



san Luis OBispo transit

AGENDA

REGULAR MEETING

CITY OF SAN LUIS OBISPO MASS TRANSPORTATION COMMITTEE

990 Palm Street

Council Hearing Room

2:45 p.m.

Wednesday, March 09, 2011

CALL TO ORDER

Chair calls the meeting to order.

ROLL CALL OF COMMITTEE MEMBERS AND STAFF

Chair: Elizabeth Thyne

Vice-Chair: Stanley Yucikas

Committee Members:

Denise Martinez	(Disabled)	Margaret Crockett	(Member at Large)*
Susan Rains	(Cal Poly)	Art Apruzzese	(Technical)
Vacant	(Student)	Louise Justice	(Alternate)
Stanley Yucikas	(Business)	Jonathan Ellis	(Alternate)
Elizabeth Thyne	(Senior)		

Staff: John Webster, Sr., Transit Manager
 Tim Bochum, Deputy Director of Public Works
 Dee Lawson, Transportation Assistant

ANNOUNCEMENTS:

None

PUBLIC COMMENTS

10 min.

At this time, members of the public may address the Committee on items not on the agenda, **not to exceed three minutes per person**. Items raised are generally referred to the staff and, if action by the committee is necessary, may be scheduled for a future meeting.

The Chair will provide the opportunity for the public to address items on the agenda.

Service Complaints: Complaints regarding bus service or routes are to be directed to the Transportation Assistant at 781-7531. Reports of complaints/commendations are available to the public upon request.

A. CONSENT ITEMS

Consent Items can be approved by a single vote by the Committee. Any member of the Committee can pull and discuss any individual consent item.

A-1 Approval of minutes from January 12, 2011 5 min

B. DISCUSSION ITEMS

B-1 Marketing Sub Committee update 10 min

B-2 Chapter 5.20 Taxi regulations proposed revisions 5 min

C. ACTION ITEMS

C-1 Review and approve Marketing Plan update 60 min

D. INFORMATION ITEMS

D-1 Transit Manager's Report (with attachments) 15 min

D-2 Operating - Performance Reports (Attachment "A") 15 min

MEMBER'S COMMENTS

15 min

NEXT MEETING DATE/LOCATION

May 11, 2011 2:45 pm-4:45 pm, Council Hearing Room

ADJOURNMENT



Item: A-1

DATE March 9, 2011

TO: Mass Transportation Committee

FROM: John Webster, Transit Manager

SUBJECT: APPROVE DRAFT REGULAR MEETING MINUTES

RECOMMENDATION:

Approve January 12, 2011 Regular meeting minutes,

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**CITY OF SAN LUIS OBISPO
MASS TRANSPORTATION COMMITTEE
COUNCIL HEARING ROOM
995 PALM ST.
WEDNESDAY, JANUARY 12, 2011
*DRAFT MINUTES***

CALL TO ORDER:

Chairperson Elizabeth Thyne called the meeting to order at 2:45 p.m.

ROLL CALL

Present: Susan Rains, Denise Martinez, Elizabeth Thyne, Art Apruzzese, Louise Justice, Margaret Crockett, and Jonathan Ellis

Vacant: Student Representative

Staff: John Webster

ANNOUNCEMENTS

Mr. Webster reported that the Automatic Vehicle Location (AVL) System had been formally accepted by the city on October 31, 2011 and provided a demonstration of the On Time Vehicle Information Access (OTvia) option now available for passengers via the internet. There was general MTC/Staff discussion about the city transit website and information

PUBLIC COMMENTS

There were no public comments.

A. CONSENT ITEMS

A-1. Approval of November 10, 2010 Regular Meeting

Ms. Justice noted some date corrections.

Ms. Crockett moved to approve the November 10, 2010 meeting minutes as amended.
Ms. Rains seconded the motion.

The motion passed unanimously.

B. DISCUSSION ITEMS

B-1. Marketing Sub-Committee Update

Ms. Crockett reported that the sub-committee had a productive meeting with Fred Munroe at the Laguna Senior Mobile Home Park regarding the transit systems and educational outreach efforts.

Mr. Apruzzese discussed his second draft of updating the marketing plan presentation and the goal of getting a new campaign implemented. He outlined the possibility of the City Transit Dept. expanding the part-time position to a full-time position to be used for marketing and outreach. He reiterated the marketing goal of getting more people out of their cars and onto public transportation.

Mr. Webster noted that he would bring a final marketing plan report to the March 9, 2011 MTC meeting for review prior to submission to Council for updating. He agreed with the need for expanding the position to a full-time to be able to implement any additional in-house marketing. He stated that although 50% of the funding for operations comes from Federal Transit Administration (FTA) 5307 the 50% local match would be the challenge as it was generated from the Transportation Development Act (TDA) funds which are below historical levels. Given the existing staff workloads there was currently not enough staff to work on facilitating marketing goals, e.g. outreach to student factions and senior centers and this position would be a valuable addition to try and generate new riders and revenue.

Mr. Yucikas recommended the sub-committee speak with regional ridesharing and rapid transit agencies to explore what those agencies were doing in their marketing efforts within their infrastructures. He also suggested that a Jury badge be valid for free bus transportation.

B-2. Receive Staff Report on Possible Taxi Ordinance Revisions

Mr. Webster discussed staff research into the possibility of a MTC recommendation to Council to change the current taxi regulations and for the Council to hold an annual review of city taxi fare structures, permit allocations, and operation requirements. He noted that if the Council approved an annual public hearing and review process, then future taxi operators and permits could be approved and assigned as an administrative process.

He outlined some basic changes proposed to Municipal Code/Chapter 5.20.

He also distributed a handout regarding Santa Monica city taxicab rules and asked MTC members to review the document to determine if there were any components therein that could be added to San Luis Obispo's city requirements. He asked members to email

input and agreed to return at the March meeting with recommendations in a final report for review and submission to Council.

C. ACTION ITEMS

C-1. Review and Approve FY 2010-11 Program of Projects (POP)

Mr. Webster discussed the annual Federal Transit Administration (FTA) grant requirements to review/approve POP listings. Since the 1990 census, the City of San Luis Obispo has been classified as an Urbanized Zone Area by the federal government and is eligible to receive Federal FTA grants for transit operating and capital assistance. To apply for these grants, the City Council must complete the following on an annual basis:

1. Publish the Program of Projects (POP);
2. Seek approval by the San Luis Obispo Urbanized Zone Area (SLO UZA) Technical Committee;
3. Hold a public hearing on the proposed POP for federal transit assistance;
4. Adopt a resolution authorizing the Public Works Director to file a grant application and execute the grant agreement; and
5. Forward the approved POP to San Luis Obispo Council of Governments (SLOCOG) for review and amendment into the Federal Transportation Improvement Program (FTIP).

