



REPORT TO THE CITY COUNCIL OF THE CITY OF GUADALUPE
Agenda of January 12, 2021

A handwritten signature in blue ink, appearing to read "Shannon Sweeney", written over a horizontal line.

Prepared by:
Shannon Sweeney
Public Works Director/City Engineer

A handwritten signature in black ink, appearing to read "Todd Bodem", written over a horizontal line.

Approved by:
Todd Bodem, City Administrator

SUBJECT: Short Range Transit Plan (SRTP)

RECOMMENDATION:

That the City Council adopt the Short Range Transit Plan

DISCUSSION:

A SRTP evaluates the current transit operations, reviews existing and potential revenue sources, assesses community development, identifies potential options to address issues, and determines a preferred alternative and prepares an implementation plan.

The last City of Guadalupe SRTP was completed in July 2014 and was valid from 2015 through June 2020. Significant community development has occurred since that time and a new SRTP was warranted. Also, maintaining an updated SRTP helps the City to maintain its eligibility for state and federal funding as well as improve the City's ability to compete for grant opportunities associated with transit programs. Moore & Associates was hired through competitive bidding to complete the updated SRTP.

During the development of the SRTP, City staff and the consultant brought forth information to City Council on August 11, 2020, August 25, 2020, and October 27, 2020. This final document is a culmination of the discussion, input, and evaluation of the City of Guadalupe transit system.

FISCAL IMPACT:

The consultant team completed this project for the bid amount of \$49,923.83.

ATTACHMENTS:

1. Resolution No. 2021-02
2. Short Range Transit Plan

RESOLUTION NO. 2021-02

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY GUADALUPE
ADOPTING THE SHORT RANGE TRANSIT PLAN**

WHEREAS, the City of Guadalupe Short Range Transit Plan (SRTP) was due to be updated; and

WHEREAS, Moore and Associates was hired through a competitive bidding process to complete this update; and

WHEREAS, Council and public input on the development of this plan was solicited at Council meetings on August 11, 2020, August 25, 2020, and October 27, 2020; and

WHEREAS, maintaining an updated SRTP helps the City to maintain its eligibility for state and federal funding as well as improve the City's ability to compete for grant opportunities associated with transit programs.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Guadalupe as follows:

The City Council hereby adopts the report entitled, "Short Range Transit Plan."

PASSED, APPROVED AND ADOPTED at a regular meeting on the 12th day of January 2021 by the following vote:

MOTION:

AYES:

NOES:

ABSENT:

ABSTAIN:

I, Todd Bodem, Deputy City Clerk of the City of Guadalupe DO HEREBY CERTIFY that the foregoing Resolution, being **Resolution No. 2021-02**, has been duly signed by the Mayor and attested by the City Clerk, all at a regular meeting of the City Council, held January 12, 2021, and that same was approved and adopted.

ATTEST:

Todd Bodem, Deputy City Clerk

Ariston Julian, Mayor

APPROVED AS TO FORM:

Philip Sinco, City Attorney



City of Guadalupe

Short Range Transit Plan

FINAL REPORT
DECEMBER 2020





Table of Contents

- Executive Summary 1
- Chapter 1 | Assessment of Existing Conditions 3
 - 1.1 Demographics and Economic Characteristics..... 3
 - 1.2 Population Growth Trends 11
 - 1.3 Recent, Planned, and Proposed Developments 11
- Chapter 2 | Evaluation of Existing Transit Services..... 13
 - 2.1 Service Overview 13
 - 2.2 Performance Assessment..... 14
 - 2.3 Ridecheck and Observation..... 17
- Chapter 3 | Service Alternatives 25
 - 3.1 Option A: Maintain the Status Quo..... 25
 - 3.2 Option B: Adjust Guadalupe Flyer Routing within Guadalupe 25
 - 3.3 Option C: Divide Guadalupe Flyer Service into Express Portion and In-Town Portion 26
 - 3.4 Option D: Operate Guadalupe Flyer only during Peak Hours and Operate
a Deviated Fixed-Route Service within Guadalupe during Off-Peak Hours 26
 - 3.5 Option E: Reduce the Amount of Service Provided by Guadalupe Flyer on Sunday 27
 - 3.6 Option F: Provide Evening and/or Weekend Service through
Subsidized Uber/Lyft/Taxi Agreement..... 27
 - 3.7 Option G: Merge the City’s Transit Program into the City of Santa Maria’s
Transit Program (SMAT)..... 27
- Chapter 4 | Public Engagement 29
 - 4.1 ADA Customer Survey 30
 - 4.2 Community Survey..... 37
 - 4.3 Project Webpage 43
 - 4.4 Community Meetings..... 43
 - 4.5 Virtual “Open House” 45
 - 4.6 Presentations..... 45





Chapter 5 | Operations, Financial, and Capital Plans..... 47

 5.1 Two-Route Guadalupe Flyer Operations Plan 48

 5.2 Reduction of Sunday Service 52

 5.3 Evening and/or Weekend Service through a Subsidized Uber/Lyft/taxi agreement..... 54

 5.4 Financial Plans 57

 5.5 Capital Plan..... 73

Appendix A | Survey Instruments 77

Appendix B | Service Alternatives Presentation 85

Appendix C | Project Webpage..... 97



Table of Exhibits

- Exhibit 1.1.1 American Community Survey 5-Year Estimates – City of Guadalupe 4
- Exhibit 1.1.2 American Community Survey 5-Year Estimates – Census Block Groups 5
- Exhibit 1.1.3 Population by Census Block Group 6
- Exhibit 1.1.4 Youth by Census Block Group 7
- Exhibit 1.1.5 Seniors by Census Block Group 8
- Exhibit 1.1.6 Low-Income Households by Census Block Group 9
- Exhibit 1.1.7 Persons with Disabilities by Census Block Group 10
- Exhibit 1.2.1 Population Trend Estimates 11
- Exhibit 1.2.3 Key Developments 12
- Exhibit 2.1.1 Guadalupe Flyer Fares 13
- Exhibit 2.2.1 Fixed-Route Service Performance (Flyer and Shuttle) 15
- Exhibit 2.2.2 Demand-Response Service Performance (ADA Paratransit) 16
- Exhibit 2.3.1 Guadalupe Flyer Boardings by Trip 18
- Exhibit 2.3.2 Guadalupe Transit Performance Metrics (July-December 2019) 19
- Exhibit 4.1.1 Response language 31
- Exhibit 4.1.2 Ridership duration 31
- Exhibit 4.1.3 Frequency of use 31
- Exhibit 4.1.4 Trip purpose 32
- Exhibit 4.1.5 Travel destinations 32
- Exhibit 4.1.6 Transit mode 32
- Exhibit 4.1.7 Usage motivators 33
- Exhibit 4.1.8 Mobility impairment 33
- Exhibit 4.1.9 Ability to obtain desired reservation time 34
- Exhibit 4.1.10 Travel companion 34
- Exhibit 4.1.11 Preferred improvements 34
- Exhibit 4.1.12 Mobility options 35
- Exhibit 4.1.13 Respondent age 35
- Exhibit 4.1.14 Information channel/mechanism 35
- Exhibit 4.1.15 Satisfaction ratings 36
- Exhibit 4.2.1 Survey Language 38
- Exhibit 4.2.2 Transit Usage 38
- Exhibit 4.2.3 Mode/Service Used 39
- Exhibit 4.2.4 Primary Motivators 39
- Exhibit 4.2.5 Frequency of use 40
- Exhibit 4.2.6 Primary Barrier to Using Transit 40
- Exhibit 4.2.7 Preferred service improvements 41
- Exhibit 4.2.7a Preferred service improvements: other responses 41
- Exhibit 4.2.8 Preferred information source 42
- Exhibit 4.2.9 Household vehicles 42
- Exhibit 4.2.10 Most common destinations 42





Short Range Transit Plan

City of Guadalupe

Final Report

Exhibit 4.2.11 Household vehicles..... 43

Exhibit 4.4.1 August 11 City Council Comment Cards 44

Exhibit 5.1.1 Guadalupe Flyer Local Route 48

Exhibit 5.1.2 Guadalupe Flyer Express Route..... 49

Exhibit 5.1.3 Proposed Service Schedule – Local Route (Monday – Saturday) 50

Exhibit 5.1.4 Proposed Service Schedule – Express Route (Monday – Saturday) 51

Exhibit 5.1.5 Status Quo Operating Costs, Monday - Saturday (FY 2018/19 data) 52

Exhibit 5.1.6 Fixed-Route and ADA Paratransit Cost Estimate, Monday - Saturday 52

Exhibit 5.1.7 Deviated Fixed-Route Cost Estimate, Monday - Saturday..... 52

Exhibit 5.2.1 Proposed Sunday Route Schedule..... 53

Exhibit 5.2.2 Status Quo Sunday Service Costs (FY 2018/19 Data) 53

Exhibit 5.2.3 Fixed-Route Reduced Sunday Route Service Costs 53

Exhibit 5.2.4 Deviated Fixed-Route Reduced Sunday Route Service Costs 53

Exhibit 5.3.1 Proposed Weekday Service Schedule with TNC/Taxi Program..... 55

Exhibit 5.3.2 Cost Estimate for TNC/Taxi Program 56

Exhibit 5.3.3 Proposed Weekday and Saturday Service Schedule with TNC/Taxi Program 56

Exhibit 5.4.1.1 Baseline Financial Plan (Status Quo) 60

Exhibit 5.4.2.1 Two-Route Non-deviated Fixed-Route with Reduced Sunday Service – Financial Plan 61

Exhibit 5.4.2.2 Two-Route Non-deviated Fixed-Route with Reduced Sunday Service
with AHSC Grant Funding – Financial Plan 62

Exhibit 5.4.2.3 Two-Route Non-deviated Fixed-Route with TNC/Taxi Program – Financial Plan 63

Exhibit 5.4.2.4 Two-Route Non-deviated Fixed-Route with TNC/Taxi Program
with AHSC Grant Funding – Financial Plan 64

Exhibit 5.4.2.5 Two-Route Non-deviated Fixed-Route with TNC/Taxi Program
(Sunday-only Option)– Financial Plan 65

Exhibit 5.4.2.6 Two-Route Non-deviated Fixed-Route with TNC/Taxi Program
(Sunday-only Option) with AHSC Grant Funding – Financial Plan 66

Exhibit 5.4.3.1 Two-Route Deviated Fixed-Route with Reduced Sunday Service – Financial Plan 67

Exhibit 5.4.3.2 Two-Route Deviated Fixed-Route with Reduced Sunday Service
with AHSC Grant Funding – Financial Plan 68

Exhibit 5.4.3.3 Two-Route Deviated Fixed-Route with TNC/Taxi Program – Financial Plan..... 69

Exhibit 5.4.3.4 Two-Route Deviated Fixed-Route with TNC/Taxi Program
with AHSC Grant Funding – Financial Plan 70

Exhibit 5.4.3.5 Two-Route Deviated Fixed-Route with TNC/Taxi Program
(Sunday-only Option) – Financial Plan..... 71

Exhibit 5.4.3.6 Two-Route Deviated Fixed-Route with TNC/Taxi Program (Sunday-only Option)
with AHSC Grant Funding – Financial Plan 72

Exhibit 5.5.1 Fleet Inventory 73

Exhibit 5.5.2 Fleet Replacement Plan 74

Exhibit 5.5.3 Bus Stop Improvement Plan..... 76

Exhibit 5.5.4 Capital Plan 76

Exhibit A.1 ADA Paratransit Survey (English) 79

Exhibit A.2 ADA Paratransit Survey (Spanish) 80





Short Range Transit Plan
City of Guadalupe
Final Report

Exhibit A.3 Community Survey (English)..... 81
Exhibit A.4 Community Survey (Spanish)..... 82
Exhibit A.5 Post-Presentation Online Survey (English)..... 83
Exhibit A.6 Post-Presentation Online Survey (Spanish)..... 84





This page intentionally blank.





Executive Summary

In early 2020, the City of Guadalupe engaged Moore & Associates, Inc. to prepare a Short-Range Transit Plan (SRTP) to guide the development of transit services in the city across the next five years. The SRTP is intended to evaluate current City services, capital assets, system oversight, and transit budget; review existing and potential revenue sources; analyze population growth and community development; identify potential transit service options to address issues; and determine a preferred alternative and prepare an implementation plan.

Several key issues were identified for consideration as part of the SRTP. These include:

- New and planned residential developments in Guadalupe (e.g., Pasadera and Escalante Meadows);
- Traffic congestion on Highway 166 which impacts travel times for the Guadalupe Flyer;
- The current 75-minute running time for the Flyer has been stretched as far as it can go;
- The current level of service is relatively low (Flyer service frequency is lower than the industry standard of 60 minutes); and
- Flyer service within Guadalupe and the Guadalupe Shuttle have overlapping service areas.

Statewide stay-at-home orders due to the COVID-19 pandemic were first introduced less than two months into the development of the SRTP. As a result, data collection and outreach activities had to be adjusted in order to successfully complete the project. Accommodations for the COVID-19 pandemic are noted within each chapter.

Chapter 1 of the SRTP provides an assessment of existing conditions within Guadalupe, including demographics; economic characteristics; population growth trends; and recent, planned, and proposed developments.

Chapter 2 offers an evaluation of existing transit services in Guadalupe, including the Flyer fixed-route service, the Shuttle demand-response service, and the ADA Paratransit service. The chapter provides an overview and performance assessment for each service. It also presents the results of ridecheck observations using data provided by SMOOTH, the operations contractor.

Chapter 3 presents the preliminary service alternatives designed to address the key issues cited above. Five stand-alone scenarios (Options A-D and G) and two add-on scenarios (Options E and F) are identified. Those scenarios are:

- Option A: Maintain the status quo;
- Option B: Adjust Guadalupe Flyer routing within Guadalupe;
- Option C: Divide Guadalupe Flyer service into an Express portion and in-town portion;
- Option D: Operate Guadalupe Flyer service only during peak hours and operate a deviated fixed-route service within Guadalupe during off-peak hours;
- Option E: Reduce the amount of service provided by Guadalupe Flyer on Sunday;
- Option F: Provide evening and/or weekend service through a subsidized Uber/Lyft/taxi agreement; and





- Option G: Merge the City's transit program into the City of Santa Maria's transit program (SMAT).

Chapter 4 details public engagement activities undertaken during the course of the SRTP project. While these activities were most affected by the COVID-19 pandemic, public engagement ultimately included an ADA Paratransit customer survey, community survey, project webpage, public presentation to the City Council, and virtual "open house." Two additional staff presentations were made to the City Council to provide additional information.

Chapter 5 focuses on the three service scenarios selected by the City Council for further development (Options C, E, and F). This chapter includes Operations Plans, Financial Plans, and Capital Plans for each scenario. It addresses route maps, service schedules, cost comparisons, five-year budget forecasts, vehicle replacement, and capital requirements for the preferred scenarios.

Appendix A contains all survey instruments used during SRTP development, while **Appendix B** consists of the Service Alternatives presentation to the City Council on August 11, 2020. Finally, **Appendix C** provides screenshots of the project webpage.





Chapter 1 | Assessment of Existing Conditions

The city of Guadalupe is located in northwest Santa Barbara County approximately midway between San Luis Obispo and Lompoc along Highway 1. Its closest neighbor, Santa Maria, is located approximately eight miles to the east along Highway 166.

Per the 2018 American Community Survey 5-Year estimates, the city of Guadalupe had nearly 8,000 residents. Guadalupe is currently experiencing a significant increase in housing supply – most at affordable levels – ranging from multi-family units to single-family houses. Hundreds of units are expected to become available across the next few years, translating to thousands of new residents.

1.1 Demographics and Economic Characteristics

The city of Guadalupe is home to approximately 8,000 residents. Of these, one-third (33.7 percent) are age 18 or younger. The highest percentage of youth reside near in the center of the city. Another 10.4 percent of the population is age 65 and above. This cohort is least likely to live near the center of the city, with the highest percentage residing north of Ninth Street and south of Main Street.

Slightly more individuals reside in owner-occupied units (51.0 percent) than renter-occupied (49.0 percent). Nearly 30 percent of residents have annual household incomes below \$30,000, and the majority of residents (56.0 percent) have household incomes below \$50,000. The median household income in Guadalupe is \$45,361; \$26,296 less than Santa Barbara county (\$71,657) and \$14,932 less than California at-large (\$60,293).

Nearly one-quarter of employed residents 16 years and above reside in a household with limited vehicle access (0-1 vehicles), while 4.3 percent live in households with no vehicle access at all.

The majority of residents (77.2 percent) identify as “white only” followed by “some other race” (13.8 percent). The balance of options were below four percent each. 90.4 percent identify as “Hispanic or Latino of any race”. Approximately 8.4 percent of residents indicated having some form of disability impacting their personal mobility. The highest percentage of this cohort reside west of Tognazzini Avenue.





Short Range Transit Plan

City of Guadalupe

Final Report

Exhibit 1.1.1 American Community Survey 5-Year Estimates – City of Guadalupe

2014-18 American Community Survey 5-year Estimates	City of Guadalupe	
	Total	Percent
Population		
Total Population	7,350	100.0%
Housing		
Owner-occupied	1,028	51.0%
Renter-occupied	986	49.0%
Ethnicity		
White Alone	5,676	77.2%
Black/African-American Alone	35	0.5%
Native American alone	134	1.8%
Asian alone	275	3.7%
Native Hawaiian/Pacific Islander alone	72	1.0%
Some other race alone	1,015	13.8%
Two or more races	143	1.9%
Hispanic/Latino (of any race)	6,641	90.4%
Household Income		
Less than \$10,000	71	3.5%
\$10,000 to \$14,999	78	3.9%
\$15,000 to \$19,999	90	4.5%
\$20,000 to \$24,999	131	6.5%
\$25,000 to \$29,999	203	10.1%
\$30,000 to \$34,999	182	9.0%
\$35,000 to \$39,999	93	4.6%
\$40,000 to \$44,999	146	7.2%
\$45,000 to \$49,999	134	6.7%
\$50,000 to \$59,999	215	10.7%
\$60,000 to \$74,999	146	7.2%
\$75,000 to \$99,999	193	9.6%
\$100,000 to \$124,999	245	12.2%
\$125,000 to \$149,999	34	1.7%
\$150,000 to \$199,999	42	2.1%
\$200,000 or more	11	0.5%
Median income	\$	45,361
Disability		
Disability	621	8.4%
Age		
Under 18	2,478	33.7%
65 and older	767	10.4%
Vehicle Access (Workers 16 years and older)		
Total	3,200	100.0%
No Vehicle Available	138	4.3%
1 vehicle available	576	18.0%
2 vehicles available	883	27.6%
3 or more vehicles available	1,603	50.1%



Exhibit 1.1.2 American Community Survey 5-Year Estimates – Census Block Groups

2014-18 American Community Survey 5-year Estimates	Santa Barbara County Census Tract 25.02								
	Block Group 1		Block Group 2		Block Group 3		Block Group 4		Total
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	
Population									
Total Population	1,116	14.8%	3,265	43.4%	1,207	16.1%	1,931	25.7%	7,519
Population by Housing Unit Type									
Owner-occupied	555	49.7%	2,368	72.5%	168	13.9%	571	29.6%	3,662
Renter-occupied	561	50.3%	897	27.5%	1,039	86.1%	1,360	70.4%	3,857
Ethnicity									
White Alone	708	63.4%	2,515	77.0%	1,105	91.5%	1,487	77.0%	5,815
Black/African-American Alone	0	0.0%	6	0.2%	16	1.3%	24	1.2%	46
Native American alone	0	0.0%	134	4.1%	0	0.0%	0	0.0%	134
Asian alone	131	11.7%	89	2.7%	0	0.0%	55	2.8%	275
Native Hawaiian/Pacific Islander alone	72	6.5%	0	0.0%	0	0.0%	0	0.0%	72
Some other race alone	173	15.5%	460	14.1%	53	4.4%	348	18.0%	1,034
Two or more races	32	2.9%	61	1.9%	33	2.7%	17	0.9%	143
Hispanic/Latino (of any race)	947	84.9%	3,016	92.4%	1,021	84.6%	1,790	92.7%	6,774
Household Income									
Less than \$10,000	30	9.3%	17	1.9%	24	6.6%	0	0.0%	71
\$10,000 to \$14,999	0	0.0%	63	6.9%	0	0.0%	15	3.1%	78
\$15,000 to \$19,999	30	9.3%	0	0.0%	28	7.7%	32	6.7%	90
\$20,000 to \$24,999	38	11.8%	26	2.8%	50	13.7%	17	3.5%	131
\$25,000 to \$29,999	21	6.5%	105	11.5%	5	1.4%	72	15.0%	203
\$30,000 to \$34,999	48	15.0%	23	2.5%	63	17.2%	77	16.1%	211
\$35,000 to \$39,999	0	0.0%	54	5.9%	31	8.5%	8	1.7%	93
\$40,000 to \$44,999	11	3.4%	92	10.1%	13	3.6%	43	9.0%	159
\$45,000 to \$49,999	0	0.0%	44	4.8%	50	13.7%	47	9.8%	141
\$50,000 to \$59,999	42	13.1%	96	10.5%	33	9.0%	44	9.2%	215
\$60,000 to \$74,999	46	14.3%	51	5.6%	39	10.7%	17	3.5%	153
\$75,000 to \$99,999	12	3.7%	169	18.5%	15	4.1%	6	1.3%	202
\$100,000 to \$124,999	43	13.4%	122	13.4%	15	4.1%	65	13.6%	245
\$125,000 to \$149,999	0	0.0%	26	2.8%	0	0.0%	8	1.7%	34
\$150,000 to \$199,999	0	0.0%	14	1.5%	0	0.0%	28	5.8%	42
\$200,000 or more	0	0.0%	11	1.2%	0	0.0%	0	0.0%	11
Disability									
Disability	21	3.6%	253	13.0%	29	4.8%	39	4.2%	342
Age									
Under 18	381	34.1%	826	25.3%	413	34.2%	870	45.1%	2,490
65 and older	148	13.3%	324	9.9%	194	16.1%	135	7.0%	801





