-9%	5%	-4%	-18%

North Santa Barbara County Transit Plan Update

The North Santa Barbara County Transit Plan Update, led by the Santa Barbara County Association of Governments, includes a comparison of Guadalupe's service performance compared to its peers in northern Santa Barbara County. The existing conditions analysis produced in February 2014 includes the following data about service performance in the most recent fiscal years available (Figure 1-22).

Figure 1-22 Summary of North County Transit Annual Summary and Service Performance

Service/Route	One-Way Passenger Trips (Unlinked)	Vehicle Hours of Service	Vehicle Miles of Service	Performance Metrics	
				Passenger Trips per Vehicle Hour	Passenger Trips per Vehicle Mile
Local					
City of Lompoc Transit ²	177,702	23,355	325,390	7.6	0.5
Guadalupe Shuttle	24,849	1,401	16,496	17.7	1.5
Santa Maria Area Transit ³	872,855	49,583	646,840	17.6	1.3
Santa Ynez Valley Transit	45,586	6,907	146,132	6.6	0.3
Regional					
Wine Country Express ⁴	10,151	961	32,970	10.6	0.3
Guadalupe Flyer	87,161	3,779	79,123	23.1	1.1
Breeze ⁵	51,462	4,291	140,536	12.0	0.4
Cuyama Transit	3,203	940	18,608	3.4	0.2
Interregional					
Clean Air Express	221,392	9,000	387,000	24.6	0.6
COLT Santa Barbara Shuttle ⁶	1,113	910	12,478	1.2	0.1
SLORTA Route 10 ⁷	229,186	9,454	309,841	24.2	0.7

Source: North Santa Barbara County Transit Plan Update

Guadalupe transit services perform very favorably compared to other transit service in the North County area, leading the county in both performance metrics identified in the above table. The Flyer has the highest productivity of the four regional services, with almost double the number of passenger trips per vehicle hour compared to the next highest performing service, the Breeze. Likewise, among regional services, passenger trips per vehicle mile were highest on the Flyer. The productivity of the Flyer is similar to that of the Clean Air Express and SLORTA Route 10

² Data is for FY 2010-11, the most recent comprehensive data available.

³ SMAT data source -- FY 2010-12 Triennial Performance Audit of Santa Maria Area Transit, PMC.

⁴ Data is for FY 2010-11, the most recent comprehensive data available.

⁵ Breeze Route 200 began service January 2013; data is for 9 months beginning January 2013.

⁶ Data is for FY 2010-11, the most recent comprehensive data available.

⁷ Data shown is for entire Route 10, including passenger-trips outside of the study area.

interregional services, indicating it is one of the strongest intercity travel corridors in the North County region.

The Guadalupe Shuttle also had more passenger trips per hour and per mile than any other local service, despite operating primarily as a demand-response service, reflecting strong demand for local travel by transit in Guadalupe.

Other Public Transportation Services

Amtrak's Pacific Surfliner rail service serves Guadalupe with four trains daily (two northbound and two southbound), stopping at the rail depot on Guadalupe Street south of 5th Street. The Pacific Surfliner provides service to Los Angeles and San Diego to the south, and to San Luis Obispo to the north. Amtrak's Coast Starlight service passes through Guadalupe but does not make a stop.

Several bus services connect to the Guadalupe Flyer at the Santa Maria Transit Center, including Santa Maria Area Transit (SMAT) local bus routes and several regional services. SMAT's eight daytime bus routes provide services throughout Santa Maria and Orcutt.

San Luis Obispo Regional Transit Authority (RTA) Route 10 operates hourly on weekdays between Santa Maria and San Luis Obispo, with connections to Pismo Beach, Arroyo Grande, and Nipomo. Less frequent service is provided on the weekends. RTA Route 10 makes several stops in central Santa Maria, connecting to the Guadalupe Flyer service at the Transit Center.

The Clean Air Express (CAE) is a regional commuter bus service, with commute service from Santa Maria to job centers in Santa Barbara and Goleta. The service began in 2001 and is funded by SBCAG Measure A. CAE makes only one stop in Santa Maria, at the Hagerman Softball Complex park-and-ride station in the southwest corner of the city, which is not easily accessible by local bus services. The City of Santa Maria operated the CAE for a two-year period starting in 2010, but handed over operations to the City of Lompoc in 2012.

Several school bus routes also serve the city's students. Guadalupe students attend elementary and junior high school within the town, but must travel to Santa Maria for high school. The Guadalupe Union School District provides bus service on two routes to the elementary and junior high schools, with stops throughout Guadalupe. Students attending high school in Santa Maria can take school bus from 2nd and Pioneer streets or 9th and Obispo streets in Guadalupe. Although school buses are available to Guadalupe students at each level, there is no late-afternoon bus available, and students attending after-school activities still may need to use other transportation services.

Ridecheck Analysis

Methodology

To identify the Guadalupe Flyer's key boarding and alighting locations, Nelson\Nygaard conducted an onboard ridecheck on a regular weekday and Saturday run. The data collection was conducted on two normal operating weekdays—Tuesday, January 28, 2014 and Thursday, January 30, 2014, and on Saturday, January 25, 2014. The ridecheck entailed counting every passenger that boarded and alighted the service for all runs that make up a single weekday and a single Saturday. Children under six were not counted as passengers, but were noted on the ridecheck form.

Findings

Boardings, Alightings, and Load Summary

Figure 1-23 and Figure 1-24 summarize average boardings and passenger loads for the Flyer on weekdays and Saturdays. Total ridership by stop on weekdays and Saturdays is presented in Figure 1-25 and Figure 1-26.

On weekdays, Santa Maria Transit Center is by far the most common destination for Flyer riders (5.5 boardings), followed by Town Center Mall East (2.5 boardings). Stops near McKenzie Junior High School (Pioneer and 2nd) and Mary Buren Elementary School (Peralta and 11th) are also key weekday stops. The remainder of the stops within Guadalupe have lower ridership, though most stops average at least one boarding per run.

On Saturdays, boardings are not as heavily concentrated at the Santa Maria Transit Center. Town Center Mall East has the highest number of boardings on Saturdays, with the Senior Center stop at 10th Street having the second most boardings. The Jack O'Connell Park stop, located near the Riverview Townhomes affordable housing complex, is one of the most common destinations on weekdays and Saturdays.

The average passenger load is just above eight people throughout the entire run on weekdays, rising briefly to 10 at Main and Russell, the first stop in Santa Maria after finishing the loop through Guadalupe. On Saturdays, the average load peaks at Flower and Birch, the last stop in Guadalupe before the Flyer departs for Santa Maria. In general, the load is more varied on Saturdays, gradually increasing throughout each run until the first Santa Maria stop, where it begins to drop off sharply. By contrast, weekday average loads vary little throughout the route.

Boardings by Time of Day

The total number of boardings by run on weekdays and Saturdays is presented in Figure 1-27 and Figure 1-28. Ridership peaks during the morning commute hours (6:15 a.m. and 8:15 a.m.), lunchtime (12:15 p.m.), and post-school periods (3:15 p.m. and 4:15 p.m.). Students are a major component of the Flyer's ridership, and, consequently, the afterschool commute period is much busier than the traditional post-work commute period.

Saturday ridership peaks on the 10:15 a.m. run (which, by contrast, has the lowest ridership on weekdays). The first run of the day also experiences high ridership, suggesting there may be demand for an earlier run on the weekends.

On-Time Performance

The Flyer fell up to 17 minutes behind schedule at some points on its weekday runs, and was at least six minutes behind at most time points in the afternoon. Overall delay accumulated throughout the afternoon on the day surveyed. Due to the Flyer's tight schedule and lack of recovery time, it is extremely difficult—and in most cases beyond the control of the driver—to return the route to an on-time status.

There was not a single factor or incident identified that caused delay. Instead, it seemed to result from a combination of boarding delay, traffic, and various other factors. For example, the Flyer experiences heavy school-aged passenger boardings, multiple train crossings, congested roads from agricultural and private vehicle traffic, slow moving agricultural field equipment on Highway 166, seasonal highway repairs, and high incidence of traffic accidents on Highway 166.

On Saturday, delays of four to six minutes were common. Two trains were observed during the ridecheck, as well as truck traffic and other external sources of delay. Unlike the weekday, however, delay never exceeded seven minutes, and the Flyer was generally able to recover and make up time.

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Figure 1-23 Average Boardings and Load by Stop on the Flyer (Weekday)

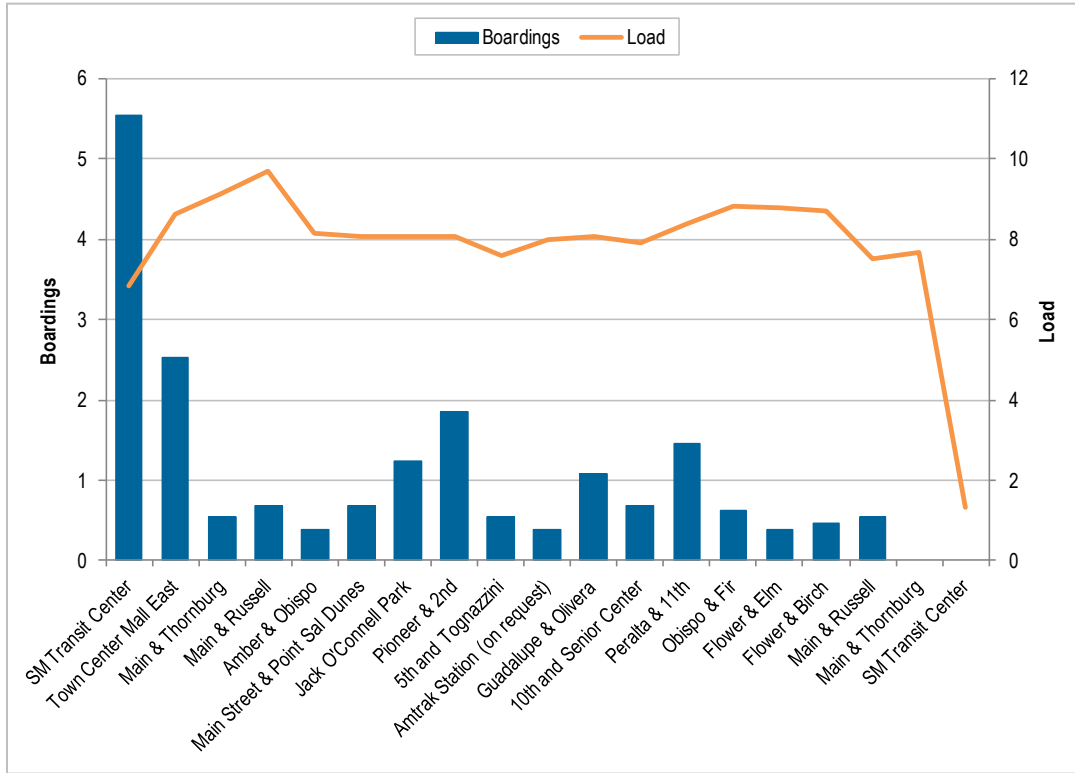
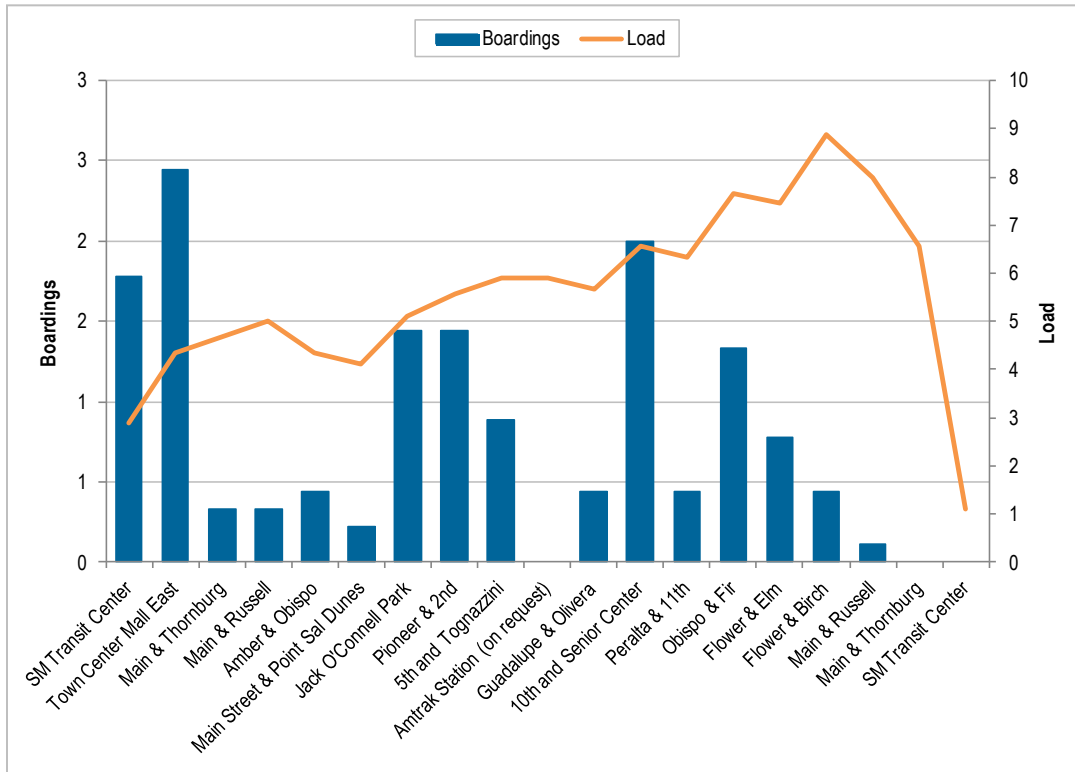
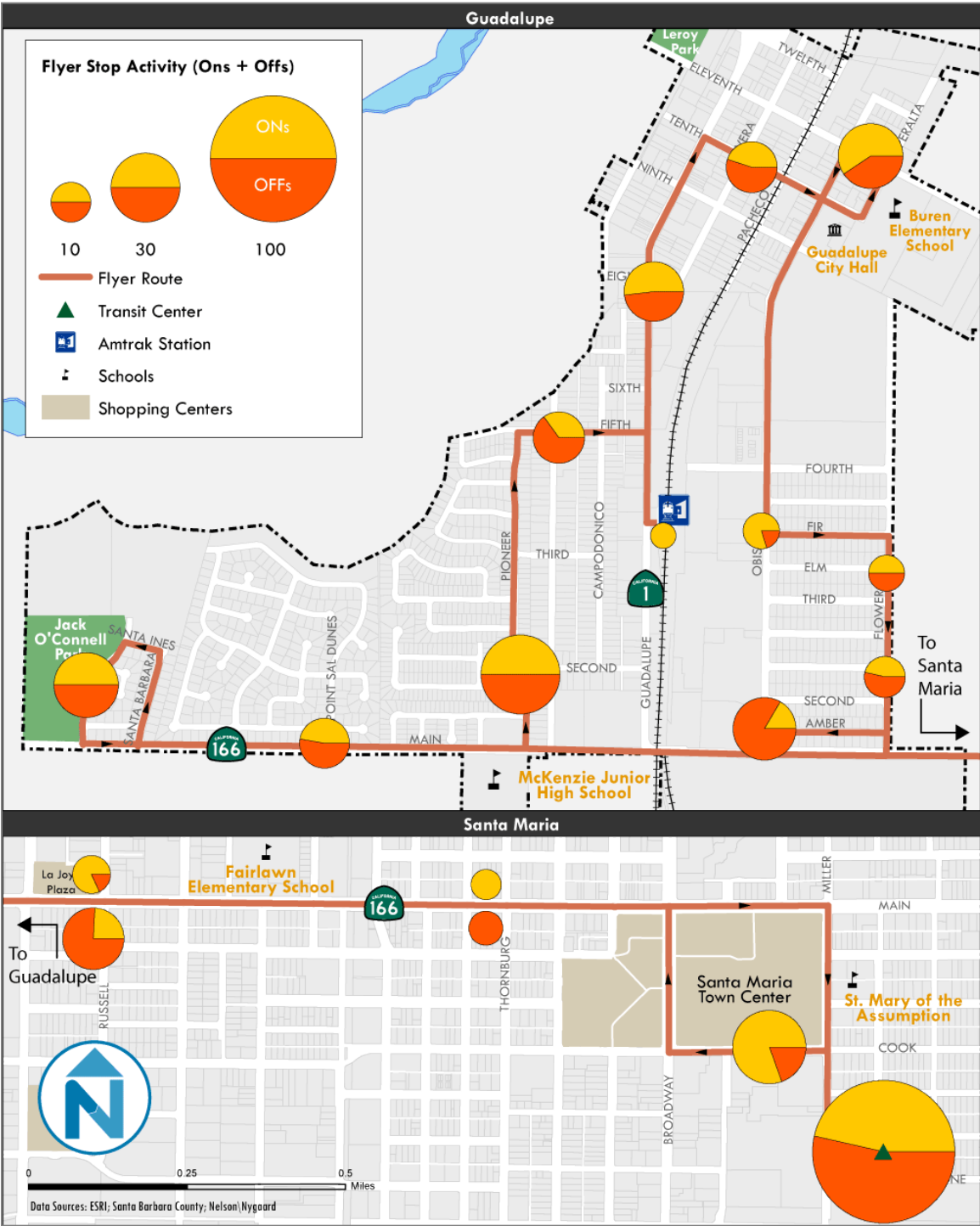


Figure 1-24 Average Boardings and Load by Stop on the Flyer (Saturday)



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Figure 1-25 Total Boardings on the Flyer (Weekday)



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Figure 1-26 Total Boardings on the Flyer (Saturday)

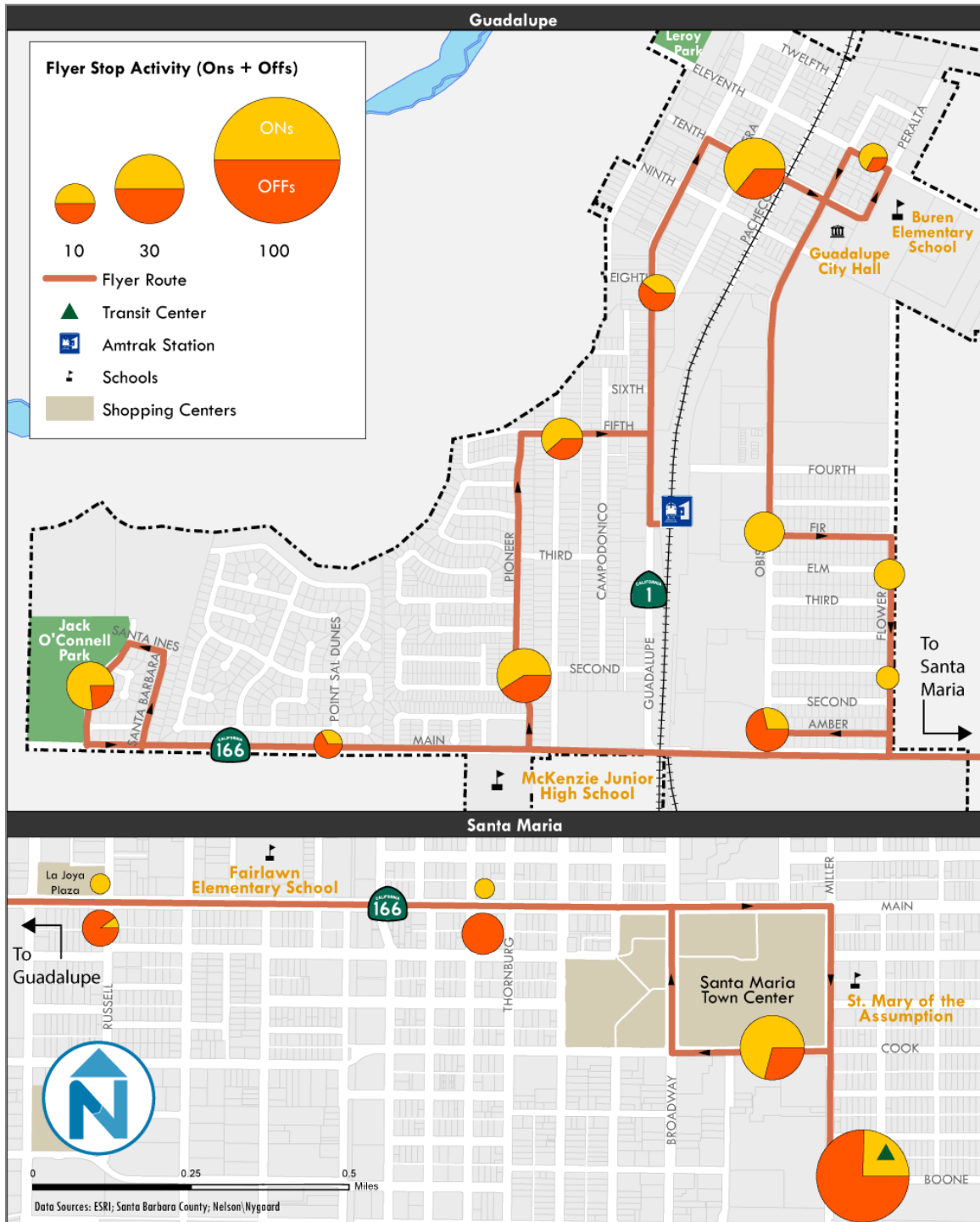


Figure 1-27 Total Boardings by Run on the Flyer (Weekday)

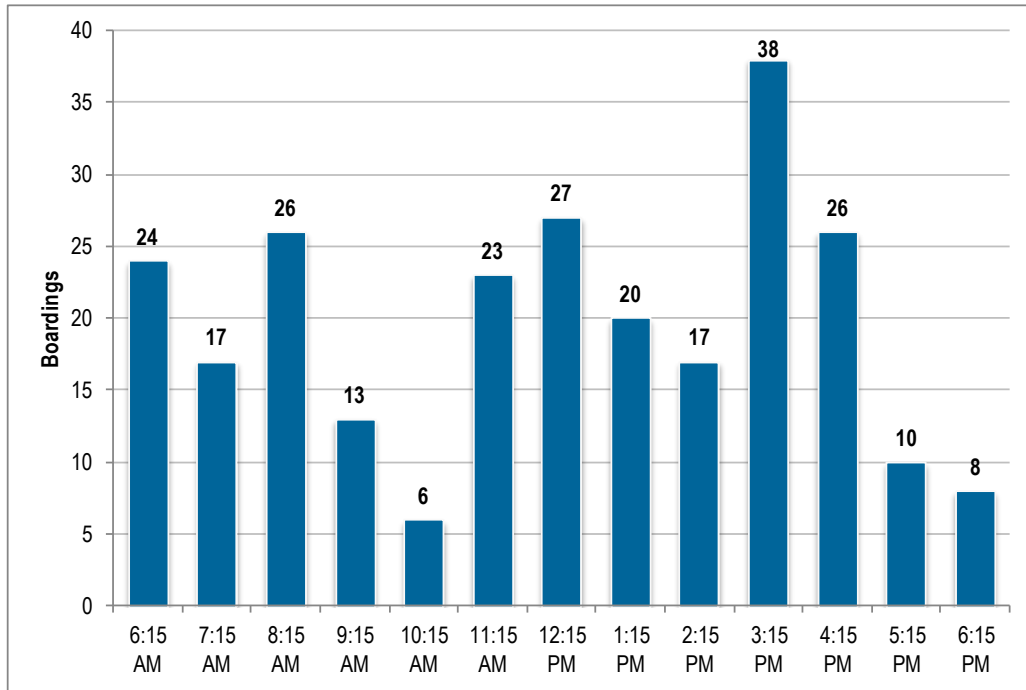
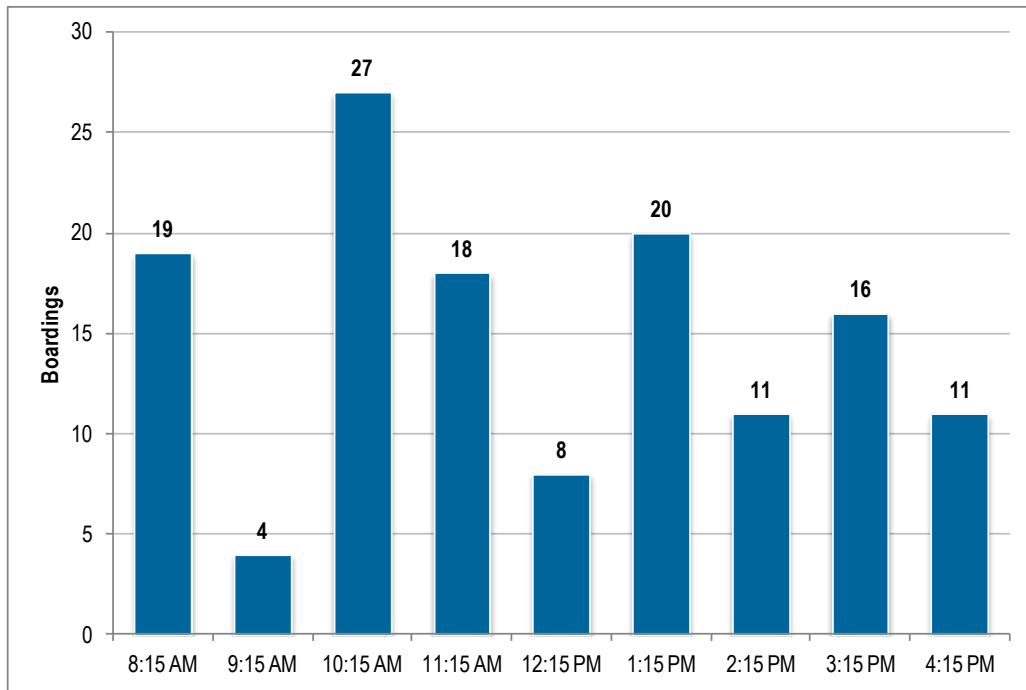


Figure 1-28 Total Boardings by Run on the Flyer (Saturday)



2 COMMUNITY OUTREACH

As the direct beneficiaries of Guadalupe Transit service, transit riders are among the most important stakeholders in the formation of a transit plan. Similarly, it is important to know how the broader community values transit services to understand how and where they travel for work, shopping and medical services.