The planning estimate for the SLO UZA for this fiscal year is \$2,075,803. This is comprised of \$1,843,246 in new revenue for this year plus an unused amount of \$232,557 from last year.

The original draft POP was legally noticed in the Tribune on December 18, 2010.

Mr. Webster noted that as part of the SLO UZA review process it was agreed that some projects are discretionary in nature and might need to be deferred if the final FTA apportionment (due early this year) is lower than the estimated fund amount. With this in mind the Marketing Trailer capital project will be deferred until next fiscal year and was the reason it was removed from the original draft POP table published in the Tribune on December 18, 2010. If the final apportionment comes in higher than expected the excess funding will be carried over to next fiscal year programming process for SLO transit Projects.

The outline of POPs/line items was as follows:

- SLO TRANSIT OPERATIONS FOR 2010/11
- PREVENTATIVE MAINTENANCE
- BUS CAPITAL REPAIRS

- BUS REPLACEMENT
- SLORTA PARA TRANSIT OPERATIONS
- SLO CITY RESERVE

He also discussed the local match funding and the request of additional funding for the expanded/full-time marketing position.

Mr. Yucikas moved to concur with the submitted Program of Projects and recommended that it be sent to Council for adoption.

Ms. Crockett seconded the motion.

The motion passed unanimously.

D. INFORMATION ITEMS

D-1. Transit Manager's Report

D-2. Operating-Performance Reports

Mr. Webster presented highlight discussion on the reports as presented.

MEMBER COMMENTS

Ms. Justice discussed the inconvenience to the public when reduced service was in place during Cal Poly breaks.

Ms. Thyne reported that the roof leaked at the Judson Terrace stop.

The meeting adjourned at 4:45 p.m. to the regular meeting March 9, 2011 at 2:45 p.m.

Respectfully submitted,
Lisa Woske, Recording Secretary



Item: C-1
DATE March 9, 2011
TO: Mass Transportation Committee
FROM: John Webster, Transit Manager

SUBJECT: REVIEW REVISED DRAFT MARKETING PLAN

BACKGROUND

It is appropriate to acknowledge the Marketing Ad Hoc Committee and the Mass Transportation Committee for the development of Marketing Plan. The Draft Marketing Plan update of the FY 2004/05 is attached for the Mass Transportation Committee's review.

DISCUSSION

Overview

The plan is divided into five sections, as summarized below:

- **Section 1: Executive Summary.** This section provides an overview of the entire plan.
- **Section 2: Marketing Analysis.** This section provides a marketing analysis that includes demographics, past and current marketing efforts, strength and weaknesses, and identifies challenges and opportunities. This section also identifies target groups, and provides goals and objectives for San Luis Obispo Transit.
- **Section 3: Marketing Strategies.** This section provides strategies to achieve the goals and objections. Tasks or considerations are identified to accomplish each strategy.



- **Section 4: Marketing Budget.** This section provides a budget to implement the marketing plan.
- **Section 5: Implementation Schedule.** This section provides an implementation schedule in Appendix C

Fiscal Analysis

As part of the current Financial Plan process staff has requested approximately \$28,000 in Marketing budget for FY 2012 & FY 2013. Currently the transit budget contributes approximately \$20,000 in wages for a ¼ Bicycle & Transit program Assistant. The previous TDA Triennial Performance Audit in 2007 had recommendations to improve marketing and the draft audit report for 2011 recommends increasing this position to a full time staff which would require additional funding from various transit sources.

STAFF RECOMMENDATIONS

As mentioned at the January 2011 meeting, there are no time constraints to approving the Marketing Plan. The Mass Transportation Committee has two options for approval. The first option is to recommend approval at this meeting and send to Council for final review. Minor changes and corrections can be made at this meeting as long as they do not require staff to analyze the fiscal impact of the changes.

The second option is to review the plan at the meeting and provide comments to staff to incorporate for the next meeting of the Mass Transportation Committee. The Marketing Plan can be recommend approval at the May meeting.



NEXT STEPS

Below highlights the next steps:

1. Mass Transportation Committee Review the Draft Marketing Plan.
2. Marketing Plan presented to City Council for approval

Attachments:
Draft Marketing Plan

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ITEM C-1 REG MEETING MARCH 9-2011- DRAFT MARKETING PLAN COVER SHEET.doc

1.0 Executive Summary

The City of San Luis Obispo manages San Luis Obispo Transit and provides affordable, safe and convenient alternative transportation for the community. The City contracts with First Transit, Inc. to operate the local bus service. San Luis Obispo Transit currently operates seven fixed routes and the Downtown Trolley which utilize fifteen buses providing seven day a week service to over one million passengers at a cost of just over 3 million dollars per year.

The marketing goal of this plan is to actively promote growth and increase ridership on San Luis Obispo Transit. When the City succeeds in getting more people out of their cars and onto local buses everyone wins: the average citizen wins because his mobility options are enhanced at a fraction of the cost of traveling by automobile; SLO Transit wins because a larger ridership base can help sustain a more reliable and diverse revenue stream and fund additional bus service; the City wins because it can offer residents and visitors a higher quality of life, promote economic vitality, reduce dependence on foreign sources of energy, and ameliorate traffic congestion, air pollution and slow global warming. Increasing ridership levels will benefit bus patrons and citizens alike who will enjoy a Golden Age for SLO Transit.

Community. San Luis Obispo Transit provides local bus service in the city limits of the City of San Luis Obispo. The service area covers approximately 15 square miles, which includes Cal Poly State University and is situated just outside the city limits.

Current Riders. The population of the City of San Luis Obispo is 44,174 with the largest age group ranging from 20 to 24. Over sixty percent of the riders are affiliated with Cal Poly and use the bus for school related purposes. Most of the riders walk to their service stops and ride the bus five times a week or more.

Past and Current Marketing Efforts. San Luis Obispo Transit has advertised in the local newspapers and on the city's local cable channel in the past. In addition to traditional media, other marketing efforts include providing information about SLO Transit through the City of San Luis Obispo website, classroom meetings, meetings with downtown employers to promote the Downtown Access Pass, and the City utility pass insert program. SLO Transit's system map is also widely available and free to the community.

