



MEETING HANDOUTS

Agenda Item 9 – Route 78: Ltr. to Mona Babauta from STA – Restoration of Route 78 Pleasant Hill BART Stop 06-18-12	
Agenda Item 10 – Service Change Marketing and Outreach Update: PowerPoint Presentation	
06-18-12	Memo to the Board from Ward Stewart, Project Manager- SolTrans Service Changes Marketing Outreach Materials



Solano Transportation Authority

... working for you!

SOLANO TRANSPORTATION AUTHORITY

Member Agencies:

Benicia • Dixon • Fairfield • Rio Vista • Suisun City • Vacaville • Vallejo • Solano County

One Harbor Center, Suite 130, Suisun City, CA 94585-2473 • Telephone (707) 424-6075 / Facsimile (707) 424-6074
Email: staplan@sta-snci.com • Website: sta.ca.gov

June 18, 2012

Mona Babauta
Solano County Transit (SolTrans)
Executive Director
311 Sacramento Street
Vallejo, CA 94590

Subject: Proposed Service Changes to Solano Express Route 78- Restoration of Pleasant Hill BART Stop

Dear Ms. Babauta:

On June 13, 2012, the Solano Transportation Authority (STA) Board of Directors unanimously took action to request Solano County Transit (SolTrans) retain the Pleasant Hill BART stop on Solano Express Route 78 as part of SolTrans proposed service changes that includes modifications to Route 78.

STA does support SolTrans efforts to identify operating efficiencies and improve performance of its overall transit system. The STA is concerned about the potential negative effect of eliminating the Pleasant Hill BART Station stop on Route 78 could have on the route's ridership and farebox ratio. Currently, Route 78 is not achieving the required 20% farebox ratio required by the Metropolitan Transportation Commission (MTC) for RM 2 funds and over \$500,000 of RM2 funding dedicated to this route may be at risk in future years.

As specified by the Intercity Transit Funding Agreement, STA has analyzed the proposed service changes to Route 78 prior to implementation by SolTrans. Recent on/off counts conducted in March 2012, identified that the Pleasant Hill and Walnut Creek BART stations were both equally utilized by Route 78 riders. Based on this information and analysis, STA is requesting SolTrans maintain Route 78 service to both BART stations by maintaining service to Pleasant Hill BART and to consider looking at other means and ways to make Route 78 more efficient and cost effective to better serve the ridership and exceed farebox requirement rather than eliminating either one of the BART stations.

We want to thank SolTrans for providing STA and the Solano Express Transit Consortium with the opportunity to review and comment on the proposed service changes to Solano Express Route 78. We wish SolTrans success in their proposed service changes goals of improving ridership, on-time performance, efficiencies and providing improved service within the fiscal constraints of available revenues.

Sincerely,

Daryl K. Halls
Executive Director

Cc: STA Board Members
SolTrans Board Members

SERVICE CHANGE MARKETING OUTREACH UPDATE

Presented to: Solano County Transit
Board of Directors

June 21, 2012

By: Ward Stewart



OUTREACH GOALS AND OBJECTIVES

- ▶ Prepare existing ridership for service changes with readily available information
- ▶ Minimize confusion and potential for unforeseen negative impacts

OUTREACH APPROACH

- ▶ Large-scale community events
- ▶ Advertising space on buses
- ▶ Print media
- ▶ Online resources
- ▶ Audio/visual media

WHAT WE'VE DONE SO FAR...

- ▶ Events: Pista Sa Nayon, Juneteenth
- ▶ Bus Posting: car cards, seat drops
- ▶ Site Posting: public notices, maps, Spanish translation
- ▶ Print Media: prepared advertisement for Times Herald
- ▶ Online Resources: updated information on SolTrans, STA website, Facebook
- ▶ Route Outreach: staff riding the system, talking to ridership

“CAR CARD”



SERVICE CHANGES

BEGIN JULY 1, 2012

www.soltransride.com

(707) 648-4666



“JAR OPENER”



“SEAT DROPS”



SERVICE CHANGES BEGIN JULY 1, 2012

On Sunday July 1, 2012 SolTrans will implement system wide changes impacting nearly all existing services. Although the changes constitute approximately a 10% reduction in service, riders will see many improvements to the system that include:

- Direct access from Northeast Vallejo to Gateway Plaza
- Improved reliability and connections between buses
- Sunday service that serves Vallejo and Benicia, and connects to BART
- Continued connections to Diablo Valley College
- Direct service to Discovery Kingdom
- Improved Dial-A-Ride in Benicia through allocation of additional resources
- Implementation of a single regional monthly pass allowing travel on all SolTrans commuter routes
- Implementation of both Regional and Local Day Passes for fixed route and Dial-A-Ride