Exhibit 1.1.3 Population by Census Block Group

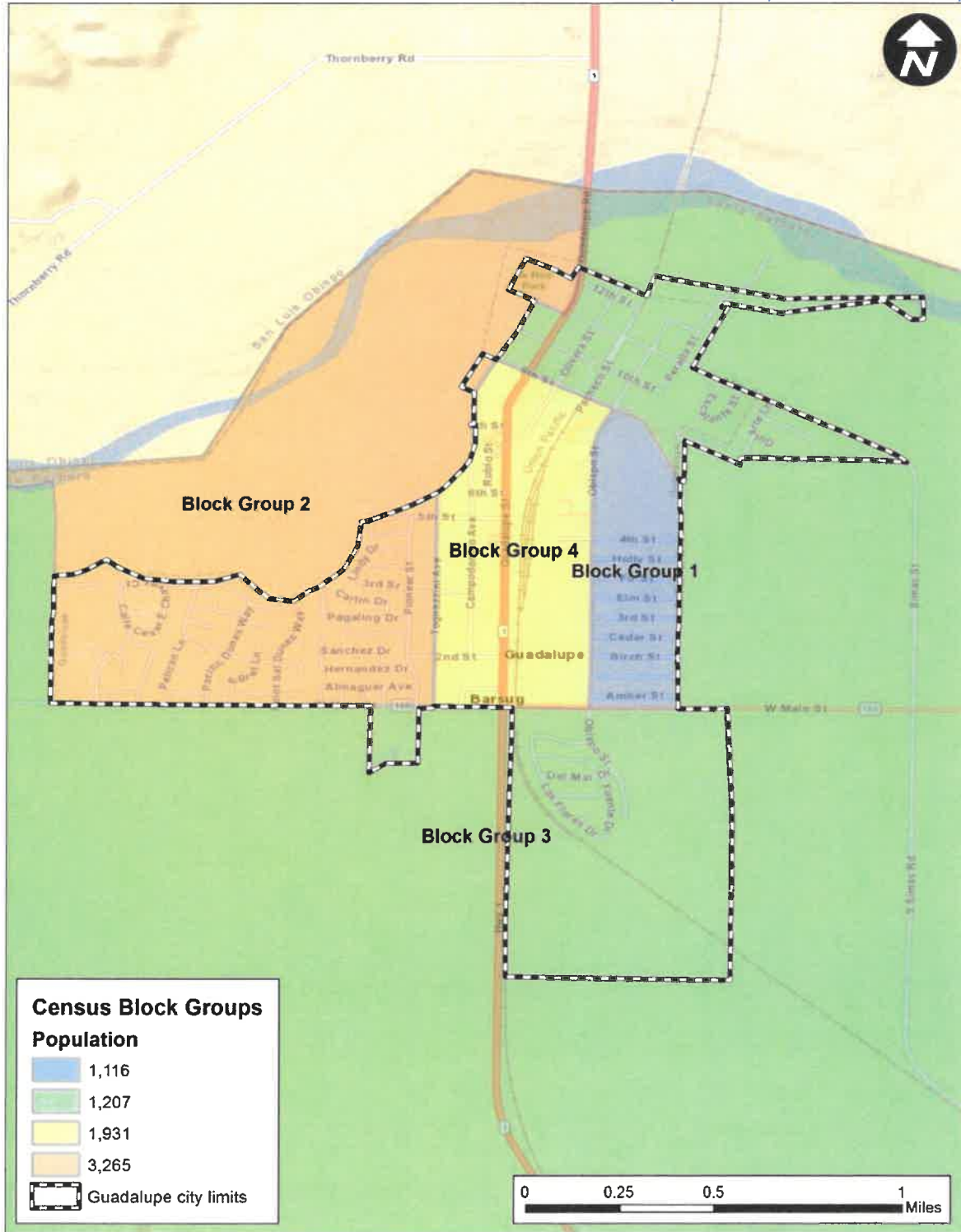




Exhibit 1.1.4 Youth by Census Block Group





Exhibit 1.1.5 Seniors by Census Block Group

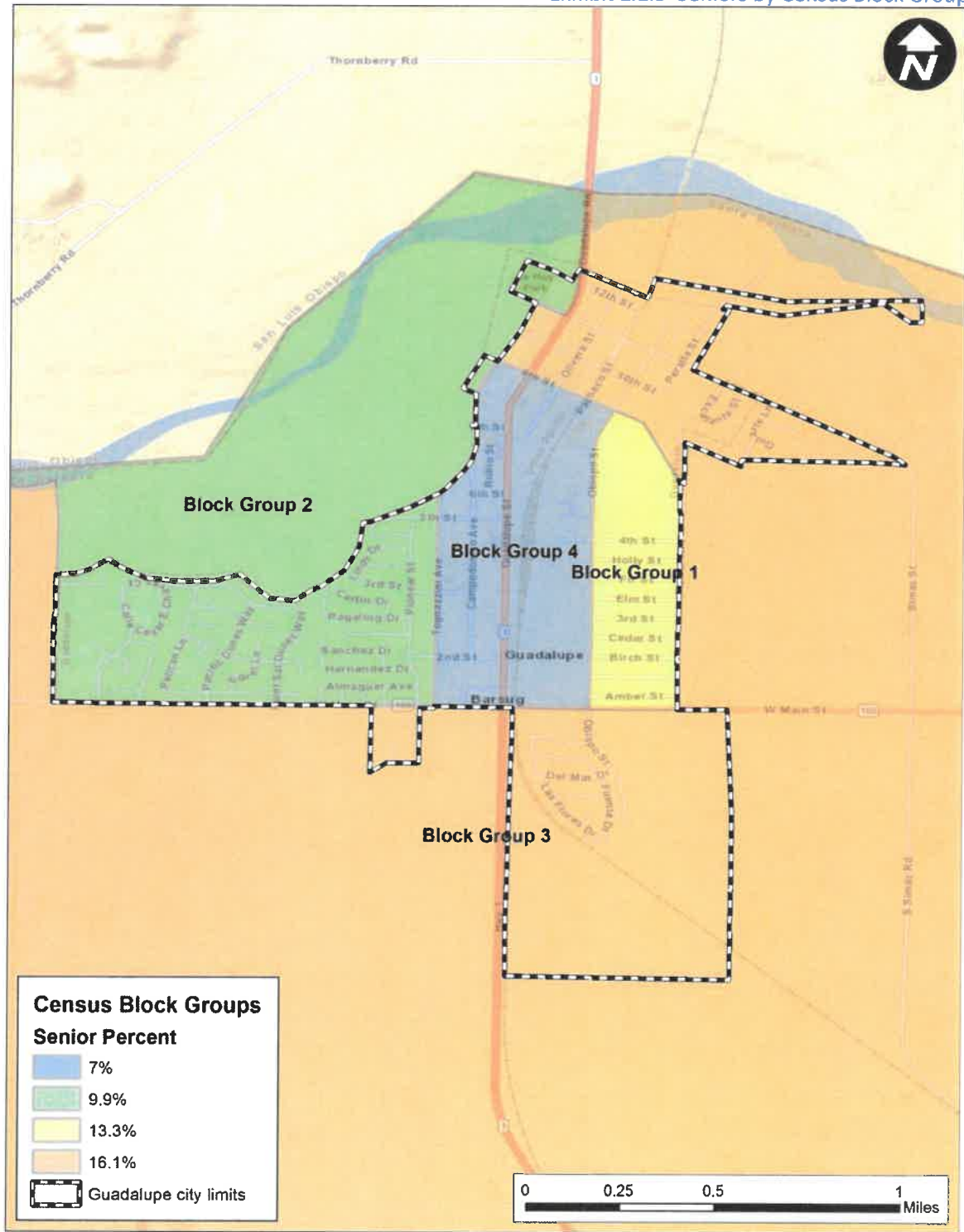


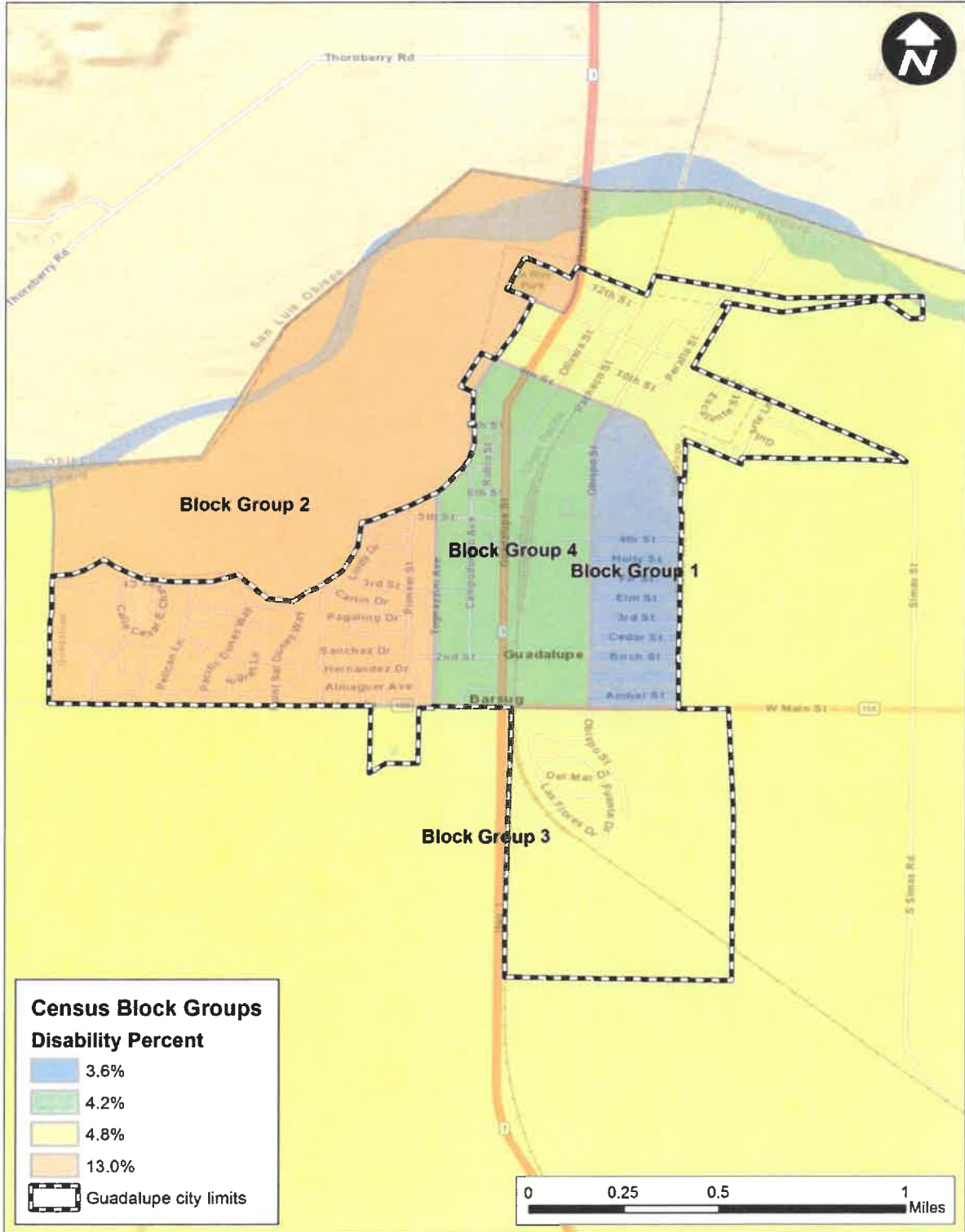


Exhibit 1.1.6 Low-Income Households by Census Block Group





Exhibit 1.1.7 Persons with Disabilities by Census Block Group





1.2 Population Growth Trends

In the last four years, Guadalupe’s population growth rate nearly matched that of Santa Barbara county. The city’s population has increased 2.7 percent between 2014 and 2018.

Recent developments across the city, notably Pasadera Homes, have impacted (and will continue to impact) the number residents in Guadalupe. Pasadera Homes will have 802 units at buildout and the total number of residents from this development is estimated to be approximately 3,130. The city expects a population build-out of nearly 12,000 residents in the next few years.

According to the mayor (in an interview with KEYT in December 2019), he expects the Pasadera development to bring 5,200 new residents. He also expects the city’s population to exceed 11,000 in the next several years.

Exhibit 1.2.1 Population Trend Estimates

Community	Total Population: ACS 5-Year			Change 2010-2018		Change 2014-2018		2022
	2010	2014	2018	Number	Percent	Number	Percent	Population Projection
Guadalupe	6,770	7,160	7,350	580	8.6%	190	2.7%	7,545
Orcutt	28,696	30,266	30,493	1,797	6.3%	227	0.8%	30,722
Santa Maria	94,645	101,468	105,483	10,838	11.5%	4,015	4.0%	109,657
Santa Barbara County	416,051	431,555	443,738	27,687	6.7%	12,183	2.8%	456,265

Note: 2022 projection reflects 2014-18 growth rates.

1.3 Recent, Planned, and Proposed Developments

Planned and proposed developments shown in Exhibit 1.2.3 vary in proximity to current Guadalupe Flyer bus stops. Developments #5 (856 Pioneer Street) and #2 (Escalante Meadows) are within a quarter-mile of a bus stop. Development #6 (Guadalupe Community Center) is within a half-mile of a bus stop.

The remaining developments are appreciably further from an existing bus stop. Developments #1 (Pasadera Homes) and #7 (Junior High School) will bring large new populations, as well as commercial properties along Main Street. As designed, this community does not include any transit-supporting infrastructure.

Development #1 (Pasadera Homes) currently has one access point via an uncontrolled intersection at Obispo and Main Streets. The development will eventually include a second access point at another uncontrolled intersection (Flower Avenue and Main Street). The Guadalupe Mobility Revitalization Plan includes recommendations to transform such intersections into controlled intersections. The Preferred Growth Scenario Circulation Map in the 2040 General Plan also identifies these two intersections as improvement opportunities.

Development #3 (Peoples’ Self-Help Housing) and #4 (11th Street Apartments) will bring additional multi-unit housing along Eleventh Street, approximately one-half mile from an existing bus stop. However, there is no sidewalk along Eleventh Street between Gularte Lane and the developments.





Exhibit 1.2.3 Key Developments



Source: City of Guadalupe. Recent and Planned Development. February 2020.





Chapter 2 | Evaluation of Existing Transit Services

2.1 Service Overview

At the time of the SRTP project initiation, there were three distinct public transit services comprising Guadalupe Transit. All operations are contracted to the Santa Maria Organization of Transportation Helpers (SMOOTH).

Guadalupe Flyer

The Guadalupe Flyer is fixed-route bus service open to the general public. The Flyer features a single-direction loop within Guadalupe as well as a bi-directional route segment linking Guadalupe with the Santa Maria Transit Center (400 Boone Street, Santa Maria). The local portion of the route serves 12 stops within Guadalupe, including the Amtrak station. Within Santa Maria, the route serves the transit center as well as two additional locations along Highway 166. The route operates on 75-minute headways.

The service operates from 6:15 a.m. to 7:50 p.m. Monday through Saturday, offering 11 round trips that originate and terminate in Santa Maria. Sunday service operates from 8:45 a.m. to 6:35 p.m., offering eight round trips. Sunday service is also operated on Presidents Day, Memorial Day, and Labor Day holidays. The service does not operate on New Year’s Day, Easter Sunday, Independence Day, Thanksgiving Day, and Christmas Day.

The base one-way fare is \$1.50. Reduced fares are available for students, seniors age 60 and older, and persons with disabilities. Monthly unlimited use passes and a punch pass are also available.

Exhibit 2.1.1 Guadalupe Flyer Fares

Fare Category	Fare
Single-ride fares	
General public	\$1.50
Student	\$1.00
Seniors	\$0.75
Disabled/Medicare Card/ADA Certified	\$0.75
Children under 6 (up to 3 per fare-paying customer)	Free
Multi-ride fares	
General public monthly pass	\$45
Student monthly pass	\$25
Senior monthly pass	\$25
Disabled/Medicare Card/ADA Certified monthly pass	\$25
Punch pass	\$10





Guadalupe Shuttle

The Guadalupe Shuttle is a shared-ride, reservation-based service open to the general public. The Shuttle operates solely within Guadalupe and ride requests are honored on an as-received basis. The Shuttle operates from 10:00 a.m. to 4:00 p.m. Monday through Friday. The service does not operate on New Year's Day, Presidents Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

The base one-way fare is fifty cents. A reduced fare (25 cents) is available to students, seniors age 60 and older, and persons with disabilities. Up to three children under age six ride free with a fare-paying customer.

ADA Paratransit Service

A complementary paratransit program serving ADA-certified individuals is provided for those needing to travel within ¾ mile of the Guadalupe Flyer route, including destinations in Santa Maria and Orcutt. Service is provided in Guadalupe, Santa Maria, and the unincorporated community of Orcutt. This is a shared-ride, reservation-based service operating seven days/week during the same hours as the Guadalupe Flyer.

Fares for the ADA service are three dollars per trip, or six dollars for a round trip. Trips can be scheduled up to 14 days in advance, and the service allows the scheduling of subscription (repeat) trips. SMOOTH is responsible for verifying eligibility for the ADA service, which it handles through an in-house application process. Any denials may be appealed through an established appeals process.

Beginning April 13, 2020, Guadalupe Transit adjusted its operations in response to the COVID-19 pandemic. These temporary changes included implementing the Sunday/Holiday Guadalupe Flyer schedule on Monday through Saturday and eliminating Sunday service as well as suspension of the Guadalupe Shuttle service. In addition, no passenger fares were charged to limit contact, and social distancing was observed onboard the vehicles. As of the writing of this report, these changes remain in effect.

2.2 Performance Assessment

In reviewing system performance, it is necessary to look at both FY 2018/19 and FY 2019/20. FY 2018/19 can be considered the last "normal" year of operation, while FY 2019/20 reflects the impacts of COVID-19 (as will FY 2020/21).

Overall, ridership on all three services had generally been trending down between FY 2018/19 and the first half of FY 2019/20. Ridership on both the Flyer and Shuttle peaked in October 2018 and dipped to pre-COVID¹ lows in July 2019 (Shuttle) and December 2019 (Flyer). ADA Paratransit ridership peaked in August 2018 and saw its pre-COVID low point in February 2020.

Prior to COVID, vehicle service hours and vehicle service miles were largely predictable. The greatest variation occurred with the ADA Paratransit Service, which was solely dependent upon demand.

¹ Widespread response to the COVID-19 pandemic in the United States generally began in March 2020. As such, operations before March 2020 are considered "pre-COVID."





Operating costs and fare revenues for FY 2019/20 are divided between fixed-route and demand-response modes based on percentage of vehicle service hours. As a result, 90 percent of costs are included under fixed-route and 10 percent under demand-response. Performance data from FY 2017/18 and FY 2018/19 is taken from the City’s most recent Triennial Performance Audit.

In FY 2018/19, the fixed-route services saw an increase in operating cost and an 11.4 percent decrease in ridership. In FY 2019/20, ridership declined 26.8 percent, which was accompanied by a corresponding decrease in fare revenue.

Exhibit 2.2.1 Fixed-Route Service Performance (Flyer and Shuttle)

	FY 2017/18	FY 2018/19	FY 2019/20
Performance Metrics			
Operating Cost	\$417,898	\$442,926	\$443,216
Annual change (%)		6.0%	0.1%
Fare Revenue	\$67,337	\$62,313	\$43,752
Annual change (%)		-7.5%	-29.8%
Vehicle Service Hours	6,085	6,072	5,368
Annual change (%)		-0.2%	-11.6%
Vehicle Service Miles	98,204	97,658	88,507
Annual change (%)		-0.6%	-9.4%
Ridership	84,656	75,007	54,926
Annual change (%)		-11.4%	-26.8%
Performance Indicators			
Cost per VSH	\$68.68	\$72.95	\$82.56
Annual change (%)		6.2%	13.2%
Cost per VSM	\$4.26	\$4.54	\$5.01
Annual change (%)		6.6%	10.4%
Passengers per VSH	13.91	12.35	10.23
Annual change (%)		-11.2%	-17.2%
Passengers per VSM	0.86	0.77	0.62
Annual change (%)		-10.9%	-19.2%
Cost per Passenger	\$4.94	\$5.91	\$8.07
Annual change (%)		19.6%	36.6%
Farebox Recovery Ratio	16.1%	14.1%	9.9%
Annual change (%)		-12.7%	-29.8%
Average Fare per Passenger	\$0.80	\$0.83	\$0.80
Annual change (%)		4.4%	-4.1%





ADA Paratransit, which had experienced a 41 percent ridership increase in FY 2018/19, saw a 33.9 percent decrease in FY 2019/20. As a result, ridership had a net decrease of just 6.8 percent between FY 2017/18 and FY 2019/20. The decrease in vehicle service hours in FY 2019/20 was consistent with the decrease in ridership. As a result, passengers per vehicle service hour remained fairly consistent with FY 2018/19.

Exhibit 2.2.2 Demand-Response Service Performance (ADA Paratransit)

	FY 2017/18	FY 2018/19	FY 2019/20
Performance Metrics			
Operating Cost	\$43,238	\$62,781	\$45,086
Annual change (%)		45.2%	-28.2%
Fare Revenue	\$4,191	\$5,667	\$3,462
Annual change (%)		35.2%	-38.9%
Vehicle Service Hours	745	911	597
Annual change (%)		22.3%	-34.6%
Vehicle Service Miles	12,653	15,906	12,190
Annual change (%)		25.7%	-23.4%
Ridership	1,405	1,981	1,309
Annual change (%)		41.0%	-33.9%
Performance Indicators			
Cost per VSH	\$58.04	\$68.88	\$75.58
Annual change (%)		18.7%	9.7%
Cost per VSM	\$3.42	\$3.95	\$3.70
Annual change (%)		15.5%	-6.3%
Passengers per VSH	1.89	2.17	2.19
Annual change (%)		15.3%	1.0%
Passengers per VSM	0.11	0.12	0.11
Annual change (%)		12.2%	-13.8%
Cost per Passenger	\$30.77	\$31.69	\$34.44
Annual change (%)		3.0%	8.7%
Farebox Recovery Ratio	9.7%	9.0%	7.7%
Annual change (%)		-6.9%	-14.9%
Average Fare per Passenger	\$2.98	\$2.86	\$2.64
Annual change (%)		-4.1%	-7.5%





2.3 Ridecheck and Observation

Guadalupe Flyer

Data collection for the Short Range Transit Plan was intended to include a ridecheck onboard the Guadalupe Flyer from March 19 to 21, 2020. However, with the statewide stay-at-home order going into effect during that time, it became necessary to utilize data provided by the operations contractor. While the data provided by SMOOTH did not offer insight into on-time performance, it did provide information regarding boarding and alighting patterns by stop and by trip.

Boarding and alighting data was captured via onboard cameras between February 17 and March 3, 2020. Data from February 29 and March 1 were missing due to a camera malfunction. Two days (February 17 and February 23) operated on a Sunday/Holiday schedule.

During the observed period, 2,116 riders boarded the Guadalupe Flyer. Nearly half of all boardings occurred at three stops:

- Santa Maria Transit Center (475 boardings, 22.5 percent of total),
- Pioneer Street and 2nd Street (301 boardings, 14.2 percent of total), and
- Santa Maria Town Center (251 boardings, or 11.9 percent of total).

A total of 2,073 alightings were also observed during this period. Santa Maria Transit Center was also the primary alighting location, as 31.5 percent of customers (652 individuals) got off the bus there. Other popular alighting locations included:

- Main Street and Thornburg Street (Santa Maria) (204 alightings, 9.8 percent of total),
- Amber Street and Obispo Street (176 alightings, 8.5 percent of total),
- Pioneer Street and 2nd Street (164 alightings, 7.9 percent of total), and
- Guadalupe Street and Olivera Street (152 alightings, 8.3 percent of total).

A little more than half (55.4 percent) of boardings occurred in Guadalupe during this time period. Slightly more than 51 percent of alightings took place in Santa Maria.

With the exception of the last two trips of the day, each Flyer trip experienced an average of at least 10 boardings per round trip.

During the first three trips of the day (6:15 a.m., 7:30 a.m., and 8:45 a.m.), the majority of boardings occur in Guadalupe. This is also observed during the 11:15 a.m. trip. In the afternoon, the majority of boardings occur in Santa Maria. This suggests that many Flyer trips involve travel from Guadalupe to Santa Maria for employment, school, or other regular activities spanning much of the day.