Ridership Trends. SLO Transit has been in operation since 1974 when the City implemented a two bus, fixed route transit service, which carried approximately 142,000 riders in the first year. Today, SLO Transit carries over one million riders per year. This represents a 600% increase at an average annual rate of 17%. San Luis Obispo's population of 44,174 has grown at an annual average rate of 1.1% during this same time period (2000 United States Census).

Goals, Objectives, Strategies. This marketing plan has identified four goals. Objectives have also been identified to achieve these goals. In addition, strategies were developed to implement tasks to realize the overall goals. The goals and objectives are:

Goal #1 - Build Usage and Market Share for Transit Services

- (A) Retain core ridership through effective service delivery and customer communication.
- (B) Build loyalty and ridership frequency among occasional riders through service improvements, appropriate fare media and promotional efforts.
- (C) Attract new riders from population segments through promotions that target specific groups.

Goal #2 - Build Community Support for San Luis Obispo Transit and Alternative Modes

- (A) Build awareness among the general public to the benefits that San Luis Obispo Transit has to offer.
- (B) Build awareness and support among key opinion leaders, elected officials, the business community and ridership constituencies about San Luis Obispo Transit's benefit to the community and its funding requirements.
- (C) Promote the fact that San Luis Obispo Transit has an extensive local network and is part of a regional transportation network as well.

Goal #3 - Enhance San Luis Obispo Transit's Awareness and Image

- (A) Increase the level of awareness/visibility for San Luis Obispo Transit and its specific services.
- (B) Position San Luis Obispo Transit as a convenient transportation alternative for the general public.

Goal #4 - Increase Advertising Revenue

- (A) Develop an advertising revenue program to help offset costs of advertising and marketing.

Marketing Budget. Recommend for Fiscal years 2012 & 2013 that the Transit Marketing budget be brought back to the FY 2009 level of \$28,000

Implementation

The implementation schedule for the SLO Transit Marketing Plan Update is provided in **Appendix C.**

2.0 Marketing Analysis

SLO Transit has been in operation since 1974 when the City implemented a two bus, fixed route transit service, which carried approximately 142,000 riders in the first year of service. Today, SLO Transit carries over one million riders per year. This represents a 600% increase at an average annual rate of 17%. San Luis Obispo's population of 44,174 has grown at an annual average rate of 1.1% during this same time period (2000 United States Census).

Today, San Luis Obispo Transit is used as a community resource by the California Polytechnic State University, working residents, senior citizens, people with disabilities, persons with low incomes, and riders making connections from other areas of the County.

2.1 Market Demographics

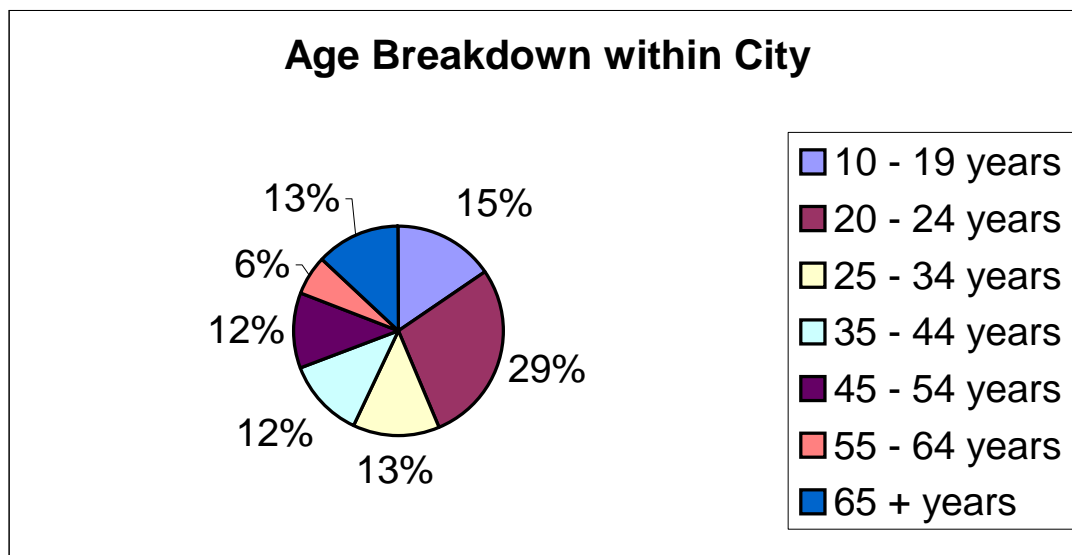
2.1.1 The Community

San Luis Obispo Transit, the city public transit service in the City of San Luis Obispo, provides local bus service for the city's residents covering approximately 15 square miles. The service area also includes the California Polytechnic State University just outside the city limits.

In order to provide service to meet the needs of the community, it is important to understand the city's demographics. The following statistics were gathered from the 2000 United States Census and the *Short Range Transit Plan - San Luis Obispo Transit - 2009*.

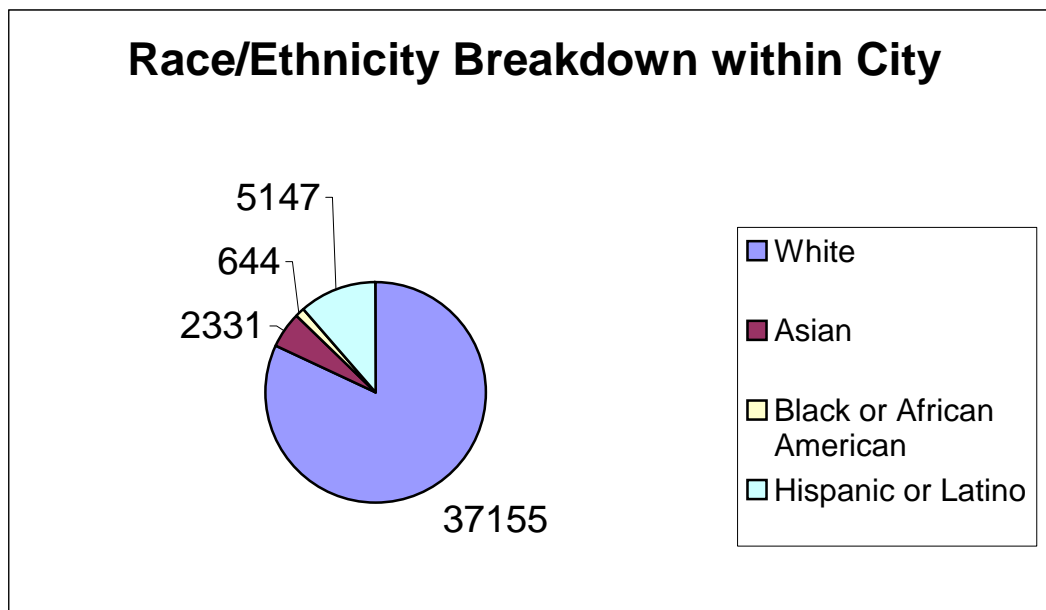
Age. Figure 2-1 illustrates the age distribution in the City of San Luis Obispo. The City has a total population of 44,174. San Luis Obispo's largest age group consists of people between the ages of twenty to twenty-four years old. Children under the age of nineteen and seniors between the ages sixty-five and older also comprise a large proportion of the total population of the City.