To support the development of this plan, the following efforts were conducted to assess public perceptions and determine some of the opportunities for transit in Guadalupe:

- **Onboard passenger surveys.** Surveys were conducted on buses in January 2014. The survey was designed to gauge existing riders' behavior about how they access transit and where they go, as well as perceptions about overall service quality and service needs.
- **Stakeholder discussions.** Stakeholder discussions were held with representatives from key organizations in Guadalupe in one-on-one telephone conversations.
- **Other public input tools.** The project included one set of community meetings, conducted at the end of May 2014.

ON-BOARD PASSENGER SURVEY

Nelson\Nygaard conducted an on-board passenger survey focused on the Guadalupe Flyer's weekday and Saturday bus service to obtain information about existing riders and their travel choices. The passenger survey asked detailed questions about how each passenger completes his or her trip, opinions on the existing Flyer service, and views on potential service changes. The survey also collected information on rider demographics. The survey did not include a scientific sampling of transit riders or the local population as a whole. The survey was conducted on two days of service, and is intended to provide a "snapshot" of ridership characteristics and opinions. A copy of the English and Spanish versions of the survey is found in Appendix B.

Methodology

The survey was administered to passengers on the Guadalupe Flyer on January 25th, 28th, and 30th of 2014. Surveys asked respondents to provide information about their *one-way* trip, and passengers were asked to only fill out a survey once. Questions ranged from the basics of their particular trip (i.e. origin and destination) to asking their opinion about the quality of transit service and whether they could have made their trip if the bus they were on did not exist. A majority of the riders during the survey period completed the survey, yielding 180 total completed surveys.

Respondent Demographics

This section presents demographic data from surveys to provide context on the existing ridership. The following figures provide data on respondents' age, gender, household income, employment status, ethnic/racial background, and disability status.

Age and Gender

Figure 2-1 shows the age distribution of survey respondents. Over 70% were under 30 years of age, and almost half were between the ages of 18 and 29. Respondents were roughly evenly split between men and women, with 72 men responding to the survey and 69 women.

Figure 2-1 Respondent Age (Q13)

Age range	Responses	%
<i>n</i> =	161	
17 and younger	35	22%
18-29	79	49%
30-39	16	10%
40-49	14	9%
50-59	9	6%
60 or older	8	5%

Income Level

Of the 126 survey respondents who provided their annual household income, none reported an income above \$60,000, and most reported incomes of less than \$10,000, as shown Figure 2-2. The reported incomes are much lower than the population of Guadalupe as a whole. Many of the survey respondents are students (49%), as discussed in the following section, which may partially explain the high percentage of respondents with household incomes below \$10,000.

Figure 2-2 Respondent Household Income Level (Q18)

Income range	Responses	%
<i>n</i> =	126	
Under \$10k	66	52%
\$10k-\$19,999	28	22%
\$20k-\$29,999	11	9%
\$30k-\$39,999	9	7%
\$40k-\$49,999	6	5%
\$50k-59,999	6	5%
Over \$60k	0	0%

Employment Status

A large majority of riders surveyed are either students or employed. Students comprised almost half of respondents (Figure 2-3). Most students (53%) were aged 18 to 29, indicating they may be college students. Twenty-three of the survey respondents (20%) reported that they are not employed and are neither students nor retired.

Figure 2-3 Respondent Employment Status (Q17)

Employment status	Responses	%
<i>n</i> =	156	
Employed full-time	40	26%
Employed part-time	30	19%
Not currently employed	23	15%
Student	76	49%
Retired	3	2%
Visitor to the area	2	1%

Note: Percentages do not total 100% since passengers could provide more than one response. Of the 180 total surveys completed, 156 included responses to this question.

Ethnic/Racial Background

Eighty percent of survey respondents indicated that they are Hispanic or Latino, 20% indicated that they are white, and 22% indicated they are another race/ethnicity (multiple answers are accepted). The survey was available in both English and Spanish (most respondents completed the English-language survey).

Figure 2-4 Respondent Ethnic/Racial Background (Q15)

Race/Ethnicity	Responses	%
<i>n</i> =	157	
Black or African American	4	3%
Hispanic or Latino	125	80%
White/Caucasian	31	20%
American Indian or Alaska Native	3	2%
Asian	6	4%
Native Hawaiian or other Pacific Islander	12	8%
Other	7	5%

Note: Percentages do not total 100% since passengers could provide more than one response. Of the 180 total surveys completed, 157 included responses to this question.

Disability

Survey respondents were asked if they have any disabilities that affect their mobility. Of the 145 respondents who responded to the question, 12 indicated that they do have such a disability.

Ridership Characteristics

Trip Purpose

As illustrated in Figure 2-5 below, survey respondents listed a wide range of trip origins and destinations (excluding home). School/college was the most common trip type (32%), and work was the second most common (27%). Shopping, recreation and social, and other trips accounted for a large share of trips (19%) as well. Overall, the survey responses indicate many riders travel to Santa Maria for work and school.

Figure 2-5 Trip Origins and Destinations (Excluding Home)

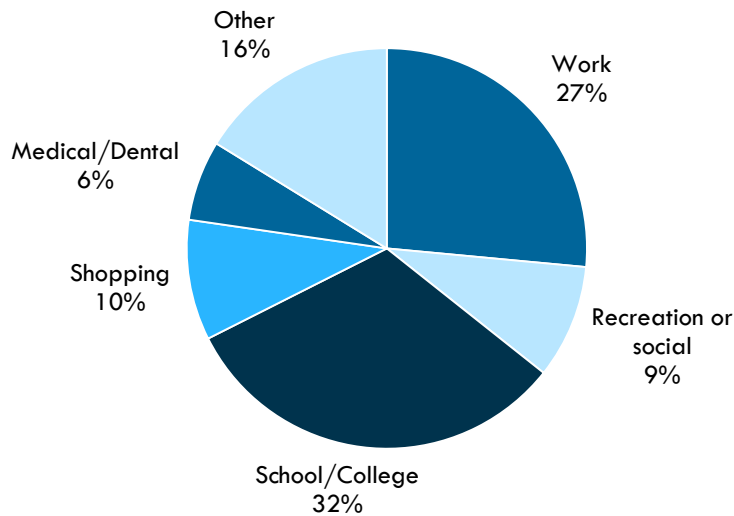


Figure 2-6 Trip Origin and Destination (Excluding Home) (Q1 and Q2)

Trip Purpose	Origins and Destinations
Work	49
Recreation or social	17
School/College	59
Shopping	18
Medical/Dental	12
Other	30

Transit Use Characteristics

Most of the survey respondents are regular riders of the Guadalupe Flyer, as shown in Figure 2-7. Almost a quarter of the survey respondents ride it every day the service is offered (6 days per week), and 83% ride at least once per week.

Figure 2-7 How Often Respondents Ride the Flyer (Q7)

Frequency	Responses	%
<i>n =</i>	178	
6 days / week	40	23%
2-5 days / week	89	50%
Once per week	17	10%
1-4 days / month	21	12%
Less than 1 day / month	9	5%
First time on Flyer	2	1%

Although most riders surveyed are frequent riders, most do not have monthly passes, but instead pay in cash, as shown in Figure 2-8. In total, 89% of respondents paid in cash, and most (55%) paid a full regular fare. A surprisingly small share of riders used a student-discount monthly pass (2%), despite students making up almost half of surveyed riders. Only 12 of the riders surveyed reported using a monthly pass out of 157 total responses. This may be due to the higher up-front costs of purchasing a monthly pass, which may be unaffordable for most riders.

Figure 2-8 Methods of Payment for the Flyer (Q15)

Payment Type	Responses	%
<i>n =</i>	157	
Regular fare — cash	97	55%
Regular fare — monthly pass	5	3%
Student fare — cash	57	32%
Student fare — monthly pass	3	2%
Senior fare — cash	4	2%
Senior fare — monthly pass	4	2%
Disabled fare — cash	0	0%
Disabled fare — monthly pass	0	0%
\$10 Punch Pass	8	5%

Only 24 of 143 riders transferred to another service, as shown in Figure 2-9. The most common service that surveyed riders transferred to were SMAT Routes 4, 6, and 7, which accounted for 18 total transfers from the Flyer. In addition, two people indicated that they transferred to RTA Route 10, a regional service from Santa Maria to San Luis Obispo.

Figure 2-9 Transit Services Transferred From and To (Q5 and Q6)

Route	From	To
<i>n =</i>	160	143
SMAT Route 1	2	0
SMAT Route 2	2	0
SMAT Route 3	1	1
SMAT Route 4	2	7
SMAT Route 5	0	3
SMAT Route 6	4	4
SMAT Route 7	4	7
SMAT Route 8	1	0
RTA Route 10	0	2
Did not transfer	144	119

Transit Dependency

The survey data strongly indicates that the Guadalupe Flyer provides a lifeline to work, school, and other destinations for transit-dependent riders. Only 9% of riders indicated that they could have used a vehicle for the current trip without causing an inconvenience for someone else (an additional 12% had access to a vehicle, but would have inconvenienced someone else), as shown in Figure 2-10.

Almost a quarter of riders indicated they would not have made the trip if the Flyer was not available (Figure 2-11). Over half would have had someone else drive them. Just 3% would have driven alone.

Figure 2-10 Access to an Automobile (Q9)

Car Availability	Responses	%
<i>n =</i>	172	
Yes	15	9%
Yes, but it would have caused an inconvenience for someone else	21	12%
No	136	79%

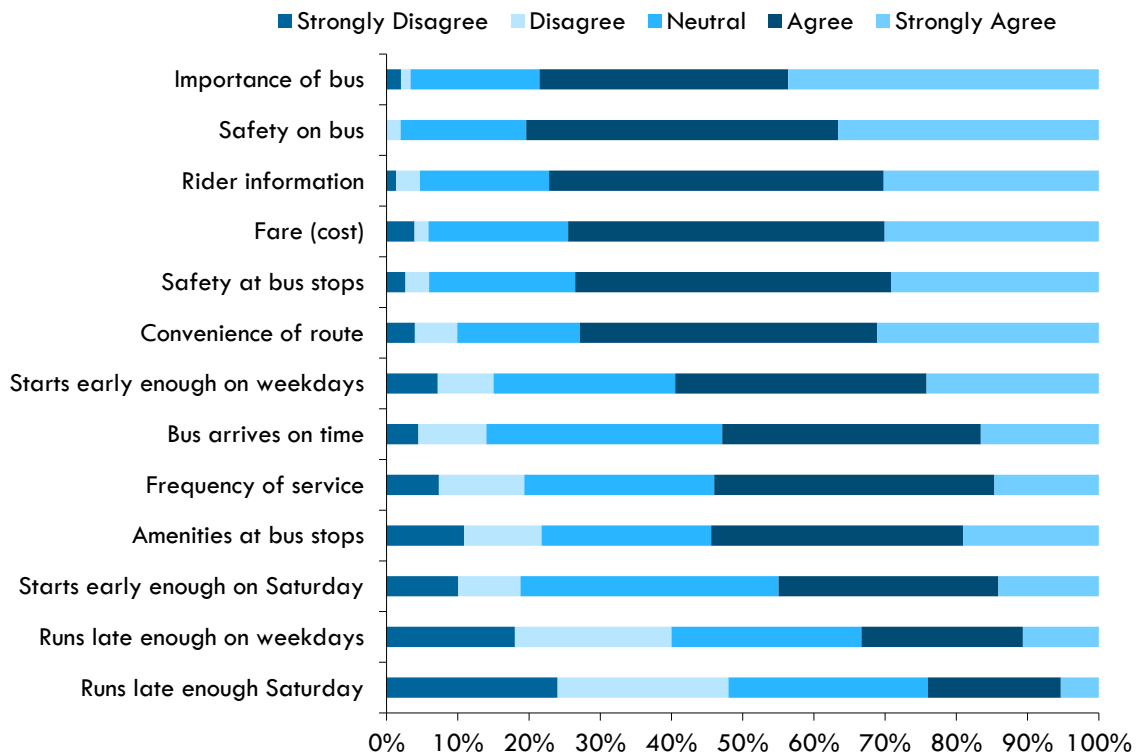
Figure 2-11 How Respondents Would Have Made Trip If Flyer Was Not Available (Q8)

Car Availability	Responses	%
<i>n =</i>	176	
Drive alone	6	3%
Someone would drive me	92	52%
Carpool/vanpool	6	3%
Taxi	3	2%
Walk	16	9%
Bike	3	2%
Would not make trip	40	23%
Other	10	6%

Passenger Satisfaction with Bus Service

Overall, most survey respondents expressed satisfaction with Guadalupe Flyer service. About 70% of respondents agreed that the Flyer route is convenient, the bus and stops are safe, and fares are reasonable. Riders were less satisfied with the span of service, frequency, on-time performance, and bus stop amenities. Almost 80% of those surveyed agreed that the bus provides an important service to them, indicating the value of the Guadalupe Flyer to riders.

Figure 2-12 Flyer Service Ratings (Q11)



Note: The number of respondents answering each of the questions in the above figure ranged from 147 to 157.

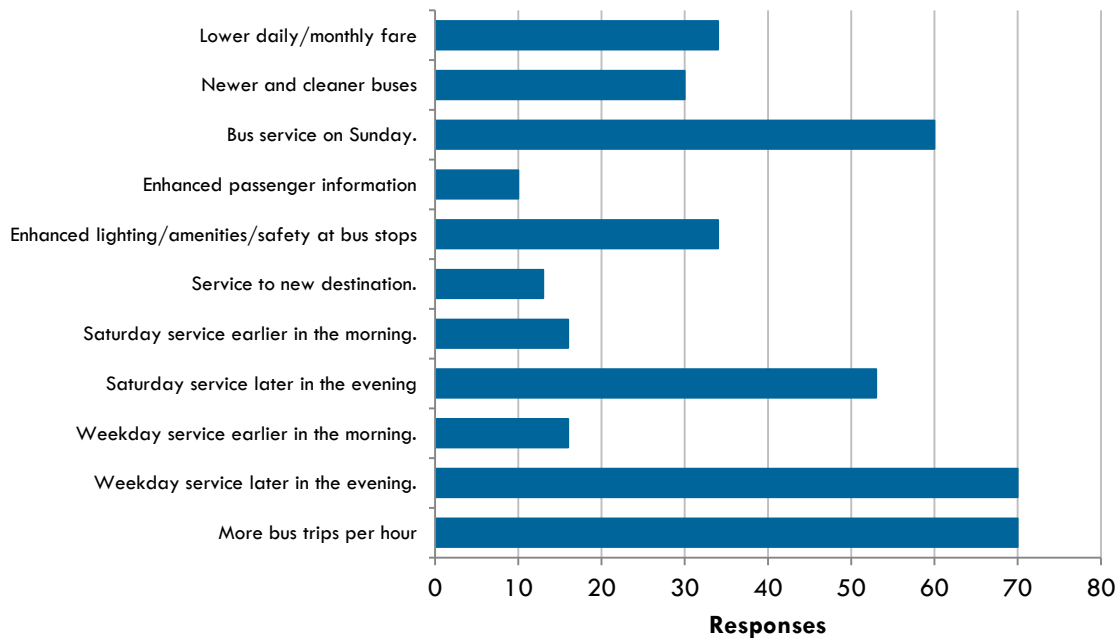
Future Service Improvements

Survey respondents were also asked about a series of potential changes to the Guadalupe Flyer service, such as more frequent service, longer service hours, and service to new destinations. It is important to note that the survey did not frame improvements in the context of their relative costs, and some of the most popular options, such as adding bus service on Sunday, would require a significant increase in the City's transit budget, which is currently using all available funding.

The 152 people who responded to this question provided 406 total answers (respondents could choose up to three options). Answers were generally consistent with the areas of service that people ranked less favorably in Question 11. As shown in Figure 2-13, the most popular service improvements were "More bus trips per hour" and "Weekday service later in the evening" (both were indicated by 46% of respondents). "Bus service on Sunday" was the next most popular response (40%), followed by "Saturday service later in the evening" (35%). "Enhanced lighting/amenities/safety at bus stops" was also popular, with 22% of respondents requesting it as an improvement. Each of the other options appealed to some respondents, with "Enhanced passenger information" receiving the fewest responses (7%).

Many of the written comments elaborated on these requests for improvements. As one respondent wrote, "Please have the bus run later. We have lives that keep going after 6:15 p.m."

Figure 2-13 Most Desired Service Improvements (Q12)



STAKEHOLDER INTERVIEWS

Several stakeholders were contacted in an effort to gain insight that would reflect the concerns of the Guadalupe community at large. These individuals were relied upon to describe the “pulse of the community,” but do not necessarily represent the full range of concerns among the citizens of the area. Overall, the discussions found that Guadalupe residents appreciate the service provided, and many see the service as primarily designed to serve the needs of school children to travel home from school and/or to various activities in town.

A few of the individuals contacted indicated that although they thought the service was valuable, they neither had direct knowledge of how it worked, nor were they aware of any issues or concerns related to transit operations. Organizations contacted in early in the development of this plan include the following:

- Community Health Clinic (CHC)
- El Padrecito's Dance Studio
- Father Maseo Gonzales
- Guadalupe Boys & Girls Club
- Riverview Residential Community
- Santa Barbara County Association of Governments (SBCAG)
- Senior Center (staff and program participants)

Key Stakeholder Topics

Focus on Children

Most stakeholders said that the local Shuttle service is important for school children, especially elementary and junior high school students. Yellow school bus service is available but local residents like the flexibility of the Shuttle, fondly called the “10-cent bus” by staff at the Boys & Girls Club (who acknowledge the fare has increased to 25 cents).

Some stakeholders acknowledged that the service is a tremendous convenience to parents. By offering door-to-door, on-demand service, parents can let their children travel alone in Guadalupe while they do other things. One stakeholder acknowledged that some parents ride the bus with their children, but many others – even young elementary school students – often ride alone. This is partly a function of comfort with the local system and the general feeling of safety and security in Guadalupe; families in a larger or more urban community may not let their children walk alone or take the bus. One stakeholder noted that she was aware of an incident where a child in a crosswalk had been hit by a car (the driver was not paying attention), but that these types of incidents were rare.

The Guadalupe Shuttle and Flyer are deemed especially useful in the summer months, when children are out of school and spend time doing activities or playing with friends. At the Boys & Girls Club, the yellow school bus drops off several elementary schools students around 2:30 p.m. and a number of junior high school students arrive around 3:15 p.m. Because Shuttle service is available only until 4:00 p.m., some students stay only for a short while, while others who stay later may walk home. Longer service hours on the Shuttle would be beneficial to serve these students.

When asked about the possibility of the shuttle being discontinued, stakeholders expressed some concern, pointing to the value of the service for school children.

Limited Information

Several stakeholders indicated that they had received inquiries from residents about transit but did not know how to provide information to them. They said they were unaware of how to schedule a trip on the Shuttle (“Is there a number to call?”). Better printed information and distribution of brochures and/or posters would be beneficial to help educate the public about the availability of the service, how it operates, and any riding policies that need to be shared with the community.

Almost all stakeholders talked about the local bus service as the “Guadalupe Flyer” even when they were referring to the Shuttle or ADA paratransit operation. Many residents may not be aware of the differences in the services and may consider the buses themselves, both of which are painted as “Flyer” vehicles, as a reference for this association.

Staff at a local dance studio indicated that even though the service is frequented by children, many parents may not be aware of it.

Additional Destinations or Services

Stakeholders suggested other destinations that they believe should be served by Guadalupe’s buses. Nipomo was identified by several of the stakeholders, although SBCAG staff indicated they had not received any formal requests for service to Nipomo. Based on a review of previous North County studies, requests for links between Nipomo and Santa Maria have been identified in the past.

Some stakeholders asked whether the local Shuttle service area could be expanded, and suggested service to connect to the Guadalupe-Nipomo Dunes National Wildlife Refuge and the nearby Oso Flaco Lake Trail.

No additional in-town destinations were suggested because, as stakeholders indicated, if the Flyer does not serve the location, then the Shuttle does.

SBCAG and City staff indicated they were aware of interest in Sunday service. Demand for Sunday service has not been quantified, but has been discussed over and over again in the past.

Benefits to Seniors

Seniors appreciate the availability of local transit service, and those able to use the ADA paratransit operation for travel to Santa Maria say it is a good service. Seniors who provided input offered no major requests for service changes or enhancements.

Future Growth in Guadalupe

Some concerns exist about how DJ Farms will impact transportation demands in Guadalupe. Several stakeholders noted the planned layout of the development it is not especially transit friendly. Staff from SBCAG questioned whether Guadalupe may have missed an opportunity for some entitlements from the development that could be used as a source of additional funding for transit.

Some stakeholders said they are hopeful that big-box retailers might locate in Guadalupe, and if so, it will be important to have transit access.

A few of the stakeholders said they have been lifelong residents of Guadalupe and that the city grows where there is new development, but that the character of Guadalupe has remained essentially unchanged over time.

Potential for Funding

From a regional planning perspective, Guadalupe's transit operation performs well, and the service meets farebox revenue requirements that some of the other North County communities cannot meet (e.g., Lompoc and Santa Maria).

Planners from SBCAG said they are willing to offer support to Guadalupe for vehicle purchases, but confirmed that Guadalupe must rely on its Measure A allocation for both local service and regional (or intercity) service. Measure A funds are dedicated to local jurisdictions and to interregional transit operators, but the Flyer is not classified as an interregional operation. No interregional service is currently available to Guadalupe, but a North County Transit Plan is currently under development and may potentially identify some strategies to serve Guadalupe (this strategy is to be determined). The plan's goal is to improve transit services by streamlining and coordinating transit operations. The Capital and Financial Plan (Chapter 6) addresses budget and funding considerations in more detail.

Summary

Overall, stakeholders are pleased with the availability of service in Guadalupe, but express concerns about any potential for reductions in service, especially the Shuttle. If anything, there is interest in later service hours and Sunday service, requests that have been made in the past. Maintaining service for children is another key request, although the extent to which the Guadalupe Shuttle serves children is nearly unprecedented elsewhere in Santa Barbara County. Many communities elsewhere have reduced the availability of transit service for young children, having concluded that schools should be responsible for student transport. Finding the right balance to address the needs of the community with limited available resources was a key consideration in the development of recommendations in Chapter 4.

COMMUNITY MEETINGS

In May 2014, City staff and the consultant meet with the Guadalupe Community Group of the Central Coast Alliance United for a Sustainable Economy (CAUSE) to review the SRTP. In general, representatives were pleased with the overall direction of the plan, particularly the proposals for addition of Sunday service and the extension of service in the evenings. The group did raise concerns about the proposed fare increase and splitting local and regional service, and the impacts those changes would have on accessibility and ridership. Written comments were provided to the City and have been incorporated into the document, as feasible.

3 GOALS, OBJECTIVES, AND PERFORMANCE STANDARDS

Goals and objectives are presented to establish policy direction to address Guadalupe's challenges. Performance standards are also discussed as a means to support the goals and objectives, allowing Guadalupe Transit to better monitor its services and make decisions based on service performance.

GOALS AND OBJECTIVES

The value of establishing goals is that they provide strategic direction for an agency. They also help an agency be proactive in how it shapes its service rather than being reactive to public sentiment. The following goals were developed based on current operating characteristics, stated priorities of stakeholders, and the markets for transit services. The objectives to support each goal are, in most cases, actions that can be taken by Guadalupe Transit to help move the agency toward reaching these goals.