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CAMBIOS DE SERVICIO COMENZARA 1 DE JULIO 2012

El domingo 1 de julio de 2012 SolTrans implementará cambios en todo el sistema que afectan a casi todos los servicios existentes. A pesar de los cambios que constituyen aproximadamente una reducción del 10% en el servicio, los pasajeros verán muchas mejoras en el sistema que se incluyen:

- El acceso directo desde el noreste de Vallejo en Gateway Plaza
- Mejora de la fiabilidad y las conexiones entre autobuses
- Domingo servicio prestado a Vallejo y Benicia, y se conecta a BART
- Las conexiones continuas a Diablo Valley College
- Servicio directo de Discovery Kingdom
- Mejora de Dial-A-Ride en Benicia mediante la asignación de recursos adicionales
- Implementación de un solo viaje regional de abono mensual que permite en todas las rutas de cercanías SolTrans
- Implementación de los dos diarios regionales y locales Passes para ruta fija y Dial-A-Ride

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NEXT STEPS

- ▶ Events: farmer's markets, senior outreach
- ▶ Bus Posting: schedule distribution, intercity bus rebranding
- ▶ Site Posting: high-traffic locations throughout the community
- ▶ Print Media: formal service change promotional article
- ▶ Online Resources: new SolTrans website, 511.org, information on other community-specific webpages
- ▶ Audio/Visual Media:VCAT, Government Channel 28, Ozcat Radio

Questions and Comments?





PUBLIC NOTICE

Effective July 1, 2012

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- Direct service to Discovery Kingdom
- Improved Dial-A-Ride in Benicia through allocation of additional resources
- Implementation of a single regional monthly pass allowing travel on all SolTrans commuter routes
- Implementation of both Regional and Local Day Passes for fixed route and Dial-A-Ride

Service Change Summary

Route 1

- Operates between downtown at the Vallejo Transit Center and Rancho Vallejo
- Service in South Vallejo will be provided by revised Route 3

Route 2

- Modified routing serves Gateway Plaza and Solano Community College Vallejo campus
- Operates on a 45-minute headway

Route 3

- Modified to serve South Vallejo, Beverly Hills and Glen Cove neighborhoods

Route 4

- No Changes

Route 5

- No longer serves Plaza Drive/Target
- Revised to include service to Kaiser Hospital Sereno Drive and Discovery Kingdom.
- Alternates between Sereno and Redwood as shown on map (see reverse)

Route 6

- Modified to serve neighborhoods in East Vallejo along Ascot Parkway
- Eliminate portion of route south of Benicia Road (to be covered by revised Route 3)

Route 7

- Eliminate unidirectional loop
- Bidirectional route operates between Vallejo Transit Center and Gateway Plaza

Route 15 (Benicia Tripper)

- No changes

Route 17 (Benicia Tripper)

- No changes

Route 21 (Benicia Flex Route)

- Replaced with general public Dial-A-Ride service

Route 22 (Benicia Flex Route)

