


AGENDA ITEM 5 A
Consent Calendar Item

MEMORANDUM

DATE: March 25, 2009

TO: El Dorado County Transit Authority
Transit Advisory Committee

FROM: Matt Mauk, Transit Services Assistant 

SUBJECT: Submission of AB2766 grant applications for three (3) proposed projects; Apple Hill Shuttle 2009, County Fair Shuttle 2010 and Spare the Air Free Fare Days 2009/2010.

REQUESTED ACTION:
BY MOTION:

Review the proposed board action to Adopt Resolution No. 09-08 authorizing the Executive Director to Submit Three (3) Applications to the El Dorado County Air Quality Management District AB2766 Motor Vehicle Emission Reduction Grant Program

BACKGROUND

The El Dorado Air Pollution Quality Management District (EDC AQMD) published a request for proposals to consider motor vehicle reduction projects funded with AB2766 Department of Motor Vehicle (DMV) surcharge fees. Funding for this grant program is derived from vehicle registration fees authorized by EDC AQMD for Clean Air Act projects.

DISCUSSION

El Dorado Transit will prepare three (3) grant applications that meet the emission reduction objectives of the AB2766 DMV surcharge grant program. Project descriptions follow:

APPLICATION #1

APPLE HILL® SHUTTLE 2009

If approved for funding, the Apple Hill® Shuttle will significantly reduce congestion; lower emissions related to cold starts and provide a safe comfortable ride through the area. The shuttle

will provide a regional mitigation to traffic congestion on the rural roads and some relief to state highway 50 east of Placerville.

El Dorado Transit in collaboration with the Apple Hill® Growers Association proposes to provide a weekend shuttle along the Apple Hill® scenic drive during October 2009. The shuttle is a continuous loop between Apple Hill® ranches and wineries from 10:00 AM until 5:00 PM each Saturday and Sunday (weather permitting). The shuttles will pick-up and board passengers at each safe location every fifteen (15) to twenty (20) minutes depending upon traffic.

El Dorado Transit will provide the following with grant funding:

- Five (5) to Six (6) 45 passenger buses
- One (1) trolley
- Coordination of information provided Apple Hill® Growers Association
- Press Releases and website notification
- Transit Drivers
- Support staff: Transportation Supervisors, dispatchers and project manager
- Associated overhead costs
- Portable restroom at parking lots
- Shuttle signage and installation of signs at safe stops along scenic route

Apple Hill® Growers Association will provide matching funding and in-kind advertising:

- Cider Press; a ranch marketing publication with a distribution of 200,000 throughout the states of California and Nevada
- Shuttle information to be included on all Apple Hill® maps (an additional 200,000 distributed)
- Apple Hill® Growers Association website will include information on the shuttle

El Dorado Transit is experienced in shuttle service and has provided an Apple Hill® Shuttle from 1988 through 2000 and 2003 through 2008, as well as annual shuttle service for the El Dorado County Fair. The 2008 Apple Hill® Shuttle provided 12,054 passenger trips. Ridership is directly influenced by the weather therefore, on inclement weekends, El Dorado Transit reserves the right to cancel or reduce service.

APPLICATION #2

EL DORADO COUNTY FAIR SHUTTLE 2010

If approved for funding, the El Dorado County Fair Shuttle will significantly reduce congestion; lower emissions related to excessive idling and provide a safe comfortable alternative to parking in and around the Fairgrounds. The shuttle will provide a regional mitigation to traffic

congestion on Forni Road, Placerville Drive and State Highway 50 east and west of the Fairgrounds exit in Placerville.

Shuttle service will begin one-half hour before the El Dorado County Fair opens and continue until one-half hour after closing on all four days of operation. The Fair Shuttle reduces driving time, offers a safe and convenient alternative to parking closer to the Fairgrounds and allows more time to enjoy the Fair. With the option of convenient off-site parking and shuttle service pedestrian traffic along Placerville Drive will be reduced improving public safety.

The shuttle will provide round-trip service between three (3) locations; the Library/Government Center bus stop on Fair Lane, the Park & Ride lot on Motherlode Drive at Missouri Flat Road and the WalMart parking lot at Forni Road and Missouri Flat Road and the Green Gate of the County Fairgrounds located on Placerville Drive. Two (2) to six (6) commuter vehicles will be in service at various times during the Fair's hours of operation.

El Dorado Transit will provide the following with grant funding:

- Six (6) 45 or 35 passenger buses
- Approximately 200 hours of shuttle service to and from three (3) off-site lots
- Transit Drivers
- Support staff: Transportation Supervisors, dispatchers and project managers
- Outreach and regional marketing; including website notifications, announcements, press releases and advertisements in local newspapers
- Coordination of shuttle information included in Fair tabloid and shuttle map mailed to 14,000 subscribers of local newspaper
- Shuttle and Parking signage
- Liason with County facilities management for off-site parking
- Public liability insurance coverage
- Associated overhead costs

APPLICATION #3

SPARE THE AIR FREE FARE DAYS 2009/2010

El Dorado Transit proposes providing free transit on all regular local bus and commuter services on official Spare the Air days as determined by the Sacramento Air Quality District.

Free rides on local bus routes and commuter services will assist regional efforts to reduce emissions; provide an incentive to ride transit and reduce traffic congestion. This is also an opportunity to attract new transit passengers. Commuters will experience life in the carpool lanes on Highway 50 or connect to light rail at the Iron Point Station in Folsom.

The project would provide free rides for up to fourteen (14) days during the 2009/2010 smog season. The grant would offset loss of cash fares; furnish printed covers for fareboxes and allow for small marketing efforts. Marketing is done predominantly with the Sacramento Air Quality District and through local television and radio news programs.

The Sacramento region experienced eight (8) Spare the Air days during the 2008/2009 smog season. On those days, El Dorado Transit provided 10,219 total free trips on its fixed route services. This figure represents a 100% increase in ridership over the Spare the Air days in 2007. An average of twelve (12) Spare the Air days have been declared in the region over the last eight (8) years.

These projects fully meet the El Dorado County Air Quality Management District (EDC AQMD) goal of “providing the most motor vehicle emission reductions at the most cost-effectiveness per ton of emissions reduced.”