Goal 1: Maximize service efficiency and reliability. This is a critical goal for Guadalupe Transit, to improve and maintain the quality of services it provides. Some objectives include:

- Operate on-schedule within adopted on-time performance standards.
- Operate consistent headways whenever possible.
- Consistently monitor and evaluate services in accordance with adopted service standards.
- Build local services around the intercity Flyer service.
- Minimize non-revenue hours operated on all services.
- Assign vehicles by service type.
- Ensure ADA services meet the intent of the ADA.

Goal 2: Maximize the effectiveness of service for Guadalupe's ridership markets. An effective transit service focuses on simplification and ease of use, with minimal one-way loops and convenient transfers. Objectives include:

- Minimize service duplications.
- Ensure routes are easy to understand.
- Bi-directional service should be provided on most fixed-route segments, so that transit provides an equivalent alternative to travel in both directions.
- Transfers should be convenient and fast between local and intercity services.
- Operate routes directionally, minimizing the amount of off-directional travel.
- Implement strategies to speed transit service, particularly along congested corridors.

Goal 3: Increase the visibility and elevate the image of Guadalupe Transit. Some basic objectives to increase visibility include:

- Provide more effective communications and marketing tools to promote transit use in Guadalupe.
- Improve the passengers' experience through enhanced bus stops and passenger amenities.
- Provide easy-to-understand signage and passenger information that promotes the use of Guadalupe Transit services.
- Partner with local organizations, businesses, and other agencies to enhance Guadalupe Transit's community outreach and information efforts.

Goal 4: Coordinate regional services with other regional transit providers. Guadalupe Transit can benefit in terms of funding and service efficiencies through additional collaboration with regional partners. Objectives to support this goal include:

- Meet quarterly with transit staff from adjacent properties to review service options and coordination opportunities.
- Co-author grant applications with regional agencies and planning entities.
- Consider joint operations/shared funding of transit services that cross jurisdictional boundaries.
- Ensure promotion of vanpools and other ridesharing opportunities.

Goal 5: Tie the provision of transit to land use and the resulting demand levels.

Because land use patterns are the single largest determinant of transit patronage, transit services should be designed to complement existing and future land use patterns. Proposed developments – DJ Farms or other future developments – must be evaluated in a consistent manner. This will allow the development community, citizens, and elected officials to anticipate the extent that future transit services will provide service to new developments. Some objectives that provide direction to address this goal are as follows:

- Existing services that fail to achieve established performance standards should be considered for remedial action.
- Existing services that significantly exceed standards should be augmented.
- Primary transit services should focus on linking major activity centers. Secondary transit service – like a shuttle or community circulators – should operate in a mix of medium density, and in some cases, lower density neighborhoods.
- Transit services may not be appropriate for some communities that do not meet service implementation thresholds based on densities, geographic separation, the road network, and demographic characteristics.

PERFORMANCE STANDARDS

To achieve the goals, it is important to define service measures and standards. These measures and standards provide a valuable tool for allocating scarce resources. By providing a consistent set of design and performance standards, Guadalupe City staff and the City Council will have consistent direction on how to allocate, prioritize, and deploy services. Their use in the service planning and allocation process will avoid potentially inequitable, and possibly inefficient, allocations of service. Without such standards, there is little rationale for telling constituents “yes” or “no” when necessary.

Service design standards also assist in creating consistency and predictability of responses to emerging community needs. As decision makers reach conclusions about various aspects of growth in their communities, they will have some frame of reference to know how transit will respond to those changes. When asked whether a particular development will be served, Guadalupe City staff can have a policy basis for their response.

While it makes use of research that has been conducted at transit agencies across the country, the following sections adapt best practices to Guadalupe’s unique operating conditions.⁸ Two terms are used:

- A **measure** is a basis for comparison, a reference point against which other factors can be evaluated. For this project, an example measure would be the population or employment density along a bus route.
- A **standard** is defined as a recommendation that leads or directs a course of action to achieve a certain goal. Transit operators’ approaches to the design and application of standards vary depending upon local conditions and expectations.

FIXED/FLEX ROUTE PERFORMANCE REPORTING

Proposed Route Classification System for Guadalupe

Two types of general fixed/flex routes services are available in Guadalupe. These include a regional arterial route (currently the Flyer, operating from Guadalupe to Santa Maria) and community circulator (currently, a portion of the Flyer route and the Shuttle service).

Regional Arterial Route: The Guadalupe Flyer is a regional arterial route and is classified as follows:

- **All day service** – Regional arterial routes operate at least every 60 minutes during midday periods and may operate more often (e.g., 30 minutes) during peak periods.
- **Major transit center connections** – Regional arterial routes should have a terminus at a major transit center or a major regional activity center. Routes should ideally be designed to make timed transfers to and from major connecting services.
- **Longer stop spacing** – Stops are limited to major residential developments, retail centers and park-and-ride facilities to speed travel times for longer distance riders. The

⁸From the peer review and both “Transit Capacity and Quality of Service Manual, “Transit Cooperative Research Program (TCRP) Report 100, 2nd Edition. Washington, D.C., 2003 and “A Guidebook for Developing a Transit Performance-Measurement System, “Transit Cooperative Research Program (TCRP) Report 88, Washington, D.C., 2003.

goal is for regional arterial routes to operate quickly and be relatively competitive with automobile travel times.

Community Circulator: In addition to being a regional route, the Guadalupe Flyer also operates as a Community Circulator. No other local routes operate in Guadalupe, although the Shuttle currently provides local circulation. A community circulator typically operates at 30- or 60-minute headways. Services are designed to adapt to the unique characteristics of the neighborhoods they serve. Whenever possible, clock-face operations and timed transfers at transit centers should be accommodated in route designs. This suggests very careful attention to the length of the route to ensure there is a reasonable match between the schedule cycle time and the route length.

Three types of community circulators are identified as potential services for Guadalupe:

- **Neighborhood Circulators:** These are traditional fixed route services. Because they do not compete effectively with private autos, neighborhood circulators should be established when higher levels of service cannot be effectively supported. They normally operate every 30 to 60 minutes and should operate on a clock-face (“memory”) headway whenever possible.
- **Feeders:** Feeder buses are designed to “feed” trunk routes, commuter rail, and regional express bus services. Schedules are drawn to provide clock-face headways. Feeder routes operate in lower-density neighborhoods and every effort should also be made to provide timed transfers with other routes.
- **Flex-Deviated Routes:** Flex or deviated routes follow a regular routing but deviate between key timepoints. These routes normally operate every 30 to 60 minutes.

Proposed Service Standards

Transit agencies typically monitor key systemwide performance statistics, using pre-established targets to measure organizational success. These allow policymakers to evaluate whether their expectations are being met. System service standards can cover a wide range of subjects including ridership, safety, reliability, and customer satisfaction. While there is value in continuity – allowing policymakers to review performance trends over time – many systems also find benefit from adding special measures that consider areas of special emphasis or concern.

Proposed five-year service standards for Guadalupe (Figure 3-1) build off existing transit performance and best practices from other small operations.

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Figure 3-1 Proposed Service Quality and Reliability Benchmarks

Quality/ Reliability Measures	Proposed Five-Year Fixed Route System Service Standards
Boarding Passengers per Revenue Hour	<ol style="list-style-type: none"> 1. Regional Arterial Routes – 20 passengers/hour 2. Community Circulators – 15 passengers/hour
Passengers per Mile	<ol style="list-style-type: none"> 1. Regional Arterial Routes – 2.0 passengers/mile 2. Community Circulators – 1.5 passengers/mile
Farebox Recovery	<ol style="list-style-type: none"> 1. Regional Arterial Routes – 30% 2. Community Circulators –15%
On-time Performance	No bus shall depart a formal time point before the time published in the schedule. 90% on-time performance for all services
Passenger Complaints per Boardings	The number of complaints shall not exceed 0.01% of the total boardings. The benchmark is 7.5 complaints/100,000 boardings.
Accidents /Bus Miles Operated	<p>Fewer than 2 accidents/100,000 revenue miles</p> <p>Less than 1 preventable accident/100,000 revenue miles.</p> <p>Fewer than 1.5 major accidents per million bus miles</p>
Maintenance	The number of road calls should not exceed 0.06% of total revenue miles operated. The benchmark is 1 road call/7,000 revenue miles.
	At least 85% of all regular fleet vehicles should be available for operations at all times
	The ratio of spare vehicles to regular fleet vehicles should be less than at 20%
	95% of vehicle inspections shall be completed on time
Trips Cancelled	No trips shall be cancelled.

SERVICE DESIGN STANDARDS

Service design standards are planning tools that are used to guide the expansion of service to new areas and potential markets. Typically, transit agencies need to consider a full range of interrelated social, political, and economic factors when they make major service decisions. While ridership is critically important, issues of equity and broader community impacts cannot be ignored. While service design standards identify strategies for maximizing ridership, they may not fully address policymakers' concerns. However, experience suggests that the most successful transit systems place high value on designing services that will increase ridership. Several general design principles should guide the planning and operation of Guadalupe Transit services:

1. **Directness and simplicity.** Routes should be as straight as the street pattern allows. These direct paths make for the most direct, likely the fastest, possible trip, and therefore tend to be useful to the more people than circuitous routes. Even if a trip requires changing buses, it is likely to be more direct and faster than a trip using circuitous service.
2. **Frequency.** The elapsed time between consecutive buses on a route is one of the most important determinants of ridership. More frequent service attracts more passengers assuming a market is present. A very infrequent route requires customers to plan trips around the bus schedule. A very frequent route allows riders to travel whenever they want, without a schedule, allowing transit to approach the convenience that a road offers to a motorist: it is there exactly when customers want and need it.
3. **Consistency.** A consistent pattern to the schedule is strongly recommended. While frequency may vary during the day according to demand, it should not vary with apparent randomness from one trip to the next. Whenever possible, routes should also have frequencies that divide evenly into an hour, such as every 10, 15, 30, or 60 minutes.
4. **Walk Distances.** Although opinions differ about how far one should be asked to walk to a transit stop, the industry experience overwhelmingly indicates that the vast majority of riders will walk up to ¼ mile. Each transit route should be seen, then, as serving a band ½ mile wide (up to ¼ mile to each side of the route), except where the road network prevents reasonably direct pedestrian access.
5. **Minimum Bus Stop Design.** All bus stops should be clearly marked with proper signage including the designated route number(s). Benches should be considered for individual stops where the average daily boardings exceed 20 passengers. Priority should be given to bus stops serving senior apartments, activity centers, and group residences designed for persons with disabilities.
6. **Recovery Time.** All route schedules should include a minimum of 10% recovery time to ensure on-time performance. When headway-based scheduling is being applied, good practice is to ensure recovery time of one headway at each end of the route to ensure the ability to operate buses at the design frequency. It should be noted this design parameter is intended to ensure schedule reliability, not necessarily to provide rest periods for operators. Best practices in transit scheduling recognize that transit operators can be afforded rest periods without adding to the number of buses necessary to maintain schedule reliability – buses continue to move and operators rest.

Figure 3-2 identifies the specific service design standards that have been identified for both service categories appropriate for Guadalupe.

Figure 3-2 Fixed/Flex Route Design Standards

	Regional Arterial Routes	Community Circulators
Location Characteristics <i>Dwelling Units per Acre</i> <i>Employees per Acre</i>	>4 >1	>10 >3-7.5
Frequency of Service <i>Weekday Commute Periods</i> <i>Midday & Weekend Periods</i> <i>Night Services</i>	30-60 min 60 min 60 min	10-30 min 30-60 min 30-60 min
Travel Time Ratio to Autos*	1.3	3.0
Stop Spacing <i>Urban/Community Areas</i> <i>Rural Areas</i>	½ mile 2 -5 miles	¼ mile ¼- ½ mile
Scheduling Practices	Meet Demand Clock-face Timed Transfer	Meet Demand Clock-face Timed Transfer
Target Route Speed – Average speed that the route should achieve	>20 mph	>12 mph
Guideline for Amenities Along Route	Shelters at stops with at least 20 boardings per day	Shelters where needed, mostly at major transfer points and high boarding locations only

*Compares the PM peak period commute travel time for a bus to travel from one end of the route to the other end with the PM peak period commute travel time for an auto for the same trip.

ADA PERFORMANCE REPORTING

Performance measures as applied to paratransit services will incorporate many of the traditional measures of revenue hours, miles per vehicle, and ridership. However, some agencies are broadening the way performance is measured, particularly given the different nature of paratransit versus fixed-route services. For example, data such as total number of rides, number of rides denied, average miles per passenger trip, and average ride time are being applied to gauge the impact of paratransit services in terms of improving transportation access. Paratransit providers are also beginning to measure their performance in terms of vehicle capacity, instead of the number of vehicles in their fleet, to reflect the mixed fleet used to deliver paratransit services.

Paratransit performance measures will allow Guadalupe staff to:

- Track compliance with certain requirements of the ADA, including on-time performance, trip denials, and access to the reservation system.
- Assess system performance based on established criteria, and compare that to past measures of performance and target goals.
- Document outcomes and trends related to system efficiency and communicate these to the Guadalupe City Council and SBCAG.

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The standards in Figure 3-3 are commonly used in the industry to assess system productivity and ADA compliance. While there is general agreement on what to measure, there are few industry-accepted standards or target values (except those related to showing adequate capacity to avoid a pattern of trip denials).⁹

Figure 3-3 Proposed Short-Term Guadalupe Transit ADA Paratransit Performance Measures and Standards

Performance Measure	Performance Standard	Comment
Cost per service hour	<\$100*	May be adjusted based on budgeted costs; Guadalupe costs currently exceed this amount.
Cost per passenger	\$40	May be adjusted based on budgeted costs; Guadalupe costs currently exceed this amount
Cost per service mile	\$6.00	May be adjusted based on budgeted costs; Guadalupe costs currently exceed this amount
Passengers per hour	2.5	This is somewhat higher than the current performance, but lower than many of Guadalupe's peers.
Percent of trips on-time	90%	Recommended based on industry norms
No-show/late cancellation rate	No Shows = <1.5% Late Cancellations = <2.5% Cancelled at door = <3%	Recommended based on industry norms
Missed Trips	<0.5%	
Advance cancellation rate	15%	
Complaint rate (per 100,000 trips)	15	
Trip denials	None	ADA requirement
Length of time on vehicle compared to fixed route	Not to exceed 2x length of fixed route trip	This is a common issue highlighted in FTA funded Topic Guide 6 on ADA Transportation. FTA Letters of Finding make a comparison to the fixed route bus system, including time to get to and from the stop or station. A substantial number of excessive length trips (compared to a comparable trip on fixed route) is considered a capacity constraint.
Farebox recovery ratio	10%	This should be a minimum and may be adjusted based on ongoing performance

⁹Transit Cooperative Research Program (TCRP) Report 124, page 31.

CONCLUSION

While both performance and design standards need to reflect the best thinking of staff members, it is critically important that they be understood and adopted by the City of Guadalupe. Once adopted, these policies give policymakers a rationale for supporting or rejecting proposed service changes; they also offer transparency for residents, allowing them to understand the basis for transit service decision making. By having adopted standards, they can be written into approved service and operating policies, and offer a justification for implementing route changes or discontinuing service on some routes. The adoption process can sometimes be eased when members of the Council understand that standards inform, but do not dictate, decisions.

To avoid confusion and assure quality, the source data used to calculate performance should be defined in a controlled document. A simple data dictionary can be used to define the measure/standard and identify the source data. As part of this process, the methodology for collecting data should be reviewed and audited on an annual basis to ensure that data collected and reported is reliable.

With inclusion in the approved set of measures and standards, each metric is considered an important gauge of system performance and should be monitored on a regular basis. A concise and comprehensive monthly report should be available for informal review by the Guadalupe City Council. Reports may contain trend data in addition to formal performance monitoring measures.

The set of performance measures and standards should not be considered static. They should be reviewed on an ongoing basis to account for evolving priorities, changing financial conditions, performance trends, and/or new/revised goals. The annual budget review process and contract renewal process provides a trigger point to also review the measures and standards. While there are benefits from maintaining a consistent set of standards, it is a good idea to consider whether they continue to reflect the community's priorities about every three years.

4 SERVICE RECOMMENDATIONS

This chapter details service alternatives for Guadalupe Transit and provides a recommendation for which no significant change in funding is required. However, without additional resources for fixed-route service, the no-growth scenario does not fully allow Guadalupe Transit to expand its services to meet stated demands. Because expansion of Guadalupe Transit service must be financially constrained, service expansion options are presented and prioritized.

This chapter also provides considerations for changes to policies and procedures governing Guadalupe's paratransit operation.

GENERAL PUBLIC SERVICES

Outlined below are three service alternatives based on the fundamental need to maintain intercity connectivity while maximizing local service efficiencies. Alternative #1 is financially constrained, while Alternatives #2 and #3 would require additional funding.

Conceptual schedules for all alternatives are provided in Appendix A. The conceptual schedules illustrate the frequency and span of service on each route, as well as where and when timed transfers could occur between routes. Schedules are based on reasonable assumptions for bus drive times and adjustment factors for vehicle loading, delay, and recovery.

It is important to note that all of the alternatives are conceptual in nature. Implementation of a chosen alternative will require more detailed service planning, including field testing of each route and its schedule.

Alternative #1 – Modified Flyer Service, New Local Fixed-Route (Short-term Alternative with Existing Funding)

Service Description

This alternative maintains the current framework for transit service delivery in Guadalupe – the Flyer providing both intercity connections and local circulation, combined with a new local fixed route service to replace the existing Guadalupe Shuttle. There are several tradeoffs with this alternative that are worth considering, yet it offers a series of readily actionable service changes which could immediately improve service reliability of the Guadalupe Flyer while maintaining expenditures near current levels.

Guadalupe Flyer

As identified in the Existing Conditions analysis, the Flyer is currently on a 60-minute schedule, but very often runs late and has significant reliability issues. Many of the Flyer's reliability challenges are due to the fact that the route is simply too long to complete within one hour and the schedule includes sub-standard recovery time. In addition, on-time performance is impacted

almost daily by heavy boarding activity during peak commute and school periods, as well as traffic delays along Highway 166 and at the railroad crossing of Cabrillo Highway. In short, the 60-minute schedule is not realistic and the Flyer's consistently poor on-time performance will continue to impact service reliability and passenger satisfaction.

Alternative #1 proposes modifications to the Flyer so that it operates on a realistic schedule. The alternative maintains existing geographic coverage, but offers an adjusted schedule that provides additional flexibility between key time points and builds in adequate recovery time to make allowances for the inconsistencies in running times from trip to trip. It also ensures time for operator breaks, which can improve passenger safety within the system.

In brief, the modified Flyer schedule would include a 65-minute cycle time with an additional 10 minutes of recovery in each trip. As a result, the frequency of service would drop from every hour to every 75 minutes. Given the reduced frequency, the number of trips would decrease from 13 to 11 on weekdays and from nine trips to seven on weekends. While the decrease in frequency is a substantial tradeoff, the revised schedule ensures on-time performance and improves customer reliability. Service would now also be provided on Sunday. However, it is important to note that SMOOTH does not currently operate any service on Sundays. As a result, new Sunday service just for Guadalupe would result in new operational, administrative, and fiscal impacts for SMOOTH. SMOOTH is currently evaluating such impacts and is developing an implementation plan for such a service scenario.

Local Fixed-Route Service

While nominally a deviated-route service, the Guadalupe Shuttle operates almost entirely as a demand-response service, serving both disabled passengers and the general public within the city on a first-come, first-served basis. While community members praise the door-to-door convenience and low fares of the Shuttle on-demand service, it is an inefficient and expensive service model that should be replaced with a fixed-route service. In short, the City simply does not have the resources to provide a de-facto taxi service to residents. Furthermore, given the size and street layout of the DJ Farms project, provision of door-to-door service will become even more inefficient once that development is complete. Although not as convenient for riders as a door-to-door service, a new local fixed-route service can still provide consistent and frequent service to key destinations currently served by the Shuttle, while maximizing City resources.

This alternative proposes that local service operate as a fixed route, clockwise loop as shown in Figure 4-1. The route would serve all major destinations, including a new proposed stop at 11th and Guadalupe Streets to better facilitate access to Leroy Park, Head Start, and the Boys & Girls Club. The route would allow for 30-minute, frequent service within Guadalupe: 27-minute run time with three minutes of recovery time. Although timed transfers would not be available, passengers could connect to the Flyer service at almost all stops.

An extension of service to Escalante Street and into the Point Sal Dunes neighborhood was evaluated, but ultimately not proposed. The width of Escalante Street makes it very difficult to operate a bus in that neighborhood and an existing stop is available at 11th and Peralta, no more than a ¼ mile walk away. Additional service in the Point Sal Dunes neighborhood would improve transit access to those residents, but the circuitous street grid would impact transit operations and would no longer allow for 30-minute frequencies. At this time, the benefits of a consistent, frequent local service are believed to be greater than expanded coverage to the Point Sal Dunes neighborhood.

Service Span

Outlined below are the proposed spans for operation by service. For the Flyer, service has been expanded to Sunday. It is assumed that the local fixed-route service would only operate for six hours a day on weekdays to reflect the current number of annual service hours provided by the Shuttle.

At this time, it is also assumed that Saturdays and Sundays would have the same service span. Given the typical pattern of lower transit demand on weekends, especially on Sundays, the City may wish to further evaluate a reduction in service hours on weekends to reduce annual operating costs.

Flyer

- Weekdays: 6:15 a.m. – 7:50 p.m.; 11 trips
- Saturday: 8:15 a.m. – 4:50 p.m.; 7 trips
- Sunday: 8:15 a.m. – 4:50 p.m.; 7 trips

Guadalupe Local

- Weekdays: 10:00 a.m. – 4:00 p.m.; 12 trips
- Saturday: No Service
- Sunday: No Service

Frequency

Flyer: 75 minutes

Guadalupe Local: 30 minutes

Bus Stops

Flyer: Existing stops only

Guadalupe Local: One new stop is proposed at Guadalupe Street and 11th Street (west side of Guadalupe) – would require reconfiguration of the travel lanes to accommodate a new stop and mitigate conflicts with the existing bike lane.

Fares¹⁰

Flyer: Fare increase not proposed for five-year planning period.

Guadalupe Local: Fare increase of \$.25 proposed for regular and student fares. \$.10 fare increase proposed for seniors/disabled.

Benefits

- Offers a realistic operating schedule for Flyer service
- Local fixed-route scenario, in combination with Flyer, would provide high-frequency service, offering residents (especially students) a consistent option to travel in town
- Provides service on Sunday, a high community priority
- Local trips no longer have to be scheduled by phone in advance

¹⁰ For a detailed discussion of the proposed fare scenarios, please see Chapter 7.

- Consistent with existing service framework and easily understandable for existing riders
- Readily implementable and would quickly improve on-time performance and reliability for Flyer
- Would require minimal increase in annual operating funds to implement
- Schedules allow for adequate recovery time, ensure operator breaks, and improve passenger safety
- Limited capital improvements required
- Local fixed-route service is more appropriate for the existing vehicle fleet than on-demand Shuttle service

Tradeoffs

- Reduced frequency for Flyer, resulting in fewer trips per day (assuming existing service span). Could result in uneven distribution of riders and heavy passenger loads on certain trips.
- Flyer schedule no longer on clock-face headways, potentially reducing legibility of system.
- Elimination of the popular Shuttle dial-a-ride service may impact ridership, further reducing system efficiencies and may lead to an increase in requests for local ADA paratransit service.
- Conceptual schedules are not easily adjustable to accommodate additional service to DJ Farms.
- To maintain approximately the same service span, a slight increase in annual service hours for Flyer is required.
- SMOOTH, Guadalupe's transit operator, does not currently run buses on Sundays. The provision of new Sunday service would result in new administrative and operational impacts for SMOOTH.

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Figure 4-1 Alternative #1 Routing



Alternative #2 – Santa Maria Express + New Local Fixed-Route – clockwise loop (Preferred Short-term Alternative with Enhanced Funding)

Service Description

This alternative proposes to separate the local and intercity transit functions by operating the Flyer as an intercity “express” service and implementing a new local fixed-route to provide circulation in Guadalupe. A key objective of this alternative is to provide consistent, hourly service between Guadalupe and Santa Maria, which is not possible with a single bus if the Flyer is also providing local service in Guadalupe. For the local circulator service, a frequent, 30-minute clockwise loop is proposed, which would offer a timed transfer to the Santa Maria Express at a set of new stops at 10th Street and Obispo Street.

It is important to note that by separating the local and intercity functions of the transit network, this alternative inherently assumes an increase in annual operating hours. More specifically, because this alternative requires a transfer between local and intercity service, it was assumed that the local service would operate with the same span as the Santa Maria Express to ensure all-day, and not just midday, connections are available.