Figure 2-1: Age Breakdown within City of San Luis Obispo



Race and Ethnicity. Figure 2-2 illustrates the race/ethnicity distribution in the City of San Luis Obispo. San Luis Obispo predominantly consists of Caucasians who make up 84% of the population. However, almost 12% of population identifies themselves as Hispanic or Latino. The City is also made up of 5% Asians and nearly 2% Black or African American.

Figure 2-2: Race/Ethnicity Breakdown within City of San Luis Obispo



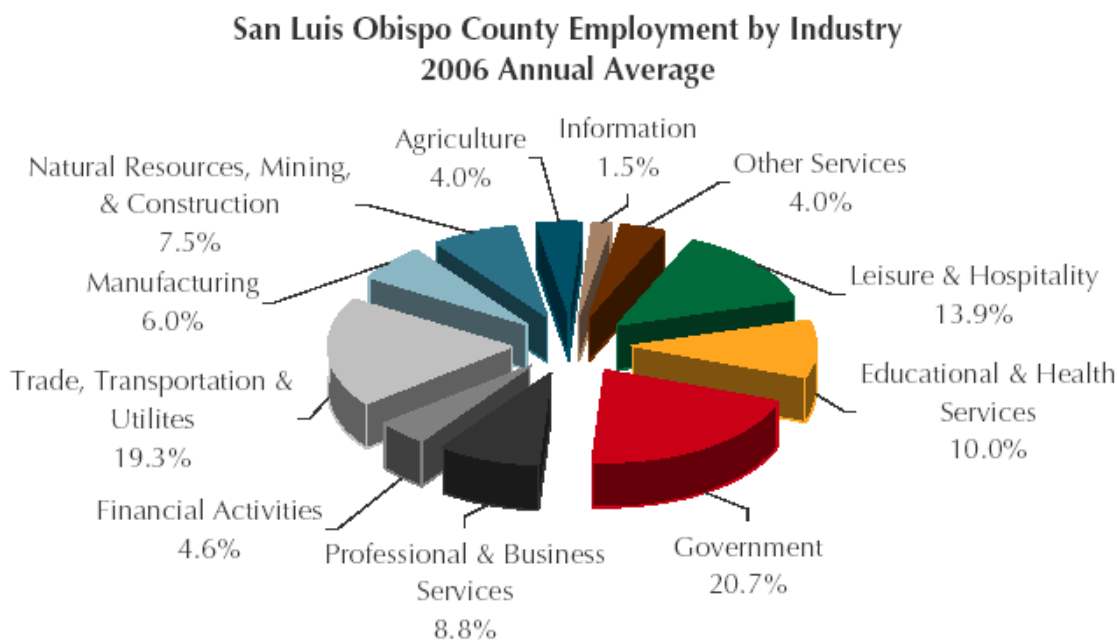
Disabled Population. Disabled persons comprise another segment of the population with unique transportation needs and patterns. Whether commuting to work, going to medical appointments, or accessing social services, disabled persons have many transportation needs. Also, as a whole, fewer disabled persons possess drivers' licenses than the general population. In San Luis Obispo, 6.6% of the population aged 5 to 20 has disabilities. For the work-aged population, aged 21 to 64, 12.8% have disabilities. Also for the work-aged population, 55.7% of people with disabilities are employed, compared to 72.1% of people without disabilities. For seniors age 65 and over, 39% have disabilities.

Income. Income determines, in part, the type of transportation that people are able to use to get to work. People with lower incomes are more likely to be in need of public transportation options than people with higher incomes who can afford private transportation. Median household income describes the average income of households within the study area. In San Luis Obispo, the Census 2000 median household income was \$31,926. Poverty is defined as an income level for individuals and families below which people are considered to be living in poverty. In 2000, 11,407 people were living below the poverty level – 27% of the population. From a different view, 555 families were living below the poverty in 2000 – 7.1% of all families.

Employment. Figure 2-3 illustrates employment by industry in the county for 2006. Employment is a key factor in transportation and transit discussions because the work trip is the most frequent and most important trip taken by most people by transit. In the City of San Luis Obispo, 23,869 people were employed at the time of Census 2000. San Luis Obispo is home to many major sources of employment including City and County government offices, Cal Poly University and private employers such as the Pacific Gas and Electric Company.

In San Luis Obispo, workers perform a variety of jobs. According to Census 2000, most Residents (39%) were engaged in management and professional occupations. Many were Involved in sales and office occupations (29%) or service occupations (20%). Figure 2-3 shows Industry of employment for people employed within San Luis Obispo County for 2006. The largest percentage of people in the County work for the government. Other popular industries include trade, transportation, and utilities; leisure and hospitality; education, including Cal Poly and the San Luis Coastal Unified School District; and health services.

Figure 2-3: San Luis Obispo County Employment by Industry 2006 Annual Average



Source: State of California Labor Market Information Division

2.1.2 Current Riders

The *Short Range Transit Plan, San Luis Obispo Transit - 2009* included an extensive community participation program designed to elicit input from members of the general public, current users of the system, community leaders, key policy decision makers and other transportation stakeholders in San Luis Obispo. The public outreach efforts included such activities as drop-in sessions, stakeholder interviews, and interviews with SLO Transit bus operators. In all, more than 150 people provided input into the study. Market demographics also provided useful insight into current passenger composition, needs, and reasons for choosing the city bus service.

