

AGENDA ITEM 7 B
(Information)

MEMORANDUM

DATE: May 30, 2007

TO: El Dorado County Transit Authority
Transit Advisory Committee

FROM: Scott A. Ousley, Operations Manager

SUBJECT: Placerville Express Route

REQUESTED ACTION:

BY MOTION,

None, information only

BACKGROUND

At the May 3, 2007 at the El Dorado County Transit Authority board meeting Mr. Robert Purser, P.O. Box 507, El Dorado, California submitted the following written comments:

“I will update you on the current status of the events of last week.

At the previous meeting, you were told that El Dorado Transit is studying a new route for the Placerville Express bus.

On April 23 (eleven days ago) an announcement was posted inside the local busses saying there would be a new route and schedule for the Placerville Express bus starting Monday April 30, 2007 (four days ago). The new schedule was not included with the announcement.

There was no announcement of the route and schedule change on the website. Similarly, no announcement or schedule was ever posted at any of the bus stops. Even as late as last Saturday April 28, 2007, El Dorado Transit was still passing out the old bus schedules to riders on the local busses.

Therefore on Monday April 30th, it was a total surprise to all college students from Camino, Pollock Pines and the upper end of Placerville to learn (only after they had got on the bus) that they would miss their connection to Folsom Lake College bus or to the Iron Point bus.

With the new schedule, students must now wait 30 minutes at the Placerville Station plus and additional 35 or 40 minutes at the Wal-Mart bus stop. The new schedule increases the time it takes students to go to school.

I have not seen the traffic study which recommends this change so I do not know who benefits from the new schedule. It certainly is not the students who now must leave one hour earlier to go to school.”

El Dorado Transit Board of Directors requested a formal response to Mr. Pursers comments.

DISCUSSION

The Placerville Express began service on August 7, 2006 providing direct service between Placerville Station and the Missouri Flat Transfer Center (Wal-Mart).

The intent of the service is to provide expeditious service between the east and west points in the Placerville Shuttle service area as well as supplement the Main Street Shuttle service. The service began westbound service at the Placerville Station at :15 past every hour of operation.

The Main Street Shuttle began service on January 2, 2007. This service was implemented to provide continuous shuttle service between Placerville Station, Old City Hall and the Placerville Post Office. The Main Street Shuttle was developed as mitigation to off-set loss of parking during the Highway 50 Ops project. Original operating hours of the Main Street Shuttle were divided into three (3) segments; 7:00 AM. – 9:00 AM, 11:00 AM – 1:00 PM and 4:30 PM – 6:30 PM Monday through Friday.

El Dorado Transit staff monitored daily and hourly ridership data for the first three months of the Main Street Shuttle’s inception and identified low ridership on all days of service except Tuesdays on the 7:00 AM – 9:00 AM and the 11:00 AM – 1:00 PM segments.

El Dorado Transit and City of Placerville staff met and determined that it was feasible to operate the Main Street Shuttle service on Tuesdays only 8:00a.m. – 1:00 p.m. The Placerville Express route was changed to begin service at the Placerville Station as half (:30) past the hour so persons choosing to utilize the free parking at the Placerville Station would have consistent half hour service between the Placerville Station and Old City Hall. Both changes went into effect on April 30, 2007.

The result of the change to the Placerville Express was a 35 minute wait for persons using the Placerville Express to connect with the Folsom Lake College Shuttle and a 40 minute wait for the Iron Point Connector at the Missouri Flat Transfer Center (Wal-Mart).

Staff will track ridership for the Main Street Shuttle, Placerville Express, Folsom Lake College Shuttle and the Iron Point Connector through July 2007. Data will be analyzed to determine if improvements in connectivity are needed.

Any changes to improve the connectivity will impact persons riding the Placerville Express from Placerville Station to the City of Placerville. El Dorado Transit staff will maintain

ridership statistics prior to submitting a draft revision to the City of Placerville staff for discussion.

El Dorado Transit staff is developing improved methods for dissemination of information to the customer when there are planned route changes.