Santa Maria Express

The Santa Maria Express would operate between Guadalupe and Santa Maria, but with limited circulation in Guadalupe. Figure 4-2 shows the proposed routing for the Santa Maria Express, which is similar to the existing routing, but with a few key changes. Upon entering Guadalupe, the route would follow Flower Avenue to Amber Street and the existing stop on Amber Street at Obispo. The route would continue north on Obispo to 10th, where a new bus stop would be located on the east side of Obispo, just south of 10th. This stop location (in coordination with another stop for local service on the south side of 10th, just east of 10th) would serve as the primary transfer point between the Santa Maria Express and local service. Initial assessment of that location indicates more than adequate curb area to accommodate bus loading and layover, although some parking spaces near City Hall on Obispo would likely need to be removed to accommodate a new stop at that location.

Upon leaving Guadalupe, the route would travel in a counter-clockwise loop following 10th Street, Peralta Street, 11th Street, and back south on Obispo Street. To maintain on-time performance for the Santa Maria Express, this routing keeps the bus on the east side of the railroad tracks at all times and eliminates potential delays associated with train traffic.

The service would operate on hourly headways, with 50-minute run time and 10 minutes of recovery. A timed transfer to local service would be available at 10th and Obispo at 27 minutes after the hour every hour.

Guadalupe Local

This alternative proposes elimination of the Shuttle dial-a-ride service and implementation of a new local fixed-route service. A fixed-route option would offer more consistent service within Guadalupe and eliminate the inefficiencies of operating a de facto “taxi” service for a large number of local trips. The proposed local service would provide frequent (every 30 minutes) service in a clockwise loop, as shown in Figure 4-2.

The local service would operate on 30-minute frequencies, with 27-minute run time and three minutes of recovery. A timed transfer to the Flyer Express would be available at 10th and Obispo at 27 minutes after the hour every hour.

This service assumes an increase in annual service hours for weekday and weekend service to provide consistent, all day connections to the Flyer Express.

Service Span

Santa Maria Express

- Weekdays: 6:00 a.m. – 8:00 p.m.; 14 trips
- Saturday: 8:00 a.m. – 5:00 p.m.; 9 trips
- Sunday: 10:00 a.m. – 4:00 p.m.; 6 trips

Guadalupe Local

- Weekdays: 6:00 a.m. – 8:00 p.m.; 28 trips
- Saturday: 8:00 a.m. – 5:00 p.m.; 18 trips
- Sunday: 10:00 a.m. – 4:00 p.m.; 12 trips

Frequency

Santa Maria Express: 60 minutes

Guadalupe Local: 30 minutes

Bus Stops

This alternative also proposes the addition of several new bus stops to ensure that the shift from dial-a-ride to fixed-route service adequately serves key destinations in Guadalupe, especially in the commercial core. As shown in Figure 4-2, the conceptual new stops include:

- Guadalupe Street and 11th Street (west side of Guadalupe)
- Guadalupe Street and 9th Street (east side)
- Pioneer Street and Main Street (east side)
- 10th Street and Obispo Street (2 stops – east side of Obispo and south side of 10th)

An initial evaluation of these locations indicates that new bus stops could be implemented with limited reconfiguration of existing curbs. The proposed stop at Guadalupe Street and 11th Street (west side of Guadalupe) would require reconfiguration of the travel lanes to accommodate a new stop and mitigate conflicts with the existing bike lane. Additional key considerations for new bus stops would include potential loss of curbside parking, compliance with ADA access requirements, and impacts to residences.

Fares¹¹

Santa Maria Express: Fare increase not proposed for five-year planning period.

Guadalupe Local: Fare increase of \$.25 proposed for regular and student fares And a\$.10 fare increase proposed for seniors/disabled.

¹¹ For a detailed discussion of the proposed fare scenarios, please see Chapter 7.

Benefits

- Provides hourly, clock-face headways between Guadalupe and Santa Maria
- Would quickly improve on-time performance and reliability for trips to/from Santa Maria
- Schedules allow for adequate recovery time and ensure operator breaks
- Routing is consistent with existing service
- Local trips no longer have to be scheduled by phone in advance
- Local service provides frequent service to primary areas of local transit demand
- Increases local accessibility, especially in the commercial core
- Offers a timed transfer to mitigate inconvenience of two-seat trips
- Reduces the number of crossings of the railroad tracks at Main Street, thereby mitigating potential delays due to train traffic
- Provides more appropriate and efficient local service than existing dial-a-ride

Tradeoffs

- Requires transfers between local and intercity service, resulting in slight increases in perceived and real travel times
- Eliminates the popular Shuttle dial-a-ride service
- Increases annual revenue hours and miles, requiring additional funding (which could be mitigated with changes to the service spans)
- Requires capital expenditures to develop additional bus stops
- Potential loss of on-street parking with some of the proposed bus stops
- SMOOTH, Guadalupe's transit operator, does not currently run buses on Sundays. As with Alternative #1, the provision of new Sunday service would result in new administrative and operational impacts for SMOOTH.

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Figure 4-2 Alternative #2 Routing



Alternative #3 – Santa Maria Express + New Local Fixed-Route – Bi-directional Loop (Future Alternative with Enhanced Funding)

Service Description

This alternative is similar to Alternative #2, but offers some key adjustments to better respond to future transit demand associated with DJ Farms. As in Alternative #2, this alternative proposes to separate the local and intercity transit functions by operating the Flyer as an intercity express service and implementing a new fixed-route local circulator service. This service framework allows for consistent, hourly service between Guadalupe and Santa Maria, as well as a fixed-route local service.

The primary difference with Alternative #2 is that the local fixed-route service would operate on a bi-directional loop every 60 minutes. While not as frequent as the 30-minute frequency proposed in Alternative #2, the proposed routing and schedule would allow the local route to serve DJ Farms.

As with Alternative #2, because this alternative requires a transfer between local and intercity service, it was assumed that the local service would operate with the same span as the Flyer Express to ensure all-day, and not just midday, connections are available.

Santa Maria Express

As proposed in Alternative #2.

Guadalupe Local

As in Alternative #2, this alternative proposes elimination of the Shuttle dial-a-ride service and implementation of a new local fixed-route service, as shown in Figure 4-3. Instead of a 30-minute clockwise loop, the local service would operate on a bi-directional loop from 10th and Obispo – beginning counter-clockwise at the top of the hour, and then switching direction for the second half of the hour.

This alternative extends the frequency for local service, but facilitates phased implementation of service to the DJ Farms project as it comes online. The routing assumes two stops within DJ Farms at full build out, with approximately 10 minutes of service within the new development¹².

The local service would operate on 60-minute frequencies, with 55-minute run times and approximately five minutes of recovery. This schedule is more constrained than in Alternative #2, and should be carefully field tested prior to implementation. A timed transfer to the Santa Maria Express would be available at 10th and Obispo at 27 minutes after the hour every hour.

This service assumes an increase in annual service hours for weekday and weekend service to provide consistent, all day connections to the Flyer Express.

¹² Routing and time points for DJ Farms are conceptual in nature, and should be reevaluated as project moves towards construction. The circuitous and disconnected nature of the DJ Farms street grid will impact transit operations and it is likely infeasible to serve more than two stops.

Service Span

Santa Maria Express

- Weekdays: 6:00 a.m. – 8:00 p.m.; 14 trips
- Saturday: 8:00 a.m. – 5:00 p.m.; 9 trips
- Saturday: 10:00 a.m. – 4:00 p.m.; 6 trips

Guadalupe Local

- Weekdays: 6:00 a.m. – 8:00 p.m.; 14 trips
- Saturday: 8:00 a.m. – 5:00 p.m.; 9 trips
- Saturday: 10:00 a.m. – 4:00 p.m.; 6 trips

Frequency

Santa Maria Express: 60 minutes

Guadalupe Local: 60 minutes

Bus Stops

As proposed in Alternative #2, with additional stops to accommodate bi-directional travel, as well as two additional stops within DJ Farms.

- Guadalupe Street and 11th Street (west side of Guadalupe)
- Guadalupe Street and 9th Street (both sides)
- Guadalupe Street and Olivera Street (west side of Guadalupe)
- 5th Street and Tognazzini Avenue (north side of 5th)
- Pioneer Street and Main Street (both sides)
- Obispo Street and Amber Street (east side of Obispo)
- 10th Street and Obispo Street (2 stops – east side of Obispo and south side of 10th)
- 2 additional stops within DJ Farms

Fares¹³

Santa Maria Express: Fare increase not proposed for five-year planning period.

Guadalupe Local: Fare increase of \$.25 proposed for regular and student fares and a \$.10 fare increase proposed for seniors/disabled.

Benefits

- Allows for phased integration of service to DJ Farms
- Provides hourly, clock-face headways between Guadalupe and Santa Maria
- Would quickly improve on-time performance and reliability for trips to/from Santa Maria
- Routing is consistent with existing service
- Local trips no longer have to be scheduled by phone in advance
- Local service provides frequent service to primary areas of local transit demand

¹³ For a detailed discussion of the proposed fare scenarios, please see Chapter 7.

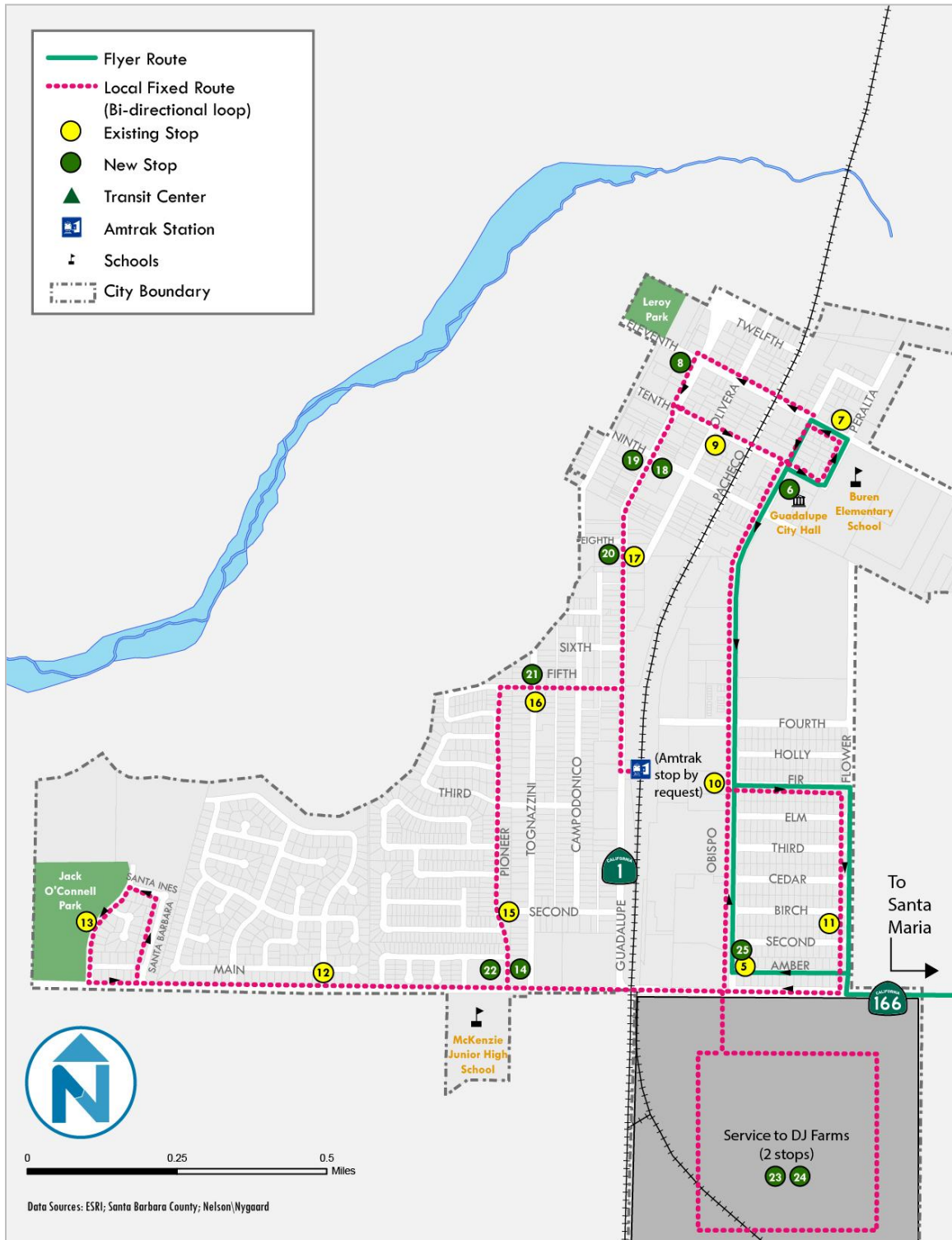
- Increases local accessibility, especially in the commercial core
- New stops allow for bi-directional access
- Offers a timed transfer to mitigate inconvenience of two-seat trips
- Provides more appropriate and efficient local service than existing dial-a-ride

Tradeoffs

- Requires transfers between local and intercity service, resulting in slight increases in perceived and real travel times
- Reduced local frequency compared of Alternative #2
- Conceptual schedules for local service are constrained, which could impact reliability, especially depending on future operations in DJ Farms
- Eliminates the popular Shuttle dial-a-ride service
- Increases annual revenue hours and miles (which could be mitigated with changes to the service spans or reduced ADA paratransit costs)
- Requires capital expenditures to develop additional bus stops
- Potential loss of on-street parking with some of the proposed bus stops
- Requires local service to cross railroad tracks at two locations

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Figure 4-3 Alternative #3 Routing



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Figure 4-4 Summary of Service Alternatives

Alternative	Summary	Service Span						Frequency	Benefits	Tradeoffs
		Weekday		Saturdays		Sundays				
1	(A) Modified Flyer (w/ Sunday service)	6:15 AM	7:50 PM	8:15 AM	4:50 PM	8:15 AM	4:50 PM	75 minutes	<ul style="list-style-type: none"> - Realistic operating schedule for Flyer service - Would provide high-frequency service, offering residents (especially students) a consistent option to travel in town - Local trips no longer have to be scheduled by phone in advance - Consistent with existing service framework and easily understandable - Readily implementable and would quickly improve on-time performance - Schedules allow for adequate recovery time, ensure operator breaks, and improve passenger safety - Limited capital improvements required - Local fixed-route service is more appropriate for the existing vehicle fleet 	<ul style="list-style-type: none"> - Reduced frequency for Flyer, resulting in fewer trips per day - Flyer schedule no longer on clock-face headways - To maintain approximately the same service span, a slight increase in annual service hours for Flyer is required - Elimination of the Shuttle dial-a-ride service may impact ridership and may lead to an increase in requests for local ADA paratransit service - Conceptual schedules are not easily adjustable to accommodate additional service to DJ Farms - Addition of Sunday service would have impacts on SMOOTH operations
	(B) Guadalupe Local	10:00 AM	4:00 PM	None	None	None	None	30 minutes		
2	(A) Santa Maria Express	6:00 AM	8:00 PM	8:00 AM	5:00 PM	10:00 AM	4:00 PM	60 minutes	<ul style="list-style-type: none"> - Provides hourly, clock-face headways for Santa Maria Express - Would quickly improve on-time performance and reliability for trips to/from Santa Maria - Schedules allow for adequate recovery time and ensure operator breaks - Routing is consistent with existing service - Local trips no longer have to be scheduled by phone in advance - Local service provides frequent service to primary areas of local transit demand - Increases local accessibility, especially in the commercial core - Offers a timed transfer to mitigate inconvenience of two-seat trips - Reduces the number of crossings of the railroad tracks - Provides more appropriate and efficient local service than existing dial-a-ride 	<ul style="list-style-type: none"> - Requires transfers between local and intercity service, resulting in slight increases in perceived and real travel times - Eliminates the popular Shuttle dial-a-ride service - Significantly increases annual revenue hours and miles - Requires capital expenditures to develop additional bus stops - Potential loss of on-street parking with some of the proposed bus stops - Addition of Sunday service would have impacts on SMOOTH operations
	(B) Guadalupe Local (clockwise loop)	6:00 AM	8:00 PM	8:00 AM	5:00 PM	10:00 AM	4:00 PM	30 minutes		
3	(A) Santa Maria Express	6:00 AM	8:00 PM	8:00 AM	5:00 PM	10:00 AM	4:00 PM	60 minutes	<ul style="list-style-type: none"> - Allows for phased integration of service to DJ Farms - Provides hourly, clock-face headways for Santa Maria Express - Would quickly improve on-time performance and reliability for trips to/from Santa Maria - Routing is consistent with existing service - Local trips no longer have to be scheduled by phone in advance - Local service provides frequent service to primary areas of local transit demand - Increases local accessibility, especially in the commercial core - Offers a timed transfer to mitigate inconvenience of two-seat trips - Provides more appropriate and efficient local service than existing dial-a-ride 	<ul style="list-style-type: none"> - Requires transfers between local and intercity service, resulting in slight increases in perceived and real travel times - Reduced local frequency compared of Alternative #2 - Conceptual schedules for local service are constrained, which could impact reliability, especially depending on future operations in DJ Farms - Eliminates the popular Shuttle dial-a-ride service - Increases annual revenue hours and miles - Requires capital expenditures to develop additional bus stops - Potential loss of on-street parking with some of the proposed bus stops - Requires local service to cross railroad tracks at two locations - Addition of Sunday service would have impacts on SMOOTH operations
	(B) Guadalupe Local (bi-directional" loop)	6:00 AM	8:00 PM	8:00 AM	5:00 PM	10:00 AM	4:00 PM	60 minutes		

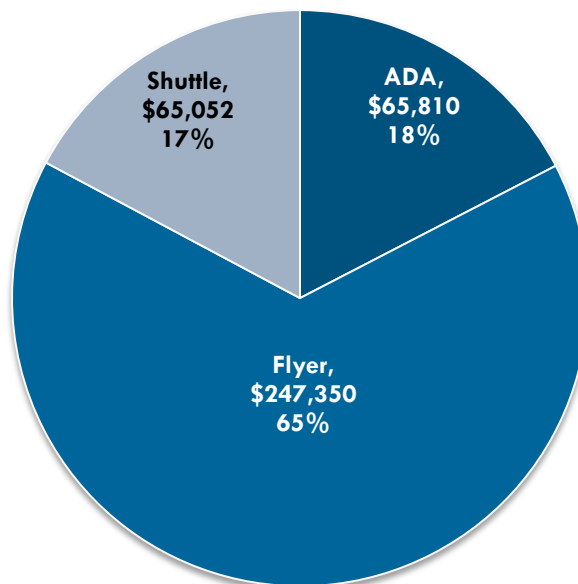
ADA PARATRANSIT SERVICE

Guadalupe is required to provide ADA-complementary paratransit service within $\frac{3}{4}$ mile of any regularly scheduled fixed route service. Currently, the Flyer route is the only fixed route, and thus the only service that would fall within this requirement. Guadalupe's paratransit operation extends well into Santa Maria and Orcutt and has a flexible eligibility requirement.

Guadalupe paratransit riders pay a fare of \$3 per one-way trip, regardless of their origin or destination, so even a trip outside of the mandated service area is assessed the \$3 fare. Most trips are for medical purposes, but some are provided for work and shopping.

Guadalupe's operating costs for the paratransit service operation are very high: approximately \$107 per hour in FY 2013, at a subsidy of nearly \$61 per passenger, making it one of the highest-cost paratransit operations in the region. For FY 2012, during which Guadalupe Transit's hourly operating cost was \$95.10, other Santa Barbara County ADA operations had hourly operating costs that were at least one-third lower: Lompoc (\$57.12), SMOOTH (\$64.07), SMAT (\$64.93), and Easy Lift (\$59.45). In FY 2013, ADA paratransit costs represent 18% of the overall transit operation, as shown in Figure 4-5.

Figure 4-5 Percentage of Overall Costs by Service Type



The following service concepts are intended to respond to the goals, objectives, and performance standards presented previously, as well as address some of the potential shortcomings. They focus primarily on revising current eligibility, improving efficiencies, and identifying tools to reduce costs.

It is important to note, in considering these strategies and recommendations, that if implemented, fewer people may be considered eligible for paratransit. It is also possible that some current riders of Guadalupe's ADA paratransit service may lose their unrestricted eligibility

status. Therefore, it may be appropriate to phase in some of these concepts over time and to consider options that may mitigate potential service disruptions for current customers.

Key Considerations

Improving Service Efficiencies

SMOOTH staff members indicate that only a small number of individuals use paratransit, and most of them do so to travel to medical appointments in Santa Maria or Orcutt. Some individuals use the service for shopping, social, and recreational trips, and at least one rider has a standing order for a work trip. During FY 2013, the service provided just over 1,000 one-way trips, roughly 3.5 one-way passenger trips per day. Although the contracted rate for paratransit is \$42.87 per hour for FY 2014, the City's reported operating cost per hour for the prior year is \$107.36, revealing a large discrepancy between the costs the City of Guadalupe is paying and the reported hourly cost.

At an average of 1.6 passengers per hour, the paratransit operation is very inefficient. Based on reported performance data, the average one-way trip costs \$65.55, so the subsidy provided by Guadalupe for a passenger making a round trip to Santa Maria would be approximately \$125. This is substantially higher than the \$2.50-\$3.00 operating cost per passenger for Shuttle and Flyer operations.

Given high costs and limited ridership, a focus of the ADA operation should be to improve efficiencies. Staff may negotiate around a requested trip time within a two hour window and, if not already doing so, is encouraged to begin this practice in an effort to group trips traveling to similar locations. Currently, the contract the City of Guadalupe holds with SMOOTH does not include performance standards or other language that would encourage more efficient scheduling of trips, which could be added to include incentives when two or more passengers are carried on the same trip.

Off-setting Potential Ridership Increases

Implementation of a local fixed-route in Guadalupe may result in a shift of some users of the Shuttle to ADA paratransit for trips in town. Although staff indicate that the number of intra-city ADA trips is a very low number, we assume that this may impact ADA paratransit ridership, leading to an increase. The good news is that local trips are short and should be relatively easy to serve with existing resources; the challenge is that riders are accustomed to same-day service on the Shuttle. While same-day paratransit trips could still be provided if capacity is available, the policy for ADA paratransit should be to require reservations be made the day before travel.

A premium fare can be charged for premium services. If capacity is available for same-day trip requests, Guadalupe Paratransit could consider assessing a premium fare (same-day trips could be considered a "premium service") for trips scheduled less than one day in advance.

Reducing the Size of the ADA Paratransit Service Area

Guadalupe's ADA policy is to operate within $\frac{3}{4}$ mile to either side of the Guadalupe Flyer route. As defined in Guadalupe Transit's policies, this corridor "includes the entire inhabited city limits of the City of Guadalupe [and] $\frac{3}{4}$ of a mile to each side of the road along Highway 166 east (mostly uninhabited) ending at the Town Center Mall." Guadalupe's ADA paratransit operation exclusively serves trips to Santa Maria and Orcutt for ADA-eligible riders, and the City allows for

passengers to travel to any destination, effectively allowing for trips as far as 7.5 miles south of the Santa Maria Transit Center, nearly as long as the trip between Guadalupe and Santa Maria.

With its very high per-trip costs, Guadalupe might consider reducing its service area to boundaries required under the ADA as a cost management tool. It is presumed that the impact would be modest, but a preliminary review of trip origins and destinations suggests that this could save at least 25% of the operating costs and that only 16% of trip locations would remain within the mandated ADA boundary

Making this change will reduce the convenience of the service for consumers, requiring them to make a transfer in Santa Maria to SMAT ADA paratransit. Because SMAT would then cover the costs of the service within its service area, this would result in savings for Guadalupe Transit. The City of Guadalupe and SMAT are encouraged to consider a potential coordination arrangement; Guadalupe could pursue an agreement whereby SMAT might reimburse Guadalupe for the provision of some local paratransit service operated within the SMAT service area, though this may be challenging to achieve.

If Guadalupe's ADA paratransit service discontinues the provision of service to Santa Maria (beyond ¾ mile of the Flyer route) and Orcutt, the City is encouraged to develop a set of consistent scheduling and transfer procedures, whereby SMOOTH staff coordinate with SMAT Paratransit scheduling staff to schedule the full journey, including a transfer at the Santa Maria Transit Center.

If Guadalupe Transit continues to operate paratransit beyond the ADA-mandated service area, this service could be defined as a "premium service area," for which a premium fare would be appropriate, allowing the agency to recover at least some of the costs of the longer distance travel. Currently, Guadalupe Transit's paratransit fare is \$3.00 for a one-way trip from anywhere in Guadalupe to anywhere in the Santa Maria-Orcutt area, representing about 6% of total costs for providing those trips.

Conceptually, a \$4 fare could be assessed for travel within Santa Maria, but beyond the ¾ mile boundary (\$3.00 ADA fare + \$1.00 premium fare) and a fare as high as \$6.00 could be appropriate for travel to Orcutt (\$3.00 ADA fare + \$3.00 premium fare). Fare recommendations are presented in Chapter 6. The goal would be to encourage people traveling the longest distances to cover a higher proportion of the total operating costs for making that trip – a trip that the agency is not required by law to provide. Based on current cost characteristics, a \$6 fare would still cover less than 10% of the operating cost for a single-passenger one-way trip to Orcutt.

