

AGENDA ITEM 7 B  
Action Item

**MEMORANDUM**

**DATE:** March 6, 2008

**TO:** El Dorado County Transit Authority

**FROM:** Mindy Jackson, Transit Director

**SUBJECT:** *El Dorado County Transit Authority 2007/2008 Mid-Year Administrative Operations Six-Month Report for the Period July 1, 2007 through December 31, 2007*

**REQUESTED ACTION:**

**BY MOTION,** Receive and File the *El Dorado County Transit Authority 2007/2008 Mid-Year Administrative Operations Six-Month Report for the Period July 1, 2007 through December 31, 2007*

**BACKGROUND**

El Dorado Transit provides public transportation under authority of a Joint Powers Agreement (JPA) with the County of El Dorado and the City of Placerville. Public transit services include demand response; community fixed route and commuter service.

The *El Dorado County Transit Authority 2007/2008 Mid-Year Administrative Operations Six-Month Report* (Admin Report) provides an overview of El Dorado Transit operations for the reporting period July 1, 2007 through December 31, 2007. (Included as a separate cover)

As a recipient of Transportation Development Act (TDA) funds El Dorado Transit is required to report on an annual basis, performance measure statistics as defined in the TDA Public Utilities Code Chapter 4, Transportation Development Article 1 – General Provisions and Definitions Section 99247. The *El Dorado County Transit Authority 2007/2008 Mid-Year Administrative Operations Six-Month Report* includes the following required statistical analysis on a systemwide basis: Operating Cost/Expense; Passenger Count; Revenue Hours; Revenue Miles; Employee Hour/Revenue Hour and Fare Revenue. El Dorado Transit includes additional performance indicators per route, service type and systemwide. Each report also includes prior year statistics for comparison and review.

Six month and annual reports are submitted to the following for review:

- El Dorado County Transit Authority
- El Dorado County Transit Authority Advisory Committee
- El Dorado County Transportation Commission
- California State Controllers Office
- Sacramento Area Council of Governments

## **DISCUSSION**

The *El Dorado County Transit Authority 2007/2008 Mid-Year Administrative Operations Six-Month Report* includes information on Program Descriptions; Service Improvements; Performance Measures; Ridership Trends and Marketing. Systemwide ridership increased nine percent (9%) for the first six months of fiscal year 2007/2008. These additional 16,067 passenger trips are the result of service improvements; marketing; public outreach; in-service to social service and non-profit agency staff; improved website access; high levels of professional courteous customer service and trip planning assistance and increase in gas prices.

Customer service is key to a successful transit operations. Transit drivers, dispatchers and front office staff frequently receive compliments from the public. Each business day, El Dorado Transit staff assist current and potential passengers on how to use Dial-A-Ride; local community bus routes and commuter service. The customer base includes seniors learning about public transit for the first time; care providers; persons with disabilities and residents inquiring about the commute service along the highway 50 corridor.

Overall, El Dorado Transit continues to generate new ridership in all service types providing safe passenger transport for life-line and worksite transportation.