- Replaced with general public Dial-A-Ride service

Route 76

- **Three trips maintained**

Route 78

- **Current schedule operating at this time**

Route 80

- **Sunday Service discontinued**

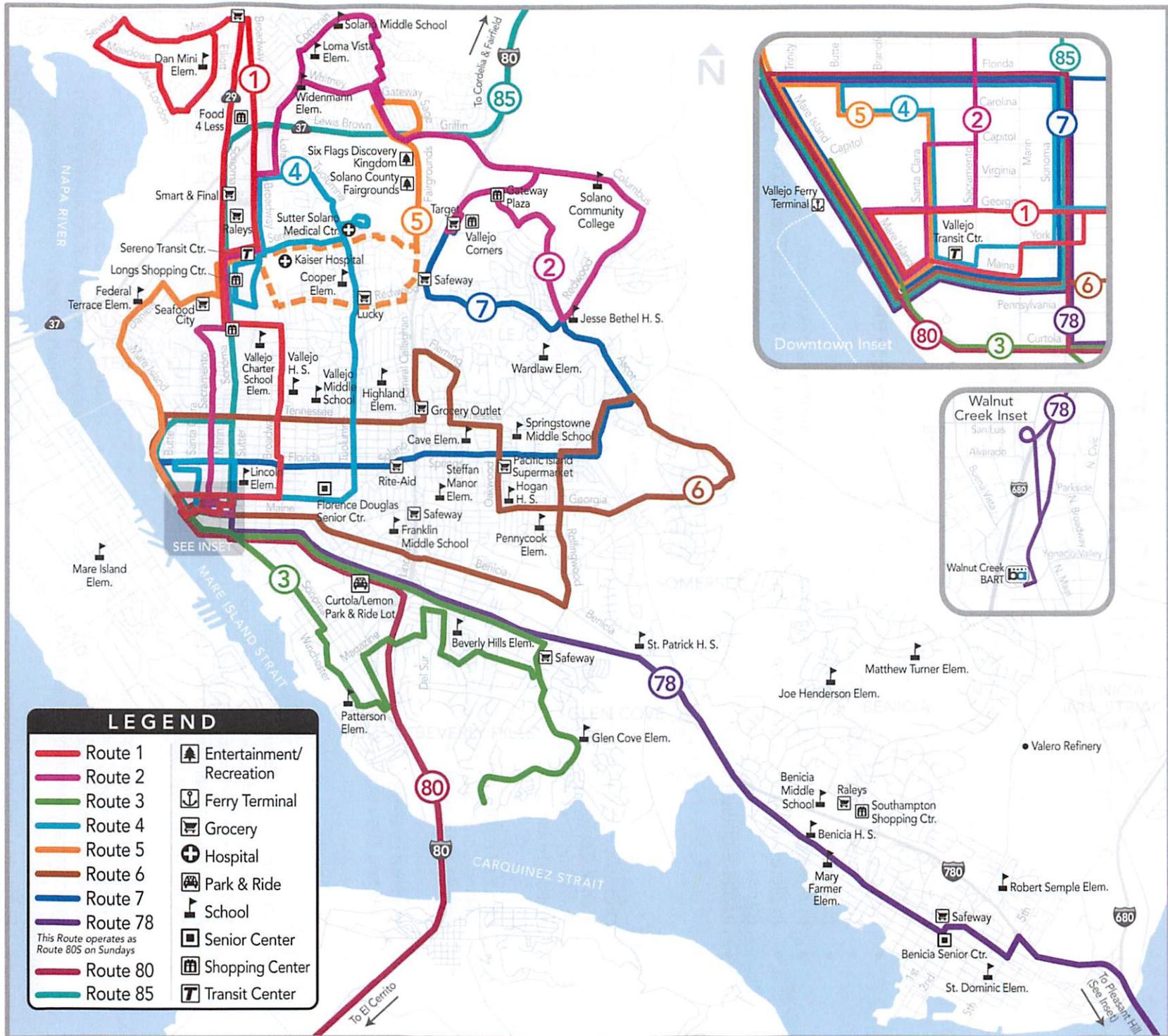
Route 80S

- **Sunday Service to Benicia and Walnut Creek BART**

Route 85

- Operates on hourly headway
- Reduce number of stops in Vallejo (no longer provides local service in Vallejo)
- Discovery Kingdom service maintained

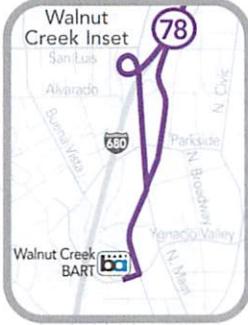
For specific schedule information, call Customer Service at 707-648-4666 or visit www.soltransride.com



LEGEND

Route 1	Entertainment/Recreation
Route 2	Ferry Terminal
Route 3	Grocery
Route 4	Hospital
Route 5	Park & Ride
Route 6	School
Route 7	Senior Center
Route 78	Shopping Center
Route 80	Transit Center
Route 85	

This Route operates as Route 80S on Sundays



LEGEND

- Route 1
- Route 2
- Route 3
- Route 4
- Route 5
- Route 6
- Route 7
- Route 78
- Route 80
- Route 85
- Entertainment/Recreation
- Ferry Terminal
- Grocery
- Hospital
- Park & Ride
- School
- Senior Center
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- Transit Center

This Route operates as Route 80S on Sundays



PUBLIC NOTICE

Bus Fare Restructure Bus Passes and Tickets Effective July 1, 2012

Vallejo Transit, Vallejo RunAbout, Benicia Breeze and Benicia Paratransit 10-ride and 1-ride tickets/passes and paratransit booklets will be phased out and replaced with SolTrans new passes and tickets to accommodate the fare restructure approved by SolTrans' Board of Directors on May 24, 2012.