Alternatives to Supplement/Offset Costs of Paratransit Operations

Currently, Guadalupe's ADA paratransit operation charges a fare of \$3 per trip, which recovers only about 6% of actual operating costs for the service. Most agencies set a paratransit farebox recovery ratio of at least 10%, which would be appropriate for Guadalupe, but likely difficult to achieve in the immediate term with the agency's higher-than-average paratransit operating costs.

To achieve any improvement in the farebox recovery ratio, Guadalupe would need to reduce overall operating costs, which could possibly be achieved by contracting some services. Overall productivity, as measured in passengers per revenue hour, has remained low and according to SMOOTH staff, this is likely a function of the long distance trips provided by the agency. There exist innovative transit options that the City should explore to best cover the cost of the paratransit ADA service. All of these are conceptual only and would need to be evaluated further to determine feasibility.

- **Volunteer Driver Program.** Typically, a volunteer driver program is managed by a local government or a human service organization. Volunteer driver programs are often sponsored by nonprofit organizations for several reasons, including the familiarity many nonprofits have with managing volunteer-based activities, funding opportunities available to nonprofits, and the perception that operating a volunteer driver program is riskier for an entity with “deep pockets,” such as a public entity. Santa Maria’s Meals on Wheels program is the largest example of a volunteer program that relies on volunteer drivers (to make deliveries) in the immediate area, but many programs in other communities are designed to have volunteers travel with riders for daily services.

The key objective for a volunteer driver program serving Guadalupe would be to provide a service to riders who are costly to serve, offering a transportation option for ambulatory people with disabilities. A number of different models exist for volunteer driver programs, including those that recruit, screen, train, and monitor volunteer drivers, and may reimburse or incentivize drivers for their efforts.

SMOOTH has begun a dialog with Community Partners in Caring (CPC) to investigate the use of volunteer drivers (fully background checked, insured, etc.) for ambulatory passengers. However, it is important to recognize the challenges of developing a volunteer program in a small community with limited financial and administrative means. A particular challenge would be to find, train, and retain drivers from an area with such a small population base and with limited staff resources to manage such an effort.

- **Contracting with a taxi service or other private for-profit or nonprofit provider.** In some communities, taxis can provide paratransit service more cost effectively. The City of Guadalupe does not have its own taxi service. Santa Maria’s Yellow Cab operates three taxis in the area and provides service to locations within Guadalupe, Santa Maria, and Orcutt, as well as other locations. According to taxi staff they provide service under contract to several local agencies and charge only the passenger fare (no deadhead charges from Santa Maria to Guadalupe to pick up a passenger). Direct costs are \$3.50 per mile, about 40% less than existing paratransit costs. In some communities, the local transit provider has helped a quality taxi service purchase an accessible vehicle, allowing for paratransit operations to be contracted to the taxi provider.

City and SMOOTH staff have highlighted the potential challenges of this ADA service option, notably the lack of a consistent and reliable taxi company with which to partner. For example, staff members indicate that numerous taxi companies have come and gone in recent years in Santa Maria, and there are significant concerns about any taxi service being able to provide accessible vehicles or meet the demand for services. There are also concerns about additional staff time required to establish and administer such a program.

- **Scheduled group trips.** Scheduled group trips would allow Guadalupe Transit to promote services for people with disabilities, seniors, and others, allowing the agency to more efficiently schedule trips. Group trips can offer a cost-effective option for rides to common destinations, such as shopping centers, reducing demand for trips to these locations on other days of the week.

One potential route is a connection two or three days each week to the Marian Regional Medical Center area, Walmart, or another key destination for paratransit users. If successful, the model could be expanded, with the potential to provide trips to the dialysis center. Scheduled group trips are provided in many rural communities; Chicago and San Francisco also operate shopper/community shuttles targeting senior residential

developments. To incentivize use of these group trips over ADA paratransit services, fares could be set lower (e.g., \$4-5 for a round trip).

SMOOTH staff has begun exploring the use of offering ADA riders “trip rideshare” days. It would be feasible to offer ADA passengers access to a shopping rideshare on specific days and time. Riders who are willing to rideshare on these days could receive a fare reduction to share the benefit of the trip batching.

Revisions to Paratransit Certification Process

Guadalupe Transit is encouraged to reconsider the process by which applications are reviewed and certified. Currently, a paper application is submitted to SMOOTH staff, who review it for completion and accuracy, and make the certification decision. No individuals are required to have a medical verification of the disability. SMOOTH staff is not aware of any denials.

It is important to note that many people who have a disability are not prevented from using the existing Shuttle or Guadalupe Flyer, both of which operate with accessible vehicles. Use of a wheelchair or other mobility device does not mean that a rider is eligible for paratransit. Therefore, review of the application would ideally consist of an in-person assessment to carefully and thoroughly document whether or not the applicant is able to use the general public services and, if not, what conditions or circumstances prevent use of those services. An in-person interview and assessment would allow for a more thorough investigation of the applicant’s mobility limitations, and can also allow staff to determine whether the Flyer, Shuttle, or a new local fixed-route might be sufficient in meeting the rider’s needs.

It is also worth noting that some people have a health condition that fluctuates (e.g., arthritis) so that sometimes they are able to walk to the bus stop, but other times they are not. Likewise, some trips may not be navigable if there are architectural barriers or extreme weather conditions preventing access to or from the bus stop. Some people with developmental or intellectual disabilities may be able to take routine trips on the Guadalupe Flyer to a job, but may need to rely on paratransit for a trip to the doctor. Certifying people as conditionally eligible, when appropriate, is a useful step in establishing an eligibility process that is more consistent with the intent of the ADA, and may help to further reduce ADA paratransit costs.

Reassessing Eligibility

Guadalupe’s ADA paratransit riders’ eligibility status does not expire. It is reasonable to expect users of the service to recertify their eligibility status every few years to be sure there have been no changes that could have an impact on their eligibility or ability to use the service. This is common practice at most transit agencies in the US.

Without recertification, there is a lack of reliable and current data on ADA paratransit riders, in part because once certified, the eligibility status does not change. Recertifying users ensures that the program has current and reliable information about its customer base.

Conclusion

Guadalupe’s ADA paratransit service is an excellent service for consumers that provides service above and beyond the requirements of the ADA. The comprehensive service offers nearly regional access for eligible persons within the greater Santa Maria-Orcutt-Guadalupe area. Nevertheless, it is costly to operate given the very low numbers of riders. The considerations provided here are mostly modest, but focus on the need for the ADA paratransit operation to improve efficiencies

and reduce costs, as possible, allowing for services to be sustained and to maintain availability for those who require ADA paratransit.

5 ADMINISTRATION AND MARKETING RECOMMENDATIONS

In addition to the service alternatives and recommendations presented in Chapter 4, a series of enhancements are recommended to ensure the transit operations are meeting their goals and objectives. This section presents administrative recommendations to support and sustain Guadalupe's transit operations. It also provides basic direction for improvements to coordination, addressing the challenging land-use decisions that have been made in Guadalupe, and improving marketing tools.

ADMINISTRATION

Based on the consultant's findings and those in the FY 2010-2012 TDA Performance Audit, SMOOTH and the City of Guadalupe have a very close working relationship, whereby SMOOTH effectively serves as an administrator of transit services for the City, in addition to operating the services. This relationship has worked very well for the small jurisdiction.

Reporting

Three general administrative reporting considerations are recommended to be resolved between SMOOTH and the City to ensure consistent information is being tracked and reported.

Report to the State Controller's Office

SMOOTH reports data by service type of the City of Guadalupe, but, as identified in the TDA Audit, the City has not followed TDA requirements with regard to the submittal of the *Transit Operators Financial Transactions Report* to the State Controller's Office – reports have combined general public Flyer and Shuttle services with the ADA paratransit service. Efforts should be made to ensure compliance with the TDA Audit recommendations.

Tracking and Reporting of Shuttle Origin-Destination Data

Origins and destinations for people boarding and alighting the Shuttle service are not tracked. SMOOTH is encouraged to track boardings and alightings by trip on the Shuttle, and to record all pickup and dropoff locations. This information should be reported to the City of Guadalupe and included in reports to the City Council.

Tracking and Reporting of Overall Performance Data

SMOOTH reports data by service type, but does not have a set of procedures in place to collect all performance data by service type, and SMOOTH staff make some adjustments to collected data

based on a set of assumptions. While some basic calculations of service hours and miles are common within any transit operation, it would be reasonable for SMOOTH to develop tracking forms to ensure revenue service hours and miles are accurately allocated to the appropriate services, and that fueling and other costs are recorded for the specific services to which they are assigned.

In addition, the transit system is encouraged to submit a monthly report to the City Council that identifies a number of performance characteristics and measures. By making this part of the monthly report, the City Council can better understand the investments in transit and some of the expenses. For example, although the contracted rate per hour for paratransit of \$42.87 may be well known to policymakers, they are likely unaware that the actual hourly cost to the City of Guadalupe was \$107.36. Other useful information to include in a monthly report is as follows:

- Total operating costs
- Total passengers and passengers by fare type
- Operating cost/passenger
- Operating cost/revenue hour
- Passengers/revenue hour
- Farebox recovery ratio
- On-time performance
- Passenger complaints or passenger complaints/passengers carried
- Late pickups
- Trips cancelled

Keeping this information up-to-date and monitoring performance will allow the City of Guadalupe to make adjustments to service as needed and will help allow for members of the City Council to be better informed about the investments the City is making in transit.

Contracting

SMOOTH provides a very personalized and high quality service for Guadalupe Transit users. The provider has been very responsive to Guadalupe's needs and advocates for the service in a way that most contractors do not. The City and community at-large has expressed its ongoing satisfaction with the transit service and administrative assistance provided by SMOOTH. It is anticipated that this relationship will continue well into the future.

It should be noted, however, that the City's contract for transit services does not include provisions that are typically included in transit service agreements. In the next round of bidding and contracting, it is recommended that the City bring its transit contracting and RFP process into line with best practices from other jurisdictions that purchase transit services. These typically include requirements for contractor reporting and reconciling actual service hours/associated operating costs (which include fuel, maintenance and repairs) with hours/cost assumptions included in the contract.

The City of Guadalupe is encouraged to review sample contracts that other cities have with their contracted transit providers. Most contracts include a set of performance standards (such as those shown in the previous section and discussed in Chapter 3) that the contractor must report on a monthly basis, usually to accompany the invoice.

Incentives for good service and penalties for poor service are also common in contractor agreements, and the addition of incentives and penalties in a future provider contract is recommended. The level of service quality is an important element of a successful transit program. Typical service quality measurements include adherence to established standards or thresholds. The City of Guadalupe is encouraged to consider incentives and penalties in the provider contracts relating to the following:

- Access to reservation agents, often measured in terms of average/maximum hold times
- Safety
- On-time performance
- Complaints

Staffing

Based on input from both City and SMOOTH staff, the consulting team recommends that the City of Guadalupe consider adding a part-time transit coordinator position. SMOOTH goes above and beyond its contractual requirements in providing support to the City of Guadalupe, which has worked well, but puts the contractor in an unusual position to assist with development and implementation of City policy. The City is encouraged to consider 0.25 to 0.3 full-time equivalent (FTE) staff to undertake the following tasks:

- Oversee all aspects of transit service planning and operations for the City
- Coordinate and collaborate with local agencies, the Boys & Girls Club, senior center, and the schools
- Prepare annual operating and capital budgets
- Track ridership information and performance trends; monitor expenditures and prepare and present quarterly performance reports
- Monitor goals and objectives
- Prepare and submit funding grant applications
- Monitor transportation policy, legislation and other relevant activity in Santa Barbara County
- Research and follow through on new funding opportunities
- Oversee/delegate work to staff
- Provide overall agency direction
- Develop and refine informational and operational materials
- Develop and implement distribution channels for all public information materials
- Conduct periodic surveys and other methods to track customer satisfaction
- Monitor service quality through field observations

If deemed an appropriate investment, we would recommend budgeting for a 0.3 FTE beginning in the third year of implementation of the recommendations in this SRTP.

REGIONAL COORDINATION

The North Santa Barbara County Transit Plan Update is currently being developed to identify opportunities for improved service delivery and governance of the various transit operations in the area. In addition to Guadalupe, seven other providers offer transit in North Santa Barbara County. These other services are administered by the County, the Cuyama Valley Recreation District, the San Luis Obispo RTA, SBCAG, and the cities of Lompoc, Santa Maria, and Solvang.

As part of the ongoing effort to improve coordination between Guadalupe Transit and other providers, the City of Guadalupe must participate, on an ongoing basis, in the regional coordination discussions and potential ongoing coordination committees that may facilitate additional efforts in the future.

Stakeholders identified issues related to connectivity between Nipomo and Guadalupe, a connection which has been raised again and again for at least the last decade, and talked about the need for better connections to Santa Barbara. These types of connections may be evaluated in the North Santa Barbara County Transit Plan, but without Guadalupe trying to champion improved regional and interregional connections, the City's concerns may be overlooked. Guadalupe may be among the smallest cities, but ridership per capita is much higher than other North County communities: 15.8 compared with 4.7 for Lompoc (assumes COLT and Breeze), 9.8 for Santa Maria/Orcutt (assumes SMAT, Breeze, Clean Air Express, and RTA), and 2.8 for the Santa Ynez Valley (local and Wine Country Express Service and Breeze). Effectively, Guadalupe has a better record of serving its population with transit than any of the other cities, and unlike the other cities that benefit from interregional and external transit funds, Guadalupe's funding for service is based on local allocations only.

The findings in this analysis point to the importance of ongoing communication and coordination among providers; they also make a case for additional funding for Guadalupe and a rationale for potential changes to how funding is allocated within the county.

Coordination with SMAT and RTA

Although an ongoing working relationship has been established between Guadalupe Transit and SMAT, opportunities to strengthen and formalize the coordination between the agencies should be pursued with regard to enhanced referrals, better communication between dispatchers of the transit operations, shared marketing, and bus stop maintenance.

Clear policies for arranging transfers between the services are also recommended. While it is not always easy to transfer between services, steps can be taken to minimize the burden on passengers.

Because two separate agencies are involved, both cities should work together to formalize the trip scheduling process, review ridership eligibility requirements, and establish a process for facilitating transfers between local services. Similar efforts should be made with RTA.

LAND USE

The goal of improving transit service can be supported through improvements to the physical environment in Guadalupe. Land use, transportation, and urban design (the design of streets and open spaces and the way that development relates to these public spaces) all impact potential ridership. With the implementation of service improvements, Guadalupe has an opportunity to

establish policies and a framework for the built environment. Currently, some areas of Guadalupe have elements that make it a transit-supportive community, but other elements are missing. For example, Guadalupe Street has pockets of employment, as well as clusters of higher residential density within one or two blocks of the town center. As a result, these areas have generally good multimodal access and pedestrian facilities, including bike lanes and sidewalks.

Other portions of the city have, thus far, developed in a way that does not support transit ridership. These areas lack the street network or pedestrian circulation improvements that are necessary to create a transit-supportive environment. In the newer residential subdivisions, streets do not necessarily connect to streets in adjacent subdivisions and that, in combination with a lack of sidewalks and walled communities, impedes pedestrian access to shopping, schools, and other neighborhoods.

As a result, in a city that should be very easy to navigate by bicyclists and pedestrians – and by automobiles – Guadalupe has erected a number of barriers. Based on a review of street and construction plans for DJ Farms, it appears that the planned development does very little to improve upon past connectivity decisions and actually results in residents who may be somewhat more likely to consider transit (denser housing at presumably lower costs) living at some distance from the city core and thus unlikely to be efficiently served by transit or served at a higher cost to the City of Guadalupe.

Three principles and concepts provide a framework for evaluating existing built environments and policy conditions. They suggest local strategies that could be adopted to make improvements in the future:

- *Support transit use at the local level and on a regional scale.* Potential transit ridership and multimodal opportunities should be considered in planning new growth areas, developing land use policies for existing developed areas, and planning for major infrastructure investments. The focus should be on improving the form of the city, with particular emphasis on the central areas of Guadalupe the core of more intense development.
- *Focus development and infrastructure on urban cores and major corridors.* Transit ridership will be highest when it effectively serves key origins and destinations. Transit becomes an attractive alternative to the automobile when it is accessible, convenient, and efficient.
- *Design streets and new developments to foster street activity and encourage transit use.* Streets are the centers of activity for transit-oriented districts: they are the civic spaces where people walk to transit and support the public life of the districts. Street activity can be generated by increased land use intensity and through-street designs that provide comfortable access for all modes of travel. Street improvements such as sidewalk widening, street tree planting, and pedestrian lighting can be coupled with land use changes to maximize the benefit of public infrastructure investments. The pairing of these decisions will result in complementary planning of land uses and transportation systems.

High quality urban design, including street and building design, can support increased transit use and pedestrian and bicycle activity. One solution for Guadalupe may be to consider transit impact fees for new development to offset the costs of providing new service in what may be hard-to-reach areas. See Chapter 6 for more information on funding opportunities.

PUBLIC INFORMATION

One of the challenges in Guadalupe is that although transit services are available and well used, some people are still unaware of how to ride transit. Improved information, visibility, and tools to debunk any misinformation and build support for transportation services in Guadalupe can lead to an increased willingness to value transit and use it.

Based on consulting team's assessment of some of the specific obstacles and opportunities in Guadalupe, this section enumerates examples of practices that are recommended, including the following:

- Improved signage and amenities at bus stops
- Clear and consistent signage on transit vehicles
- Availability of print information about services
- Web (Internet) and social media presence
- Outreach and partnerships with local organizations/businesses

Signs and Amenities at Bus Stops

Local service and the Flyer connection to Santa Maria require basic but informative signage at bus stops. It is recommended that each sign ideally include the following:

- The logo of the service
- Clear text noting that this is a "Bus Stop" for "Public Transportation"
- A telephone number to call for more information
- The route(s) serving the bus stop

If Guadalupe develops an improved transit website, the website information could also be included, as well as a maps of the services.

At high-traffic bus stops in front of City Hall or schools, Guadalupe Transit may also install other rider amenities such as a paved concrete pad to allow for wheelchair boarding, benches, lighting, a shelter, news racks/bulletin boards, and bicycle racks. Costs can vary for transit stop amenities, but simple bus shelters can be purchased and installed for less than \$2,000 each, and bus stop signs cost about \$300 installed.

Signage on Transit Vehicles

There is some confusion about which bus provides local service and which actually operates as the Flyer in Guadalupe because both in-service buses are painted with the Flyer logo. We recommend that if the name of the system is to remain Guadalupe Transit, that buses be painted to reflect the name of the system; likewise, if the name of the system is changed to Guadalupe Flyer, buses could remain as they are but the routes should be renamed, perhaps simply to Route 1 - Santa Maria Express and Route 2 - Guadalupe Local.

If buses are modified, it is recommended that the buses include the phone number and website, as well as clear signage identifying the route number and destination of the bus.

Availability of Print Information about Services

For many Guadalupe residents, including seniors and people who may not have frequent access to the internet, printed information such as brochures, signage, and posters is the most consistent and reliable medium for raising public awareness about available transit options. Guadalupe Transit already offers and distributes a brochure for the Flyer although the consulting team found it difficult to locate printed copies of this information at locations in Guadalupe. Guadalupe has a single black-and-white photocopied brochure for its local Shuttle service and separate printed information for the ADA service.

With the introduction of local fixed-route service, Guadalupe should prepare a comprehensive bilingual (English and Spanish) brochure that includes information about the local and intercity service, clear maps of both routes, stop locations and transfer points, and detailed fare information. Ideally, the brochure would also include useful information about transfers to SMAT and RTA, and other services available in Santa Maria and the greater region.

Agencies often distribute brochures throughout their service area, stocking them in government offices, healthcare facilities, local businesses, and post offices, and posting service information and maps at places where people gather, such as playgrounds, senior centers, and grocery stores.

Web and Social Media Presence

Transit agencies of all sizes include a great deal of information about their services on the internet, including maps, service information and alerts, service changes, special event information, etc. Transit agencies typically choose a clear and succinct web page URL to maintain consistency with posted signage and reduce confusion. Increasingly, transit agencies have also expanded their web presence onto social media websites such as Facebook or Twitter where more direct communication to existing and potential riders is possible. When Facebook or Twitter users “like,” or “follow” the transit agency’s page or account, these users will receive real-time notice of any updates that the agency makes, whether regarding special offers or service alerts. Other agencies allow riders to sign up for email newsletters to stay informed of any service changes or other news.

Guadalupe Transit’s webpage would ideally include the same information that is recommended for inclusion in the brochure, described above, and may also include all forms and information needed for the ADA paratransit service, including details on making reservations and planning trips, and information about regional services. A Google Transit feed could also allow people to check transit schedules based on any bus stop location within Guadalupe.

Outreach and Partnerships

A major challenge in Guadalupe is that while many members of the public know about the transit operation, representatives of local organizations are less familiar with the services. Some of the best means for providing quality public information about transit service is to conduct personal outreach and build partnerships with major institutions and community groups within the service area. Hiring of a transit coordinator would allow for this type of activity to be carried out.

Types of organizations that transit agencies may coordinate with include senior and community centers, employers, and schools. Some transit agencies also conduct personal outreach, whether through one-on-one rider trainings or attending community events. In practice, some of the best

advertising a transit system can get is by word of mouth and by making use of free access to the public and large organizations.

CONCLUSION

In addition to the service recommendations, the City of Guadalupe has opportunities for improved reporting and oversight of transit services. Better advocacy for its transit operations to SBCAG and potential local and regional coordination partners will also benefit the agency in terms of recognition of its accomplishments and potential opportunities for additional funding to support a needed expansion of services.

Improvements to marketing strategies can help to increase public awareness about available public transportation services, and range from small-scale enhancements to websites and printed information to more robust branding and social media efforts. While some of the strategies for Guadalupe are basic, such as improving bus stops, improving signage on transit vehicles, offering information on a website, and distributing brochures, there is a wide range of other creative approaches to publicizing public transit. When combined as part of a larger marketing plan, these strategies can help to increase and improve the public perception of transit while continuing to serve an important role in the community.

6 CAPITAL AND FINANCIAL PLAN

This chapter presents the operating and capital needs for Guadalupe's transit system for the five-year planning period beginning with FY 2014/15. Operating costs and key assumptions are presented first followed by a discussion of capital needs including vehicle replacements and other capital projects. The chapter concludes by presenting a five-year funding plan outlining existing funding sources including recommended changes to the fare structure. Potential funding sources are also identified.

OPERATING COST PROJECTIONS

Alternative #1

Service Levels and Cost Assumptions

There is no change in service levels in FY 2014/15 for all three services (Flyer, Shuttle, and ADA). Given the changes proposed in this alternative (see Chapter 4 for details), the City and SMOOTH would need until FY 2015/16 to implement the new services.

Beginning in FY 2015/16, service levels are adjusted and then remain constant for the next four years. Annual revenue service hours for each service are as follows:

- Flyer: 4,416 (3,506 on weekdays; 455 Saturdays; 455 Sundays)
- Guadalupe Local: 1,530 (1,530 on weekdays)
- ADA Paratransit: 650

Costs for all three services are based on hourly costs as reported in FY 2012/13 with an annual 3% inflation rate. Ridership is projected to increase 1.5% annually. A .3 FTE is also included and is assumed to increase by 3% annually.¹⁴

The base year (FY 2014/15) costs are detailed as follows for each service, with changes made to the Shuttle when it is converted to local fixed route service as recommended in FY 2015/16:

- Flyer: \$69.71
- Existing Shuttle Service: \$49.40 (FY 2014/15)
- Guadalupe Local: \$71.80 (FY 2015/16, to be consistent with the Flyer hourly cost of service in FY 2015/16)
- ADA Paratransit: \$113.90

Total transit operating costs for all three services are estimated at approximately \$400,000 in the first year of the plan. Costs would increase to approximately \$503,000 in the second year of the

¹⁴ FTE = \$75,000

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plan with the implementation of recommended service changes, and increase to just under \$575,000 by the end of the five-year planning period. Costs increase from FY 2014/15 to FY 2015/16 because the analysis assumes: 1) increase in service hours for Flyer of .75 hours per day over existing service span; 2) increase in local service hours due to the fact that the new local service would operate a consistent six hours per day, unlike the existing dial-a-ride service which averaged slightly less than six hours per day; and 3) an increase in ADA service hours based on an assumption that some local trips previously handled by the Shuttle would shift to the ADA service. Overall, the analysis assumes that by FY 2018/19 the City of Guadalupe will continue providing three types of service and operating 6,596 annual service hours.

Figure 6-1 provides a breakdown of operating costs and lists the revenue sources and projected amounts to fund the services. As noted, between \$45,000 and \$87,000 in additional funds are needed each year to support this alternative.