Exhibit 2.3.1 Guadalupe Flyer Boardings by Trip

Trip (Start Time)	Boardings	Percent of Total	Number of Observed Trips	Average Boardings per Trip
6:15 a.m.	187	8.8%	12	15.6
7:30 a.m.	233	11.0%	12	19.4
8:45 a.m.	181	8.6%	14	12.9
10:00 a.m.	167	7.9%	14	11.9
11:15 a.m.	217	10.3%	14	15.5
12:30 p.m.	196	9.3%	14	14.0
1:45 p.m.	280	13.2%	14	20.0
3:00 p.m.	229	10.8%	14	16.4
4:15 p.m.	217	10.3%	14	15.5
5:30 p.m.	139	6.6%	14	9.9
6:45 p.m.	70	3.3%	12	5.8

Guadalupe Shuttle

Given the demand-response nature of the Guadalupe Shuttle, a formal ridecheck was not planned. Instead, we reviewed trip information provided by SMOOTH. This data included ridership data for trips provided between February 18 and March 10, 2020.

The Shuttle typically provides individually scheduled trips within Guadalupe as well as two school trips. Between approximately 2:15 p.m. and 3:30 p.m., the Shuttle picks up at Mary Buren School and McKenzie Junior High School, transporting students to approximately 18 different locations each day. However, it appears other pickups are scheduled following the last school pickup even if students are still on the bus.

The Shuttle provides anywhere from 12 to 41 individually scheduled trips per day in addition to the school trips. During this time period, this resulted in an average of 22 trips per day. Some trips carry multiple riders, resulting in as many as 85 riders (including school riders) in a single day.

ADA Paratransit Service

Trip sheets for the same time period (February 18 through March 3, 2020) were also reviewed for the ADA Paratransit Service. During this time period, 66 one-way trips were provided to a total of seven unique individuals. An average of five trips were provided each day. This suggests there is a small core group of regular ADA Paratransit users, as well as others who use the service on a more periodic basis.

More than a third of all trips provided during this time period (37.9 percent) were related to dialysis. This was based on customers identified as traveling to a dialysis provider followed by a trip home. Dialysis transportation is typically provided to at least one individual each day. (It is possible there may be additional dialysis-related trips for riders who only used ADA Paratransit to return home, but not to travel to the dialysis provider.)

A more in-depth review of Guadalupe Transit performance metrics was provided for the period from July through December 2019, as part of a follow-up presentation to the City Council on August 25, 2020.



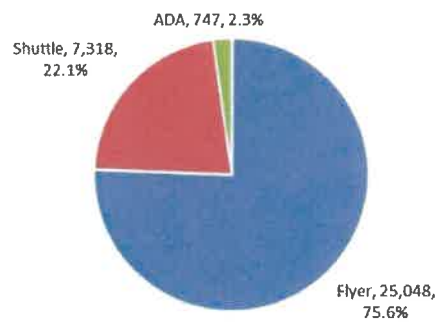


Exhibit 2.3.2 Guadalupe Transit Performance Metrics (July-December 2019)

**Guadalupe Transit Performance Metrics
 July – December 2019**

Overall, the Guadalupe Flyer provides the majority of Guadalupe Transit trips. For this six-month period, Flyer provided a total of 25,048 trips, Shuttle provided 7,318 trips, and ADA paratransit provided 747 trips.

Ridership by Mode

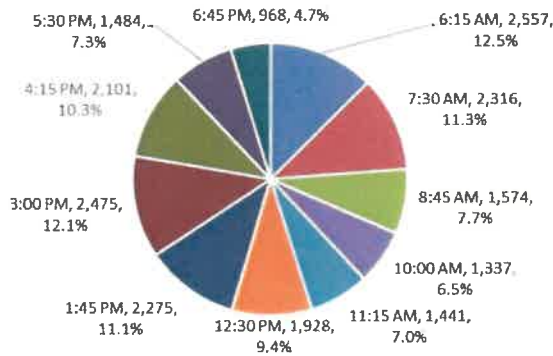


Guadalupe Flyer

The Flyer provides 81.9 percent of its trips on weekdays, 11.0 percent on Saturday, and 7.1 percent on Sunday/holidays. Weekday trips occur throughout the day, with the highest ridership at 6:15 AM (12.5 percent), 3:00 PM (12.1 percent), 7:30 AM (11.3 percent), and 1:45 PM (11.1 percent). The last trip of the day has the lowest ridership (4.7 percent).

On weekdays, the Flyer has an average ridership of 160 riders per day, or 30.1 passengers per hour.

Weekday Flyer Ridership by Trip

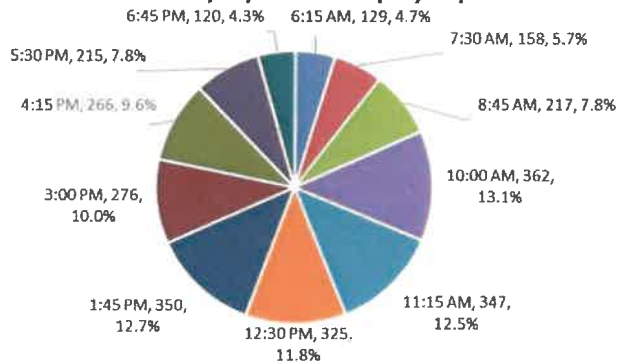




On Saturday, the highest Flyer ridership occurs during midday trips: 10:00 AM (13.1 percent), 1:45 PM (12.7 percent), 11:15 AM (12.5 percent), and 12:30 PM (11.8 percent). The first and last trips of the day have the lowest ridership (4.7 percent and 4.3 percent, respectively).

On Saturday, the Flyer has an average ridership of 106 riders per day, or 7.8 passengers per hour.

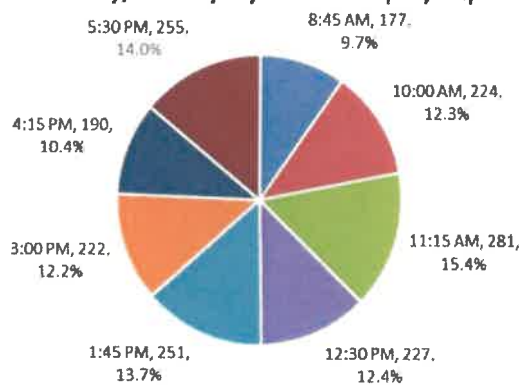
Saturday Flyer Ridership by Trip



Sunday Flyer ridership is spread fairly evening throughout the day. The trip with the highest percentage of ridership is 11:15 AM (15.4 percent), followed by 5:30 PM (14.0 percent) and 1:45 PM (13.7 percent). The first trip of the day is the only one to carry less than 10 percent of all Sunday trips.

On Sunday and holidays, the Flyer has an average ridership of 66 riders per day, or 6.4 passengers per hour.

Sunday/Holiday Flyer Ridership by Trip





Boarding (ons) and alighting (offs) were documented for a two-week period in February and early March 2020 (prior to the pandemic). While only a “snapshot” of activity, this does represent a normal period of activity on the Flyer.

The greatest activity on the Flyer route takes place at the Santa Maria Transit Center. Within Guadalupe, the most active bus stops are Pioneer St & 2nd St, Guadalupe St & Olivera St, Peralta St & 11th St (Mary Van Buren School), and 10th St & Senior Center. Guadalupe stops with the least activity include Amtrak (which is an on-call stop and only served on demand), Obispo St & Fir St, and Obispo St & Elm St.

Bus stop	Ons	Offs	Total Activity
SM Transit	475	0	475
Town Center	251	54	305
Main/Thornberg	61	5	66
Main/Russell	125	4	129
Amber/Obipso	26	176	202
Main/Point Sal	22	60	82
Jack O'Connell	121	74	195
Pioneer/2nd	301	164	465
5th/Tognazzini	67	81	148
Amtrak	5	3	8
Guadalupe/Olivera	188	152	340
10th/Senior Center	118	111	229
Peralta/11th	101	141	242
Obispo/Fir	53	22	75
Flower/Elm	61	14	75
Flower/Birch	109	10	119
Main/Russell	24	146	170
Main/Thornberg	8	204	212
SM Transit	0	652	652



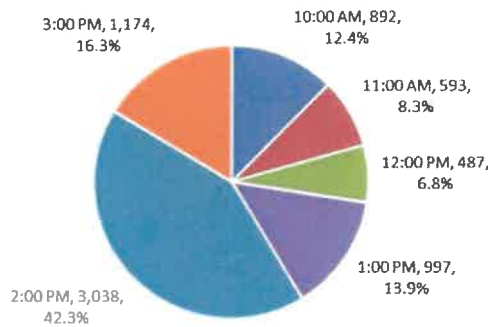


Guadalupe Shuttle

During the school year, Shuttle ridership traditionally surges during the 2:00 PM and 3:00 PM period, which together represented 58.6 percent of all Shuttle ridership. These times coincide with school dismissal times.

The Shuttle has an average ridership of 58 riders per day, or 22.5 passengers per hour.

Shuttle Ridership by Hour

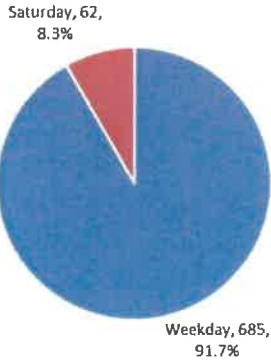


ADA Paratransit

Most ADA trips are provided on weekdays. During the six-month period analyzed herein, there were only one or two individuals using the ADA service on Saturdays, and all were regular dialysis trips. Overall, approximately 30 percent of ADA trips appear to be related to dialysis treatments. It also appears all dialysis centers are in Santa Maria, necessitating intercity trips.

The ADA Paratransit service has an average ridership of 2.2 passengers per hour on weekdays and 2.5 passengers per hour on Saturday.

ADA Paratransit





Transit Cost Information

The cost of the transit service is based on a negotiated rate per revenue hour paid to SMOOTH. The contracted rate is \$50.59 per revenue hour for the Flyer and Shuttle services and \$49.75 for the ADA Paratransit service.

- One round trip on the Flyer takes 1.25 revenue hours, for a cost of \$63.24 per trip.
- A full weekday/Saturday of service for the Flyer is 13.58 revenue hours, for a cost of \$687.01 per day.
- A Sunday or holiday of service for the Flyer is 9.83 revenue hours, for a cost of \$497.30 per day.
- A full weekday of service for the Shuttle is 5.5 revenue hours, for a cost of \$278.25 per day.
- The average ADA Paratransit trip is 0.45 revenue hour, with a cost of \$22.39 for the average trip.





This page intentionally blank.





Chapter 3 | Service Alternatives

During development of the service alternatives, the consultant team and the City identified five key issues that need to be addressed through the SRTP. They were:

- The presence of new and planned residential developments in Guadalupe (e.g., Pasadera), which are not served by the current Flyer service.
- Traffic congestion on Highway 166, which impacts the ability of the Flyer service to stay on schedule during portions of the day.
- The current 75-minute running time for Guadalupe Flyer has been stretched as far as it can go, so once it is running late, it stays running late. There is also no room to accommodate any new stop locations.
- The current level of service (75-minute running time) is relatively low (lower than the industry standard of 60 minutes).
- Flyer service within Guadalupe and the Guadalupe Shuttle have overlapping service areas.

Preliminary service alternatives were developed through a review of initial feedback from the community, City staff, and contractor staff. Five of the alternatives are stand-alone scenarios, of which the City could only implement one. Two additional alternatives represent add-on scenarios, which could be implemented alongside any of the first four stand-alone scenarios.

3.1 Option A: Maintain the Status Quo

Within this scenario the City would continue to contract with SMOOTH for provision of the Guadalupe Flyer, Guadalupe Shuttle, and ADA services. This option would result in no changes to the current service.

While the status quo is a known quantity, both in terms of cost and use, some of the issues identified earlier could not be addressed under this option. The current service is not well positioned to address future needs, the Flyer has a low service frequency and little flexibility, and there is little opportunity for ridership growth.

3.2 Option B: Adjust Guadalupe Flyer Routing within Guadalupe

Option B would maintain the current service but would adjust the Flyer's routing through Guadalupe. The current Flyer route cannot accommodate additional running time, so changes would need to be within the same service window to continue current level of service (operated with one vehicle within a 75-minute running time). Another alternative would be to increase the running time by 10 minutes, which would enable the Flyer to serve new locations, including new and planned residential developments. However, this would require the addition of a second bus in order to accommodate them. In other words, while the running time might be lengthened by 10 minutes, a second bus could be added to the route to increase the frequency to every 60 minutes.

This option would offer better service to locations in Guadalupe that are not currently being served by the Flyer, including new residential developments. However, in order to do so, either some currently served locations would need to be eliminated, or a second bus would need to be added to accommodate the longer trip length. Adding a second bus would increase the cost of operating the Flyer.





3.3 Option C: Divide Guadalupe Flyer Service into Express Portion and In-Town Portion

Option C would take the current Flyer service and split it into two separate routes. The express route would continue to travel between Guadalupe and Santa Maria, while the in-town route would travel within Guadalupe, likely replacing the Shuttle. Travel needs of riders are different depending on whether they are traveling to Santa Maria or within Guadalupe. Splitting into two routes would provide more flexibility for the Express route, which would give it the ability to accommodate delays on Highway 166. The two routes would meet at a central location to facilitate timed transfers.

The in-town route could offer a much higher frequency and cover a greater portion of Guadalupe than the current Flyer route. The in-town route could either be operated as a regular fixed route (which means the ADA paratransit service would continue to be operated) or as a deviated fixed route. A deviated fixed-route service operates on a designated route, but can divert off of the route during its regular trips to provide curb-to-curb service for ADA-certified riders. This would eliminate the need for ADA paratransit service.

There are several benefits to this option. As mentioned, the separate routes would expand service in town while minimizing the impact of delays on Highway 166. In addition, the in-town route could be adjusted to accommodate new mobility needs as they arise. If the service is operated as a fixed route, the ADA paratransit service would continue to provide ample capacity for ADA trips. Operating as a deviated fixed route, however, may reduce the capacity for ADA trips, as only a certain number of deviations would be allowed per trip. In addition, the two-route system may require a transfer in order to travel between Santa Maria and some locations in Guadalupe.

3.4 Option D: Operate Guadalupe Flyer only during Peak Hours and Operate a Deviated Fixed-Route Service within Guadalupe during Off-Peak Hours

Option D limits Flyer service to peak hours only; for example, between 7 and 9 AM and 3 and 5 PM. It would also introduce a new deviated fixed-route service that would operate during off-peak hours. The deviated fixed-route service could replace both the Shuttle and the ADA service, though the ADA service would need to continue to operate during peak hours to support the Flyer. Operating cost would likely be significantly reduced, but possibly at the expense of service quality.

If the City were only worried about operating cost, then Option D would probably offer the best solution. However, it reduces costs at the expense of the quality of service. While there would still be service to Santa Maria, it would be eliminated during the middle of the day. A deviated fixed-route service, as discussed under Option C, could reduce the capacity to provide ADA trips by limiting the number of deviations per fixed-route trip. In addition, like Option A, this scenario does not address some of the key issues, including the need for expanded Flyer service in Guadalupe and delays on Highway 166.





3.5 Option E: Reduce the Amount of Service Provided by Guadalupe Flyer on Sunday

This option could be implemented alongside any of the first four options. Option E would reduce the amount of service provided by the Flyer on Sunday. This could be done in two ways. The first would eliminate trips at the beginning and end of the service day, which would reduce the overall span of service. For example, instead of operating every 75 minutes between 8:45 AM and 6:35 PM, it might operate every 75 minutes between 10 AM and 5:20 PM. The other option would be to operate less frequently during the day. This means while the service span may continue to be nearly 10 hours, the Flyer may only operate every 2 hours instead of every 75 minutes.

This option would reduce the number of hours operated on Sunday. Those hours could then be reallocated to other days with a higher demand, or could result in a lowered operating cost. However, access to Santa Maria would be reduced on Sunday. Service within Guadalupe could remain largely unaffected depending on which stand-alone option is selected.

3.6 Option F: Provide Evening and/or Weekend Service through Subsidized Uber/Lyft/Taxi Agreement

Option F would eliminate bus service on evenings and weekends and replace it with subsidized rides provided through a Transportation Network Company, or TNC, such as Lyft or Uber, or by a local taxi company. The City would negotiate a subsidy with the transportation provider so the customer generally pays a flat rate. This option could be implemented alongside any of the first four options.

This type of service has worked well in many communities. The City benefits because it only has to pay on a per-ride basis, while customers benefit from curb-to-curb service. There are two main challenges, however. The first is whether there is a sufficient supply of Uber, Lyft, or taxi drivers in and around Guadalupe to effectively provide the service. The second is that even if there are enough drivers, they may not operate ADA-accessible vehicles. This would require the City to continue to operate its ADA paratransit service during the hours covered by the program.

Typically, communities undertake such an effort on a trial or demonstration project basis, often for a stipulated time period (i.e., 3 to 6 months). The City (or transit operator) identifies one or more partners and negotiates a not-to-exceed price per trip. The City (or transit provider) then agrees to cover a portion of the agreed upon fare, with the rider covering the balance. Typically, a service zone is identified using geofencing, and a limit (or cap) is adopted governing the number of rides any one individual can make within a specified time period (often a single/given calendar month).

While it may be too early to comprehensively evaluate both the qualitative and quantitative impacts (due chiefly to the impacts of the COVID-19 pandemic) of the public transit/TNC/taxi partnership, preliminary data suggest introduction of such partnerships results in increased non-single occupant vehicle (SOV) ridership.

3.7 Option G: Merge the City's Transit Program into the City of Santa Maria's Transit Program (SMAT)

The final stand-alone option, Option G would merge the City's transit program into the City of Santa Maria's SMAT program. Under this option, the City of Guadalupe would turn over its transit funding to Santa Maria and would be out of the transit business. SMAT would provide service in and to Guadalupe.





SMAT could continue to identify transit services in Guadalupe as Guadalupe Transit, or it could fully incorporate them under SMAT.

While this would likely provide better connectivity regionally, it would limit the amount of control the City has over transit service. This could potentially result in the level of service to and in Guadalupe being reduced. Since SMOOTH would no longer be the operator of the transit service, this would also result in a significant loss of institutional knowledge about transit in Guadalupe. Still, the City of Santa Maria has a long-established and successful public transit program, and in these times of challenging public sector/municipal finances, at least a pro forma cost comparison is warranted.





Chapter 4 | Public Engagement

At its inception, the Short Range Transit Plan was envisioned to include a significant public engagement element. It would include customer and community surveys, public meetings, and presentation throughout the course of the project. However, as indicated previously, the stay-at-home order arising from the COVID-19 pandemic had a significant impact on public engagement efforts.

The ADA customer survey and community survey were intended to be distributed via mail (ADA survey) and in the City's water bill (community survey). However, field work for the Flyer survey was slated to take place concurrent with the ridecheck in mid-March 2020. As a result, this survey was unable to be conducted. In addition, the suspension of the Shuttle service resulted in an inability to collect surveys of those customers as well.

Public meetings were impacted as well. Despite the pandemic, public meetings were initially scheduled to be held on August 14 and 15, 2020. They would be held using full precautionary measures, including social distancing and requiring facial coverings. However, orders were in place limiting gatherings to essential meetings only caused the City to re-evaluate the planned activities. Ultimately, the preliminary service alternatives were presented to the City Council by the consultant on August 11, 2020. A follow-up report was presented on August 25, 2020 by staff to answer questions raised by the Council and gain further direction as to the preferred recommendation(s).

Following the August 11 Council presentation, resources were posted online to encourage further community participation. These included a narrated video of the service alternatives presentation and a short survey asking feedback regarding the service alternatives. These elements are discussed in further detail during this chapter.





4.1 ADA Customer Survey

Data Collection

The City of Guadalupe ADA transit customer survey was distributed via first class mail to a selection of 100 recent ADA transit service customers. A postage-paid response envelope was included as well as a response incentive. Although the survey was offered in both English and Spanish, the majority of participants (77.8 percent) chose to complete the survey in English. We received a total of nine valid responses through May 6, 2020.

Data Processing

Moore & Associates was responsible for the data entry process, reviewing data entry as well as data entry quality control.

Data cleaning was then performed by trained personnel. This process resolved variations in data formatting such as identical responses being entered differently (i.e., "SMOOTH" and "SMOOTH ADA" were rationalized to provide a single response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) platform for further analysis.

Key Findings

Based on commonalities in response data, preliminary conclusions were drawn regarding respondent attitudes, service awareness, travel behavior, and demographics.

The "profile" respondent ...

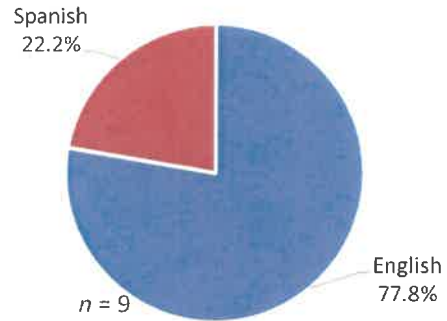
- Has been using the Guadalupe ADA paratransit for more than two years (55.6 percent);
- Rides Guadalupe ADA paratransit five or more times per week (33.3 percent);
- Uses Guadalupe ADA paratransit chiefly to access healthcare/medical services (61.2 percent);
- Uses Guadalupe ADA paratransit to travel to Santa Maria (74.3 percent);
- Is 62 years or older (88.9 percent); and
- Has access to a "smart phone" (44.4 percent).

Analysis of individual survey questions follows.



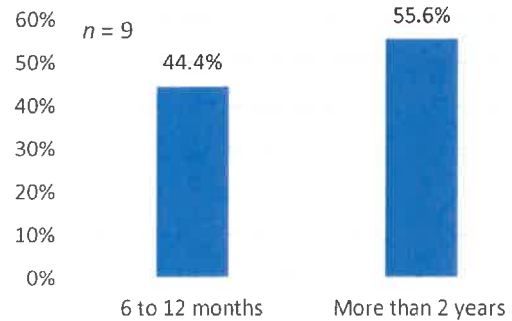


Exhibit 4.1.1 Response language



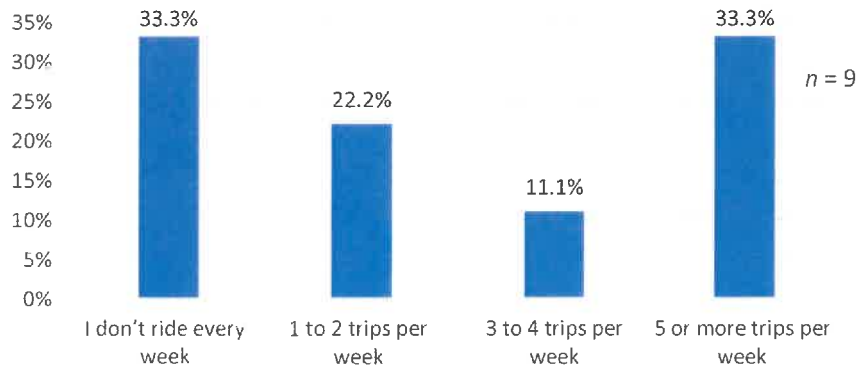
Q1. How long have you been riding the Guadalupe ADA Service?