**All current passes and tickets
expire June 30, 2012**

Paper transfers will no longer be available

For a trip requiring a transfer to another bus, a new Day Pass is available. This pass provides unlimited travel on SolTrans' buses for an entire day. For a single trip, SolTrans encourages the use of cash fare. More information about the new fare structure is available at ticket outlets and online at www.soltransride.com



SolTrans Fare Schedule
effective July 1, 2012

	Local Trips	Multi-Zone Trips
Single Ride Cash Fare		
Adult	\$1.75	\$5.00
Youth	\$1.50	\$4.00
Senior/Disabled	\$0.85	\$2.50
Day Pass		
Adult	\$4.00	\$10.00
Youth	\$3.00	\$8.00
Senior/Disabled	\$2.00	\$5.00
Monthly Pass		
Adult	\$56.00	\$114.00
Youth	\$44.00	N/A
Senior/Disabled	\$28.00	N/A
10-Ride Pass		
Adult	\$15.00	\$45.00
Youth	\$12.00	N/A
Senior/Disabled	\$7.00	N/A
SolTrans Paratransit and Dial-A-Ride		
SolTrans Paratransit (ADA Certified)		
* Cash Fare	\$3.00	\$5.50
10-Ride Pass	\$30.00	N/A
SolTrans Dial-A-Ride (General Public - Benicia Only)		
Cash Fare	\$2.00	N/A
10-Ride Pass	\$20.00	N/A

* SolTrans Paratransit Multi-Zone fare is the standard cash fare plus a \$2.50 upgrade.



PUBLIC NOTICE

ADA Paratransit Vallejo RunAbout and Benicia Breeze Effective July 1, 2012

On Sunday July 1, 2012 SolTrans will implement system wide changes impacting nearly all existing services. Some of the changes will affect ADA Paratransit trips currently provided by Vallejo RunAbout and Benicia Breeze. Although the changes constitute approximately a 10% reduction in service, riders will see many improvements to the system that include:

- Sunday service that serves Vallejo and Benicia, and connects to BART
- Improved Dial-A-Ride in Benicia through allocation of additional resources
- ADA Paratransit service for certified Glen Cove residents who live within ¾ mile radius of the new Route 3
- Implementation of both Regional and Local Day Passes for fixed route and Dial-A-Ride

ADA Paratransit Change Summary

- ADA Paratransit will no longer provide service outside SolTrans' "local" service area
- Trips outside of SolTrans' service area will be provided by transfer to a fixed route commuter bus. SolTrans Paratransit dispatch will continue to coordinate transfers to include the transfer to fixed route and the connecting transit agency.
- ADA paratransit service within Benicia will be replaced by Dial-A-Ride
- ADA paratransit service between Vallejo and Benicia will be served by SolTrans Paratransit
- Vallejo RunAbout and Benicia Breeze Paratransit will be SolTrans Paratransit and SolTrans Dial-A-Ride

All current passes and tickets expire June 30, 2012

Vallejo RunAbout and Benicia Breeze Paratransit 10-ride tickets and paratransit booklets will be phased out and replaced with SolTrans new passes and tickets to accommodate the fare restructure approved by SolTrans' Board of Directors on May 24, 2012.

For a trip requiring a transfer to another bus, a new Day Pass is available. This pass provides unlimited travel on SolTrans' buses for an entire day including Dial-A-Ride. For a single trip, SolTrans encourages the use of cash fare. More information about the new fare structure is available at ticket outlets, online at www.soltransride.com, or by calling customer service at (707) 648-4666.

SolTrans Fare Schedule effective July 1, 2012

SolTrans Paratransit and Dial-A-Ride	Local Trips	Multi-Zone Trips
SolTrans Paratransit (ADA Certified)		
* Cash Fare	\$3.00	\$5.50
10-Ride Pass	\$30.00	N/A

* Paratransit Multi-Zone fare is the standard cash fare, or 1 punch of the 10-Ride Pass, plus a \$2.50 upgrade.

SolTrans Dial-A-Ride (General Public - Benicia Only)		
Cash Fare	\$2.00	N/A
10-Ride Pass	\$20.00	N/A
# Day Pass	\$4.00	\$10.00
# Monthly Pass	N/A	\$114.00

Dial-A-Ride Multi-Zone passes are also valid on SolTrans local and multi-zone fixed route service



PUBLIC NOTICE

ROUTE 78 RIDERS

Revised June 17, 2012

Reviso 17 Junio 2012

Route 78 will operate its current schedule at this time. No change will occur July 1st.

Ruta 78 operará su horario actual en este momento. Ningún cambio se producirá 01 de Julio.



SERVICE CHANGES

BEGIN JULY 1, 2012

www.soltransride.com

(707) 648-4666



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Solano County Transit

Customer Service

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