Figure 6-1 Alternative #1, Five-Year Operating Cost and Revenue Projections

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
COSTS					
<i>Service Hours</i>					
Flyer (Existing Span)	3,764	4,416	4,416	4,416	4,416
Local Fixed Route	1,400	1,530	1,530	1,530	1,530
ADA Paratransit	615	650	650	650	650
Total Service Hours	5,779	6,596	6,596	6,596	6,596
<i>Operating Service Costs (1)</i>					
Flyer (Existing Span)	\$262,395	\$317,082	\$326,595	\$336,393	\$346,485
Local Fixed Route	\$69,020	\$109,859	\$113,154	\$116,549	\$120,046
ADA Paratransit	\$70,047	\$76,255	\$78,543	\$80,899	\$83,326
Other Administrative Costs (.3 FTE)	\$0	\$0	\$22,500	\$23,175	\$23,870
Total Operating Costs	\$401,462	\$503,196	\$540,792	\$557,016	\$573,726
REVENUES					
FTA Section 5311	\$74,000	\$74,000	\$74,000	\$74,000	\$74,000
Passenger Fares	\$87,107	\$101,540	\$103,063	\$104,609	\$106,178
STAF (Annual Allocation)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
TDA (Annual Allocation)	\$250,000	\$257,500	\$265,225	\$273,182	\$281,377
Funds Needed to Support Operations (2)	-\$34,645	\$45,157	\$73,504	\$80,225	\$87,171
Total Operating Revenues	\$401,462	\$503,196	\$540,792	\$557,016	\$573,726

Notes:

- (1) Local Fixed-Route assumes operating costs comparable to Flyer when that service is implemented in FY 2015/16. All costs assume 3% annual inflation rate.
- (2) Revenues could be derived from STAF or TDA carryover funds or with City Council approval, Measure A funds or combinations thereof

Alternative #2

Service Levels and Cost Assumptions

There is no change in service levels in FY 2014/15 for all three services (Flyer, Shuttle, and ADA). Given the significant changes proposed in this alternative (See Chapter 5 for details); the City and SMOOTH would need until FY 2015/16 to implement the new services.

Beginning in FY 2015/16, service levels are adjusted and then remain constant for the next four years. Annual revenue service hours for each service are as follows:

- Santa Maria Express: 4,350 (3,570 on weekdays; 468 Saturdays; 312 Sundays)
- Guadalupe Local: 4,350 (3,570 on weekdays; 468 Saturdays; 312 Sundays)
- ADA Paratransit: 690¹⁵

Costs for all three services are based on hourly costs as reported in FY 2012/13 with an annual 3% inflation rate. Ridership is projected to increase 1.5% annually. A .3 FTE is also included and is assumed to increase by 3% annually.

The base year (FY 2014/15) costs are detailed as follows for each service, with changes made to the Shuttle when it is converted to local fixed route service as recommended in FY 2015/16:

- Santa Maria Express: \$69.71
- Existing Shuttle Service: \$49.40 (FY 2014/15)
- Guadalupe Local: \$71.80 (FY 2015/16, to be consistent with the Flyer hourly cost of service in FY 2015/16)
- ADA Paratransit: \$113.90

Total transit operating costs for all three services are estimated at approximately \$400,000 in the first year of the plan. Costs would increase to approximately \$705,000 in the second year of the plan with the implementation of recommended service changes, and increase to \$795,000 by the end of the five-year planning period. This assumes that by FY 2018/19 the City of Guadalupe will continue providing three types of service and operating 9,390 annual service hours.

Figure 6-2 provides a breakdown of operating costs and lists the revenue sources and projected amounts to fund the services. As noted in the figure, additional funds are needed to support operations of the recommended services. The level of additional funded required on an annual basis ranges from \$229,381 in FY 2015/16 to \$289,335 in FY 2018/19.

¹⁵ Assumes increase in ADA hours given shift of previous local trips on Shuttle and implementation of system and service improvements.

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Figure 6-2 Alternative #2, Five-Year Operating Cost and Revenue Projections

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
COSTS					
<i>Service Hours</i>					
Flyer (Existing Span)	3,764	4,350	4,350	4,350	4,350
Local Fixed Route	1,400	4,350	4,350	4,350	4,350
ADA Paratransit	615	690	690	690	690
Total Service Hours	5,779	9,390	9,390	9,390	9,390
<i>Operating Service Costs (1)</i>					
Flyer (Existing Span)	\$262,395	\$312,343	\$321,714	\$331,365	\$341,306
Local Fixed Route	\$69,020	\$312,343	\$321,714	\$331,365	\$341,306
ADA Paratransit	\$70,047	\$80,947	\$83,376	\$85,877	\$88,453
Other Administrative Costs (.3 FTE)	\$0	\$0	\$22,500	\$23,175	\$23,870
Total Operating Costs	\$401,462	\$705,634	\$749,303	\$771,782	\$794,936
REVENUES					
FTA Section 5311	\$74,000	\$74,000	\$74,000	\$74,000	\$74,000
Passenger Fares	\$87,107	\$119,754	\$121,550	\$123,373	\$125,224
STAF (Annual Allocation)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
TDA (Annual Allocation)	\$250,000	\$257,500	\$265,225	\$273,182	\$281,377
Funds Needed to Support Operations (2)	-\$34,645	\$229,381	\$263,528	\$276,227	\$289,335
Total Operating Revenues	\$401,462	\$705,634	\$749,303	\$771,782	\$794,936

Notes:

- (1) Local Fixed-Route assumes operating costs comparable to Flyer when that service is implemented in FY 2015/16. All costs assume 3% annual inflation rate.
- (2) Revenues could be derived from STAF or TDA carryover funds or with City Council approval, Measure A funds or combinations thereof

It should be noted that to close the funding gap, the City could elect to reduce the service span for one or both services on weekdays or weekends. Alternatively, if the new Saturday and Sunday service is well received and warrants an extension of the service span, then it would need funds beyond the level identified above to support operations.

Alternative #3

Alternative #3, which includes the same baseline set of assumptions as Alternative #2, would require between \$232,000 and \$292,000 more revenue to support operations.

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Figure 6-3 Alternative #3, Five-Year Operating Cost and Revenue Projections

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
COSTS					
<i>Service Hours</i>					
Flyer (Existing Span)	3,764	4,350	4,350	4,350	4,350
Local Fixed Route	1,400	4,350	4,350	4,350	4,350
ADA Paratransit	615	715	715	715	715
Total Service Hours	5,779	9,415	9,415	9,415	9,415
<i>Operating Service Costs</i>					
Flyer (Existing Span)	\$262,395	\$312,343	\$321,714	\$331,365	\$341,306
Local Fixed Route	\$69,020	\$312,343	\$321,714	\$331,365	\$341,306
ADA Paratransit	\$70,047	\$83,880	\$86,397	\$88,989	\$91,658
Other Administrative Costs (.3 FTE)	\$0	\$0	\$22,500	\$23,175	\$23,870
Total Operating Costs	\$401,462	\$708,567	\$752,324	\$774,894	\$798,141
REVENUES					
FTA Section 5311	\$74,000	\$74,000	\$74,000	\$74,000	\$74,000
Passenger Fares	\$87,107	\$119,905	\$121,704	\$123,530	\$125,383
STAF (Annual Allocation)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
TDA (Annual Allocation)	\$250,000	\$257,500	\$265,225	\$273,182	\$281,377
Funds Needed to Support Operations	-\$34,645	\$232,162	\$266,395	\$279,183	\$292,381
Total Operating Revenues	\$401,462	\$708,567	\$752,324	\$774,894	\$798,141

CAPITAL IMPROVEMENT PROJECTS AND COST PROJECTIONS

The primary capital needs for Guadalupe’s transit services are replacing vehicles when they reach the end of their useful life. Two 40-foot vehicle replacements are proposed based on current age of fleet vehicles: one in FY 2015/16 and the other in FY 2017/18. In addition, Guadalupe’s ADA paratransit van will be due for replacement in FY 2018/19. Other capital projects include new bus stop improvements associated with implementing the Guadalupe local fixed route service. With the changes proposed in FY 2015/16, design and printing of new informational materials and schedules is recommended in the first year of the plan. The capital projects, their estimated costs and funding sources for all alternatives are presented below.

Figure 6-4 Alternative #1, Five-Year Estimated Capital Costs and Revenue Projections

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
COSTS					
Replacement Transit Vehicles	\$0	\$425,000	\$0	\$425,000	\$0
Replacement ADA Vans	\$0	\$0	\$0	\$0	\$85,000
Bus Stop Improvements	\$0	\$1,500	\$0	\$0	\$0
Printing/Design Costs for Informational Materials	\$15,000	\$0	\$0	\$0	\$0
Total Capital Costs	\$15,000	\$426,500	\$0	\$425,000	\$85,000
REVENUES					
FTA 5311(f) (1)	\$0	\$300,000	\$0	\$0	\$0
Other Potential Federal Sources (2)	\$0	\$0	\$0	\$340,000	\$68,000
Proposition 1B (3)	\$15,000	\$128,000	\$0	\$8,345	\$0
TDA Carry-Over (4)	\$0	\$0	\$0	\$34,645	\$0
Funds Needed to Support Capital Costs (5)	\$0	-\$1,500	\$0	\$42,010	\$17,000
Total Capital Revenue	\$15,000	\$428,000	\$0	\$425,000	\$85,000

Notes:

- (1) Assumes successful grant application.
- (2) May include 5307 funds, 5310 funds, or other funding sources (such as another 5311(f) grant) and assumes that 80% will be funded with these sources.
- (3) Assumes \$151,345 in accumulated funds at beginning of FY 2014/15 and draws down from this amount for needed capital improvements.
- (4) Uses operations surplus from FY 2014/15 and draws down from this amount.
- (5) Funds needed to meet capital needs as shown in current plan. If funds are not available, Guadalupe Transit may need to operate vehicles past their recommended service life.

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Figure 6-5 Alternative #2, Five-Year Estimated Capital Costs and Revenue Projections

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
COSTS					
Replacement Transit Vehicles	\$0	\$425,000	\$0	\$425,000	\$0
Replacement ADA Vans	\$0	\$0	\$0	\$0	\$85,000
Bus Stop Improvements	\$0	\$9,000	\$0	\$0	\$0
Printing/Design Costs for Informational Materials	\$15,000	\$0	\$0	\$0	\$0
Total Capital Costs	\$15,000	\$434,000	\$0	\$425,000	\$85,000
REVENUES					
FTA 5311(f) (1)	\$0	\$300,000	\$0	\$0	\$0
Other Potential Federal Sources (2)	\$0	\$0	\$0	\$340,000	\$68,000
Proposition 1B (3)	\$15,000	\$136,345	\$0	\$0	\$0
TDA Carry-Over (4)	\$0	-\$2,345	\$0	\$38,490	\$0
Funds Needed to Support Capital Costs (5)	\$0	\$0	\$0	\$46,510	\$17,000
Total Capital Revenue	\$15,000	\$434,000	\$0	\$425,000	\$85,000

Notes:

- (1) Assumes successful grant application.
- (2) May include 5307 funds, 5310 funds, or other funding sources (such as another 5311(f) grant) and assumes that 80% will be funded with these sources.
- (3) Assumes \$151,345 in accumulated funds at beginning of FY 2014/15 and draws down from this amount for needed capital improvements.
- (4) Uses operations surplus from FY 2014/15 and draws down from this amount.
- (5) Funds needed to meet capital needs as shown in current plan. If funds are not available, Guadalupe Transit may need to operate vehicles past their recommended service life.

Figure 6-6 Alternative #3, Five-Year Estimated Capital Costs and Revenue Projections

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
COSTS					
Replacement Flyer/Local Transit Vehicles	\$0	\$425,000	\$0	\$425,000	\$0
Replacement ADA Vans	\$0	\$0	\$0	\$0	\$85,000
Bus Stop Improvements	\$0	\$15,000	\$0	\$0	\$0
Printing/Design Costs for Informational Materials	\$15,000	\$0	\$0	\$6,000	\$0
Total Capital Costs	\$15,000	\$440,000	\$0	\$431,000	\$85,000
REVENUES					
FTA 5311(f) (1)	\$0	\$300,000	\$0	\$0	\$0
Other Potential Federal Sources (2)	\$0	\$0	\$0	\$340,000	\$68,000
Proposition 1B (3)	\$15,000	\$136,345	\$0	\$0	\$0
TDA Carry-Over (4)	\$0	\$3,655	\$0	\$30,990	\$0
Funds Needed to Support Capital Costs (5)	\$0	\$0	\$0	\$60,010	\$17,000
Total Capital Revenue	\$15,000	\$440,000	\$0	\$431,000	\$85,000

Notes:

- (1) Assumes successful grant application.
- (2) May include 5307 funds, 5310 funds, or other funding sources (such as another 5311(f) grant) and assumes that 80% will be funded with these sources.
- (3) Assumes \$151,345 in accumulated funds at beginning of FY 2014/15 and draws down from this amount for needed capital improvements.
- (4) Uses operations surplus from FY 2014/15 and draws down from this amount.
- (5) Funds needed to meet capital needs as shown in current plan. If funds are not available, Guadalupe Transit may need to operate vehicles past their recommended service life.

Vehicle Replacements

As shown above, two 40-foot fixed route vehicles are scheduled for replacement in the next five years; one in FY 2015/16 and one in FY 2017/18. The City should also replace one paratransit van in FY 2018/19.

Guadalupe expects each of these 40-foot vehicles to cost \$425,000, and the City has applied for a Federal Transit Administration (FTA) Section 5311(f) grant in the amount of \$300,000. This Plan assumes the grant will be awarded and will pay for approximately 70% of the fixed route vehicle in FY 2015/16. The balance will be funded from local funds.

The financial plan assumes that Guadalupe will pursue federal funding sources, such as FTA Section 5307 assistance or possibly another Section 5311(f) grant, to pay for its second fixed route vehicle replacement in FY 2017/18, although there are currently no committed Federal funds. Likewise, there is no committed funding for replacement of the ADA Paratransit van in FY 2018/19. Federal funding opportunities are presented later in this chapter. If Guadalupe opts not to pursue federal funding sources for vehicle replacements or is not successful, then Guadalupe will have to postpone replacements and operate vehicles beyond their useful life.

Bus Stop Improvements

Prior to implementing a local circulator route in Guadalupe, additional bus stops are recommended. This plan assumes that relatively basic stops would be provided, consisting of bus stop signs and posts and basic engineering and street construction to provide ADA-compliant passenger waiting areas at the stop. This plan assumes a per-stop cost of \$1,500, with proposed funding from TDA carried over from FY 2014/15 and accumulated Proposition 1B revenues.

New System Brochure

Providing updated informational materials on new services, such as a descriptive flyer with maps and schedules is a critical step prior to implementing new service and complies with Title VI requirements. The capital plan includes \$15,000 for design and printing services to update informational materials. Funds could come from Proposition 1B or carryover TDA funds in FY 2014/15.

EXISTING FUNDING SOURCES

Funds for this plan come from the following primary sources:

- Federal Transit Administration (FTA) Section 5311 funds
- State Transportation Development Act (TDA)
- State Transportation Assistance Funds
- Accumulated funds from Proposition 1B
- Fare revenues

The City of Guadalupe has received funding from each source described in this section, and it is anticipated that these revenue sources will continue to be available in the five-year time frame. These sources and the assumptions in projecting funding levels expected in the next five years are discussed below.

Federal Funds

On July 6, 2012, President Obama signed into law new federal transportation legislation, Moving Ahead for Progress in the 21st Century (MAP-21). MAP-21 reauthorizes surface transportation funding in the United States. The legislation took effect on October 1, 2012 and will guide surface transportation funding for 27 months until January 1, 2015.

MAP-21 includes several strategic changes as compared with SAFETEA-LU, MAP-21's predecessor. One of MAP-21's central goals was to reverse the proliferation of smaller and more specialized programs and consolidate them into larger programs that give funders more flexibility. Some of the most salient examples of this change of policy direction are apparent in the way transit funds are funded and distributed.

FTA Section 5311, Rural Area Formula Funds

This program provides funding assistance for public transportation projects in non-urbanized areas with population under 50,000. The program, first established in the late 1970s, remains a key FTA program. Activities eligible under the former Job Access and Reverse Commute (JARC) Program, which provided services to low-income individuals to access jobs, are now eligible under

the Section 5311 program. In addition, the method by which FTA allocates funds to the states now includes the number of low-income individuals as a factor. There is no floor or ceiling on the amount of funds that a state has to program on job access and reverse commute activities.

FTA Section 5311 funds can be used to fund capital projects or support operations or combination thereof. This Plan assumes that the City of Guadalupe will continue to use its current level of annual allocation of \$74,000 in FTA Section 5311 to support operations. We have conservatively estimated that this amount will remain constant in the next five years.

State, Regional, and Local Funds

Transportation Development Act (TDA) Funds

For most California transit services, TDA funds are the largest single source of operating revenue; transit services in Guadalupe are no exception. Approximately 60% of Local Transportation Fund (LTF) revenues subsidize the cost to operate Guadalupe's transit services. The LTF revenues are derived from a one-quarter cent sales tax, which is collected by the Board of Equalization and administered locally through the Santa Barbara County Association of Governments (SBCAG) which returns it to local jurisdictions. Since this funding is tied directly to tax revenues that fluctuate with the state of the economy, TDA allocations were down for several years following the 2008 global recession and have stabilized in recent years. Therefore, the forecast in this Plan is to assume conservative growth at 3% per year. TDA funds can be used for capital expenditures or operations or a combination thereof, and, importantly, they provide an important source of local match for federal capital funding.

Since implementation of the preferred alternative is in the second year of the plan and there are no substantial capital costs in the first year, there is an estimated carryover of nearly \$35,000 from FY 2014/15 that could be used to pay for capital costs associated with future fleet replacement and adding bus stops.

State Transportation Assistance Funds (STAF)

STAF are revenues derived from sales taxes on gasoline and diesel fuels. STAF is allocated annually by the Santa Barbara County Association of Governments (SBCAG). Unlike LTF which may be allocated to other purposes, STAF revenues may be used *only* for public transit or transportation services. In January 2009, the State of California suspended funding distributions through the STAF as a result of reduced revenues and statewide fiscal crisis. Funds are now flowing but at a much reduced level. This Plan assumes that a \$25,000 annual allocation will remain flat for the next five years.

There is also a STAF \$200,000 carryover, which will be drawn down to assist in enhancing operations, especially for Saturday and Sunday service.

Proposition 1B

In 2007, California Voters passed Proposition 1B, which provided the State of California the Authority to sell bonds for capital infrastructure improvements for transportation related projects. The City of Guadalupe has been allocated Proposition 1B funds and since no funds have been spent to date, the City has accumulated \$151,345. This Plan proposes that these funds be used in the next five years for bus stops, production of updated informational materials, and assisting in replacement of one of the fixed-route vehicles in FY 2015/16.

Passenger Fare Revenues

Fares should be raised periodically to keep pace with the inflation rate. Guadalupe transit services must meet its state mandated farebox recovery ratio of 10% as a rural transit provider and thus must regularly increase fares to maintain this requirement. Raising fares is often a last resort, and increasing them faster than the rate of inflation has the potential to have negative impacts, particularly on the transit dependent population which has few alternatives to transit and relies on Guadalupe transit services. The last fare increase was in 2008 when the Flyer fares were raised from \$1.00 to \$1.50.

This Plan recommends changes to the fare structure concurrent with introducing new service in FY 2015/16. Recommended cash fares would increase on local fixed route service and ADA Paratransit service.

Based on our review and analysis of existing fares for Guadalupe transit services, a series of fare options were identified for staff's consideration. The options consist of changes in cash fare and pre-paid fare instruments, as well as introduction of transfers to facilitate the proposed service model for local and regional service. Based on staff review, a recommended fare structure is proposed and presented in Figure 6-7. It shows the existing and recommended fare structure for each of Guadalupe's three services. The specific elements are discussed below.

Regional Service to Santa Maria

Even though the last fare increase was in 2008 when cash fares were increased from \$1.00 to \$1.50, the farebox recovery ratio has been trending upwards and has consistently reached at least 30% in the last five years. In FY 2012/13, fares covered 38% of operating costs. Given the positive trend and robust farebox recovery ratio, no change to the \$1.50 cash fare is recommended at this time.

Local Service

The current \$.50 fare on the Shuttle has resulted in a farebox recovery ratio that has hovered at approximately 10% for the last five years. A fare increase is warranted given the low farebox ratio and the proposed change from a dial-a-ride service to a local fixed route service that will provide a higher level of passenger service. The plan proposes a 50% increase in this fare to \$0.75. Discounted fares would initially increase \$0.10 (40%) to a \$0.35 fare.

ADA Paratransit

Cash fare on Guadalupe ADA Paratransit Service is currently \$3.00, regardless of the distance travelled. Guadalupe regularly provides service beyond the ADA-required minimum 3/4-mile distance from fixed-route service, yet it does not charge additional fares for these trips outside of its mandated service area. This fare structure is not considered industry practice. A more common approach uses a tiered fare structure with higher fares charged for longer distance travel. Under the Americans with Disabilities Act (ADA), paratransit fares can be two times the base local fare for the core mandated 3/4-mile service, but may be higher than this for supplemental service beyond this area.

Therefore, the proposed fare structure for ADA paratransit service is based on four tiers or distance-based zones. The first tier would be for service operating within the 3/4-mile of the new local fixed route service in the City of Guadalupe. The second would extend a 3/4-mile boundary

around the Flyer service area extending to Santa Maria. The third zone would extend up to 2.5 miles beyond Santa Maria and the outer zone would extend beyond 2.5 miles. A higher fare would be charged for each of the outer zones. Figure 6-7 presents the proposed fare structure for each zone.

Monthly Pass and Ten-Ride Ticket

The current monthly pass for adult riders costs \$45 with discounted passes priced at \$25. The multiplier for the adult pass is 30 and for the discounted pass, it is 25. The term “multiplier” refers to the number that is multiplied by the cash fare to determine the price of a monthly pass. For example, a multiplier of 30 is currently used for the Flyer monthly pass priced at \$45 with a base cash fare of \$1.50.

Only 11% of Flyer riders purchase this pass. This low usage may be due to the large percentage of riders who have low incomes and find it difficult to pay this amount. One option to encourage pass usage would be to reduce the multiplier, although 30 is within industry standard. As an alternative, this plan proposes offering a Ten-Ride ticket booklet with a 10% discount. The adult Ten-Ride ticket booklet would cost \$13.50 and would be a convenient fare instrument for occasional riders who could also share the ticket book with family and friends. Discounted passengers could purchase a Ten-Ride ticket book for \$9. Similar to the existing Punch Pass, the ticket books would not have an expiration date.

Punch Pass

The existing Punch Pass costs \$10. It is a convenience for passengers so they do not have to carry cash, although it offers no discount and can be used on any of the three services. Usage of this pass is not known. If there are a considerable number of passengers that use the Punch Pass, then there is no reason to eliminate or change it.

Transfers

Transfers are recommended for passengers transferring from the proposed local fixed route service to the Santa Maria Express service and are not offered in the current fare structure. Transfers will enable passengers to pay one fare and travel between Guadalupe and Santa Maria without being penalized. For example, a passenger who boards the fixed route service in Guadalupe and pays the \$0.75 local fare would purchase a \$0.75 transfer that would be used as payment to board the Flyer for a total cost of \$1.50. The \$1.50 fare would be the same for riders who only use the regional service. If transfers were not offered, then passengers who ride the local and intercity service would have to pay twice; first a \$0.75 fare for the local service and a \$1.50 for the intercity service for a total of \$2.25. Therefore, transfers are needed to encourage transit use and enable access to the entire system for the same \$1.50 price.

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Figure 6-7 Existing and Recommended Fare Structure

	Existing	Recommended
SANTA MARIA EXPRESS		
<i>Cash</i>		
Regular Adult Fare (% change)	\$1.50	\$1.50 (0%)
Students (% change)	\$1.00	\$1.00 (0%)
Senior/Disabled (% change)	\$1.00	\$.75 (-25%)
<i>Monthly Pass</i>		
Regular Adult Fare (Multiplier)	\$45.00 (30)	\$45.00 (30)
Students (Multiplier)	\$25.00 (25)	\$30.00 (30)
Senior/Disabled (Multiplier)	\$25.00 (25)	\$22.00 (30)
<i>Ten-Ride Ticket Booklet</i>		
Regular Adult Fare (% change)	Not offered	\$13.50 (-10%)
Students (% change)	Not offered	\$9.00 (-10%)
Senior/Disabled (% change)	Not offered	\$7.00 (-10%)
<i>Punch Pass (1)</i>		
Regular, students and senior/disabled	\$10.00	\$10.00
LOCAL SERVICE		
<i>Cash</i>		
Regular Adult Fare (% change)	\$0.50	\$.75 (50%)
Students (% change)	\$0.25	\$.50 (100%)
Senior/Disabled (% change)	\$0.25	\$.35 (40%)
<i>Transfers</i>		
Between local and regional service	Not offered	If transferring, passengers would pay full regional fare (regular, student, or senior/disabled) upon boarding the first bus.
ADA PARATRANSIT		
<i>Cash</i>		
3/4 boundary of local service (Zone 1)	\$3.00	\$1.50 (-50%)
3/4 boundary of Santa Maria service (Zone 2)	\$3.00	\$3.00 (0%)
3/4 - 2.5 miles (Zone 3)	\$3.00	\$4.00 (33%)
2.5+ miles (Zone 4)	\$3.00	\$6.00 (100%)

Notes:

(1) Punch Pass can be used to pay any fare

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Title VI requires a public hearing prior to a fare change. To comply with this federal requirement, Guadalupe has recently prepared guidelines for this type of public hearing. Please refer to the Appendix C.