The *Short Range Transit Plan, San Luis Obispo Transit - 2009* outreach program revealed that SLO Transit is, overall, an excellent public transportation system that is well-run and provides a vital service to the community. SLO Transit, however, must address the perception that it is a service primarily for Cal Poly students and transit dependents; it should be perceived as one that serves everyone in the community. This can be accomplished first by recognizing that there are a

number of choice riders who use the bus now, and by better marketing the service to these and other potential riders.

Affiliation with Cal Poly. The proportion of students is useful information to better understand current rider characteristics and help explain why they choose to use transit. Over 22,000 people associated with Cal Poly live and/or work in San Luis Obispo. Approximately 19,000 of the Cal Poly population are students; as a group they tend to have socio-economic characteristics different from those of the city's general population. 1,200 faculty members and 1,800 staff members constitute the balance of Cal Poly's population. There is only on-campus housing for approximately 7,000 students. Parking for faculty, staff, and students is provided in approximately 6,700 spaces spread around the campus. Thus, with the number of on-campus housing opportunities and competition and cost of parking spaces, alternate forms of transportation to and from the campus are vital for students, faculty, and staff.

Students tend to be younger (19-24), have more cars, and have been riding SLO Transit for less than two years, and are going to and from school. Non-students tend to be older (25-59), are not affiliated with Cal Poly, have one or zero cars, make less than \$35,000, and have either been riding SLO Transit for less than six months or more than five years.

Car Availability. Numbers of cars per household is an important statistic to analyze because it describes transit dependence and in turn, transit demand in the region. Zero-car households are considered to be entirely dependent upon alternate transportation sources. San Luis Obispo Census 2000 data indicated that 1,394 households had no vehicles available – 7.5% of total households. Car availability is also useful to understand whether riders are using the local bus because they have no other transportation or because they choose the bus over their personal automobile in their driveway.

Local transit service data indicates that only 43% of passengers have a car available for making local trips, and 40% of the respondents have a driver's license and an available car, but chose to take the bus instead of driving. These transit users are generally referred to as "choice riders" because they have an alternative to riding the bus. This finding suggests that riding San Luis Obispo Transit is preferred to driving for many of its passengers. The cost and limited amount of parking on the Cal Poly campus and in downtown are two additional explanations for why riders are choosing transit over driving. In contrast to these choice riders, 29% of the respondents are "transit dependent" because they don't have the option of driving.

Access Mode. Understanding how riders get to the bus stop is useful to determine the type of bus stop amenities, bus amenities, planning and scheduling, etc. A majority of passengers walk to the bus stop. Only a small percentage of passengers ride their bicycle to the bus stop. The other access modes (i.e. bicycle, bus transfers, etc.) are less than four percent of the trips.

Frequency of Use. Frequency of use is useful information to understand how often passengers ride the bus, and how long passengers have been riding the bus. In addition, this information is used to determine if a *first time rider* will become a rider. The majority (66%) of the riders use transit regularly (3 or more days a week). Of those respondents reporting that it was their first time on San Luis Obispo Transit, most (61%) were riding the Downtown Trolley.

The majority of passengers have been riding the city bus from 6 months to 1 year (34%). This is not surprising since Cal Poly attracts new passengers every year. Staff and faculty who ride the city bus have been riding between 1-5 years. In general, respondents who were affiliated with Cal Poly tend to ride the bus with greater frequency than respondents who aren't affiliated with the university.

Commuting. Census 2000 data (2010 data was not available for this update) reveals that the majority of people who live in the City of San Luis Obispo also work in the City (59%). The mean travel time to work within the City of San Luis Obispo is only 15.4 minutes. Some residents of San Luis Obispo use public transportation for commuting (3%), but most drive alone (69%), carpool (10%), or walk (8%). The residents who use public transportation for commuting generally live in central San Luis Obispo, and their concentrations are similar to those of zero-car households. Many Cal Poly students also use SLO Transit to commute.

Fare Media. Fare Media is useful information to understand what passengers prefer using to pay to ride the bus. The most common fare media used for the year ending June 30, 2010 was a Cal Poly ID (60.4%), but a significant proportion of the respondents paid cash fare (12.9%). 20.2 % of passengers elected to use a pass to board the bus.

Trip Purpose. Trip purpose is useful information to understand why passengers are using the local bus. School trip (to, from, or school related) are the most common trip purpose with 40% of the trips, followed by work (20%), recreation/social (15%), and shopping (13%). Individuals who listed more than one trip purpose were put in a category called "Multi-purpose."

Major Trip Generators. Major trip generators are locations frequented by a significant number of people, traveling by all modes, within San Luis Obispo. Common transit generators include shopping centers, industrial parks, major employers, schools, public housing, and hospitals. Major trip generators are distributed throughout San Luis Obispo. Taking a broad view of the distribution of trip generators and the SLO Transit bus routes, most of the major generators are served by SLO Transit. It should also be noted that transit service in many corridors is supplemented by Regional Transit Authority (RTA) buses.

Origin-Destination Information. Origin-destination information helps identify the largest trip generators and where people are traveling from to reach them. Common origins-destinations indicate the most heavily traveled transportation corridors. This information is useful to understand travel patterns and to determine which corridors need service improvements.

On-Board Survey

It is often useful to examine the characteristics of different sectors of the ridership population to identify needs or desires that might be particular to one group or another. Two major groups of people use the SLO Transit system: students and non-students. The defining characteristics of these two groups are as follows:

- Students tend to be younger (19-24), have more cars, have been riding SLO Transit for less than two years, and are going to and from school. They tend to rate the transit service slightly lower than non-students.
- Non-students tend to be older (25-59), are not affiliated with Cal Poly, have one or zero cars, make less than \$35,000, and have either been riding SLO Transit for less than six months or more than five years. They tend to rate the transit service as excellent or very good in all categories.

The seeming contradiction between students' and non-students' household incomes and car ownership is likely tied to supplemental income that students receive from their families, which allows them to own a vehicle.

Survey respondents were requested to suggest ways in which SLO Transit could improve on its service. Out of the pool of 776 respondents, 573 (74%) wrote in a suggestion for improvement. Of those who wrote in a suggestion, 57 (7%) said that service was good as it is. Other responses included:

- Crowding – approximately 25% of riders cited crowding as a significant concern, particularly during peak periods on routes serving Cal Poly. Some respondents suggested purchasing larger buses, and others suggested increasing service frequency to help alleviate this problem.
- On time performance – the most common response (24%) was that buses often leave early or arrive late for their scheduled stops.
- Coordination with the Cal Poly class schedule – Cal Poly classes let out on the hour. Currently, all routes serving Cal Poly leave Mott Gym or the University Union by six minutes after the hour (some earlier), which does not provide adequate time for students to reach the bus stop after class. A few students also mentioned that buses do not arrive soon enough before class.
- Span of service – many respondents requested that service start earlier in the morning in order to provide access to jobs and classes that start earlier than the current service schedule. Additionally, while the extended evening hours on Monday through Thursday are popular, many respondents requested that service run later on Fridays and weekends, as well as during the summer.
- Friday service – Many respondents, particularly Cal Poly students who would use Routes 6a and 6b, requested that Friday service operate at the same frequency as weekday service.