Exhibit 4.1.2 Ridership duration



Q2. In a typical week, how many ADA Paratransit trips do you make? (Each round trip is considered one trip.)

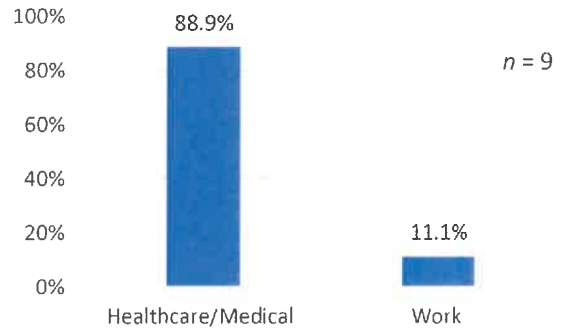
Exhibit 4.1.3 Frequency of use





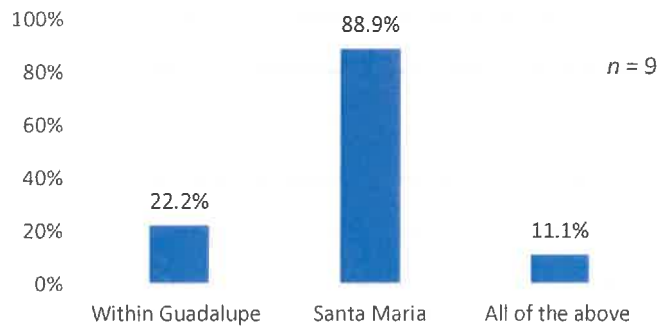
Q3. What is your most common trip purpose when using the Guadalupe ADA service?

Exhibit 4.1.4 Trip purpose



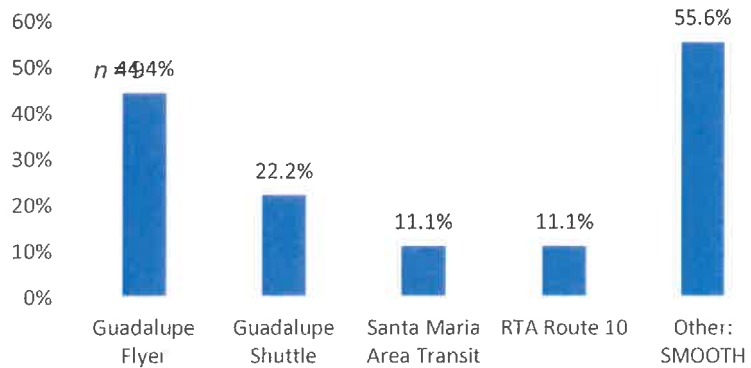
Q4. Where do you typically travel to using the ADA service?

Exhibit 4.1.5 Travel destinations



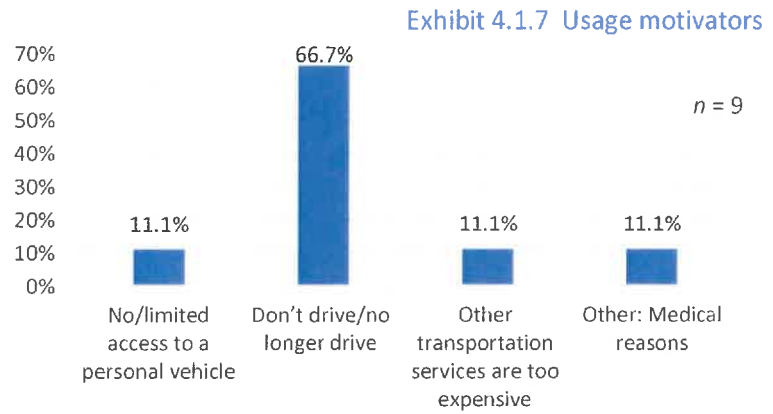
Q5. In the past 90 days, which transit service(s) have you used? (Check all that apply.)

Exhibit 4.1.6 Transit mode



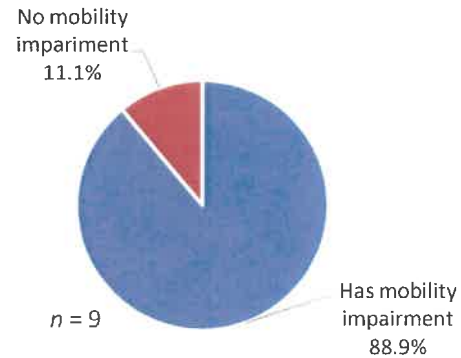


Q6. What is your primary reason for using the ADA service?



Q7. Do you have a disability that impacts your personal mobility?

Exhibit 4.1.8 Mobility impairment



Q8. When calling to place your ride request, are you able to promptly reach a Customer Service Representative?

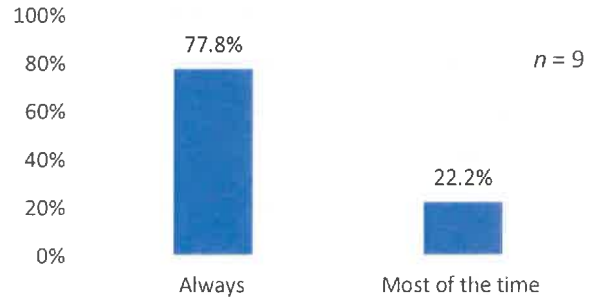
Eight of nine respondents indicated being able to promptly reach a Customer Service Representative to place their ride request, obtain service information, etc.





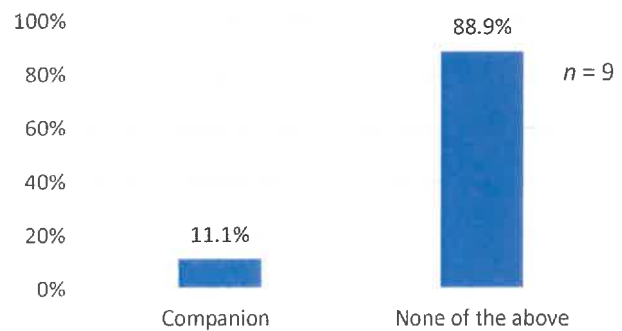
Q9. How often are you able to obtain your desired travel time?

Exhibit 4.1.9 Ability to obtain desired reservation time



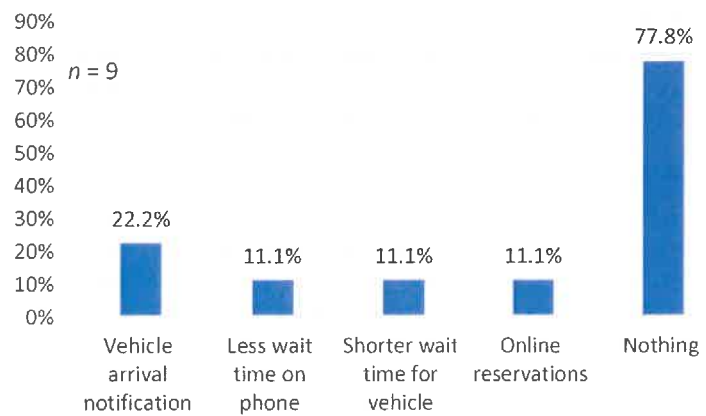
Q10. When traveling via the ADA service, are you typically accompanied by any of the following?

Exhibit 4.1.10 Travel companion



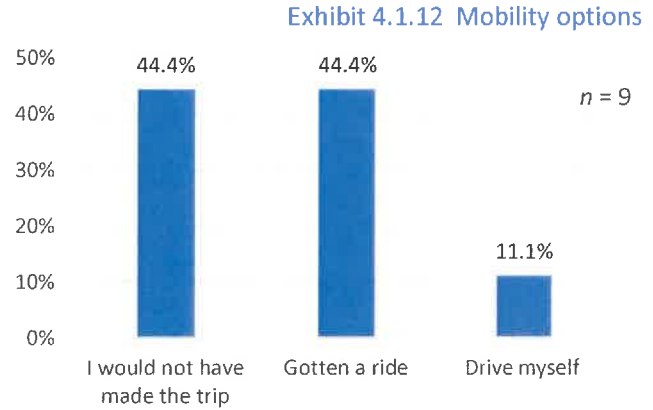
Q11. How would you improve the Guadalupe ADA service? (Select up to three).

Exhibit 4.1.11 Preferred improvements

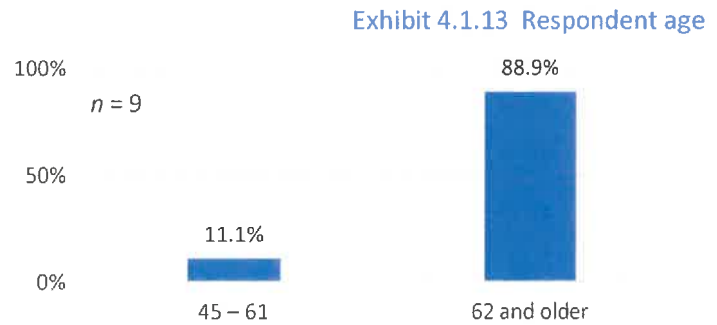




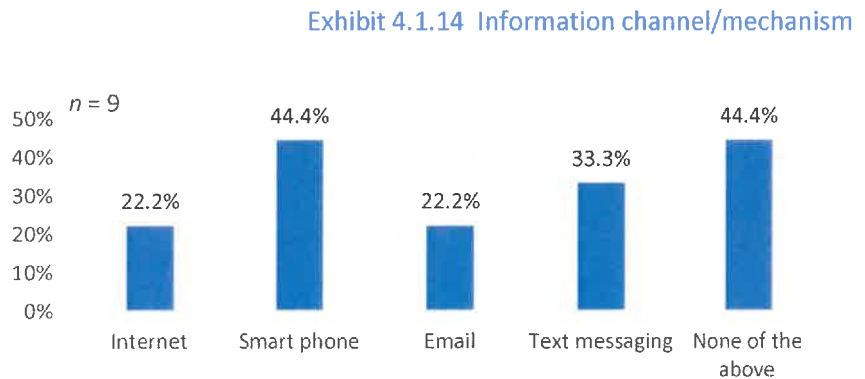
Q12. Regarding your most recent trip: If Guadalupe ADA service had not been available, how would you have made that trip?



Q12. Which of the following groups includes your age?



Q12. Which of the following do you have access to? (Select all that apply).





Q12. Please rate your satisfaction with the following Guadalupe ADA service characteristics by circling the appropriate number (using a four-point scale).

Exhibit 4.1.15 Satisfaction ratings

ADA characteristic	Mean Rating
On-time performance	3.78
Customer service: call center	3.89
Customer service: drivers	4.00
Ease of making reservations	3.89
Dependability	4.00
Cost	3.78
Overall quality	3.89





4.2 Community Survey

Data Collection

The City of Guadalupe community survey was conducted using a dual methodology (2,500 direct mail through water bill inserts and online), resulting in 183 valid responses through April 23, 2020. Less than 25 percent of the respondents chose to complete the survey online (13.7 percent). The balance was collected through direct mail (86.3 percent). Although the survey was offered in both English and Spanish, the majority of participants (88.5 percent) chose to complete the survey in English.

Data Processing

Moore & Associates was responsible for the data entry process, reviewing data entry work on a daily basis while also conducting quality control spot-checks throughout each work day.

Data cleaning was then performed by trained personnel. This process resolved variations in data formatting such as identical responses being entered differently (i.e., "SLO" and "San Luis Obispo" were rationalized to provide a single response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) platform for further analysis.

Key Findings

Based on commonalities in response data, preliminary conclusions were drawn regarding respondents' attitudes, awareness, travel behavior and demographics.

The "profile" respondent...

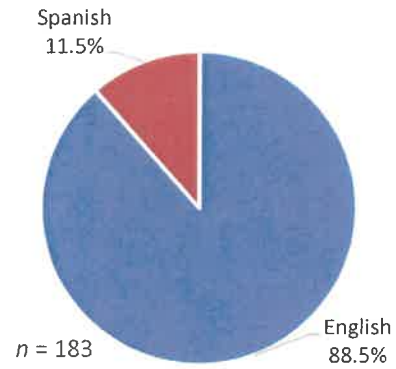
- Has not ridden public transit (bus or rail) in the last 90 days (71.6 percent);
- Most commonly travels to Santa Maria (41.5 percent);
- Believes Guadalupe Transit supports the local economy (61.2 percent);
- Believes Guadalupe Transit provides a valuable service to the community (74.3 percent);
- Would use Guadalupe Transit if their primary means of transportation was not available (68.3 percent); and
- Has access to a personal vehicle (98.4 percent).

Analysis of individual survey questions follows.



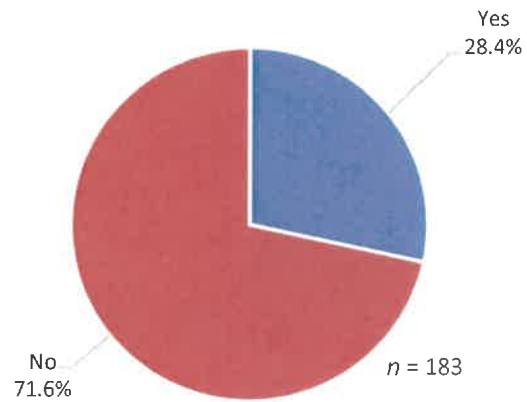


Exhibit 4.2.1 Survey Language



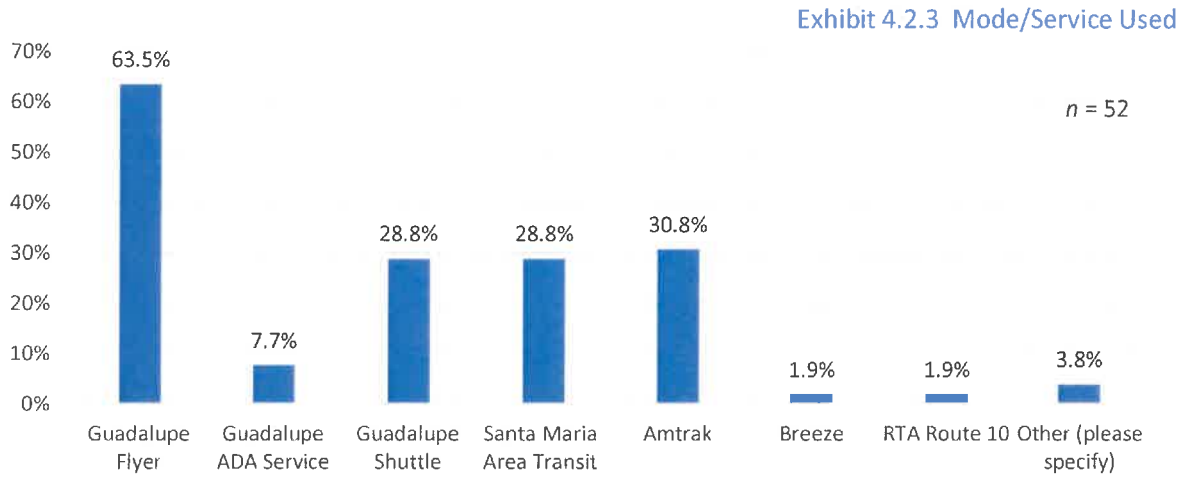
Q1. Have you ridden any public transit (traditional bus, rail, or ADA services) in the last 90 days?

Exhibit 4.2.2 Transit Usage

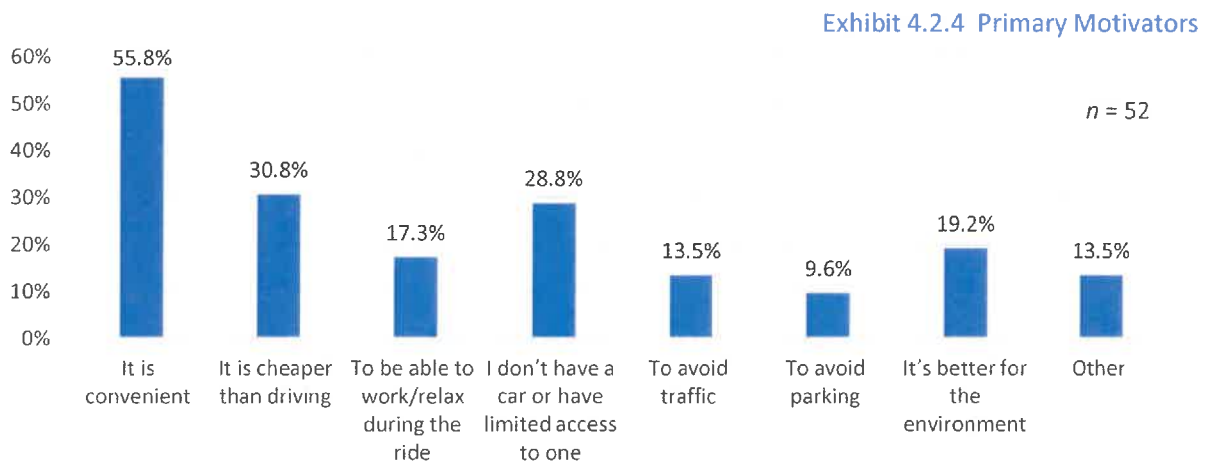




Q2. Which transit service(s) have you used? (check all that apply)

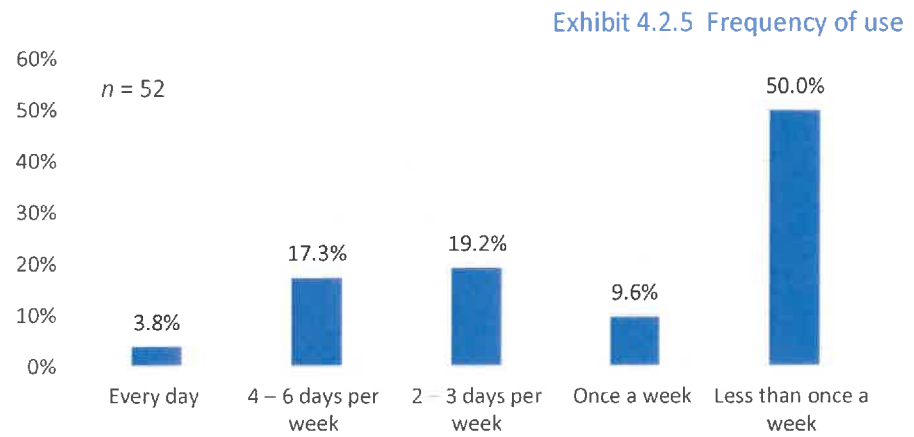


Q3. Why do you typically use public transportation? (Select up to three)

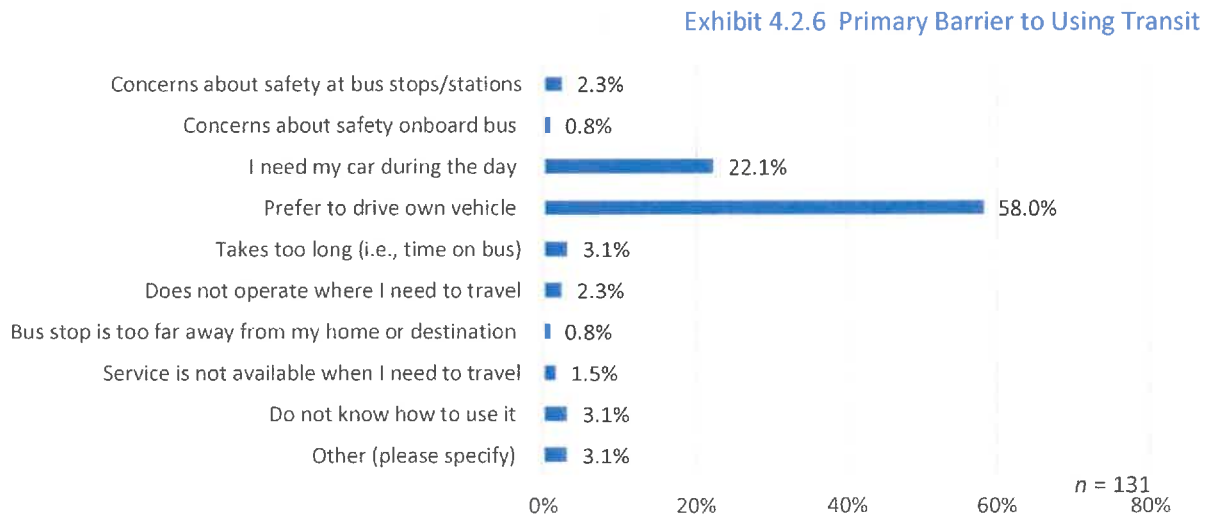




Q4. How often do you use public transit?