Passenger fare revenues are based on ridership estimates for each service with an average fare per passenger. The average fare per passenger is based on current percentage of adult full fare-paying passengers, discounted passengers and passengers riding for free (such as young children and companions for paratransit passengers). Figure 6-8, Figure 6-9, and Figure 6-10 present projected ridership, passenger revenues, and farebox recovery ratio separately for each service.

Figure 6-8 Alternative #1, Passenger Fare Revenues and Projected Farebox Recovery

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
Ridership					
Flyer	76,548	85,527	86,810	88,112	89,434
Shuttle/Local Fixed Route	25,340	27,693	28,108	28,530	28,958
ADA Paratransit	984	1,040	1,056	1,071	1,088
Total Ridership	102,872	114,260	115,974	117,714	119,479
Passenger Revenues					
Flyer	\$77,313	\$86,382	\$87,678	\$88,993	\$90,328
Shuttle/Local Fixed Route	\$6,842	\$11,216	\$11,384	\$11,555	\$11,728
ADA Paratransit	\$2,952	\$3,942	\$4,001	\$4,061	\$4,122
Total Passenger Fares	\$87,107	\$101,540	\$103,063	\$104,609	\$106,178
Farebox Recovery Ratio					
Flyer	29%	27%	27%	26%	26%
Shuttle/Local Fixed Route	10%	10%	10%	10%	10%
ADA Paratransit	4%	5%	5%	5%	5%
Blended Farebox Recovery Ratio	22%	20%	20%	20%	19%

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Figure 6-9 Alternative #2, Passenger Fare Revenues and Projected Farebox Recovery

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
Ridership					
Flyer	76,548	86,137	87,429	88,740	90,072
Shuttle/Local Fixed Route	25,340	70,547	71,605	72,679	73,769
ADA Paratransit	984	1,104	1,121	1,137	1,154
TOTAL Ridership	102,872	157,788	160,154	162,557	164,995
Passenger Revenues					
Flyer	\$77,313	\$86,998	\$88,303	\$89,628	\$90,972
Shuttle/Local Fixed Route	\$6,842	\$28,571	\$29,000	\$29,435	\$29,876
ADA Paratransit	\$2,952	\$4,184	\$4,247	\$4,311	\$4,375
Total Passenger Fares	\$87,107	\$119,754	\$121,550	\$123,373	\$125,224
Farebox Recovery Ratio					
Flyer	29%	28%	27%	27%	27%
Shuttle/Local Fixed Route	10%	9%	9%	9%	9%
ADA Paratransit	4%	5%	5%	5%	5%
Blended Farebox Recovery Ratio	22%	17%	17%	16%	16%

Figure 6-10 Alternative #3, Passenger Fare Revenues and Projected Farebox Recovery

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
Ridership					
Flyer	76,548	86,137	87,429	88,740	90,072
Shuttle/Local Fixed Route	25,340	70,547	71,605	72,679	73,769
ADA Paratransit	984	1,144	1,161	1,179	1,196
TOTAL Ridership	102,872	157,828	160,195	162,598	165,037
Passenger Revenues					
Flyer	\$77,313	\$86,998	\$88,303	\$89,628	\$90,972
Shuttle/Local Fixed Route	\$6,842	\$28,571	\$29,000	\$29,435	\$29,876
ADA Paratransit	\$2,952	\$4,336	\$4,401	\$4,467	\$4,534
Total Passenger Fares	\$87,107	\$119,905	\$121,704	\$123,530	\$125,383
Farebox Recovery Ratio					
Flyer	29%	28%	27%	27%	27%
Shuttle/Local Fixed Route	10%	9%	9%	9%	9%
ADA Paratransit	4%	5%	5%	5%	5%
Blended Farebox Recovery Ratio	22%	17%	16%	16%	16%

POTENTIAL FUNDING SOURCES

The financial plan has conservatively projected existing funding sources. The only new source assumed for this FTA 5311 (f), which has a pending grant application. In this current economic climate of fiscal austerity, it will be challenging for the City of Guadalupe to operate the desired service levels, including new Saturday and Sunday service. Despite the challenging fiscal environment for transit, City and SMOOTH staff have been coordinating with SBCAG staff to identify regional funding sources that could be allocated to Guadalupe to fund the service alternatives outlined in Chapter 4. As implementation of the SRTP moves forward, the SBCAG Board has expressed its support for enhanced transit in Guadalupe and has directed staff to continue to work with the City to secure future funding opportunities.

Potential funding sources that could be pursued to supplement transit service and pay for capital investments are presented below. Federal funding opportunities are presented first followed by potential new revenues derived from state, regional and local sources.

FTA Section 5311(f) - Rural Funding

Funding for the Section 5311 formula grant program supports transit in rural areas and small urban areas (less than 50,000 in population). Fifteen percent of California's Section 5311 apportionment is set-aside for the Intercity Bus Program, Section 5311(f). The Intercity Bus Program funds public transit projects that serve the intercity travel needs of Californians in non-urbanized areas. Projects are awarded on a statewide competitive basis. This program funds operating and capital costs, as well as planning for service. The City of Guadalupe applied for these funds for the first of its needed fixed-route service vehicle replacements and applied for the maximum grant amount of \$300,000. This Plan assumes that the City will be awarded these grant funds.

FTA Section 5310, Enhanced Mobility of Seniors and Individuals with Disabilities

Under MAP-21, FTA Section 5310 includes more eligible activities to enhance mobility for seniors and people with disabilities. These activities are (1) former New Freedom activities -- improvements that exceed the requirements of the Americans with Disabilities Act (ADA); (2) public transportation projects to improve access to fixed route transit; (3) public transit projects expressly designed for seniors and people with disabilities, where transit is insufficient, inappropriate or unavailable; and (4) alternatives to public transportation that assist seniors and people with disabilities. Some new changes to the FTA Section 5310 program are summarized below:

- **New Distribution Formula** – Funds are apportioned based on each state's share of the targeted populations and are now apportioned to both states (for all areas under 200,000) and large urbanized areas (over 200,000).
- **Selection Process** – Projects must now be “included” rather than “derived from” a coordinated transportation plan. Projects no longer need to be selected based on a competitive process (this is optional).
- **Operating Assistance is now an eligible activity** – Section 5310 for the first time can be used for operating assistance. No more than 45% of program funds can be used for operations.

- **Minimum Expenditures on 5310 Activities** – At least 55 percent of program funds must be spent on the types of capital projects eligible under the former section 5310 -- public transportation projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable.

FTA 5310 funds could potentially help support the ADA paratransit service. The Federal share for capital projects under FTA Section 5310 is 85% with a 15% required local match for ADA accessible vehicles and 80% with a 20% required local match for other capital equipment. The Federal share for operating assistance is 50%.

Surface Transportation Program (STP)

The Surface Transportation Program (STP) provides flexible funding that may be used by States and localities for projects to preserve and improve roads as well as pedestrian and bicycle infrastructure and transit capital projects including intercity bus terminals. Capital costs for transit projects, including vehicles and facilities used to provide intercity passenger bus service, are eligible for STP funds.

Measure A – Santa Barbara County

Measure A is a transportation measure that was approved by 79% of Santa Barbara County voters in November 2008. Measure A is administered by the SBCAG and will provide more than \$1 billion of estimated local sales tax revenues for transportation projects in Santa Barbara County over 30 years. It is expected to generate approximately \$1.050 billion over its life and will help leverage and match an estimated \$0.5 billion in state and federal funds. Funds will be spent on high priority transportation projects and programs that advisory committees in the North County and South Coast regions of the county have selected to address the current and future needs of each region.

The Local Street and Transportation Improvement Category provide Measure A revenues to each jurisdiction in the county for street, bikeway and transit improvements. In FY 2014/15, the City of Guadalupe is expected to be allocated approximately \$421,000. Thus far, Measure A revenues have been used for streets and road and other related improvements, and this plan assumes that none of the City's Measure A receipts would be applied to transit service. However, Measure A may be a potential source to assist in meeting the funding gaps identified in this chapter. Use of Measure A funds for transit purposes would require approval from the City Council.

Private Sector Initiatives

A growing trend in the transit industry is to establish public/private partnerships as a way to increase revenues for transit and transportation programs and services. The private sector can be broadly interpreted to include employers, merchants, retail establishments and private nonprofit organizations. Contributions could take the form of ongoing operating support or could also be used for one-time capital purchases such as passenger shelters and benches.

Employer Contributions

The role of business groups and major employers could be viewed similarly to the cities and county in financially supporting a service, and promoting it. The major difference is that

employers and business groups tend to provide funds for capital or one-time contributions rather than ongoing operating support. Paying for a passenger shelter or bench would be a valuable financial contribution from the private sector. Employers or merchants that benefit from a service may be interested in supporting it particularly if a bus stop were located at their front door to maximize convenience for their employees or customers. Employers could also help subsidize the cost of transit tickets or passes.

Development Impact Fees

A traffic or transportation impact fee is a charge imposed on new development to compensate for their impacts on the local transportation infrastructure. A fee is typically assessed on the square footage of the planned development. Impact fees can be implemented by local ordinance with specific criteria for establishing an impact fee. Impact fees can be imposed in downtown urban areas or in outlying growth areas. Like all developer fees, transportation fees must show a nexus between the development and specified improvement or service provided. The revenues generated from an impact fee can vary tremendously depending on the fee structure and the level of development growth.

Transportation impact fees are levied on new development in several locations in Santa Barbara County, in Goleta, and in Santa Maria. For the most part, transportation impact fees are intended to address road capacity issues; however, in Goleta approximately 20% of fee proceeds may be used for alternative transportation projects. General transportation impact fees or more narrowly focused transit impact fees could marginally increase funding for transit services. Because development is very cyclical, this is not a dependable source of funding for transit operational funding.

SUMMARY OF COSTS AND FUNDING

Figure 6-11, Figure 6-12, and Figure 6-13 present the combined operating and capital costs and shows the funding sources and projected amounts to cover costs over the next five years. Costs are highest in the two years of the plan when vehicles are scheduled for replacement as well as implementation of new and enhanced service in FY 2015/16. Operating and capital revenues include Federal funds, TDA, and other local revenues along with passenger fares. As shown, these funding sources do not fully cover the annual operating or capital funds required and additional funding is required. Options to secure this level of funding are described above and Guadalupe is encouraged to continue to work with SBCAG to secure this funding.

Figure 6-11 Alternative #1, Summary of Operating and Capital Costs and Revenues

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
EXPENSES					
Operating Expenses	\$401,462	\$503,196	\$540,792	\$557,016	\$573,726
Capital Expenses	\$15,000	\$426,500	\$0	\$425,000	\$85,000
Total Expenses	\$416,462	\$929,696	\$540,792	\$982,016	\$658,726
REVENUES					
Passenger Fares	\$87,107	\$101,540	\$103,063	\$104,609	\$106,178
FTA Funds (Capital and Operating)	\$74,000	\$374,000	\$74,000	\$414,000	\$142,000
STAF (Operating)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
TDA (Capital and Operating)	\$250,000	\$257,500	\$265,225	\$307,826	\$281,377
Proposition 1B Accumulated Funds	\$15,000	\$128,000	\$0	\$8,345	\$0
Funds Needed to Support Capital and Operations	(\$34,645)	\$43,657	\$73,504	\$122,236	\$104,171
Total Revenues	\$416,462	\$929,696	\$540,792	\$982,016	\$658,726

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Figure 6-12 Alternative #2, Summary of Operating and Capital Costs and Revenues

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
EXPENSES					
Operating Expenses	\$401,462	\$705,634	\$749,303	\$771,782	\$794,936
Capital Expenses	\$15,000	\$432,500	\$0	\$425,000	\$85,000
Total Expenses	\$416,462	\$1,138,134	\$749,303	\$1,196,782	\$879,936
REVENUES					
Passenger Fares	\$87,107	\$119,754	\$121,550	\$123,373	\$125,224
FTA Funds (Capital and Operating)	\$74,000	\$374,000	\$74,000	\$414,000	\$142,000
STAF (Operating)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
TDA (Capital and Operating)	\$250,000	\$253,655	\$265,225	\$311,671	\$281,377
Proposition 1B Accumulated Funds	\$15,000	\$136,345	\$0	\$0	\$0
Funds Needed to Support Capital and Operations	(\$34,645)	\$229,381	\$263,528	\$322,738	\$306,335
Total Revenues	\$416,462	\$1,138,134	\$749,303	\$1,196,782	\$879,936

Figure 6-13 Alternative #3, Summary of Operating and Capital Costs and Revenues

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
EXPENSES					
Operating Expenses	\$401,462	\$708,567	\$752,324	\$774,894	\$798,141
Capital Expenses	\$15,000	\$440,000	\$0	\$431,000	\$85,000
Total Expenses	\$416,462	\$1,148,567	\$752,324	\$1,205,894	\$883,141
REVENUES					
Passenger Fares	\$87,107	\$119,905	\$121,704	\$123,530	\$125,383
FTA Funds (Capital and Operating)	\$74,000	\$374,000	\$74,000	\$414,000	\$142,000
STAF (Operating)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
TDA (Capital and Operating)	\$250,000	\$261,155	\$265,225	\$304,171	\$281,377
Proposition 1B Accumulated Funds	\$15,000	\$136,345	\$0	\$0	\$0
Funds Needed to Support Capital and Operations	(\$34,645)	\$232,162	\$266,395	\$339,193	\$309,381
Total Revenues	\$416,462	\$1,148,567	\$752,324	\$1,205,894	\$883,141

APPENDIX A

Conceptual Service Schedules

SHORT RANGE TRANSIT PLAN | FINAL PLAN
City of Guadalupe

Alternative #1

Guadalupe Flyer

	1	4	7	9	13	16	17	19
Trip #	SMTC	Main & Russell EB	O'Connell Park	5th & Tog	Peralta & 11th	Flower & Birch	Main & Russell WB	SMTC
WEEKDAY								
1	6:15 AM	6:23 AM	6:40 AM	6:45 AM	6:55 AM	7:01 AM	7:13 AM	7:20 AM
2	7:30 AM	7:38 AM	7:55 AM	8:00 AM	8:10 AM	8:16 AM	8:28 AM	8:35 AM
3	8:45 AM	8:53 AM	9:10 AM	9:15 AM	9:25 AM	9:31 AM	9:43 AM	9:50 AM
4	10:00 AM	10:08 AM	10:25 AM	10:30 AM	10:40 AM	10:46 AM	10:58 AM	11:05 AM
5	11:15 AM	11:23 AM	11:40 AM	11:45 AM	11:55 AM	12:01 PM	12:13 PM	12:20 PM
6	12:30 PM	12:38 PM	12:55 PM	1:00 PM	1:10 PM	1:16 PM	1:28 PM	1:35 PM
7	1:45 PM	1:53 PM	2:10 PM	2:15 PM	2:25 PM	2:31 PM	2:43 PM	2:50 PM
8	3:00 PM	3:08 PM	3:25 PM	3:30 PM	3:40 PM	3:46 PM	3:58 PM	4:05 PM
9	4:15 PM	4:23 PM	4:40 PM	4:45 PM	4:55 PM	5:01 PM	5:13 PM	5:20 PM
10	5:30 PM	5:38 PM	5:55 PM	6:00 PM	6:10 PM	6:16 PM	6:28 PM	6:35 PM
11	6:45 PM	6:53 PM	7:10 PM	7:15 PM	7:25 PM	7:31 PM	7:43 PM	7:50 PM
WEEKEND								
1	8:15 AM	8:23 AM	8:40 AM	8:45 AM	8:55 AM	9:01 AM	9:13 AM	9:20 AM
2	9:30 AM	9:38 AM	9:55 AM	10:00 AM	10:10 AM	10:16 AM	10:28 AM	10:35 AM
3	10:45 AM	10:53 AM	11:10 AM	11:15 AM	11:25 AM	11:31 AM	11:43 AM	11:50 AM
4	12:00 PM	12:08 PM	12:25 PM	12:30 PM	12:40 PM	12:46 PM	12:58 PM	1:05 PM
5	1:15 PM	1:23 PM	1:40 PM	1:45 PM	1:55 PM	2:01 PM	2:13 PM	2:20 PM
6	2:30 PM	2:38 PM	2:55 PM	3:00 PM	3:10 PM	3:16 PM	3:28 PM	3:35 PM
7	3:45 PM	3:53 PM	4:10 PM	4:15 PM	4:25 PM	4:31 PM	4:43 PM	4:50 PM

For simplicity, not all stops are shown in the conceptual schedules.

SHORT RANGE TRANSIT PLAN | FINAL PLAN
City of Guadalupe

Guadalupe Local

	13	14	16	6	7	8	9	11	13
Trip #	Peralta & 11th	Obispo & Fir	Flower & Birch	Main & PSD	O'Connell Park	Pioneer & 2nd	5th & Tog	Guadalupe & Olivera	Peralta & 11th
WEEKDAY									
1	10:00 AM	10:05 AM	10:07 AM	10:11 AM	10:13 AM	10:16 AM	10:18 AM	10:22 AM	10:27 AM
2	10:30 AM	10:35 AM	10:37 AM	10:41 AM	10:43 AM	10:46 AM	10:48 AM	10:52 AM	10:57 AM
3	11:00 AM	11:05 AM	11:07 AM	11:11 AM	11:13 AM	11:16 AM	11:18 AM	11:22 AM	11:27 AM
4	11:30 AM	11:35 AM	11:37 AM	11:41 AM	11:43 AM	11:46 AM	11:48 AM	11:52 AM	11:57 AM
5	12:00 PM	12:05 PM	12:07 PM	12:11 PM	12:13 PM	12:16 PM	12:18 PM	12:22 PM	12:27 PM
6	12:30 PM	12:35 PM	12:37 PM	12:41 PM	12:43 PM	12:46 PM	12:48 PM	12:52 PM	12:57 PM
7	1:00 PM	1:05 PM	1:07 PM	1:11 PM	1:13 PM	1:16 PM	1:18 PM	1:22 PM	1:27 PM
8	1:30 PM	1:35 PM	1:37 PM	1:41 PM	1:43 PM	1:46 PM	1:48 PM	1:52 PM	1:57 PM
9	2:00 PM	2:05 PM	2:07 PM	2:11 PM	2:13 PM	2:16 PM	2:18 PM	2:22 PM	2:27 PM
10	2:30 PM	2:35 PM	2:37 PM	2:41 PM	2:43 PM	2:46 PM	2:48 PM	2:52 PM	2:57 PM
11	3:00 PM	3:05 PM	3:07 PM	3:11 PM	3:13 PM	3:16 PM	3:18 PM	3:22 PM	3:27 PM
12	3:30 PM	3:35 PM	3:37 PM	3:41 PM	3:43 PM	3:46 PM	3:48 PM	3:52 PM	3:57 PM

SHORT RANGE TRANSIT PLAN | FINAL PLAN
City of Guadalupe

Alternative #2

Santa Maria Express

	1	4	5	6	10	11	19	20	1
Trip #	SMTC	Main & Russell EB	Amber & Obispo	10th & Obispo	Obispo & Fir SB	Flower & Birch	Main & Russell WB	Main & Thornburg WB	SMTC
WEEKDAY									
1	6:00 AM	6:09 AM	6:22 AM	6:27 AM	6:31 AM	6:34 AM	6:46 AM	6:49 AM	6:52 AM
2	7:00 AM	7:09 AM	7:22 AM	7:27 AM	7:31 AM	7:34 AM	7:46 AM	7:49 AM	7:52 AM
3	8:00 AM	8:09 AM	8:22 AM	8:27 AM	8:31 AM	8:34 AM	8:46 AM	8:49 AM	8:52 AM
4	9:00 AM	9:09 AM	9:22 AM	9:27 AM	9:31 AM	9:34 AM	9:46 AM	9:49 AM	9:52 AM
5	10:00 AM	10:09 AM	10:22 AM	10:27 AM	10:31 AM	10:34 AM	10:46 AM	10:49 AM	10:52 AM
6	11:00 AM	11:09 AM	11:22 AM	11:27 AM	11:31 AM	11:34 AM	11:46 AM	11:49 AM	11:52 AM
7	12:00 PM	12:09 PM	12:22 PM	12:27 PM	12:31 PM	12:34 PM	12:46 PM	12:49 PM	12:52 PM
8	1:00 PM	1:09 PM	1:22 PM	1:27 PM	1:31 PM	1:34 PM	1:46 PM	1:49 PM	1:52 PM
9	2:00 PM	2:09 PM	2:22 PM	2:27 PM	2:31 PM	2:34 PM	2:46 PM	2:49 PM	2:52 PM
10	3:00 PM	3:09 PM	3:22 PM	3:27 PM	3:31 PM	3:34 PM	3:46 PM	3:49 PM	3:52 PM
11	4:00 PM	4:09 PM	4:22 PM	4:27 PM	4:31 PM	4:34 PM	4:46 PM	4:49 PM	4:52 PM
12	5:00 PM	5:09 PM	5:22 PM	5:27 PM	5:31 PM	5:34 PM	5:46 PM	5:49 PM	5:52 PM
13	6:00 PM	6:09 PM	6:22 PM	6:27 PM	6:31 PM	6:34 PM	6:46 PM	6:49 PM	6:52 PM
14	7:00 PM	7:09 PM	7:22 PM	7:27 PM	7:31 PM	7:34 PM	7:46 PM	7:49 PM	7:52 PM
SATURDAY									
1	8:00 AM	8:09 AM	8:22 AM	8:27 AM	8:31 AM	8:34 AM	8:46 AM	8:49 AM	8:52 AM
2	9:00 AM	9:09 AM	9:22 AM	9:27 AM	9:31 AM	9:34 AM	9:46 AM	9:49 AM	9:52 AM
3	10:00 AM	10:09 AM	10:22 AM	10:27 AM	10:31 AM	10:34 AM	10:46 AM	10:49 AM	10:52 AM
4	11:00 AM	11:09 AM	11:22 AM	11:27 AM	11:31 AM	11:34 AM	11:46 AM	11:49 AM	11:52 AM
5	12:00 PM	12:09 PM	12:22 PM	12:27 PM	12:31 PM	12:34 PM	12:46 PM	12:49 PM	12:52 PM
6	1:00 PM	1:09 PM	1:22 PM	1:27 PM	1:31 PM	1:34 PM	1:46 PM	1:49 PM	1:52 PM
7	2:00 PM	2:09 PM	2:22 PM	2:27 PM	2:31 PM	2:34 PM	2:46 PM	2:49 PM	2:52 PM
8	3:00 PM	3:09 PM	3:22 PM	3:27 PM	3:31 PM	3:34 PM	3:46 PM	3:49 PM	3:52 PM
9	4:00 PM	4:09 PM	4:22 PM	4:27 PM	4:31 PM	4:34 PM	4:46 PM	4:49 PM	4:52 PM
SUNDAY									
1	10:00 AM	10:09 AM	10:22 AM	10:27 AM	10:31 AM	10:34 AM	10:46 AM	10:49 AM	10:52 AM
2	11:00 AM	11:09 AM	11:22 AM	11:27 AM	11:31 AM	11:34 AM	11:46 AM	11:49 AM	11:52 AM
3	12:00 PM	12:09 PM	12:22 PM	12:27 PM	12:31 PM	12:34 PM	12:46 PM	12:49 PM	12:52 PM
4	1:00 PM	1:09 PM	1:22 PM	1:27 PM	1:31 PM	1:34 PM	1:46 PM	1:49 PM	1:52 PM
5	2:00 PM	2:09 PM	2:22 PM	2:27 PM	2:31 PM	2:34 PM	2:46 PM	2:49 PM	2:52 PM
6	3:00 PM	3:09 PM	3:22 PM	3:27 PM	3:31 PM	3:34 PM	3:46 PM	3:49 PM	3:52 PM

