



**DATE:** MARCH 1, 2018

**MEMO TO:** HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

**FROM:** AARON BONFILIO, PROGRAM MANAGER – TRANSIT SERVICES

**SUBJECT:** DIAL-A-RIDE SERVICE AREA POLICY

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### **RECOMMENDATION**

- Consider expansion of the Dial-a-ride service area to include parts of Saticoy adjacent to the “Wells Road Transfer Point”.

### **BACKGROUND**

Historically, the VCTC and Gold Coast bus stop at Wells Road and Citrus Drive in Saticoy has served as a transfer point for eligible riders using the Valley Express Dial-a-ride to meet with Gold Coast Access buses, as well as to transfer to other fixed route buses which serve this area. Over time the Wells Road area itself has become a destination for the Valley Express, not simply a transfer point. In addition, residents in the adjacent housing use the Valley Express Dial-a-ride services to travel to the Heritage Valley. Presently, trips of this nature require two reservations: one with the Gold Coast system and one with Valley Express. This utilizes two buses, passengers pay two fares, and they transfer at the Wells Road bus stop.

In light of evolving demand, operational considerations, and the continued goal to improve access for passengers with mobility needs, staff presented the Heritage Valley Technical Advisory Committee with the recommended policy changes described below. At the January 24, 2018, meeting the HVTAC reviewed this matter and recommended further approval by the HVPAC.

### **Policy Change Overview**

This item is to formally extend the Valley Express service area drop-off and pickup locations to include the area around the intersection of Wells Road and Citrus, as described in the attached map (see Attachment – *Wells Road Transfer Area*). Transfers for longer trips will still be facilitated at this location. Travel to/from destinations within the designated area would be direct, without transfer to Gold Coast Access.

This origin-to-destination service, like service to the transfer point, would be available *only* to qualifying seniors (65 Years and older) and people with ADA Eligibility. These populations generally have the

greatest difficulties using traditional fixed route bus service, and often have additional accessibility needs or require assistance to successfully make such transfers between buses. This modification would alleviate much of the operational strain on the two systems, and moreover eliminate some of the challenges that passengers face when using public transit.

Benefits and potential drawbacks are summarized below.

- *Reduces cost to the passengers. Direct trips would not require two fares to be paid, just the one fare for Valley Express. The Gold Coast fare is \$3.00, and Valley Express is \$2.00, and total cost is \$5.00 to the passenger. The rate going forward would be \$2.00.*
- *Increased operational efficiencies that may result in reduced operating expense for Gold Coast, as the Wells Road / Saticoy area is on the far edge of the Gold Coast service area. Gold Coast buses would not be need to make the short trip from Saticoy residences to the Wells Road transfer point.*
- *Promotes increased accessibility by reducing passenger trip-times, improving ease of use of the County system(s) (one trip vs. two reservations) and simplifies staff dispatch engagement between the two operators.*
- *Additional minimal costs could be incurred by Valley Express as addition of time to navigate the surrounding neighborhood would be required. However, this time commitment may be offset in the decrease of missed transfers, no-shows, or complaints by passengers who have difficulty managing the two trips required to travel from said locations.*

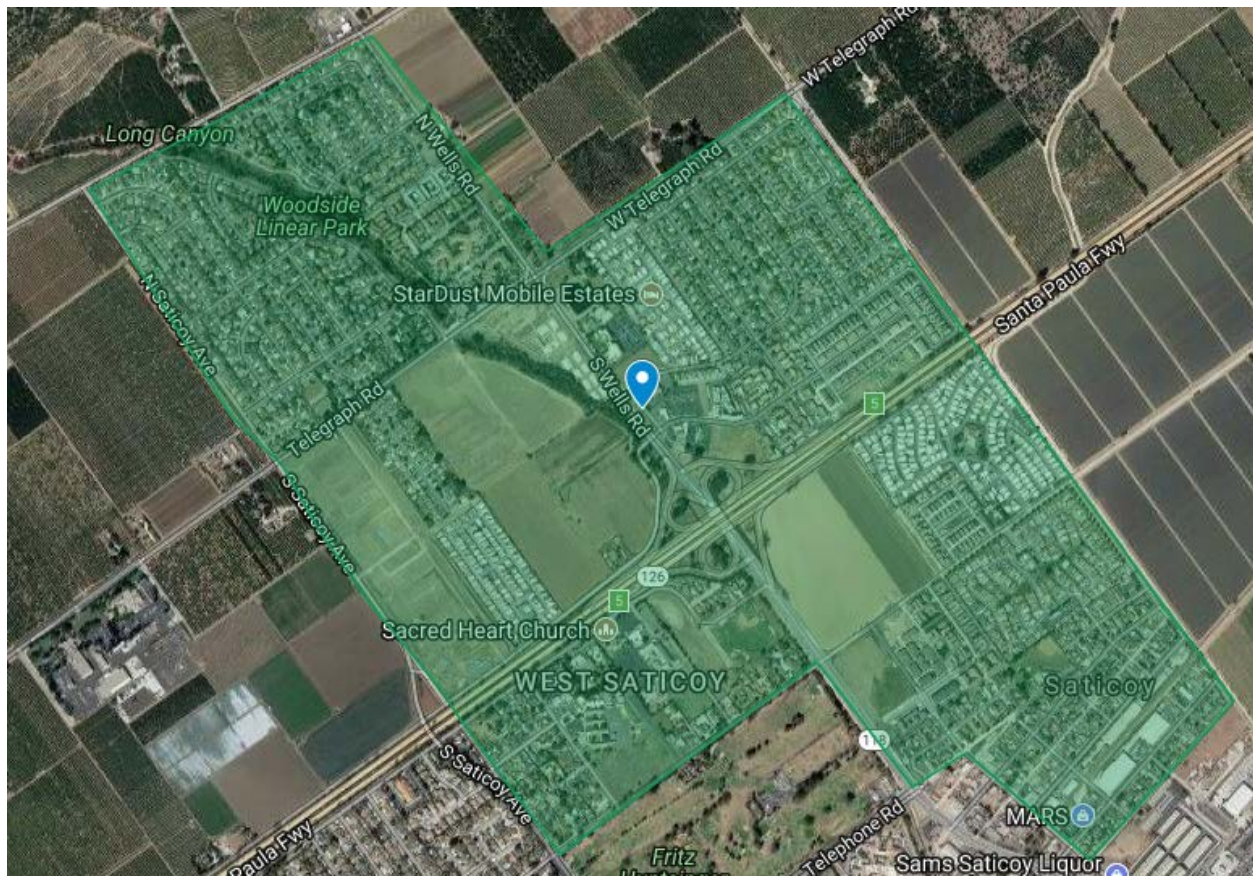
Staff's recommendation is, that, if approved by the TAC and PAC, the policy change be implemented following these actions:

- *Valley Express and Gold Coast Access staff training, and*
- *New information posted online to Valley Express and sister-agency websites.*

Electronic updates to materials would take place as soon as possible. Printed materials, schedules, brochures etc., would be updated through the regularly scheduled reprinting process (which is anticipated for this Summer).

Attached is a map of the proposed area, including the existing transfer point.

PROPOSED VALLEY EXPRESS "WELLS ROAD" TRANSFER AREA (MARCH 1, 2018)



Saticoy Drop-off/Pickup Area bounded by:

- Saticoy Ave and Los Angeles Ave. to the West,
- Foothill Rd. and W. Telegraph Rd. to the North,
- N. Wells Rd., Date Ave., Apple Ave., Silk Tree Ave., Heather & Lilac Ways, and Campanula Ave. to the East,
- Darling Rd., Aster St., and Rose Ln. to the South