Q5. What is the primary reason you do not use public transportation? (check only one)





Q6. What change, if any, would cause you to begin or increase your use of Guadalupe Transit? (Select up to two)

Exhibit 4.2.7 Preferred service improvements

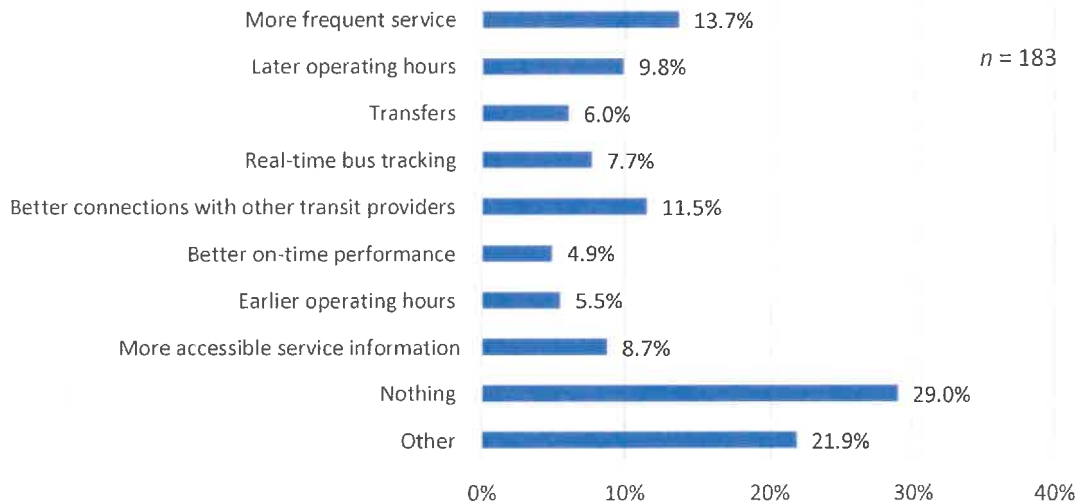


Exhibit 4.2.7a Preferred service improvements: other responses

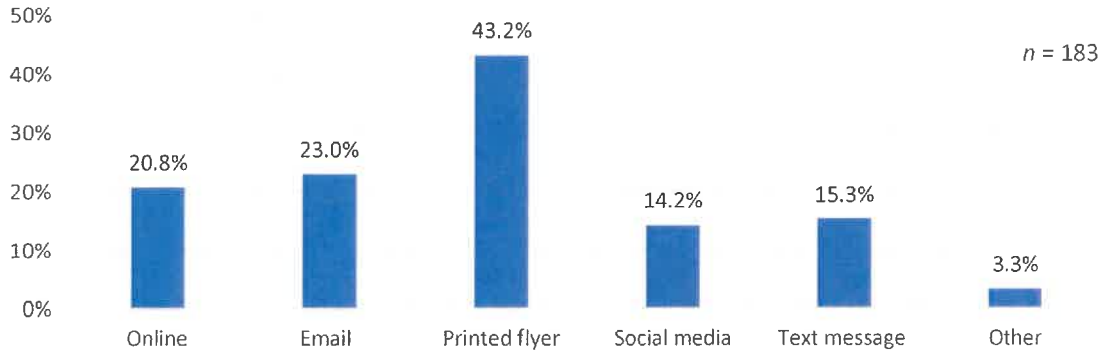
Statement	Frequency
6-7 am pick up and 5:30-6:30pm drop off	1
A more direct route to Vandenberg AFB	1
Bus stop closer to my home	1
Clear stop ID markings and signage on Main St Santa Maria	1
Drop off and pickup at Guadalupe Reach	1
Gas prices going out	1
If I could not drive myself	14
If I could take more groceries on the bus	1
If I did not have a car	4
If I worked out of town	1
If my car broke down	5
Keeping the schedule up to date with Google maps so I can accurately plan my trips.	1
Mid-morning southbound. 4 or 5 northbound	1
More routes	1
More stops on the West side	1
Move stops to better service growing community	1
Outrageous gas prices	1
Reduce length of time between time points	1
Service to Vandenberg Main Gate	1





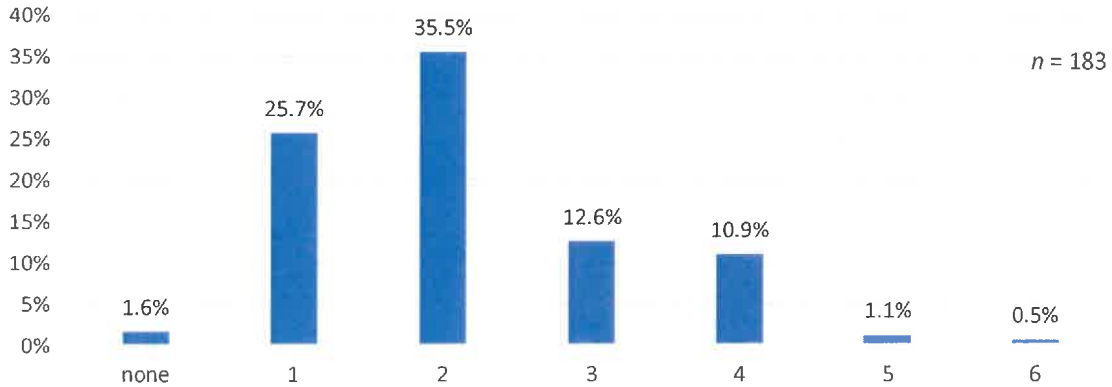
Q7. What is the best way to receive information?

Exhibit 4.2.8 Preferred information source



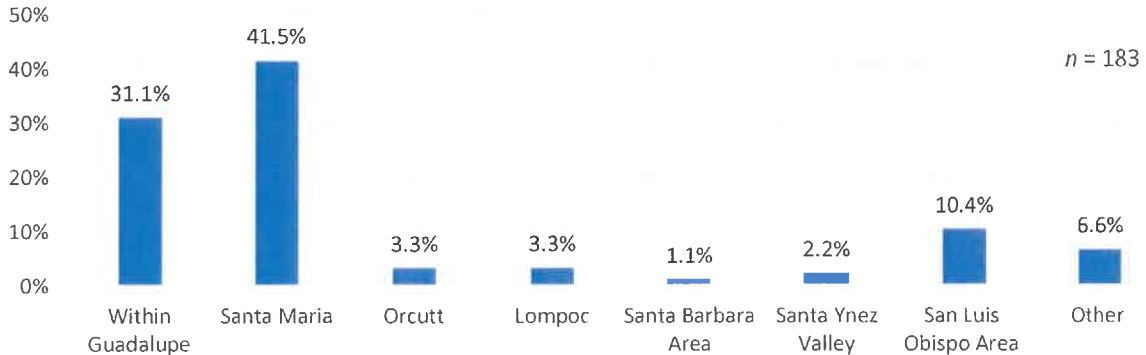
Q8. How many working vehicles are available to members of your household?

Exhibit 4.2.9 Household vehicles



Q9. Where do you most commonly travel?

Exhibit 4.2.10 Most common destinations





Q10. Please indicate your agreement with the following statements.

Exhibit 4.2.11 Household vehicles

Statement	Mean Rating
Guadalupe Transit supports the local economy.	3.61
Guadalupe Transit provides a valuable service to the community.	3.76
If my primary means of transportation were not available, I would use Guadalupe Transit.	3.60
I didn't know about Guadalupe Transit until today.	1.46

4.3 Project Webpage

A project webpage (www.GuadalupeSRTP.com) was designed to support the Short Range Transit Plan process and provide additional opportunities for community engagement. The webpage provided information regarding details about the project, opportunities for participation, and project deliverables. In addition, links to community and customer surveys were posted on the webpage, as well as links to the survey regarding the preliminary service alternatives. A parallel website was offered in Spanish.

The webpage also provided a comment opportunity so that visitors could provide feedback or ask a question about the project. A link to the narrated Powerpoint presentation detailing the preliminary service alternatives was provided in English only.

4.4 Community Meetings

As mentioned previously, the original intent, even following the start of the COVID-19 pandemic, was to hold multiple public engagement sessions across two day (August 14 and 15, 2020). They would be scheduled to occur during a week in which the City Council met, so that they could be promoted as part of the City Council meeting.²

In order to ensure the meetings can be held safely, we recommended the following:

- Multiple sessions would be held each day to limit the number of people in attendance at any individual session. In addition, we would limit the number of people inside the venue at any given time.
- The venue should be large enough to permit effective social distancing. The size of the venue would determine how many people could be in attendance at any given time.
- All workshop participants would be required to wear a facial covering. We would have a supply of disposable masks on hand for those who do not bring their own.
- The venue (particularly high-touch surfaces) would be cleaned between sessions.
- Hand sanitizer would be made available to all participants.

² Note: The City of Guadalupe continued to hold in-person City Council meetings throughout the pandemic. Masks were required, attendees were spread out physically in the room to facilitate social distancing, and everyone in attendance was required to have their temperature screened prior to the meeting. City Council meetings are also broadcast live on Charter Spectrum Cable Channel 20.





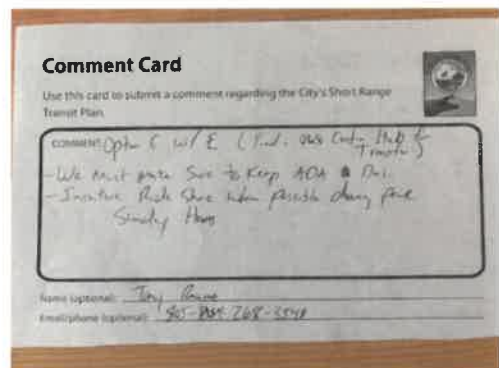
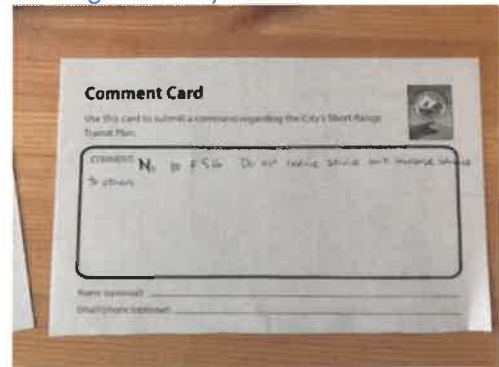
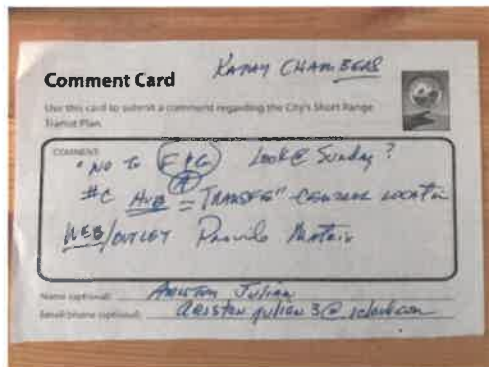
- Each participant would be provided with an envelope containing all materials needed for the session, including a pen. This would eliminate the need to display handouts, pass out surveys, or share pens, thereby minimizing physical contact.

Despite the proposed precautions, the City ultimately recommended cancelling the in-person sessions, due in part to guidance limiting meetings to essential business only. However, since the City Council meeting was considered “essential,” it was decided to include a comprehensive presentation about the proposed service alternatives during the August 11, 2020 meeting. This presentation is discussed in further detail in Section 4.6 of this chapter.

During the August 11, 2020 City Council meeting, several City Council members and members of the public asked questions and offered comments about the alternatives. Several Council members expressed an interest in reviewing additional performance data prior to finalizing their recommendation. Three comment cards were received during the meeting, as were a number of verbal comments. Comment cards are provided below. Additional comments included the following:

- A member of the public indicated a preference for Options C and E.
- A Council member indicated a preference for Option C (that doesn’t reduce service).
- A Council member indicated a preference for Option C and expressed a need for a transit hub in a nice location (possibly the Amtrak station).
- A Council member indicated a preference for Option C, but disliked Options F and G.
- A Council member expressed a desire to review additional performance metrics.

Exhibit 4.4.1 August 11 City Council Comment Cards





4.5 Virtual “Open House”

Since the opportunity for in-person public engagement was limited to the August 11, 2020 City Council meeting, the presentation from that meeting was recorded as a narrated video and posted to the City’s website and the project webpage (www.GuadalupeSRTP.com). The City’s website redirected viewer to the project webpage to complete a survey indicating preferences about the service alternatives. Visitors were also provided with the opportunity to submit comments about the project or any of the alternatives. The survey was available in both English and Spanish.

4.6 Presentations

As discussed previously in Section 4.4, the project included several presentations to the Guadalupe City Council in lieu of public meetings. The August 11, 2020 presentation included background about the project, activities completed to-date, and details regarding each of seven service alternatives (as presented in Chapter 3). This presentation is provided in the Appendix.

During the August 11 meeting, several City Council members requested additional performance data regarding the current system prior to finalizing their recommendation. This performance data was presented by staff during the August 25, 2020 City Council meeting. The performance data included in this presentation is provided in Chapter 2.

A third presentation took place on October 27, 2020, to give the Council the opportunity to review a more detailed plan for the preferred service alternatives.





This page intentionally blank.





Chapter 5 | Operations, Financial, and Capital Plans

On August 11, 2020, seven service scenarios were presented to the Guadalupe City Council for consideration. Several City Council members as well as residents attending the meeting provided comments/feedback. The Council requested City staff return at the next meeting with additional performance metrics. Following the second presentation by staff on August 25, 2020, the Council's consensus was to move ahead with Options C, E, and F. Option C would divide Guadalupe Flyer service into an Express portion and an in-town portion, eliminating the need for the on-demand Shuttle service. Options E and F are add-on scenarios that would reduce Guadalupe Flyer service on Sunday (Option E) and introduce evening and/or weekend service through a subsidized fare agreement with Uber, Lyft, and local taxis (Option F).

The following sections include Operations, Financial, and Capital Plans for each of the preferred scenarios.



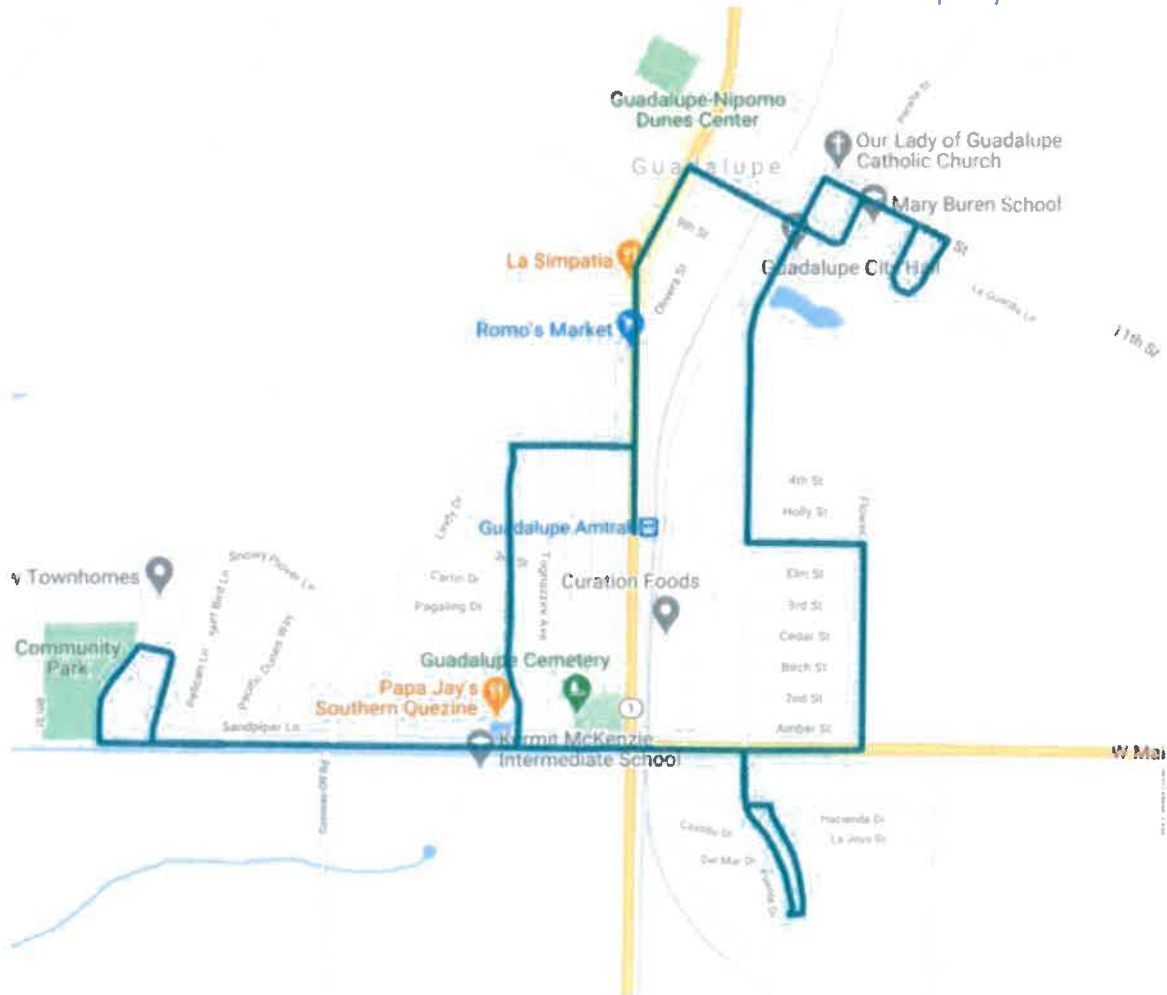


5.1 Two-Route Guadalupe Flyer Operations Plan

This option proposes to divide the historic Guadalupe Flyer service into Local and Express service components. The Local route would operate on a 27-minute headway, with service at each bus stop every 30 minutes. The proposed route alignment largely mirrors the existing Flyer route within Guadalupe, yet extends service into the Pasadera and Escalante Meadows³ residential developments.

Operating in a chiefly clockwise loop, the route would utilize the Guadalupe Amtrak station as a transfer point between the Local route and the Express route and Amtrak. In doing so, the three minutes of recovery time would serve as a buffer for periodic delays due to trains as well as the flexibility to add stops or service areas, or accommodate route deviations (should a deviated fixed-route service be preferred). This operating scenario assumes a 14 mile-per-hour average travel speed.

Exhibit 5.1.1 Guadalupe Flyer Local Route



³ The City plans to apply for an Affordable Housing and Sustainable Communities (AHSC) grant specific to Escalante Meadows, which if awarded is expected to offset some of the cost of the service for the first two years of operation.





The proposed Express route reflects the inter-community portion of the existing Guadalupe Flyer route alignment, yet terminates at the Guadalupe Amtrak station without making a loop through Guadalupe. Assuming an average travel speed of 28 miles per hour, the proposed routing would have a headway of 40 minutes, and layovers at the Guadalupe Amtrak station and Santa Maria Transit Center of ten minutes each trip. This approach would result in a 60-minute service frequency, which addresses late-running along Highway 166 due to traffic congestion as well as train-related delays.

Exhibit 5.1.2 Guadalupe Flyer Express Route



Monday through Saturday, service will be operated using two vehicles. The Local route would depart the Guadalupe Amtrak station at 7:00 a.m., connecting with the Express route for its 7:30 a.m. return to Santa Maria. The Local route would serve the Amtrak station at the top and bottom of each hour (:00 and :30) between 7:00 a.m. and 8:00 p.m., with a three-minute recovery to facilitate transfers to the Express route and/or accommodate service delays. The Express route would begin its service day at the Santa Maria Transfer Center at 7:00 a.m. and depart the Guadalupe Amtrak station every hour (at the bottom of the hour). Ten-minute recovery periods in Santa Maria and at the Amtrak station would accommodate possible delays in both directions along Highway 166 as well as incorporate time for driver breaks. The proposed schedule also supports improved connectivity (i.e., relatively short wait times) with most SMAT routes.

While a clockface schedule is highly effective throughout most of the day, the schedule includes two exceptions to support connections with Amtrak service. The 7:30 a.m. Local departure would be delayed until 7:34 a.m. to accommodate arriving riders on the southbound Amtrak *Pacific Surfliner* that arrives at 7:31 a.m. The 7:30 p.m. departure would be delayed until 7:40 p.m. to accommodate arriving riders on the northbound Amtrak *Pacific Surfliner* at 7:38 p.m. The 7:27 p.m. Local arrival allows ample time for riders to catch the 7:38 p.m. northbound train.

The Express route service to Santa Maria at the top of the hour facilitates connectivity with RTA Route 10, which departs the Santa Maria Transit Center at 14 minutes past the hour.

On Sunday, service would be operated using a single bus covering both routes, essentially functioning as a single route. This is discussed in more detail in Section 5.2.





Exhibit 5.1.3 Proposed Service Schedule – Local Route (Monday – Saturday)

Depart Amtrak Station	Arrive Amtrak Station
7:00 AM	7:27 AM
7:34 AM*	8:01 AM
8:01 AM	8:28 AM
8:30 AM	8:57 AM
9:00 AM	9:27 AM
9:30 AM	9:57 AM
10:00 AM	10:27 AM
10:30 AM	10:57 AM
11:00 AM	11:27 AM
11:30 AM	11:57 AM
12:00 PM	12:27 PM
12:30 PM	12:57 PM
1:00 PM	1:27 PM
1:30 PM	1:57 PM
2:00 PM	2:27 PM
2:30 PM	2:57 PM
3:00 PM	3:27 PM
3:30 PM	3:57 PM
4:00 PM	4:27 PM
4:30 PM	4:57 PM
5:00 PM	5:27 PM
5:30 PM	5:57 PM
6:00 PM	6:27 PM
6:30 PM	6:57 PM
7:00 PM	7:27 PM
7:40 PM^	8:06 PM

**This trip would not depart at 7:30 a.m. so as to ensure connectivity with the 7:31 a.m. Pacific Surfliner. The 7:34 a.m. departure could also wait up to five additional minutes for a late train. This could result in a late departure for the next trip, but the time would likely be made up within two trips.*

^ This trip would not depart at 7:30 p.m. so as to ensure connectivity with the 7:38 p.m. Pacific Surfliner. As the last trip of the day, it could wait up to 10 minutes for a late train.





Exhibit 5.1.4 Proposed Service Schedule – Express Route (Monday – Saturday)

Depart Santa Maria Transit Center	Arrive Amtrak Station	Depart Amtrak Station	Arrive Santa Maria Transit Center
7:00 AM	7:20 AM	7:30 AM*	7:50 AM
8:00 AM	8:20 AM	8:30 AM	8:50 AM
9:00 AM	9:20 AM	9:30 AM	9:50 AM
10:00 AM	10:20 AM	10:30 AM	10:50 AM
11:00 AM	11:20 AM	11:30 AM	11:50 AM
12:00 PM	12:20 PM	12:30 PM	12:50 PM
1:00 PM	1:20 PM	1:30 PM	1:50 PM
2:00 PM	2:20 PM	2:30 PM	2:50 PM
3:00 PM	3:20 PM	3:30 PM	3:50 PM
4:00 PM	4:20 PM	4:30 PM	4:50 PM
5:00 PM	5:20 PM	5:30 PM	5:50 PM
6:00 PM	6:20 PM	6:30 PM	6:50 PM

**This trip would not depart at 7:30 a.m. so as to ensure connectivity with the 7:31 a.m. Pacific Surfliner. This may result in a later arrival at the Santa Maria Transit Center, but would not impact the 8:00 a.m. departure given the 10-minute recovery time at the end of the route.*

The proposed division of the route into two sections is expected to result in increased ridership due to improved service reliability, more frequent service, and reduced travel time. However, the addition of service will also result in additional cost. Some of the cost can be offset by the introduction of a deviated fixed-route service within Guadalupe, which would eliminate the need for a separate (parallel) ADA Paratransit service. However, continuation of ADA Paratransit service linking Guadalupe and Santa Maria could be provided through a separate agreement with SMOOTH.

It should be noted the operations contract with SMOOTH includes a provision for renegotiation of the cost per revenue hour if the total vehicle service hours change by more than 20 percent. Both the fixed-route and deviated fixed-route scenarios exceed this threshold.





Exhibit 5.1.5 Status Quo Operating Costs, Monday - Saturday (FY 2018/19 data)

	Daily VSH	Annual VSH	Cost/VSH	Annual Cost
Guadalupe Flyer - Mon - Sat	13.58	4,155.48	\$43.51	\$180,804.93
Guadalupe Shuttle – Mon - Sat	5.50	1,397.00	\$43.51	\$60,783.47
ADA Paratransit	2.08	750.00	\$47.90	\$35,925.00
Total	22.02	6,452.48		\$277,513.40

Exhibit 5.1.6 Fixed-Route and ADA Paratransit Cost Estimate, Monday - Saturday

Fixed route	Daily VSH	Annual VSH	Cost/VSH	Annual Cost
Local Route - Mon - Sat	13.10	4,008.60	\$43.51	\$174,414.19
Express Route - Mon - Sat	11.83	3,619.98	\$43.51	\$157,505.33
ADA Paratransit	2.08	750.00	\$47.90	\$35,925.00
Total	27.87	9,616.48		\$367,844.52

Exhibit 5.1.7 Deviated Fixed-Route Cost Estimate, Monday - Saturday

Deviated fixed route	Daily VSH	Annual VSH	Cost/VSH	Annual Cost
Local Route - Mon - Sat	13.10	4,008.60	\$43.51	\$174,414.19
Express Route - Mon - Sat	11.83	3,619.98	\$43.51	\$157,505.33
Total	24.93	7,628.58		\$331,919.52

(Note: Cost estimates in Sections 5.1 through 5.3 include comparisons for contractor costs only. Additional operating costs are reflected within each scenario’s Financial Plan in Section 5.4.)