SHORT RANGE TRANSIT PLAN | FINAL PLAN
City of Guadalupe

Guadalupe Local

	7	9	11	14	15	16	18	20	7
Trip #	10th & Obispo	Guadalupe & 11th	Obispo & Fir SB	Main & PSD	O'Connell Park	Pioneer & Main	5th & Tog	Guadalupe & 9th	10th & Obispo
WEEKDAY									
1	6:00 AM	6:03 AM	6:07 AM	6:13 AM	6:15 AM	6:18 AM	6:21 AM	6:25 AM	6:27 AM
2	6:30 AM	6:33 AM	6:37 AM	6:43 AM	6:45 AM	6:48 AM	6:51 AM	6:55 AM	6:57 AM
3	7:00 AM	7:03 AM	7:07 AM	7:13 AM	7:15 AM	7:18 AM	7:21 AM	7:25 AM	7:27 AM
4	7:30 AM	7:33 AM	7:37 AM	7:43 AM	7:45 AM	7:48 AM	7:51 AM	7:55 AM	7:57 AM
5	8:00 AM	8:03 AM	8:07 AM	8:13 AM	8:15 AM	8:18 AM	8:21 AM	8:25 AM	8:27 AM
6	8:30 AM	8:33 AM	8:37 AM	8:43 AM	8:45 AM	8:48 AM	8:51 AM	8:55 AM	8:57 AM
7	9:00 AM	9:03 AM	9:07 AM	9:13 AM	9:15 AM	9:18 AM	9:21 AM	9:25 AM	9:27 AM
8	9:30 AM	9:33 AM	9:37 AM	9:43 AM	9:45 AM	9:48 AM	9:51 AM	9:55 AM	9:57 AM
9	10:00 AM	10:03 AM	10:07 AM	10:13 AM	10:15 AM	10:18 AM	10:21 AM	10:25 AM	10:27 AM
10	10:30 AM	10:33 AM	10:37 AM	10:43 AM	10:45 AM	10:48 AM	10:51 AM	10:55 AM	10:57 AM
11	11:00 AM	11:03 AM	11:07 AM	11:13 AM	11:15 AM	11:18 AM	11:21 AM	11:25 AM	11:27 AM
12	11:30 AM	11:33 AM	11:37 AM	11:43 AM	11:45 AM	11:48 AM	11:51 AM	11:55 AM	11:57 AM
13	12:00 PM	12:03 PM	12:07 PM	12:13 PM	12:15 PM	12:18 PM	12:21 PM	12:25 PM	12:27 PM
14	12:30 PM	12:33 PM	12:37 PM	12:43 PM	12:45 PM	12:48 PM	12:51 PM	12:55 PM	12:57 PM
15	1:00 PM	1:03 PM	1:07 PM	1:13 PM	1:15 PM	1:18 PM	1:21 PM	1:25 PM	1:27 PM
16	1:30 PM	1:33 PM	1:37 PM	1:43 PM	1:45 PM	1:48 PM	1:51 PM	1:55 PM	1:57 PM
17	2:00 PM	2:03 PM	2:07 PM	2:13 PM	2:15 PM	2:18 PM	2:21 PM	2:25 PM	2:27 PM
18	2:30 PM	2:33 PM	2:37 PM	2:43 PM	2:45 PM	2:48 PM	2:51 PM	2:55 PM	2:57 PM
19	3:00 PM	3:03 PM	3:07 PM	3:13 PM	3:15 PM	3:18 PM	3:21 PM	3:25 PM	3:27 PM
20	3:30 PM	3:33 PM	3:37 PM	3:43 PM	3:45 PM	3:48 PM	3:51 PM	3:55 PM	3:57 PM
21	4:00 PM	4:03 PM	4:07 PM	4:13 PM	4:15 PM	4:18 PM	4:21 PM	4:25 PM	4:27 PM
22	4:30 PM	4:33 PM	4:37 PM	4:43 PM	4:45 PM	4:48 PM	4:51 PM	4:55 PM	4:57 PM
23	5:00 PM	5:03 PM	5:07 PM	5:13 PM	5:15 PM	5:18 PM	5:21 PM	5:25 PM	5:27 PM
24	5:30 PM	5:33 PM	5:37 PM	5:43 PM	5:45 PM	5:48 PM	5:51 PM	5:55 PM	5:57 PM
25	6:00 PM	6:03 PM	6:07 PM	6:13 PM	6:15 PM	6:18 PM	6:21 PM	6:25 PM	6:27 PM
26	6:30 PM	6:33 PM	6:37 PM	6:43 PM	6:45 PM	6:48 PM	6:51 PM	6:55 PM	6:57 PM
27	7:00 PM	7:03 PM	7:07 PM	7:13 PM	7:15 PM	7:18 PM	7:21 PM	7:25 PM	7:27 PM
28	7:30 PM	7:33 PM	7:37 PM	7:43 PM	7:45 PM	7:48 PM	7:51 PM	7:55 PM	7:57 PM
SATURDAY									
1	8:00 AM	8:03 AM	8:07 AM	8:13 AM	8:15 AM	8:18 AM	8:21 AM	8:25 AM	8:27 AM
2	8:30 AM	8:33 AM	8:37 AM	8:43 AM	8:45 AM	8:48 AM	8:51 AM	8:55 AM	8:57 AM
3	9:00 AM	9:03 AM	9:07 AM	9:13 AM	9:15 AM	9:18 AM	9:21 AM	9:25 AM	9:27 AM

SHORT RANGE TRANSIT PLAN | FINAL PLAN
City of Guadalupe

	7	9	11	14	15	16	18	20	7
Trip #	10th & Obispo	Guadalupe & 11th	Obispo & Fir SB	Main & PSD	O'Connell Park	Pioneer & Main	5th & Tog	Guadalupe & 9th	10th & Obispo
4	9:30 AM	9:33 AM	9:37 AM	9:43 AM	9:45 AM	9:48 AM	9:51 AM	9:55 AM	9:57 AM
5	10:00 AM	10:03 AM	10:07 AM	10:13 AM	10:15 AM	10:18 AM	10:21 AM	10:25 AM	10:27 AM
6	10:30 AM	10:33 AM	10:37 AM	10:43 AM	10:45 AM	10:48 AM	10:51 AM	10:55 AM	10:57 AM
7	11:00 AM	11:03 AM	11:07 AM	11:13 AM	11:15 AM	11:18 AM	11:21 AM	11:25 AM	11:27 AM
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11	1:00 PM	1:03 PM	1:07 PM	1:13 PM	1:15 PM	1:18 PM	1:21 PM	1:25 PM	1:27 PM
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15	3:00 PM	3:03 PM	3:07 PM	3:13 PM	3:15 PM	3:18 PM	3:21 PM	3:25 PM	3:27 PM
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17	4:00 PM	4:03 PM	4:07 PM	4:13 PM	4:15 PM	4:18 PM	4:21 PM	4:25 PM	4:27 PM
18	4:30 PM	4:33 PM	4:37 PM	4:43 PM	4:45 PM	4:48 PM	4:51 PM	4:55 PM	4:57 PM
SUNDAY									
1	10:00 AM	10:03 AM	10:07 AM	10:13 AM	10:15 AM	10:18 AM	10:21 AM	10:25 AM	10:27 AM
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3	11:00 AM	11:03 AM	11:07 AM	11:13 AM	11:15 AM	11:18 AM	11:21 AM	11:25 AM	11:27 AM
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6	12:30 PM	12:33 PM	12:37 PM	12:43 PM	12:45 PM	12:48 PM	12:51 PM	12:55 PM	12:57 PM
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10	2:30 PM	2:33 PM	2:37 PM	2:43 PM	2:45 PM	2:48 PM	2:51 PM	2:55 PM	2:57 PM
11	3:00 PM	3:03 PM	3:07 PM	3:13 PM	3:15 PM	3:18 PM	3:21 PM	3:25 PM	3:27 PM
12	3:30 PM	3:33 PM	3:37 PM	3:43 PM	3:45 PM	3:48 PM	3:51 PM	3:55 PM	3:57 PM

SHORT RANGE TRANSIT PLAN | FINAL PLAN
City of Guadalupe

Alternative #3

Santa Maria Express

	1	4	5	6	10	11	19	20	1
Trip #	SMTC	Main & Russell EB	Amber & Obispo	10th & Obispo	Obispo & Fir SB	Flower & Birch	Main & Russell WB	Main & Thornburg WB	SMTC
WEEKDAY									
1	6:00 AM	6:09 AM	6:22 AM	6:27 AM	6:31 AM	6:34 AM	6:46 AM	6:49 AM	6:52 AM
2	7:00 AM	7:09 AM	7:22 AM	7:27 AM	7:31 AM	7:34 AM	7:46 AM	7:49 AM	7:52 AM
3	8:00 AM	8:09 AM	8:22 AM	8:27 AM	8:31 AM	8:34 AM	8:46 AM	8:49 AM	8:52 AM
4	9:00 AM	9:09 AM	9:22 AM	9:27 AM	9:31 AM	9:34 AM	9:46 AM	9:49 AM	9:52 AM
5	10:00 AM	10:09 AM	10:22 AM	10:27 AM	10:31 AM	10:34 AM	10:46 AM	10:49 AM	10:52 AM
6	11:00 AM	11:09 AM	11:22 AM	11:27 AM	11:31 AM	11:34 AM	11:46 AM	11:49 AM	11:52 AM
7	12:00 PM	12:09 PM	12:22 PM	12:27 PM	12:31 PM	12:34 PM	12:46 PM	12:49 PM	12:52 PM
8	1:00 PM	1:09 PM	1:22 PM	1:27 PM	1:31 PM	1:34 PM	1:46 PM	1:49 PM	1:52 PM
9	2:00 PM	2:09 PM	2:22 PM	2:27 PM	2:31 PM	2:34 PM	2:46 PM	2:49 PM	2:52 PM
10	3:00 PM	3:09 PM	3:22 PM	3:27 PM	3:31 PM	3:34 PM	3:46 PM	3:49 PM	3:52 PM
11	4:00 PM	4:09 PM	4:22 PM	4:27 PM	4:31 PM	4:34 PM	4:46 PM	4:49 PM	4:52 PM
12	5:00 PM	5:09 PM	5:22 PM	5:27 PM	5:31 PM	5:34 PM	5:46 PM	5:49 PM	5:52 PM
13	6:00 PM	6:09 PM	6:22 PM	6:27 PM	6:31 PM	6:34 PM	6:46 PM	6:49 PM	6:52 PM
14	7:00 PM	7:09 PM	7:22 PM	7:27 PM	7:31 PM	7:34 PM	7:46 PM	7:49 PM	7:52 PM
SATURDAY									
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2	9:00 AM	9:09 AM	9:22 AM	9:27 AM	9:31 AM	9:34 AM	9:46 AM	9:49 AM	9:52 AM
3	10:00 AM	10:09 AM	10:22 AM	10:27 AM	10:31 AM	10:34 AM	10:46 AM	10:49 AM	10:52 AM
4	11:00 AM	11:09 AM	11:22 AM	11:27 AM	11:31 AM	11:34 AM	11:46 AM	11:49 AM	11:52 AM
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7	2:00 PM	2:09 PM	2:22 PM	2:27 PM	2:31 PM	2:34 PM	2:46 PM	2:49 PM	2:52 PM
8	3:00 PM	3:09 PM	3:22 PM	3:27 PM	3:31 PM	3:34 PM	3:46 PM	3:49 PM	3:52 PM
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SUNDAY									
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3	12:00 PM	12:09 PM	12:22 PM	12:27 PM	12:31 PM	12:34 PM	12:46 PM	12:49 PM	12:52 PM
4	1:00 PM	1:09 PM	1:22 PM	1:27 PM	1:31 PM	1:34 PM	1:46 PM	1:49 PM	1:52 PM
5	2:00 PM	2:09 PM	2:22 PM	2:27 PM	2:31 PM	2:34 PM	2:46 PM	2:49 PM	2:52 PM
6	3:00 PM	3:09 PM	3:22 PM	3:27 PM	3:31 PM	3:34 PM	3:46 PM	3:49 PM	3:52 PM

SHORT RANGE TRANSIT PLAN | FINAL PLAN
City of Guadalupe

Guadalupe Local

	7	22	14	15	26	27	6	11	12	26	14	17	10
Trip #	10th & Obispo	Guadalupe & Olivera SB	Main & PSD	O'Connell Park	DJ Farms #1	DJ Farms #2	10th & Obispo	Flower & Birch	DJ Farms #1	DJ Farms #2	O'Connell Park	5th & Tog WB	10th & Obispo
WEEKDAY													
1	6:00 AM	6:06 AM	6:11 AM	6:14 AM	6:19 AM	6:24 AM	6:27 AM	6:32 AM	6:36 AM	6:41 AM	6:46 AM	6:51 AM	6:55 AM
2	7:00 AM	7:06 AM	7:11 AM	7:14 AM	7:19 AM	7:24 AM	7:27 AM	7:32 AM	7:36 AM	7:41 AM	7:46 AM	7:51 AM	7:55 AM
3	8:00 AM	8:06 AM	8:11 AM	8:14 AM	8:19 AM	8:24 AM	8:27 AM	8:32 AM	8:36 AM	8:41 AM	8:46 AM	8:51 AM	8:55 AM
4	9:00 AM	9:06 AM	9:11 AM	9:14 AM	9:19 AM	9:24 AM	9:27 AM	9:32 AM	9:36 AM	9:41 AM	9:46 AM	9:51 AM	9:55 AM
5	10:00 AM	10:06 AM	10:11 AM	10:14 AM	10:19 AM	10:24 AM	10:27 AM	10:32 AM	10:36 AM	10:41 AM	10:46 AM	10:51 AM	10:55 AM
6	11:00 AM	11:06 AM	11:11 AM	11:14 AM	11:19 AM	11:24 AM	11:27 AM	11:32 AM	11:36 AM	11:41 AM	11:46 AM	11:51 AM	11:55 AM
7	12:00 PM	12:06 PM	12:11 PM	12:14 PM	12:19 PM	12:24 PM	12:27 PM	12:32 PM	12:36 PM	12:41 PM	12:46 PM	12:51 PM	12:55 PM
8	1:00 PM	1:06 PM	1:11 PM	1:14 PM	1:19 PM	1:24 PM	1:27 PM	1:32 PM	1:36 PM	1:41 PM	1:46 PM	1:51 PM	1:55 PM
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10	3:00 PM	3:06 PM	3:11 PM	3:14 PM	3:19 PM	3:24 PM	3:27 PM	3:32 PM	3:36 PM	3:41 PM	3:46 PM	3:51 PM	3:55 PM
11	4:00 PM	4:06 PM	4:11 PM	4:14 PM	4:19 PM	4:24 PM	4:27 PM	4:32 PM	4:36 PM	4:41 PM	4:46 PM	4:51 PM	4:55 PM
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13	6:00 PM	6:06 PM	6:11 PM	6:14 PM	6:19 PM	6:24 PM	6:27 PM	6:32 PM	6:36 PM	6:41 PM	6:46 PM	6:51 PM	6:55 PM
14	7:00 PM	7:06 PM	7:11 PM	7:14 PM	7:19 PM	7:24 PM	7:27 PM	7:32 PM	7:36 PM	7:41 PM	7:46 PM	7:51 PM	7:55 PM
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6	1:00 PM	1:06 PM	1:11 PM	1:14 PM	1:19 PM	1:24 PM	1:27 PM	1:32 PM	1:36 PM	1:41 PM	1:46 PM	1:51 PM	1:55 PM

SHORT RANGE TRANSIT PLAN | FINAL PLAN

City of Guadalupe

	7	22	14	15	26	27	6	11	12	26	14	17	10
Trip #	10th & Obispo	Guadalupe & Olivera SB	Main & PSD	O'Connell Park	DJ Farms #1	DJ Farms #2	10th & Obispo	Flower & Birch	DJ Farms #1	DJ Farms #2	O'Connell Park	5th & Tog WB	10th & Obispo
7	2:00 PM	2:06 PM	2:11 PM	2:14 PM	2:19 PM	2:24 PM	2:27 PM	2:32 PM	2:36 PM	2:41 PM	2:46 PM	2:51 PM	2:55 PM
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SUNDAY													
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2	11:00 AM	11:06 AM	11:11 AM	11:14 AM	11:19 AM	11:24 AM	11:27 AM	11:32 AM	11:36 AM	11:41 AM	11:46 AM	11:51 AM	11:55 AM
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4	1:00 PM	1:06 PM	1:11 PM	1:14 PM	1:19 PM	1:24 PM	1:27 PM	1:32 PM	1:36 PM	1:41 PM	1:46 PM	1:51 PM	1:55 PM
5	2:00 PM	2:06 PM	2:11 PM	2:14 PM	2:19 PM	2:24 PM	2:27 PM	2:32 PM	2:36 PM	2:41 PM	2:46 PM	2:51 PM	2:55 PM
6	3:00 PM	3:06 PM	3:11 PM	3:14 PM	3:19 PM	3:24 PM	3:27 PM	3:32 PM	3:36 PM	3:41 PM	3:46 PM	3:51 PM	3:55 PM

APPENDIX B

Passenger Survey



GUADALUPE FLYER PASSENGER SURVEY

For official use only:

Route:

Date:

Time:

IMPORTANT: Please tell us about the one-way trip you are making now. The answers are completely confidential.
If you have already filled out a survey, please DO NOT fill out another one.

1. Where are you coming FROM?

- | | |
|---|---|
| <input type="checkbox"/> ₁ Home | <input type="checkbox"/> ₅ Shopping |
| <input type="checkbox"/> ₂ Work | <input type="checkbox"/> ₆ Medical/Dental |
| <input type="checkbox"/> ₃ Recreation or social | <input type="checkbox"/> ₇ Other (please specify): _____ |
| <input type="checkbox"/> ₄ School/College: _____ | |

2. Where are you going TO?

- | | |
|---|---|
| <input type="checkbox"/> ₁ Home | <input type="checkbox"/> ₅ Shopping |
| <input type="checkbox"/> ₂ Work | <input type="checkbox"/> ₆ Medical/Dental |
| <input type="checkbox"/> ₃ Recreation or social | <input type="checkbox"/> ₇ Other (please specify): _____ |
| <input type="checkbox"/> ₄ School/College: _____ | |

3. Where did you BEGIN your trip today? (Beginning of your trip, such as home or work location, NOT the bus stop.)

Please list the nearest intersection:

Street #1: _____ Street #2: _____

Example: 10th Street & Olivera Street

4. Where is the FINAL DESTINATION of your trip? (End of your trip, such as home or work location, NOT the bus stop.)

Please list the nearest intersection:

Street #1: _____ Street #2: _____

Example: 10th Street & Olivera Street

5. Did you transfer TO this bus FROM another bus?

- ₁ Yes (From route _____) ₂ No

9. Was a car available to you for this particular trip?

- ₁ Yes
- ₂ Yes, but it would have caused an inconvenience for someone else
- ₃ No, I did not have a car available to me

6. Will you transfer FROM this bus TO another bus?

- ₁ Yes (To route _____) ₂ No

7. How often do you ride the Guadalupe Flyer? (Check one)

- | | |
|---|---|
| <input type="checkbox"/> ₁ 6 days/week | <input type="checkbox"/> ₄ 1-4 days/month |
| <input type="checkbox"/> ₂ 2-5 days/week | <input type="checkbox"/> ₅ Less than 1 day/month |
| <input type="checkbox"/> ₃ Once per week | <input type="checkbox"/> ₆ First time on Flyer |

10. How did you pay your fare for this trip? (Check one)

- | | |
|---|--|
| <input type="checkbox"/> ₁ Regular fare — cash | <input type="checkbox"/> ₅ Senior fare — cash |
| <input type="checkbox"/> ₂ Regular fare — monthly pass | <input type="checkbox"/> ₆ Senior fare — monthly pass |
| <input type="checkbox"/> ₃ Student fare — cash | <input type="checkbox"/> ₇ Disabled fare — cash |
| <input type="checkbox"/> ₄ Student fare — monthly pass | <input type="checkbox"/> ₈ Disabled fare — monthly pass |
| | <input type="checkbox"/> ₉ \$10 Punch Pass |

8. If the Guadalupe Flyer service were not available, how would you have made this trip? (Check one)

- | | |
|--|---|
| <input type="checkbox"/> ₁ Drive alone | <input type="checkbox"/> ₅ Walk |
| <input type="checkbox"/> ₂ Someone would drive me | <input type="checkbox"/> ₆ Bike |
| <input type="checkbox"/> ₃ Carpool/vanpool | <input type="checkbox"/> ₇ Would not make trip |
| <input type="checkbox"/> ₄ Taxi | <input type="checkbox"/> ₈ Other: _____ |

OVER ►

APPENDIX C

Public Hearing Procedures

GUADALUPE TRANSIT

PUBLIC HEARING PROCEDURES FOR MAJOR SERVICE OR FARE CHANGES

I. BACKGROUND

Guadalupe Transit is required by the Federal Transit Act, as amended through 1992, to establish a policy which defines a process to solicit and consider public comment prior to raising fares or implementing a major reduction in transit services.

II. GUADALUPE TRANSIT POLICY STATEMENT

- A. It shall be Guadalupe Transit's policy that public comment be solicited prior to:
1. Any permanent change which increases fares of Guadalupe Transit's fixed route or ADA Demand Response services.
 2. A twenty-five percent (25%) or more reduction of the number of daily transit revenue miles of a route (the total number of miles operated by all vehicles in revenue service for a particular day of the week on an individual route).
 3. A twenty-five percent (25%) or more reduction of the number of transit route miles of a route (the total mileage covered during one round trip by a vehicle in revenue service on a particular route).
 4. A proposed introduction of a new route.
- B. It shall be Guadalupe Transit's policy that the following would be exempt from public comment and public hearing:
1. A minor change in fare or service. Examples would be temporarily reduced or promotional fares, minor route modifications or temporary route changes due to street construction or minor schedule changes.
 2. Experimental or emergency service or fare changes expected to exist fewer than one hundred and eighty (180) days and standard seasonal variations in service. If these changes ultimately continue to remain in effect for more than the one hundred and eighty (180) days, they will be the subject of public comment and public hearing.

III. PUBLIC NOTIFICATION

When required, the public comment process will begin by informing the City Council of the need for a public hearing and/or the publishing of a legal notice thirty (30) calendar days in advance of the public hearing or open house date in the local newspaper of general circulation. This notice will set a specific place, date, and time for one or more

public hearings or open house. Written comments will also be accepted on the proposed changes twenty (20) calendar days beyond initial publishing of the legal notice.

Legal notices will inform the public of the proposed actions, which initiated the public comment process. Press releases will also be prepared and sent to the local media. Patrons of routes proposed for adjustment will be notified of the public comments process by displaying pamphlets or posters on bus shelters on the route(s) affected.

IV. SCHEDULING PUBLIC HEARING(S)

The public hearing(s) and/or open house(s) will be scheduled and conducted by a knowledgeable and suitable representative of the City as determined by the City Administrator and a representative of the transit contractor at the time, date, and place designated. The facility utilized for public hearings and open houses will be accessible to persons with disabilities. Special arrangements will be made for sight or hearing impaired persons if requested. In keeping with the City's Limited English Proficiency (LEP) Policy, public hearings and open houses shall include the capacity to provide Spanish language translation.

V. PROCEDURES OF CONDUCTING PUBLIC COMMENT PROCESS

- A. **Public Hearing.** Forms shall be available to attendees to register their presence and desire to speak. Public hearings will begin with a reading of the public notice, purpose, and the proposed action which has necessitated the public hearing. After an explanation of the proposed action is completed, the public will be invited to offer their comment. Each comment will be limited to three (3) minutes. After all registered persons have commented, a final opportunity will be offered for any additional public comment. This offering will precede the close of the public hearing.
- B. **Open House.** Open house is a less formal public hearing comment process where staff and a consultant can explain the changes to attendees on a small group or one-on-one basis. Attendees would be requested to complete a survey or public comment form and sign-in. Generally, the summary of proposed changes would be displayed around the room and/or presented. Staff, as appropriate, may introduce the changes in a summary fashion. Staff would then interact with attendees to stimulate feedback.

VI. DOCUMENTATION OF PUBLIC HEARINGS

Official records of Guadalupe Transit public hearing on fare or service adjustments will be generated by:

- A. Affidavits of newspaper publications of public notices.
- B. Press releases conveying information on upcoming public hearings.
- C. Tape recordings, minutes, public comment forms, or certified verbatim transcripts of proceedings.

VII. ADDRESSING PUBLIC COMMENTS RECEIVED

All relevant comments received verbally or in writing at a public hearing, or as otherwise conveyed to Guadalupe Transit prior to the established deadline, will be summarized in a written report which will include the original public comments. The report will be made available to the City Administrator and any special committee designated by the City Council for this transit matter for input and/or comments to be included in an advisory recommendation to the City Council..

VIII. ADMINISTRATORS

The City council will be notified of all public comment solicitations in advance of all scheduled public hearings on fare and service adjustments. A subsequent report on public comment received will be provided to the City Council along with staff/special committee recommendations for final disposition of the issues. Upon review by the City Council, staff will be directed accordingly to proceed with or amend the recommended service and/or fare adjustments.