


AGENDA ITEM 7 A  
Action Item

**MEMORANDUM**

**DATE:** March 19, 2009

**TO:** El Dorado County Transit Authority

**FROM:** Mindy Jackson, Executive Director 

**SUBJECT:** The El Dorado County Transit Authority 2008/2009 Mid-Year Administrative Operations Six-Month Report for the Period July 1, 2008 through December 31, 2008

**REQUESTED ACTION:**

**BY MOTION,** Receive and File the El Dorado County Transit Authority 2008/2009 Mid-Year Administrative Operations Six-Month Report for the Period July 1, 2008 through December 31, 2008

**BACKGROUND**

The El Dorado County Transit Authority (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 2008/2009 Mid-Year Administrative Operations Six-Month Report (Admin Report) provides an overview of El Dorado Transit operations for the reporting period July 1, 2008 through December 31, 2008. The Admin Report is included as a separate report with this agenda packet.

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 Admin Report includes 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 management includes performance measure reporting for each service and mode (type of service) even

the public, policy makers and management a detailed comparison by route. The Admin Report also includes prior year statistics for comparison and review.

Six month and annual Admin Reports are submitted to the following agencies for review:

- El Dorado County Transit Authority Board of Directors
- El Dorado County Transit Authority Advisory Committee
- El Dorado County Transportation Commission

## **DISCUSSION**

The Admin Report includes Program Descriptions; Service Improvements; Performance Measures; Ridership Trends and Marketing. Systemwide ridership increased nineteen-percent (19%) for the first six months of fiscal year FY 2008/09. These additional 35,846 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; trip planning assistance and the increase in gas prices. Local community bus services added 17,980 trips, a record increase of 22% over the prior year's six-month period. The downtown Sacramento commuter service added 12,550 trips and the Iron Point Connector added 2,542 trips.

Customer service is key to a successful transit operation. Transit drivers, dispatchers and front office staff frequently receive compliments from the public. Each business day, El Dorado Transit staff assists 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, support existing customer base and provide safe efficient cost-effective passenger transport for life-line and worksite transportation.