5.2 Reduction of Sunday Service

This service scenario assumes the recommendations made in Section 5.1 would be implemented. Its primary impact is reduced Sunday service, thereby reducing operating cost while still providing access to Santa Maria as well as within Guadalupe.

The most efficient strategy essentially combines the Local and Express routes into a single route, similar to how the Flyer currently operates. The Sunday service would start in Santa Maria to minimize deadhead time. Upon arriving at the Amtrak station in Guadalupe, it would make a full trip on the Local route. Upon returning to the Amtrak station, it would then make a round trip to the Santa Maria Transit Center using the Express routing. Sunday service would maintain the same clockface schedule as Monday through Saturday service, though the bus would run less frequently. An entire trip, inclusive of a loop through Guadalupe and a round trip to Santa Maria, would have a run time of 90 minutes. This allows the route to accommodate the additional stops within Guadalupe and scheduled route deviations as well as any traffic congestion on Highway 166.





Exhibit 5.2.1 Proposed Sunday Route Schedule

Eastbound		Westbound		In Town	
Depart Amtrak Station	Arrive Santa Maria Transit Center	Depart Santa Maria Transit Center	Arrive Amtrak Station	Depart Amtrak Station	Arrive Amtrak Station
		8:30 AM	8:50 AM	9:00 AM	9:27 AM
9:30 AM	9:50 AM	10:00 AM	10:20 AM	10:30 AM	10:57 AM
11:00 AM	11:20 AM	11:30 AM	11:50 AM	12:00 PM	12:27 PM
12:30 PM	12:50 PM	1:00 PM	1:20 PM	1:30 PM	1:57 PM
2:00 PM	2:20 PM	2:30 PM	2:50 PM	3:00 PM	3:27 PM
3:30 PM	3:50 PM	4:00 PM	4:20 PM	4:30 PM	4:57 PM
5:00 PM	5:20 PM	5:30 PM	5:50 PM	6:00 PM	6:27 PM
6:30 PM	6:50 PM				

If the Monday through Saturday service is fixed-route with ADA Paratransit, then the Sunday service would also need to provide ADA Paratransit service. Alternatively, if Monday through Saturday service is a deviated fixed-route service, then ADA Paratransit service would not be required. Cost estimates for Sunday service are provided below. (All Sunday cost estimates reflect the higher Sunday hourly rate used in FY 2018/19 for comparison purposes.)

Exhibit 5.2.2 Status Quo Sunday Service Costs (FY 2018/19 Data)

Current (Status Quo) (FY 2019)	Daily VSH	Annual VSH	Cost/VSH	Annual Cost
Guadalupe Flyer - Sunday	9.83	540.65	\$84.47	\$45,668.71
ADA Paratransit	2.08	114.40	\$47.90	\$5,479.76
Total	11.91	655.05		\$51,148.47

Exhibit 5.2.3 Fixed-Route Reduced Sunday Route Service Costs

Fixed-Route and ADA Paratransit	Daily VSH	Annual VSH	Cost/VSH	Annual Cost
Sunday Route	10.33	568.15	\$84.47	\$47,991.63
ADA Paratransit	2.08	114.40	\$47.90	\$5,479.76
Total	12.41	682.55	\$216.84	\$53,471.39

Exhibit 5.2.4 Deviated Fixed-Route Reduced Sunday Route Service Costs

Deviated Fixed-Route	Daily VSH	Annual VSH	Cost/VSH	Annual Cost
Sunday Route	10.33	568.15	\$84.47	\$47,991.63
Total	10.33	568.15	\$168.94	\$47,991.63





5.3 Evening and/or Weekend Service through a Subsidized Uber/Lyft/taxi agreement

This service scenario would eliminate the City's historic public transit service during evenings and/or weekends, relying instead on negotiated subsidized fare service provided by a Transportation Network Company (TNC) such as Uber, Lyft, or a local taxi company. The primary benefits of this service alternative are two-fold. First, the cost of providing the service is tied directly to demand. Unless a ride is requested, there would be no direct cost. Historically, the fixed-route service operates even if no one rides; and a driver, vehicle, and support staff must be available to provide on-demand service during all operating hours. This service alternative would also provide curb-to-curb service throughout Guadalupe as well as into Santa Maria/Orcutt. Second, the City could potentially adjust the level of service based on funding availability. For example, the City could agree to subsidize a specified number of rides each month, or set a cap on the number of daily rides offered.

Logistically, this recommendation may be more challenging to implement, as it requires not only coordination with a TNC or taxi company, but also additional marketing and promotion to educate the community about the service. TNC rides are typically booked using a smartphone, while taxi rides may be scheduled by phone or other methods (depending upon availability). Introduction of either option would be contingent upon there being one or more taxi companies willing to participate in the program and/or a sufficient supply of TNC drivers available during the proposed operating hours.

Another consideration for this option is that ADA-accessible vehicles may not be readily available through TNCs or a taxi company. In this case, the City would still be responsible for providing ADA rides which cannot be fulfilled through the taxi/TNC agreement utilizing City transit vehicles.

For the purposes of this operations plan, we assume an appropriate arrangement could be negotiated with a taxi company and/or a sufficient number of TNC drivers would be available. (Note: Experience gained in other communities exploring "replacement" TNC service reveals the availability of qualified TNC service providers often increases as demand for rides grow. Further, given the consultant's conservative approach to cost estimating, we have assumed some utilization of City transit vehicles would be necessary to provide ADA paratransit service at least during an initial/transition period.)

Eliminating fixed-route service on Saturday and Sunday, as well as terminating fixed-route service at 6:00 p.m. on weekdays, would reduce vehicle service hours considerably. Even with the addition of ADA Paratransit service hours to the deviated fixed-route options, total VSH would be less than the status quo.





Exhibit 5.3.1 Proposed Weekday Service Schedule with TNC/Taxi Program

Local Route	First	Every	Last
Depart Amtrak station	7:00 AM	:00 & :30	5:30 PM
Arrive Amtrak station	7:27 AM	:27 & :57	5:57 AM

Express Route	First	Every	Last
Depart Santa Maria Transit Center	7:00 AM	:00	5:00 PM
Arrive Amtrak station	7:20 AM	:20	5:20 PM
Depart Amtrak station	7:30 AM	:30	5:30 PM
Arrive Santa Maria Transit Center	7:50 AM	:50	5:50 PM

Taxi/TNC Program Hours		
Weekdays	6:00 PM	8:00 PM
Saturday/Sunday	8:00 AM	8:00 PM

Moore & Associates recommends the City negotiate a fixed rate with a qualified vendor, and customers would be able to make a trip up to that rate cap for a set fare. For example, with Lyft, a trip within Guadalupe would likely cost between four and ten dollars, while a trip to Santa Maria might cost between 22 and 32 dollars each way. If the current \$1.50 Flyer fare were maintained, the City would be required to subsidize a much higher fare than its current cost per trip to provide these services. This is likely due to the current limited availability of TNC service in Guadalupe. Based on our assessment of current market conditions it appears that most of the current pool of TNC drivers in the Santa Maria – Orcutt – Guadalupe area are based in Santa Maria. However, if the City were to introduce the proposed TNC ride subsidy service alternative, it is possible that the number of TNC drivers in Guadalupe would increase. Such an increase would likely result in lower operating costs (translating to lower cost/ride) given the incidence of TNC “deadhead” travel between Santa Maria and Guadalupe would decline. The same situation could likely be faced with taxi companies, as they all appear to be Santa Maria-based.

For the cost estimate, we analyzed the number of Flyer riders who traveled on Saturday and Sunday, as well as trips made after 6:00 p.m. (using FY 2018/19 data). We estimated 70 percent of riders traveled to Santa Maria and 30 percent traveled within Guadalupe. Even with the more expensive cost per trip, the program could be funded for \$60,000 annually. We also recommend including additional funds for program administration and marketing/education be included in the program budget. The City also has the option of introducing this as a 60- or 90-day demonstration project.

It should be noted the operations contract with SMOOTH includes a provision for renegotiation of the cost per revenue hour if the total number of vehicle service hours drops by more than 20 percent. This scenario is not expected to reach that threshold.





Exhibit 5.3.2 Cost Estimate for TNC/Taxi Program

	Maximum trip cost	Fare	Number of riders	Total cost	Fares paid	Net cost
Within Guadalupe	\$10	\$1.50	706	\$7,056.00	\$1,058.40	\$5,997.60
To/from Santa Maria	\$28	\$1.50	1646	\$46,099.20	\$2,469.60	\$43,629.60
Total				\$53,155.20	\$3,528.00	\$49,627.20

A second option would be to operate the Taxi/TNC program on weekday and Saturday evenings and all day on Sunday. This Sunday-only option would maintain regular Local and Express service on Saturday and transition to the on-demand model on evenings and Sunday only. While the cost of the TNC/Taxi program would be lower, the transit operating cost would see a lesser reduction as service would still be operated all day on Saturday.

Exhibit 5.3.3 Proposed Weekday and Saturday Service Schedule with TNC/Taxi Program

Local Route	First	Every	Last
Depart Amtrak station	7:00 AM	:00 & :30	5:30 PM
Arrive Amtrak station	7:27 AM	:27 & :57	5:57 AM

Express Route	First	Every	Last
Depart Santa Maria Transit Center	7:00 AM	:00	5:00 PM
Arrive Amtrak station	7:20 AM	:20	5:20 PM
Depart Amtrak station	7:30 AM	:30	5:30 PM
Arrive Santa Maria Transit Center	7:50 AM	:50	5:50 PM

Taxi/TNC Program Hours		
Weekdays and Saturday	6:00 PM	8:00 PM
Sunday	8:00 AM	8:00 PM





5.4 Financial Plans

The service scenarios identified above represent two primary service delivery options – deviated fixed-route and fixed-route.

- **Fixed-route service** provides a higher level of service to all riders. It would continue the ADA Paratransit service, eliminating the need for route deviations. The level of service to ADA customers would not change (including service to Santa Maria/Orcutt), and it would incorporate additional run time into the Local schedule to potentially serve additional service points.
- **Deviated fixed-route service** is a less expensive option, but provides a lower level of service for ADA-eligible individuals using the Paratransit service. It also does not provide for ADA Paratransit service between Guadalupe and Santa Maria/Orcutt. ADA individuals traveling to Santa Maria would need to request a route deviation on the Local route, then transfer to the Express route. Use of Santa Maria Area Transit’s ADA Dial-A-Ride service to complete a trip may require registration with SMAT, or the City of Guadalupe may be able to work with SMAT to recognize its local ADA certification (through SMOOTH).

As illustrated in the cost estimates shown on the previous pages, there are significant cost differences between the two scenarios. Financial Plans for both service options are provided on the following pages.

For the Financial Plans, the following base assumptions were employed:

- Cost per hour is based on rates provided by SMOOTH for FY 2018/19 through FY 2022, then increased by three percent per annum for each year thereafter.
- From FY 2019/20 forward, there is no separate fixed-route rate for Sunday service.
- There are 306 days of regular service and 55 days of Sunday/holiday service.
- Interest income increases at a rate of one percent per annum.
- LTF allocation in FY 2020/21 is reduced by \$35,536, the amount overfunded in FY 2018/19.
- FY 2020/21 is treated as a “recovery” year, with anticipated costs and revenues based on gradual recovery from the impacts of the COVID-19 pandemic.
- Beginning in FY 2021/22, revenues from fares, FTA Section 5311, STA, and LTF are assumed to increase by 1.5 percent per annum. Variable expenses are assumed to increase by two percent per annum.
- TDA: LTF revenues include both Guadalupe’s allocation and a contribution from the County of Santa Barbara.
- TDA: LTF and TDA: STA funding would begin rebounding to prior levels beginning in FY 2021/22.
- Given the uncertainties of the COVID-19 recovery, implementation of the two-route and reduced Sunday service scenarios is budgeted beginning in FY 2022/23.
- Implementation of the two-route scenario will increase the number of vehicle service hours operated, resulting in more frequent vehicle maintenance and higher fuel costs. For each scenario, these costs are increased by the same percentage as the vehicle service hours over the status quo.
- The City plans to apply for an Affordable Housing and Sustainable Communities (AHSC) grant in FY 2020/21, which would provide additional funding for the fixed-route service. It would cover the difference between the cost of the status quo service and the cost of the expanded service for the first two years of the grant.





- The increased level of service is expected to result in an increase in fare revenues of five percent during the first year, then an annual increase of 1.5 percent thereafter.
- For the TNC/taxi option, \$75,000 is budgeted annually to fund the program, including administration and marketing.
- The Interfund Transfer line item shown in the budget tables funds administrative costs for the City, as identified in the City's Cost Allocation Plan.⁴
- It should be noted that while vehicle electrification is expected to significantly reduce fuel costs included in the exhibits in this section, this savings is not reflected therein. This is due to uncertainty as to when electrification will occur as well as regarding the actual impact of the electric vehicle(s) on fuel costs.

5.4.1 Baseline Financial Plan (Status Quo)

In assessing the impact of the proposed service scenarios, it is important to establish a baseline (status quo) Financial Plan. Shown in Exhibit 5.4.1.1, the baseline Financial Plan estimates the City's transit system would continue to operate within its means, with excess funds available for carry-over into the following year. System operations would be fully funded through FY 2025/26, with excess funds potentially available for capital expenditures. The farebox recovery ratio is expected to remain above the 10 percent threshold for rural transit programs, remaining around 13 percent for the foreseeable future.

5.4.2 Fixed-Route Service Financial Plans

Implementation of the two-route service scenario as a fixed-route program (with ADA Paratransit) would result in a significant increase in operating costs (Exhibit 5.4.2.1). The reduction of Sunday service discussed in Section 5.2, which utilizes a single vehicle, would help offset some of the additional costs. It represents a 48.7 percent increase over FY 2018/19. In this scenario, FY 2022/23 would miss being fully funded by less than \$2,000. Additional funding sources would be needed to fill a gap in funding beginning in FY 2023/24 ranging from approximately \$159,000 in FY 2023/24 to approximately \$178,000 in FY 2025/26. The farebox recovery ratio is expected to remain above the 10 percent threshold for rural transit programs.

With AHSC grant funding for two years covering the difference between the scenario cost and the anticipated cost of the status quo in FY 2022/23 and FY 2023/24, the program would be fully funded through FY 2023/24. However, FY 2024/25 and FY 2025/26 would still have deficits of approximately \$95,000 and \$180,000, respectively.

The implementation of a TNC/taxi program, which would replace the City's historic public bus service on Saturday, Sunday, and weekday evenings would reduce operating expenses further (Exhibit 5.4.2.3). In this scenario, a flat amount (\$75,000) is budgeted for the TNC/taxi program and contractor operating costs and other variable costs (vehicle maintenance and fuel) are adjusted accordingly. This would enable the program to be fully funded within current revenues through FY 2025/26. Since the cost to operate the fixed-route service actually decreases over the status quo, the AHSC grant would not add additional operations funding. If less than \$75,000 annually is actually spent on the TNC/taxi program, then those savings could be carried forward into the next year. The farebox recovery ratio is expected to remain above the 10 percent threshold for rural transit programs.

⁴ City of Guadalupe, Cost Allocation Plan, FY 2020-21, page 24, Table 7.





Another option for the TNC/taxi program is to replace bus service on Sunday only, treating Saturday like a weekday with TNC/taxi coverage in the evenings. The cost for this option lies between the two options cited above, as the service would be operating on Saturday. For this option, the AHSC grant would provide additional operating funding which would enable the service to be fully funded through FY 2023/24, but would operate at a deficit of approximately \$61,000 and \$97,000 for the last two years of the planning horizon.

5.4.3 Deviated Fixed-Route Service Financial Plans

Implementation of the two-route service as a deviated fixed-route program (without ADA Paratransit) would also result in increased operating costs, although not as significant as the fixed-route option (Exhibit 5.4.3.1). The reduction of Sunday service combined with deviated fixed-route service delivery offers a lower cost. It represents a 34.8 percent increase over FY 2018/19. In this scenario, FY 2022/23 would be fully funded by carrying over excess funds from prior years, and FY 2023/24 would have a funding gap of approximately \$18,000. Additional funding sources would also be needed to fill a gap in funding ranging from \$94,500 to \$102,500 annually in subsequent years. The farebox recovery ratio is expected to remain above the 10 percent threshold for rural transit programs.

With AHSC grant funding for two years covering the difference between the scenario cost and the anticipated cost of the status quo in FY 2022/23 and FY 2023/24, the program would be fully funded through FY 2024/25. However, FY 2025/26 would still have a deficit of approximately \$80,000.

The implementation of a TNC/taxi program alongside a deviated fixed-route program offers the lowest operating cost of the proposed service scenarios (Exhibit 5.4.3.3), just a 19.7 percent increase over FY 2018/19. A flat amount (\$75,000) is budgeted for the TNC/taxi program and contractor operating costs and other variable costs (vehicle maintenance and fuel) are adjusted accordingly. In this scenario, the program would be fully funded within current revenues through FY 2025/26 and possibly beyond. Since the cost to operate the fixed-route service actually decreases over the status quo, the AHSC grant would not add additional operations funding. If less than \$75,000 annually is actually spent on the TNC/taxi program, then those savings could be carried forward into the next year. The farebox recovery ratio is expected to remain above the 10 percent threshold for rural transit programs.

For the weekday evenings and Sunday option, the AHSC grant would provide additional operating funding which would enable the service to be fully funded through FY 2025/26. However, the carry-over amount for FY 2026/27 would be approximately \$5,000, and that next year would not be fully funded unless savings from the taxi/TNC allotment could be carried over from prior years.





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.1.1 Baseline Financial Plan (Status Quo)

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$69,525	\$70,568	\$71,626	\$72,701	\$73,791
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$588,042	\$596,831	\$605,751	\$614,805	\$623,994
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,432	\$145,587	\$155,924	\$161,203	\$161,176
Total Revenues	\$585,469	\$620,506	\$616,312	\$718,474	\$742,418	\$761,675	\$776,008	\$785,170
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,293	\$370,893	\$382,020	\$393,480	\$405,285	\$417,443
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$99,383	\$100,874	\$102,387	\$103,923
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$68,441	\$69,468	\$70,510	\$71,567
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$586,494	\$600,472	\$614,832	\$629,584
Surplus (deficit)	\$79,762	\$145,719	\$130,432	\$145,587	\$155,924	\$161,203	\$161,176	\$155,586





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.2.1 Two-Route Non-deviated Fixed-Route with Reduced Sunday Service – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$602,582	\$611,589	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,431	\$147,672	\$0	\$0	\$0
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,559	\$750,254	\$611,589	\$620,730	\$630,008
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,294	\$370,893	\$497,180	\$512,095	\$527,458	\$543,282
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$129,198	\$131,136	\$133,103	\$135,100
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$88,973	\$90,308	\$91,663	\$93,038
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$752,002	\$770,189	\$788,874	\$808,069
Surplus (deficit)	\$79,762	\$145,719	\$130,431	\$147,672	(\$1,747)	(\$158,601)	(\$168,144)	(\$178,062)





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.2.2 Two-Route Non-deviated Fixed-Route with Reduced Sunday Service with AHSC Grant Funding – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
AHSC grant (operations)	\$0	\$0	\$0	\$0	\$115,161	\$118,615	\$0	\$0
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$717,743	\$730,204	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,431	\$147,672	\$113,413	\$73,428	\$0
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,559	\$865,415	\$843,617	\$694,157	\$630,008
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,294	\$370,893	\$497,180	\$512,095	\$527,458	\$543,282
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$129,198	\$131,136	\$133,103	\$135,100
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$88,973	\$90,308	\$91,663	\$93,038
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$752,002	\$770,189	\$788,874	\$808,069
Surplus (deficit)	\$79,762	\$145,719	\$130,431	\$147,672	\$113,413	\$73,428	(\$94,717)	(\$178,062)





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.2.3 Two-Route Non-deviated Fixed-Route with TNC/Taxi Program – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$602,582	\$611,589	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,432	\$147,673	\$130,029	\$108,614	\$83,218
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,560	\$750,255	\$741,617	\$729,344	\$713,225
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,293	\$370,893	\$343,232	\$353,529	\$364,135	\$375,059
TNC/taxi program	\$0	\$0	\$0	\$0	\$75,000	\$75,000	\$75,000	\$75,000
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$97,914	\$99,383	\$100,874	\$102,387
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$67,430	\$68,441	\$69,468	\$70,510
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$620,226	\$633,003	\$646,126	\$659,606
Surplus (deficit)	\$79,762	\$145,719	\$130,432	\$147,673	\$130,029	\$108,614	\$83,218	\$53,620





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.2.4 Two-Route Non-deviated Fixed-Route with TNC/Taxi Program with AHSC Grant Funding – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
AHSC grant (operations)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$602,582	\$611,589	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,432	\$147,673	\$130,029	\$108,614	\$83,218
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,560	\$750,255	\$741,617	\$729,344	\$713,225
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,293	\$370,893	\$343,232	\$353,529	\$364,135	\$375,059
TNC/taxi program	\$0	\$0	\$0	\$0	\$75,000	\$75,000	\$75,000	\$75,000
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$97,914	\$99,383	\$100,874	\$102,387
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$67,430	\$68,441	\$69,468	\$70,510
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$620,226	\$633,003	\$646,126	\$659,606
Surplus (deficit)	\$79,762	\$145,719	\$130,432	\$147,673	\$130,029	\$108,614	\$83,218	\$53,620

Note: Given the fixed-route operating cost actually decreases over the status quo, no additional operating funding would be provided through the AHSC grant program.