Service Evaluation, Issues, and Opportunities

The findings take into account the quantitative data as well as the issues and opportunities identified by the customers, stakeholders, and those who commented at the SRTP drop-in sessions; and the data from trend analyses.

The analysis of SLO Transit services shows a number of issues as well as opportunities for service improvements. The list below presents the issues and opportunities for the SLO Transit route network:

- There are issues with overcrowding on routes that serve the Cal Poly campus
- Running time/On-time performance issues
- Frequency and span of service during summer periods versus winter periods
- Duplication with SLORTA services
- Fare issues between SLORTA and SLO Transit services
- Quality and accuracy of public information
- Confusing route network with bi-directional loops
- Low productivity on certain routes
- Difficult turns for certain bus routes on neighborhood streets
- Equipment issues with old buses and deployment of buses to meet ridership
- Service needed to emerging corridors
- The need for an off-street transfer center

Service Ratings. Rider surveys of SLO Transit's performance have been consistently high over the past decade. Non-students (age 25-59) tend to rate the local bus service as either excellent or very good while students tend to rate the service slightly lower.

2.2 Past and Current Marketing Efforts

Marketing strategies are currently in place. These strategies are aimed at specific groups, some of which are listed as target populations. These current marketing strategies should be continued and monitored appropriately to ensure maximum benefit. The following is a list of current marketing efforts and brief descriptions where necessary:

Encourage Cal Poly student use of San Luis Obispo Transit. This effort includes presentations made to Cal Poly classes each quarter by the Cal Poly Commuter Services Coordinator; participation in Open House and Week of Welcome.

Cable Channel 20. Channel 20 is the City's public cable channel, and is used to broadcast City public meetings, and promote City programs. San Luis Obispo Transit uses Cable Channel 20 to inform the public of service changes and meetings pertaining to the local bus service.

Downtown Access Pass (DAP). The Downtown Access Pass Program provides a free quarterly pass for all downtown employees who apply and qualify for the DAP (costs paid out of City parking Enterprise fund).

Internet Website. SLO Transit continues to develop an active presence on the Internet. Access to information about local bus routes, schedules, system map, fares, etc. is available at <http://www.slocity.org/publicworks/transit.asp> via the city's main website. On Line Transit Vehicle Information Access (Otvia) <http://www.schedule.slotransit.org> is a feature of the new Automatic Vehicle Locator System (AVL) that was recently incorporated into this website and now enables local bus riders to track their bus in live time or receive message alerts on their computer or cellular phones about bus departures on the SLO Transit system.

Utility Bill Insert Survey. The City mails bi-monthly billings to its utility customers. The utility billing provides City departments the opportunity to inform it 15,000 utility customers of City programs or serve as a mechanism to receive feedback. SLO Transit periodically provides bus information and conducts surveys utilizing utility bill mailings.

Informational Meetings. Informational meetings were held to promote the Downtown Access Pass (DAP) Program. Payroll staffers were distributed to downtown businesses to notify employees of availability of the city bus.

Newspaper Advertisements. San Luis Obispo Transit has included advertisements in newspapers such as The Tribune, New Times, Mustang Daily, and also in the Cal Poly Class Schedule and has participated in joint marketing efforts with Cal Poly, SLORTA and SLO Rideshare.

2.3 Ridership Trends

Figure 2-4 summarizes the passenger trends for San Luis Obispo Transit between FY 2000 and FY 2010. In FY 2005, 875,000 passengers rode SLO Transit buses; by FY 2008 this figure had increased to an annual average of over 1,000,000 riders with a peak of 1,032,000 riders in FY 2009. This represents an increase of 10,000 passengers per year, an annual increase of one-percent. Ridership has remained above 1,000,000 passengers per year for the past three years and is projected to remain above one million in FY 2011. Investments in major capital equipment, including new, environmentally friendly, fuel efficient buses, bus stops, electronic fareboxes, signage, automatic vehicle locator system and the expansion of evening service have all contributed to higher ridership levels. The addition of a new double deck bus in September, 2010 on Routes 4 and 5 which serve Cal Poly University is significantly reducing overcrowding and increasing ridership on these routes.

