


AGENDA ITEM 3 B
Information Item

MEMORANDUM

DATE: September 23, 2009

TO: El Dorado County Transit Authority
Transit Advisory Committee

FROM: Mindy Jackson, Executive Director 

SUBJECT: Public Comment on Reverse Commute

REQUESTED ACTION:

BY MOTION, No action, information and discussion only.

BACKGROUND

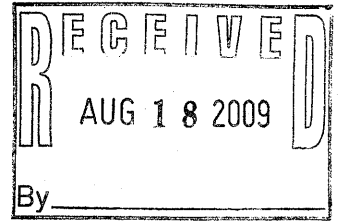
The El Dorado County Transit Authority (El Dorado Transit) Sacramento commuter service provides eleven (11) morning and eleven (11) evening routes between El Dorado County and the downtown Sacramento corridor. Two (2) of those routes provide reverse commute options.

Nine (9) buses are in-service on eleven (11) commuter routes. Four (4) of the buses do not deadhead (return out-of-service) but are parked in Sacramento to avoid the unnecessary cost of fuel and wear and tear. Two (2) of the five (5) that return are reverse commute routes that carry passengers from the downtown Sacramento Corridor to El Dorado County. The other three (3) buses deadhead to the maintenance facility to transport drivers back to El Dorado County are rotated for regular service maintenance and to be placed in-service on the afternoon commute.

DISCUSSION

Correspondence from Mr. Stobbe requesting free reverse commute service is included for consideration.

August 16, 2009



Ms. Mindy Jackson, Executive Director
El Dorado County Transit Authority
6565 Commerce Way
Diamond Springs, CA 95619

Dear Ms. Jackson;

I want to share with you and the El Dorado County Transit Authority's Board of Directors a simple idea that has the potential of helping many professional businesses in El Dorado County, without incurring any costs to the County or to the Transit Authority.

A significant challenge to professional businesses in El Dorado County is lack of talented professional local labor. Professional firms such as architects, engineers, programming firms, health care providers, and many others must compete for high talented and experienced employees. As an owner of a small professional business, I know how critical it is to be able to attract and hire the right professional employee for the well being of the company. Whether we are an existing business in El Dorado County, or wanting to start a professional services business in El Dorado County, we must somehow attract the best and unique person(s) that will match our firm's unique professional needs.

Yet, employers in El Dorado County have a significant disadvantage. The larger labor pool from which we need to attract really exceptional staff is in Sacramento. Here is where El Dorado County Transit can make a really huge difference. The Transit Authority already has commuter bus schedules that take El Dorado County residents to and from work in Sacramento. However, the buses returning from Sacramento to El Dorado County in the morning (and from El Dorado County to Sacramento in the evening) are virtually empty. The Transit Authority could give El Dorado County businesses a big boost by offering free commuter services only on this "reverse" direction: that is, from Sacramento to El Dorado County in the morning, and from El Dorado County to Sacramento in the evening. No new routes, schedules, buses or drivers would be needed.

This would cost the Transit Authority nothing, while El Dorado County, its communities, and the Transit Authority could publicize this free service to El Dorado County businesses and to potential new employees (residents in Sacramento). What a promotion and assistance for El Dorado County businesses! Any increase in ridership in this reverse direction would mean significant and real benefit to El Dorado County businesses and their communities.

I believe this is a terrific idea, and I ask that you and the Transit Authority's Board of Directors take up this matter at the next scheduled Board Meeting.

Thank you,

A handwritten signature in black ink that reads "Bill Stobbe".

Bill Stobbe

cc: EDCTA Board of Directors (via M. Jackson)