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.2.5 Two-Route Non-deviated Fixed-Route with TNC/Taxi Program (Sunday-only Option) – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$602,582	\$611,589	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,432	\$147,673	\$68,028	-\$17,248	\$0
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,560	\$750,255	\$679,616	\$603,482	\$630,008
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,293	\$370,893	\$405,233	\$417,390	\$429,912	\$442,809
TNC/taxi program	\$0	\$0	\$0	\$0	\$75,000	\$75,000	\$75,000	\$75,000
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$97,914	\$99,383	\$100,874	\$102,387
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$67,430	\$68,441	\$69,468	\$70,510
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$682,227	\$696,864	\$711,903	\$727,356
Surplus (deficit)	\$79,762	\$145,719	\$130,432	\$147,673	\$68,028	(\$17,248)	(\$108,422)	(\$97,348)





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.2.6 Two-Route Non-deviated Fixed-Route with TNC/Taxi Program (Sunday-only Option) with AHSC Grant Funding – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
AHSC grant (operations)	\$0	\$0	\$0	\$0	\$23,214	\$23,910	\$0	\$0
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$625,796	\$635,498	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,432	\$147,673	\$91,241	\$29,875	\$0
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,560	\$773,468	\$726,740	\$650,605	\$630,008
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,293	\$370,893	\$405,233	\$417,390	\$429,912	\$442,809
TNC/taxi program	\$0	\$0	\$0	\$0	\$75,000	\$75,000	\$75,000	\$75,000
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$97,914	\$99,383	\$100,874	\$102,387
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$67,430	\$68,441	\$69,468	\$70,510
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$682,227	\$696,864	\$711,903	\$727,356
Surplus (deficit)	\$79,762	\$145,719	\$130,432	\$147,673	\$91,241	\$29,875	(\$61,298)	(\$97,348)





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.3.1 Two-Route Deviated Fixed-Route with Reduced Sunday Service – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$602,582	\$611,589	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,431	\$147,672	\$68,326	\$0	\$0
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,559	\$750,254	\$679,914	\$620,730	\$630,008
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,294	\$370,893	\$448,726	\$462,188	\$476,053	\$490,335
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$116,378	\$118,123	\$119,895	\$121,694
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$80,145	\$81,347	\$82,567	\$83,805
Bus rental	\$500	\$647	\$650	\$650	\$680	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$681,928	\$698,308	\$715,165	\$732,484
Surplus (deficit)	\$79,762	\$145,719	\$130,431	\$147,672	\$68,326	(\$18,393)	(\$94,436)	(\$102,476)





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.3.2 Two-Route Deviated Fixed-Route with Reduced Sunday Service with AHSC Grant Funding – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
AHSC grant (operations)	\$0	\$0	\$0	\$0	\$66,706	\$68,707	\$0	\$0
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$669,288	\$680,296	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,431	\$147,672	\$135,032	\$117,020	\$22,584
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,559	\$816,960	\$815,327	\$737,749	\$652,592
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,294	\$370,893	\$448,726	\$462,188	\$476,053	\$490,335
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$116,378	\$118,123	\$119,895	\$121,694
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$80,145	\$81,347	\$82,567	\$83,805
Bus rental	\$500	\$647	\$650	\$650	\$680	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$681,928	\$698,308	\$715,165	\$732,484
Surplus (deficit)	\$79,762	\$145,719	\$130,431	\$147,672	\$135,032	\$117,020	\$22,584	(\$79,892)





Short Range Transit Plan

City of Guadalupe
Final Report

Exhibit 5.4.3.3 Two-Route Deviated Fixed-Route with TNC/Taxi Program – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$602,582	\$611,589	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,431	\$147,672	\$123,427	\$95,227	\$62,853
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,559	\$750,254	\$735,016	\$715,956	\$692,861
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,294	\$370,893	\$349,006	\$359,476	\$370,260	\$381,368
Taxi/TNC program	\$0	\$0	\$0	\$0	\$75,000	\$75,000	\$75,000	\$75,000
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$98,404	\$99,880	\$101,378	\$102,899
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$67,767	\$68,783	\$69,815	\$70,862
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$626,827	\$639,789	\$653,103	\$666,779
Surplus (deficit)	\$79,762	\$145,719	\$130,431	\$147,672	\$123,427	\$95,227	\$62,853	\$26,082





Short Range Transit Plan

Exhibit 5.4.3.4 Two-Route Deviated Fixed-Route with TNC/Taxi Program with AHSC Grant Funding – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
AHSC grant (operations)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$602,582	\$611,589	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,431	\$147,672	\$144,834	\$117,472	\$85,951
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,559	\$750,254	\$756,423	\$738,202	\$715,958
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,294	\$370,893	\$328,426	\$359,476	\$370,260	\$381,368
Taxi/TNC program	\$0	\$0	\$0	\$0	\$75,000	\$75,000	\$75,000	\$75,000
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$97,914	\$99,383	\$100,874	\$102,387
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$67,430	\$68,441	\$69,468	\$70,510
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$605,420	\$638,950	\$652,252	\$665,915
Surplus (deficit)	\$79,762	\$145,719	\$130,431	\$147,672	\$144,834	\$117,472	\$85,951	\$50,044

Note: Given the fixed-route operating cost actually decreases over the status quo, no additional operating funding would be provided through the AHSC grant program.





Short Range Transit Plan

Exhibit 5.4.3.5 Two-Route Deviated Fixed-Route with TNC/Taxi Program (Sunday-only Option) – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$602,582	\$611,589	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,431	\$147,672	\$82,832	\$55,471	\$23,949
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,559	\$750,254	\$694,421	\$676,201	\$653,957
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,294	\$370,893	\$390,428	\$359,476	\$370,260	\$381,368
Taxi/TNC program	\$0	\$0	\$0	\$0	\$75,000	\$75,000	\$75,000	\$75,000
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$97,914	\$99,383	\$100,874	\$102,387
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$67,430	\$68,441	\$69,468	\$70,510
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$667,422	\$638,950	\$652,252	\$665,915
Surplus (deficit)	\$79,762	\$145,719	\$130,431	\$147,672	\$82,832	\$55,471	\$23,949	(\$11,958)





Short Range Transit Plan

Exhibit 5.4.3.6 Two-Route Deviated Fixed-Route with TNC/Taxi Program (Sunday-only Option) with AHSC Grant Funding – Financial Plan

	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Operating Revenue								
Fare revenues/passes	\$69,525	\$48,310	\$48,310	\$71,611	\$76,319	\$77,464	\$78,626	\$79,805
FTA Section 5311	\$59,733	\$60,000	\$61,200	\$62,118	\$63,050	\$63,996	\$64,955	\$65,930
TDA: STA	\$52,533	\$72,195	\$32,640	\$52,533	\$53,321	\$54,121	\$54,933	\$55,757
TDA: LTF	\$397,465	\$353,964	\$322,105	\$397,465	\$403,427	\$409,478	\$415,621	\$421,855
AHSC grant (operations)	\$0	\$0	\$0	\$0	\$8,408	\$8,660	\$0	\$0
Interest income	\$6,213	\$6,275	\$6,338	\$6,401	\$6,465	\$6,530	\$6,595	\$6,661
Total Operating Revenues	\$585,469	\$540,744	\$470,593	\$590,128	\$610,990	\$620,249	\$620,730	\$630,008
Carryover from prior year	\$0	\$79,762	\$145,719	\$130,431	\$147,672	\$91,240	\$72,539	\$41,017
Total Revenues	\$585,469	\$620,506	\$616,312	\$720,559	\$758,662	\$711,489	\$693,269	\$671,025
Operating Expenses								
Contractor services (SMOOTH)	\$328,767	\$301,256	\$310,294	\$370,893	\$390,428	\$359,476	\$370,260	\$381,368
Taxi/TNC program	\$0	\$0	\$0	\$0	\$75,000	\$75,000	\$75,000	\$75,000
Vehicle maintenance	\$93,698	\$82,957	\$84,201	\$97,914	\$97,914	\$99,383	\$100,874	\$102,387
Fuel	\$64,526	\$53,927	\$54,736	\$67,430	\$67,430	\$68,441	\$69,468	\$70,510
Bus rental	\$500	\$647	\$650	\$650	\$650	\$650	\$650	\$650
Administrative	\$18,216	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Interfund transfer	\$0	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Total Expenses	\$505,707	\$474,787	\$485,881	\$572,887	\$667,422	\$638,950	\$652,252	\$665,915
Surplus (deficit)	\$79,762	\$145,719	\$130,431	\$147,672	\$91,240	\$72,539	\$41,017	\$5,110





5.5 Capital Plan

For the Capital Plan, we examined two primary costs: rolling stock (revenue vehicles) and bus stops.

Rolling Stock (Vehicles)

The Guadalupe Transit program is operated using five transit vehicles, model years 2007 through 2019. Four of the vehicles are diesel-powered Gillig low-floor buses. The other is a Ford Transit van. Given the annual low mileage accrual, none of the vehicles has reached its useful life based on mileage as of March 2020, at which time mileage accrual was further reduced due to COVID-19. At the current rate of mileage accrual, most vehicles still have many more good years of service ahead of them. The current fleet is detailed in Exhibit 5.5.1.

Exhibit 5.5.1 Fleet Inventory

Unit #	Pax	WC	Fuel	Year	Make & Model	Mileage (as of 3/20)
154	28	2	Diesel	2007	Gillig Low Floor	472,580
156	39	2	Diesel	2010	Gillig Low Floor	351,490
157	39	2	Diesel	2016	Gillig Low Floor	114,047
158	7	2	Gas	2016	Ford Transit	87,723
159	23	2	Diesel	2019	Gillig Low Floor	12,662

The mandate included in the California Air Resources Board’s Innovative Clean Transit regulations requires 25 percent of any vehicles purchased by a small transit operator in 2026 or later must be zero-emission vehicles. Given the City of Santa Maria is pursuing a transition to battery-electric vehicles, we believe it would be in the City of Guadalupe’s best interest to utilize the same type of zero-emission fleet approach. Given the current operations contractor (SMOOTH) is based in Santa Maria, it may be possible to work with SMAT to both charge buses at the SMAT facility and potentially piggyback onto vehicle purchases.

In the Fleet Replacement Plan in Exhibit 5.5.2, Moore & Associates has identified target replacement dates for the current fleet based on anticipated mileage accrual rather than vehicle age. We do not suggest the City move forward with the purchase of battery-electric vehicles until FY 2025/26, which will hopefully lead to coordination with Santa Maria with respect to fueling and vehicle purchase, as well as provide the City adequate time to consider the path it wishes to pursue regarding electric vehicles and potentially test the capabilities of a battery-electric vehicle on its routes. After FY 2025/26, all new transit buses should be replaced by battery-electric vehicles.

If awarded, the AHSC grant may enable the City to begin purchasing battery-electric vehicles sooner than FY 2025/26. In this case, Unit #154 would be replaced by an electric vehicle in FY 2022/23, with Units #156 and #157 transitioning to electric in their scheduled replacement year.





Short Range Transit Plan

Exhibit 5.5.2 Fleet Replacement Plan

Year	Existing Make & Model	Unit #	Cost (2020 dollars)	Cost in year of purchase					Future Year
				FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	
2007	Gillig Low-Floor	154*	\$500,000	\$515,000					
2010	Gillig Low-Floor (to electric)	156	\$650,000					\$698,750	
2016	Gillig Low-Floor (to electric)	157	\$650,000						2030
2016	Ford Transit	158	\$90,000				\$95,400		
2019	Gillig Low-Floor (to electric)	159	\$650,000						2033
Total				\$0	\$515,000	\$0	\$95,400	\$698,750	

*Unit #154 will be replaced by an electric vehicle if the City is awarded the AHSC grant for which it is applying. This would also increase the base cost of the vehicle (in 2020 dollars) to \$650,000, which would be \$669,500 in FY 2022/23 dollars.





The City's current transit fleet was funded by a variety of funding sources, including Measure D, STA/Proposition 1B, FTA Section 5311(f), FTA Section 5339, and ARRA. The City should work with SBCAG to identify state and local funding that is available for bus purchases as well as apply for discretionary federal funding through the FTA Section 5339 program. Depending on which service option is selected, there may be sufficient reserves to fund one or more bus purchases. If reserve funds are used for capital costs, however, additional operating funds will be necessary to meet revenue requirements.

Bus Stops

If implementing the two-route system, three new bus stops would need to be added and one existing bus stop relocated. Two new bus stops would be located in Pasadera, on Obispo Street near Del Mar Drive and on the unnamed street running parallel to it to the east, near La Joya Drive. The third new bus stop would need to be located within the Escalante Meadows development. The bus stop at Amber Street and Obispo Street would need to be relocated to the north side of Highway 166 west of Obispo Street. As this is a Caltrans right-of-way, permission from and coordination with Caltrans would be required. Alternately, the stop could be relocated to Obispo Street just south of Highway 166, which would avoid placing the stop on a Caltrans right-of-way but would require passengers to cross Highway 166 to access the stop from the residential area north of the highway.

Of the existing 12 bus stops in Guadalupe, eight feature shelters, one has a bench only, and one is the Amtrak station. Only one stop (Amber and Obispo) is marked only by a pole. We were unable to locate the stop at Main Street and Point Sal Dunes Way and have recommended replacement of the pole and sign as soon as possible.

Given the high incidence of bus shelters, only modest bus stop improvements are recommended. They include:

- Addition of a shelter (if possible) at the relocated Amber and Obispo stop,
- Addition of trash cans at bus shelters that do not already have them (we counted four), and
- Addition of info-post units with route and schedule information at each bus stop.





Short Range Transit Plan

City of Guadalupe

Final Report

Exhibit 5.5.3 Bus Stop Improvement Plan

	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Pole and sign (4)	\$550	\$0	\$1,749	\$0	\$0	\$0
Bus shelter (1)	\$0	\$0	\$0	\$10,750	\$0	\$0
Trash cans (4)	\$0	\$0	\$2,472	\$0	\$0	\$0
Info-post units (15)	\$0	\$0	\$1,696	\$0	\$0	\$0
Total	\$550	\$0	\$5,917	\$10,750	\$0	\$0

Exhibit 5.5.4 Capital Plan

	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26
Rolling stock	\$0	\$0	\$515,000	\$0	\$95,400	\$698,750
Bus stop improvements	\$550	\$0	\$5,917	\$10,750	\$0	\$0
Total Capital Expenses	\$550	\$0	\$520,917	\$10,750	\$95,400	\$698,750





Appendix A | Survey Instruments





This page intentionally blank.





Exhibit A.1 ADA Paratransit Survey (English)

Guadalupe Transit ADA Service Customer Survey

Your participation in this survey is voluntary. No medical information will be shared!
Please answer the following questions regarding your use of and satisfaction regarding the Guadalupe ADA Service. Return your completed form in the enclosed pre-paid envelope no later than **March 31, 2020**. To

1. How long have you been riding the Guadalupe ADA service?

- Less than 6 months 1 to 2 years
- 6 to 12 months More than 2 years
- No longer a rider

2. In a typical week, how many ADA trips do you make? (Each round trip is considered one trip.)

- I don't ride every week. 1 to 2 trips
- 3 to 4 trips 5 or more trips

3. What is your most common trip purpose when using the Guadalupe ADA service?

- Healthcare/Medical Work
- Shopping Recreation/social
- Other (specify): _____

4. Where do you typically travel using the ADA service?

- Within Guadalupe Orcutt
- Santa Maria All of the above

5. In the past 90 days, which transit service(s) have you used? (check all that apply)

- Guadalupe Flyer Breeze
- Guadalupe Shuttle RTA Route 10
- Santa Maria Area Transit
- Other (specify): _____

6. What is your primary reason for using the ADA service?

- No/limited access to a personal vehicle
- Don't drive/no longer drive
- Other transportation services are too expensive
- Other (specify): _____

7. Do you have a disability that impacts your personal mobility? Yes No

8. When calling to place your ride request, are you able to promptly reach a Customer Service Representative? Yes No

9. How often are you able to obtain your desired travel time?

- Always Sometimes
- Most of the time Rarely

10. When traveling via the ADA service, are you typically accompanied by any of the following?

- Companion Service animal
- Personal care attendant (PCA)
- None of the above

11. How would you improve the ADA service? (Select up to three)

- Driver attitude Online reservations
- Improve loading time Nothing
- Vehicle arrival notification
- Easier to make reservations
- Less wait time on phone
- Shorter wait time for vehicle
- Other (specify): _____

12. Regarding your most recent trip: If Guadalupe ADA service had not been available, how would you have made that trip?

- I would not have made the trip.
- Gotten a ride Drive myself
- Uber/Lyft Other public transit
- Other (specify): _____

13. What is your age?

- 18 - 24 25 - 44
- 45 - 61 62 and older

14. Which of the following do you have access to? (Select all that apply)

- Internet Email
- Smart phone Text messaging
- None of the above

15. Please rate your satisfaction with the following Guadalupe ADA service characteristics by circling the appropriate number (1 = Poor, 2 = Fair, 3 = Good, and 4 = Excellent).

On-time performance	1	2	3	4
Customer service: call center	1	2	3	4
Customer service: drivers	1	2	3	4
Ease of making reservations	1	2	3	4
Dependability	1	2	3	4
Cost	1	2	3	4
Overall service	1	2	3	4

Name _____

Phone/Email _____



Exhibit A.2 ADA Paratransit Survey (Spanish)

Guadalupe Transit ADA Service Customer Survey

Por favor su participación en este encuesta es voluntario, no información medical va estar compartido.
Responda a las siguientes preguntas sobre su uso y satisfacción con el Servicio ADA de Guadalupe. Devuelva su forma completada en el sobre pre-pagado antes del **31 de marzo de 2020**. Si usted quisiera ser entrado en un sorteo para la oportunidad de ganar una tarjeta VISA de \$50 proporcione por favor su información de

1. ¿Cuánto tiempo lleva usando el servicio ADA de Guadalupe?

- Menos de 6 meses Entre 1 y 2 años
 Entre 6 y 12 meses Más de 2 años
 Ya no lo utilizo

2. Durante una semana típica ¿cuántos viajes hace usted utilizando el servicio ADA? (Cada viaje de ida y vuelta se considera un viaje.)

- No viajo todas las semanas De 1 a 2 viajes
 De 3 a 4 viajes por semana 5 o más viajes

3. ¿Cuál es el propósito principal de sus viajes cuando utiliza el servicio ADA de Guadalupe?

- Cuidado de la salud Trabajo
 Compras Recreación/sociales
 Otro (especifique): _____

4. ¿A dónde viaja habitualmente cuando hace uso del servicio ADA de Guadalupe?

- Dentro de Guadalupe Orcutt
 Santa María Todas las anteriores

5. En los últimos 90 días, ¿qué servicios de tránsito ha utilizado? (Marque todas las que correspondan)

- Guadalupe Flyer Breeze
 Guadalupe Shuttle RTA Route 10
 Santa María Area Transit
 Other (specify): _____

6. ¿Cuál es su principal razón para usar el servicio ADA de Guadalupe?

- Acceso limitado o no tiene un vehículo personal
 No manejo/ ya no manejo
 Otros servicios de transporte son demasiado caros
 Otro (especifique): _____

7. ¿Usted tiene alguna discapacidad que afecte su movilidad? Sí No

8. Cuando llama para realizar su solicitud de viaje, ¿puede llegar rápidamente a un representante de servicio al cliente? Sí No

9. ¿Con qué frecuencia puede obtener el tiempo de viaje deseado?

- Siempre A veces
 Casi siempre Rara vez

10. Cuando viaja, ¿está usted típicamente acompañado por cualquiera de los siguientes?

- Con compañero Animal servicio
 Personal de cuidado (PCA)
 Ninguna de las anteriores

11. ¿De qué manera mejoraría usted el servicio ADA, de Guadalupe? (Selecciones hasta tres opciones)

- Actitud del conductor Reservas por Internet
 Mejorar el tiempo de carga del pasajero
 Notificación de la llegada del vehículo.
 Haciendo más sencillo el proceso de reserva.
 Menos tiempo de espera del teléfono.
 Acortar el tiempo de espera para la llegada del vehículo.
 De ninguna manera.
 Otro (especifique): _____

12. En cuanto a su viaje más reciente: Si el servicio ADA de Guadalupe no hubiera estado disponible, ¿cómo habría hecho ese viaje?

- No habría hecho el viaje.
 Habría conseguido un viaje.
 Conducirme.
 Llamando a los servicios Uber o Lyft
 Utilizando otro servicio de transporte público.
 Otro (especifique): _____

13. ¿Cuál de los siguientes grupos incluye su edad?

- 18 - 24 25 - 44
 45 - 61 62 y mayores
 Prefiero no responder.

14. ¿A cuál de los siguientes servicios tiene usted acceso? (Seleccione todos los que correspondan)

- Internet Correo electrónico
 Teléfono inteligente Mensaje de texto
 Ninguno de los anteriores

15. Por favor, califique su satisfacción con el siguiente servicio de Guadalupe ADA características dando vueltas al número apropiado (1=Pobre, 2=Justo, 3=Bueno, y 4=Excelente).

Rendimiento a tiempo	1	2	3	4
Atención al cliente: centro de llamadas	1	2	3	4
Atención al cliente: conductores	1	2	3	4
Facilidad de hacer reservas	1	2	3	4
Confiabilidad del servicio	1	2	3	4
Costo	1	2	3	4
Calidad total	1	2	3	4

Nombre _____

Teléfono/Correo electrónico _____



Exhibit A.3 Community Survey (English)

**City of Guadalupe
Community Survey**

The City of Guadalupe is currently evaluating its public transit services. As a member of the Guadalupe community, your feedback is important, whether or not you use public transit. Complete this survey by **March 16, 2020** to be entered into a random drawing for one of two \$25 VISA gift cards! You may also complete the survey online at www.research.net/r/GuadalupeCommunitySurvey.

1. Have you ridden any public transit (traditional bus, rail, or ADA services) in the last 90 days?
- Yes → Continue to Section 1
 - No → Skip to Section 2 (Non-Riders)

Section 1: Transit Riders

2. Which transit service(s) have you used? (check all that apply)
- Guadalupe Flyer Amtrak
 - Guadalupe ADA Service Breeze
 - Guadalupe Shuttle RTA Route 10
 - Santa Maria Area Transit
 - Other (specify): _____

3. Why do you typically use public transportation? (select up to three)
- It is convenient
 - It is cheaper than driving
 - To be able to work/relax during the ride
 - I don't have a car or have limited access to one
 - To avoid traffic
 - To avoid parking
 - It's better for the environment than driving alone
 - Other (specify): _____

4. How often do you use public transit?
- Every day Once a week
 - 4 – 6 days per week Less than once a week
 - 2 – 3 days per week

Skip to Section 3

Section 2: Non-Riders

5. What is the primary reason you do not use public transportation? (check only one)
- Do not know how to use it
 - Service is not available when I need to travel
 - Bus stop is too far away from my home or destination
 - Does not operate where I need to travel
 - Takes too long (i.e., time on bus)
 - Too expensive
 - Prefer to drive own vehicle
 - I need my car during the day
 - Concerns about safety onboard bus
 - Concerns about safety at bus stops/stations
 - Other (specify): _____

Section 3: All Respondents

6. What change, if any, would cause you to begin or increase your use of Guadalupe Transit? (select up to two)
- More frequent service Better on-time performance
 - Later operating hours Earlier operating hours
 - Transfers Better service information
 - Real-time bus tracking
 - Better connections with other transit providers (i.e., RTA Route 10, SMAT, Amtrak, etc.)
 - Nothing would influence me to begin riding or ride more
 - Other (specify): _____

7. What is the best way to receive information?
- Online Social media (Facebook, etc.)
 - Email Text message
 - Printed flyer Other (specify): _____

8. How many working vehicles are available to members of your household? _____

9. Where do you most commonly travel?
- Within Guadalupe Santa Barbara Area
 - Santa Maria Santa Ynez Valley
 - Orcutt San Luis Obispo Area
 - Lompoc Other (specify): _____

10. Please indicate your agreement with the following statements:

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Guadalupe Transit supports the local economy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guadalupe Transit provides a valuable service to the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If my primary means of transportation were not available I would use Guadalupe Transit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I didn't know about Guadalupe Transit until today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for taking the time to complete this survey. Your feedback is important.

If you would like to be entered into a random drawing for one of two \$25 VISA gift cards, please provide your contact information. All contact information will remain confidential.