Figure 2-4

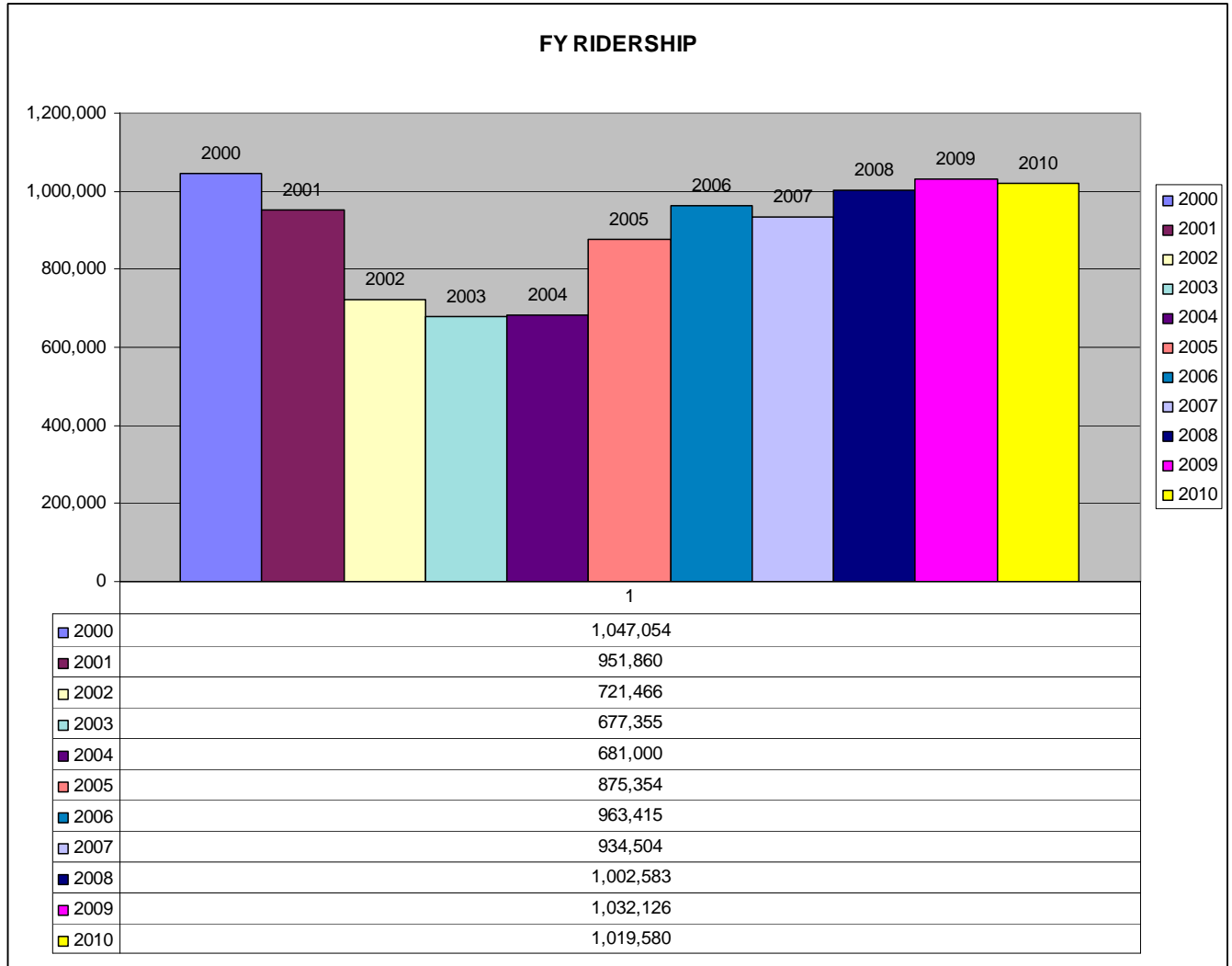
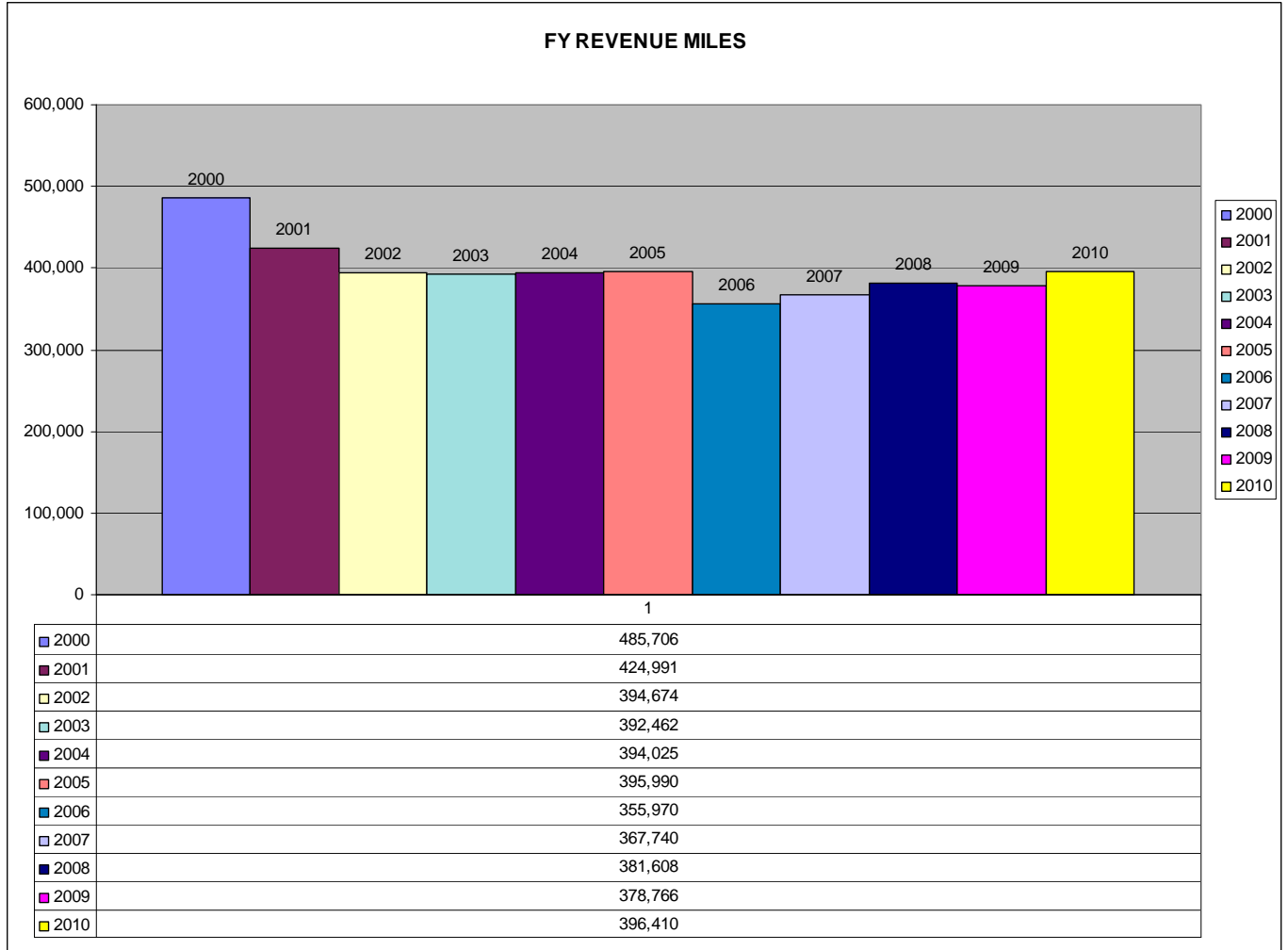


Figure 2-5

San Luis Obispo Transit Marketing Plan Update - 2011



Transit Success Score

The 'transit score' map is created in order to spatially analyze several transit-oriented demographic and socioeconomic characteristics at the same time (the characteristics discussed individually in this chapter so far). The transit score is a relative measure of how successful a fixed route transit system is expected to be in a particular region. Used in conjunction with a congruency analysis of major transit generators, the transit score can be used to evaluate existing service as well as to identify areas of potential demand. Major employers and other trip generators are discussed in the following sections.