Name: _____

Phone/Email: _____



Exhibit A.4 Community Survey (Spanish)

**Ciudad de Guadalupe
Encuesta a la comunidad**

La ciudad de Guadalupe está evaluando sus servicios de transporte público. Como miembro de la comunidad de Guadalupe, sus comentarios son importantes, ya sea que utilice el transporte público o no. ¡Entregue esta encuesta antes del **16 de marzo de 2020** para poder participar en un sorteo aleatorio, y tener la oportunidad de ganar una tarjeta VISA de regalo por valor de \$25! También puede completar la encuesta en línea visitando la página web www.research.net/r/GuadalupeCommunitySurvey.

1. ¿Ha utilizado usted algún transporte público (bus tradicional, tren o, los servicios ADA) en los últimos 90 días?
- Sí → Pase a la sección 1
 No → Salte a la sección 2 (No usuarios de transporte)

Sección 1: Usuarios de transporte

2. ¿Qué servicio(s) de tránsito ha utilizado? (marque todas los que correspondan)
- Guadalupe Flyer Amtrak
 Servicio ADA de Guadalupe Breeze
 Guadalupe Shuttle RTA Route 10
 Santa María Area Transit (SMAT)
 Otro (especifique): _____

3. ¿Qué razón tiene para utilizar habitualmente el transporte público? (Seleccione hasta tres)
- Es conveniente
 Es más económico que conducir
 Para poder trabajar o relajarme durante el viaje
 No tengo carro o dispongo de acceso restringido a uno
 Para evitar el tráfico
 Para evitar el parqueo
 Es más conveniente para el medio ambiente
 Otro (especifique): _____

4. ¿Con qué frecuencia utiliza el transporte público?
- Cada día Una vez a la semana
 4 - 6 días por semana Menos de una vez a la semana
 2 - 3 días por semana

Salte a la Sección 3

Sección 2: No usuarios de transporte

5. ¿Cuál es la razón principal por la que **no utiliza** el transporte público? (marque solo uno)
- No sé cómo utilizar el servicio
 El servicio no está disponible cuando necesito viajar
 La parada del bus está demasiado lejos de mi casa o destino
 No está en servicio cuando quiero viajar
 Toma demasiado tiempo (es decir, el tiempo en bus)
 Es demasiado caro
 Prefiero conducir mi propio vehículo
 Necesito mi carro durante el día
 Me preocupa la seguridad a bordo de un bus
 Me preocupa la seguridad en las paradas/estaciones de bus
 Otra (especifique): _____

Sección 3: Todos los encuestados

6. ¿Qué cambio, si lo hubiera, le causaría comenzar o aumentar su uso del servicio de transporte en Guadalupe? (Seleccione hasta dos)

- Servicio más frecuente Funcionamiento más puntual
 Horas más tarde Horas más tempranas
 Transbordos Mejor información del servicio
 Seguimiento de bus en tiempo real
 Mejores conexiones con otros proveedores de tránsito (es decir, RTA Route 10, SMAT, Amtrak etc.)
 Nada podría influirme a empezar a usar o usar más a menudo
 Otra (especifique): _____

7. ¿Cuál es la mejor manera de recibir información?

- En línea Las redes sociales (Facebook, etc.)
 Correo electrónico Mensaje de texto
 Un volante Otro (especifique): _____

8. ¿Cuántos vehículos están disponibles para los miembros de su familiar? _____

9. ¿Dónde viaja con mayor frecuencia?

- Dentro del área de Guadalupe Área de Santa Barbara
 Santa María Santa Ynez Valley
 Orcutt Área de San Luis Obispo
 Lompoc Otro (especifique): _____

10. Por favor indique su conformidad con las siguientes declaraciones:

	Muy de acuerdo	Un poco de acuerdo	Un poco en desacuerdo	Muy en desacuerdo
Guadalupe Transit apoya la economía local.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guadalupe Transit dispone un valioso servicio para la comunidad.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Si mi principal media de transporte no estuviera disponible, usaría Guadalupe Transit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hasta hoy no estaba enterado(a) de Guadalupe Transit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Gracias por tomar el tiempo para completar esta encuesta. Sus comentarios son importantes. Si usted quisiera ser entrado en un sorteo para la oportunidad de ganar una tarjeta de regalo VISA \$25, por favor proporcione su información de contacto. Toda su información de contacto seguirá siendo confidencial.

Name: _____

Phone/Email: _____



Exhibit A.5 Post-Presentation Online Survey (English)

We want your input! Please take the City of Guadalupe's short transit survey to guide selection of a preferred service option arising from the Short Range Transit Plan.

1. Is the Guadalupe Transit service, as it currently exists, useful to you?
 - Yes
 - No
2. Would you ride the bus (or ride the bus more) if the City expanded its service within Guadalupe, even if it cost more to operate?
 - Yes
 - No
 - Maybe/not sure
3. Do you use transit to travel... (check all that apply)
 - Within Guadalupe
 - To/from Santa Maria
 - I don't use Guadalupe Transit
4. When you use the Flyer on weekdays, when do you typically ride? (check all that apply)
 - Before 9:00 AM
 - Between 9:00 AM and 12:00 PM
 - Between 12:00 PM and 3:00 PM
 - Between 3:00 PM and 5:00 PM
 - After 5:00 PM
 - I don't ride the Flyer on weekdays
5. The Flyer currently operates from 8:45 AM to 6:35 PM on Sundays. The City is considering reducing these hours to streamline costs. Which of the following statements do you most agree with? (select only one)
 - I do not want any reduction in Sunday Flyer service.
 - It would be OK with me if the first and last Sunday trips were eliminated, resulting in a shorter span of service (10:00 AM to 5:20 PM).
 - It would be OK with me if the Flyer ran less frequently on Sunday as long as it maintained its current span of service (8:45 AM to 6:35 PM).
6. Would you consider using Uber or Lyft in lieu of transit if the cost/fare was subsidized by the City?
 - Yes
 - No
 - Maybe/not sure
7. Do you think Guadalupe should continue to maintain control over its transit program or turn it over to the City of Santa Maria? (select only one)
 - Maintain control
 - Turn It over to Santa Maria
 - No opinion





Exhibit A.6 Post-Presentation Online Survey (Spanish)

Necesitamos su opinion! Porfavor llene esta encuesta del servicio transito de la Ciudad de Guadalupe para ayudarnos a seleccionar el servicio preferido de el plan de transito.

1. El servicio de transito en Guadalupe, como existe hoy, es util para usted?
 Si
 No
2. Tomaria el autobus (o tomaria el autobus mas) si la Ciudad expande el servicio dentro de Guadalupe, aunque cueste mas el servicio para operar?
 Si
 No
 A lo mayor/no estoy seguro
3. Usted usa el servicio de transito para viajar?... (marque todo lo que corresponda)
 Dentro de Guadalupe
 De/a Santa Maria
 No uso el servicio de transito de Guadalupe
4. Cuando usa los servicio de transito entre semana, cuando tipicamente usa el autobus? (marque todo lo que corresponda)
 Antes de 9:00 AM
 Entre 9:00 AM y 12:00 PM
 Entre 12:00 PM y 3:00 PM
 Entre 3:00 PM y 5:00 PM
 Despues de las 5:00 PM
 No uso el servicio de transito entre semana
5. El servicio de autobus actualmente opera de 8:45 AM a 6:35 PM los Domingos. La ciudad esta considerando en reducir estos horarios para controlar costos. Cual de las siguientes declaraciones usted esta mas de acuerdo? (seleccione solamente una)
 No quiero ninguna reduccion de servicios de autobus los Domingos.
 Estaria bien si el primero y el ultimo viaje fueran eliminados, resultando en serivico mas corto (10:00 AM a 5:30 PM).
 Estaria bien que el service de autobus corriera menos frecuente los Domingos, mientras que mantenga el mismo horario de servicio. (8:45 AM a 6:35 PM).
6. Consideraria usar Uber o Lyft en vez de el servicio de autobus si el costo fuera subvencionada por la ciudad?
 Si
 No
 A lo mayor/no estoy seguro
7. Pienza que la Ciudad de Guadalupe deberia continuar manteniendo el control del programa de su propio servicio de autobus, o darselo a la Ciudad de Santa Maria? (seleccione solamente una)
 Mantener control
 Darle control a Santa Maria
 No tengo opinion.





Appendix B | Service Alternatives Presentation

**SHORT-RANGE
TRANSIT PLAN
PRELIMINARY
RECOMMENDATIONS**

CITY OF GUADALUPE

MOORE & ASSOCIATES, INC.
AUGUST 11, 2020

**WHAT IS A SHORT-RANGE
TRANSIT PLAN?**

- Evaluate current City services, capital assets, system oversight, and transit budget
- Review existing and potential revenue sources
- Analyze population growth and community development
- Identify potential transit service options to address issues
- Determine a preferred alternative and prepare an implementation plan





PROJECT ACTIVITIES

Completed

- Review existing documents and conditions
- Conduct onboard observations of Guadalupe Flyer (ridecheck)
- Conduct community and ADA surveys
- Project webpage
- Prepare preliminary service alternatives

Pending

- Present preliminary recommendations to City Council and the community
- Receive feedback
- Develop preferred alternative
- Prepare implementation and financial plan
- Finalize Short-Range Transit Plan



Key Issues

- New and planned residential developments in Guadalupe (e.g., Pasadera)
- Traffic congestion on Highway 166
- Current 75-minute running time for Guadalupe Flyer has been stretched as far as it can go
- Current level of service is relatively low (Flyer service frequency is lower than the industry standard of 60 minutes)
- Flyer service within Guadalupe and Guadalupe Shuttle have overlapping service areas



4





PRELIMINARY RECOMMENDATIONS

- Developed through a review of initial feedback from the community, City staff, and contractor staff
- Five stand-alone recommendations (Options A, B, C, D, and G)
- Two recommendations (Options E and F) that can be added to any of the first four options



3

OPTION A: MAINTAIN THE STATUS QUO

- The City currently provides three service offerings, operated under contract by SMOOTH:
 - **Guadalupe Flyer:** fixed-route service operating a single-direction loop within Guadalupe and providing service to the Santa Maria Transit Center
 - **Guadalupe Shuttle:** shared-ride reservation-based service open to the general public operating within Guadalupe
 - **ADA Paratransit Service:** eligibility-based shared-ride reservation-based service open to ADA-certified individuals needing to travel within $\frac{3}{4}$ mile of the Guadalupe Flyer route
- This option would result in no changes to the current service

4





OPTION A: MAINTAIN THE STATUS QUO

Benefits

- A “safe play” give the current economic uncertainties
- People are used to it

Challenges

- Community mobility needs have changed
- Would not position Guadalupe Transit for the future
- Flyer has a low service frequency and no capacity to accommodate new locations or address service delays
- Little opportunity for ridership growth
- Could not expand to serve underserved areas

OPTION B: ADJUST GUADALUPE FLYER ROUTING WITHIN GUADALUPE

- The Guadalupe Flyer’s route has remained largely static
- There are now a number of new and planned residential developments that are not served by the Flyer
- This option would evaluate how the Flyer travels through Guadalupe and where stops should be located
- Any expansion of the service area would likely require the addition of a second bus, which would improve service frequency but at a greater cost



OPTION B: ADJUST GUADALUPE FLYER ROUTING WITHIN GUADALUPE

Benefits

- Would offer better service to locations in Guadalupe that are not currently being served by the Flyer
- Could potentially serve new residential developments in Guadalupe
- Could potentially expand service to currently underserved areas

Challenges

- Current Flyer route cannot accommodate additional running time, so changes would need to be within the same service window to continue current level of service
- Likely some existing service points would need to be eliminated to accommodate any new service points
- Would likely require addition of a second bus in order to expand service “footprint” in Guadalupe as well as increase frequency

OPTION C: DIVIDE GUADALUPE FLYER SERVICE INTO EXPRESS PORTION AND IN-TOWN PORTION

- The travel needs of riders traveling within Guadalupe are likely different than those using the Flyer to travel to Santa Maria
- The current trip length for the Flyer is significantly impacted by congestion on Highway 166, and it cannot accommodate delays
- Delays on Highway 166 can cause the service to run late for the balance of the day
- This option would divide the Flyer into two routes: an Express route operating between Guadalupe and Santa Maria, and an in-town route operating solely within Guadalupe
- The in-town route would likely replace the Shuttle service
- The in-town route could be operated as a regular fixed route (with accompanying ADA paratransit service) or a deviated fixed route



OPTION C: DIVIDE GUADALUPE FLYER SERVICE INTO EXPRESS PORTION AND IN-TOWN PORTION

Benefits

- A separate Express route could accommodate longer travel times and delays on Highway 166
- Performance of the in-town route would not be impacted by delays on the Express route
- The in-town route could be adjusted as needed to serve new locations
- If operated as a fixed route, continuation of ADA service would provide ample capacity for ADA trips

Challenges

- Depending on where the two routes meet, a transfer may be needed to travel between Santa Maria and many locations within Guadalupe
- If operated as a deviated fixed route (which deviates from the designated route to pick up passengers), may reduce capacity to serve ADA trips

OPTION D: OPERATE GUADALUPE FLYER ONLY DURING PEAK HOURS AND OPERATE A DEVIATED FIXED-ROUTE SERVICE WITHIN GUADALUPE DURING OFF-PEAK HOURS

- The Guadalupe Flyer would continue to provide the same service, but only during peak hours (for example, 7 a.m. to 9 a.m. and 3 p.m. to 5 p.m.)
- A deviated fixed route could replace both the Shuttle and the ADA service
- The ADA service would continue to operate during peak hours
- Reducing the number of services operated by the City could lower the operating cost, but likely at the expense of service quality





OPTION D: OPERATE GUADALUPE FLYER ONLY DURING PEAK HOURS AND OPERATE A DEVIATED FIXED-ROUTE SERVICE WITHIN GUADALUPE DURING OFF-PEAK HOURS

- The Guadalupe Flyer would continue to provide the same service, but only during peak hours (for example, 7 a.m. to 9 a.m. and 3 p.m. to 5 p.m.)
- A deviated fixed route could replace both the Shuttle and the ADA service
- The ADA service would continue to operate during peak hours
- Reducing the number of services operated by the City could lower the operating cost, but likely at the expense of service quality



OPTION E: REDUCE THE AMOUNT OF SERVICE PROVIDED BY GUADALUPE FLYER ON SUNDAY

- One alternative would eliminate trips at the beginning and end of the service day, thereby reducing the span of service
- Another alternative would maintain the service span, but the Flyer would operate less frequently
- This option would be implemented alongside any of the first four options
- While this would be a relatively limited service reduction, the benefit would be the reallocation of vehicle service hours to provide more service within Guadalupe during the week





OPTION E: REDUCE THE AMOUNT OF SERVICE PROVIDED BY GUADALUPE FLYER ON SUNDAY

Benefits

- Vehicle service hours eliminated on Sunday could be reallocated to other days with greater demand
- Service within Guadalupe would be largely unaffected if the Shuttle (or a separate in-town route) continues to operate

Challenges

- Access to Santa Maria on Sunday would be reduced.

OPTION F: PROVIDE EVENING AND/OR WEEKEND SERVICE THROUGH SUBSIDIZED UBER/LYFT/TAXI AGREEMENT

- Rather than the City providing bus service on evenings and weekends, rides would be provided by Uber, Lyft, or taxis through a subsidized fare agreement
- The City would negotiate a subsidy with the transportation provider, resulting in a lower cost for the customer
- This option could be implemented alongside any of the first four options



OPTION F: PROVIDE EVENING AND/OR WEEKEND SERVICE THROUGH SUBSIDIZED UBER/LYFT/TAXI AGREEMENT

Benefits

- Availability of transit service within Guadalupe would be expanded
- The City could realize a significant cost savings by scheduling trips on a per-ride basis
- Customers could benefit from curb-to-curb service offered by taxis and Transportation Network Companies (TNCs) such as Uber and Lyft

Challenges

- There may not be sufficient capacity at this time to effectively provide service through taxis and TNCs
- ADA service may need to continue to be provided by the City using ADA vehicles if accessible vehicles are not available through taxis and TNCs

11

OPTION G: MERGE THE CITY'S TRANSIT PROGRAM INTO THE CITY OF SANTA MARIA'S TRANSIT PROGRAM (SMAT)

- With this option, all transit service in Guadalupe would be operated by SMAT
- The service may be fully incorporated into SMAT's service, or it may continue to be identified as Guadalupe Transit
- The City would turn over its current transit funding to the City of Santa Maria to operate the service

12





OPTION G: MERGE THE CITY'S TRANSIT PROGRAM INTO THE CITY OF SANTA MARIA'S TRANSIT PROGRAM (SMAT)

Benefits

- Better connectivity with other SMAT routes
- Better connectivity with regional transportation services

Challenges

- Loss of control by the City over how and when transit service operates
- Level of service in/to Guadalupe may be reduced
- SMOOTH would no longer be the operator of the program, resulting in a significant loss of institutional knowledge

18

NEXT STEPS

- Review feedback regarding preferred service options
- Identify a preferred service option
- Develop a financial plan and implementation plan for the preferred alternative



19







This page intentionally blank.





Appendix C | Project Webpage

Guadalupe SRTP

Home / About the Project / Events / Documents / Surveys / Contact Us / **ESPAÑOL**

Welcome to the Official Webpage for the City of Guadalupe's Short Range Transit Plan


ON **FEBRUARY 22, 2020** BY **MODERATOR** [EDIT](#)

Responde nuestra encuesta del Plan de tránsito de corto alcance para guiar la selección de una opción de servicio preferida aquí.


Please take our Short Range Transit Plan survey to guide selection of a preferred service option here.

The City of Guadalupe is working towards a very important transit planning effort designed to address the City's transit operational sustainability while improving performance and meeting community mobility needs.


There will be a variety of




Learn About the Project




Attend a Meeting



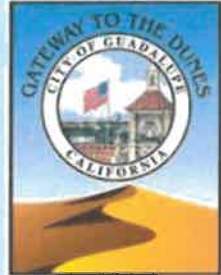
View Project Progress



Share Your Ideas




Take a Survey



RECENT POSTS

Welcome to the Official Webpage for the City of Guadalupe's Short Range Transit Plan

CITY OF GUADALUPE



918 Obispo Street
Guadalupe, California 95434

CONNECT WITH THE CITY!

Click the links below for more about the





About the Project

The City of Guadalupe is conducting a Short Range Transit Plan update to identify service enhancement opportunities for the Guadalupe Flyer, the Guadalupe Shuttle, and the complementary ADA service.

The study will provide a comprehensive assessment of current and future demand within the study area as well as multiple service scenarios.

The purpose of this project is to determine what public transit service options would best serve the mobility needs of community of Guadalupe.

Click the links below to learn how you can get involved!



Attend a
Meeting



Take a Survey



Share Your
Ideas





Surveys

One of the easiest ways you can provide input for the City's project is by completing a short online survey. Please feel free to complete any of the surveys which reflect your transportation needs or priorities.



Short Range Transit Plan survey – This survey is for current and/or recent riders to guide selection of a preferred service option arising from the Short Range Transit Plan.



Responda nuestra encuesta del Plan de tránsito de corto alcance para guiar la selección de una opción de servicio preferida [aquí](#).

Community Survey – This survey is for everyone who lives, works, goes to school, or has other business in the communities affected by this project, regardless of whether or not you are a current/recent transit rider.

This survey is closed. Thank you to everyone who participated!



Passenger Surveys – This survey is for current and/or recent riders of the services identified below. Please complete a survey for the service(s) you use.

These surveys are closed. Thank you to everyone who participated!





Contact Us

Have any questions about this project? Have an opinion you'd like to share? Make a suggestion or request new destinations be served? Simply fill out the web form to submit your comment, question, or idea.

City of Guadalupe

918 Obispo Street
Guadalupe, CA 93434

Send Us a Message

Name (required)

Email (required)

Message

SUBMIT





Plan de Tránsito de Corto Alcance de Guadalupe

[Página Principal](#) / [Sobre el Proyecto](#) / [Eventos](#) / [Documentos](#) / [Encuestas](#) / [Contáctenos](#) / [ENGLISH](#)

Bienvenidos a la página web oficial del Plan de Tránsito de Corto Alcance de la Ciudad de Guadalupe

ON FEBRUARY 22, 2019 BY HODDERWTON LEAVE A COMMENT EDIT

La Ciudad de Guadalupe está trabajando hacia un esfuerzo de planificación de tránsito muy importante diseñado para abordar la sostenibilidad operativa de tránsito de la ciudad, al tiempo que mejora el rendimiento y satisface las necesidades de movilidad comunitaria.

Habrà una variedad de oportunidades de participación pública disponibles, incluyendo encuestas y reuniones públicas. También hay un formulario de pregunta/comentario en línea incluido en esta página.



Obtenga información sobre el proyecto



Participe en una encuesta



Ver Proyecto Progreso



Asistir a una reunión



Comparte tus ideas



PUBLICACIONES RECIENTES

Bienvenidos a la página web oficial del Plan de Tránsito de Corto Alcance de la Ciudad de Guadalupe

CIUDAD DE GUADALUPE



918 Obispo Street
 Guadalupe, California 93434

CONECTAR CON LA CIUDAD

Haga clic en los enlaces a continuación





Sobre el Proyecto

La Ciudad de Guadalupe está llevando a cabo una actualización del Plan de Tránsito de Corto Alcance para identificar oportunidades de mejora del servicio para el Volador de Guadalupe, el Transbordador de Guadalupe y el servicio complementario de ADA.

El estudio proporcionará una evaluación integral de la demanda actual y futura dentro del área de estudio, así como de múltiples escenarios de servicio.

El propósito de este proyecto es determinar qué opciones de servicio de transporte público servirían mejor a las necesidades de movilidad de la comunidad de Guadalupe.

Haga clic en los enlaces a continuación para aprender cómo puede participar!



Asistir a una
reunión



Participa en
una encuesta



Comparte tus
ideas





Encuestas

Una de las maneras más fáciles de proporcionar información para el proyecto de la ciudad es completando una breve encuesta en línea.

Por favor, no dude en completar cualquiera de las encuestas que reflejan sus necesidades o prioridades de transporte.



Short Range Transit Plan survey – Esta encuesta es para los usuarios actuales y /o recientes del servicio tránsito de la Ciudad de Guadalupe para ayudarnos a seleccionar el servicio preferido de el plan de tránsito. Complete una encuesta para los servicios que utiliza.

Encuesta de la comunidad – Esta encuesta es para todos los que viven, trabajan, van a la escuela, o tienen otros negocios en las comunidades afectadas por este proyecto, independientemente de si usted es o no un usuario de tránsito actual / reciente.

Esta encuesta está cerrada. ¡Gracias a todos aquellos que participaron!



Encuesta de pasajeros – Esta encuesta es para los usuarios actuales y /o recientes de los servicios identificados a continuación. Complete una encuesta para los servicios que utiliza.

Estas encuestas están cerradas. ¡Gracias a todos aquellos que participaron!





Contáctanos

¿Tiene alguna pregunta sobre este proyecto? ¿Tienes una opinión que te gustaría compartir? ¿Hacer una sugerencia o solicitar que se sirvan nuevos destinos? Simplemente complete el formulario para enviar su comentario, pregunta o idea.

Ciudad de Guadalupe

918 Obispo Street
Guadalupe, CA 93434

Envíanos un mensaje

Name (required)

Email (required)

Message

ENTREGA