Demographic and socioeconomic information is collected from the U.S. Census Bureau for a region divided into smaller geographic units such as tracts, block groups, or blocks. Block groups were used for this analysis. Transit-oriented variables used for the analysis include:

- Population density
- Density of the population under the age of 18
- Density of the population over the age of 65
- Percentage of the population with disabilities
- Median household income
- Percentage of the population living below the poverty level
- Percentage of zero-car households

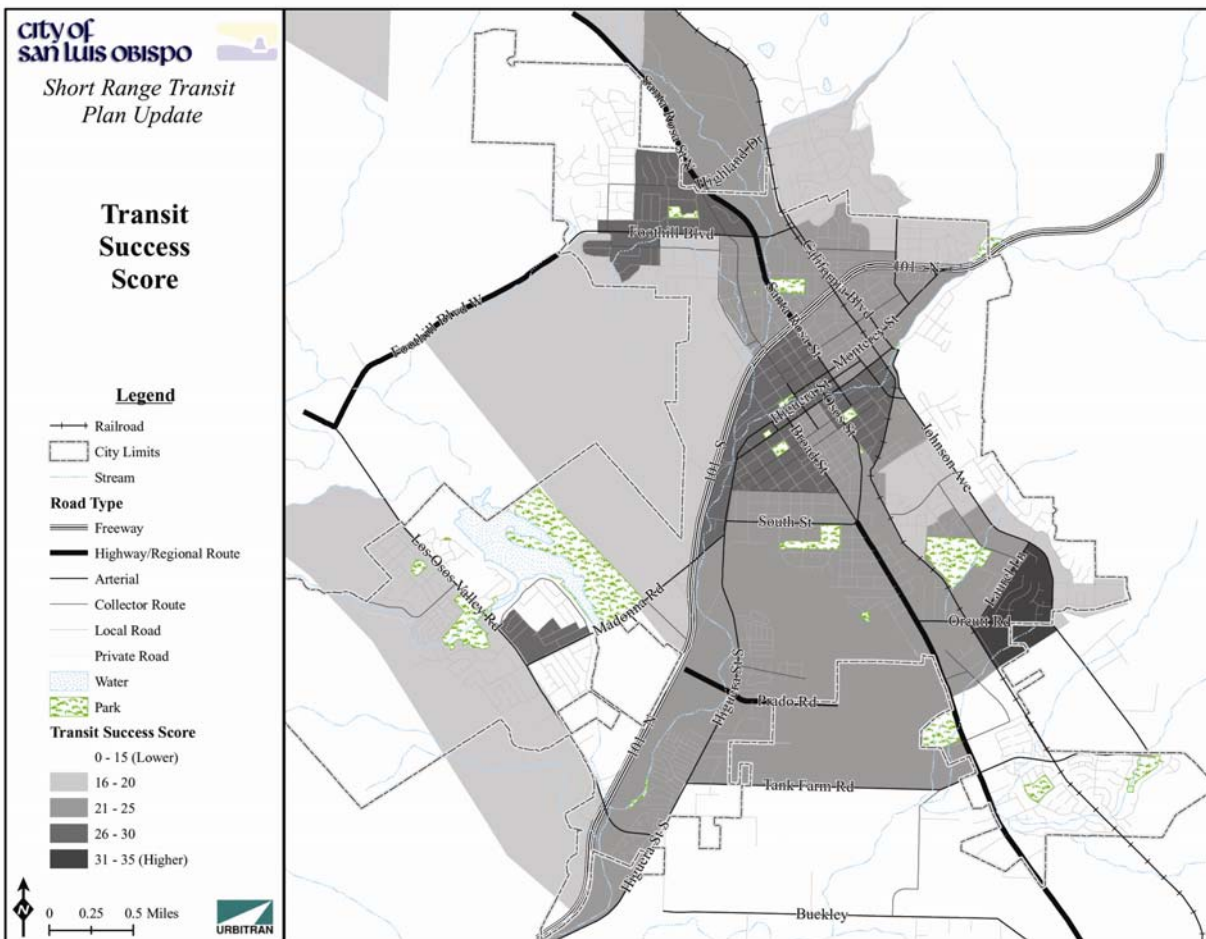
Each of these variables has a strong correlation with transit success. Transit is most often successful in areas of high population density and in areas with high youth and senior populations. Transit is also traditionally successful in areas with low income, high percentages of people living below the poverty level, and high percentages of households without vehicles available.

For a given region, the values for each of these variables are organized by geographic unit. For each variable, the values are arranged into categories of values using the quintile classification method of GIS analysis. For this analysis, all variables are divided into five classes. All of the values in each category (class) are then given a 'score' between 1 and 5, where 1 is low expectation of success and 5 is high expectation of success. Then, all of the scores are added up for each variable inside a geographic unit to give a total transit score. Seven variables are evaluated, so a score close to 35 means that a geographic unit has a high expectation for transit success; a score close to 7 means that there is low expectation for transit success. Transit scores are then mapped by geographic unit and quintile classification to show where demographic and socioeconomic variables lend themselves to potential transit success.

Figure 2-6 maps the probability of transit success for the City of San Luis Obispo. The highest probabilities for transit success based on the characteristics of the City's residents are found throughout downtown, particularly around Foothill Boulevard in the northern part of the City and around Laurel Lane in the southern part of the City. Neighborhoods that house Cal Poly students also have great potential for transit success as on-campus housing and parking are both limited. Concentrations of student housing were described in the Youth section. As noted, other potential areas for success include major employment concentrations such as the Cal Poly campus, Pacific

Gas and Electric Company, and County Offices and other major trip generators such as hospitals, shopping centers and social service agencies.

Figure 2-6: Transit Success Score Map



2.4 Strengths, Weaknesses, Challenges and Opportunities

Strengths. San Luis Obispo Transit enjoys a number of strengths which it can leverage in its marketing campaign. The first strength San Luis Obispo Transit has to offer is its genuine concern for its passengers and its desire to provide a good product that is convenient, friendly, affordable and safe. In FY 2009, San Luis Obispo Transit updated the *Short Range Transit Plan*. As part of that effort, the City turned to its citizens and the Mass Transportation Committee for recommendations to improve the city bus service. In addition, The City and the Mass Transportation Committee conducted open house meetings to receive input from the community. These efforts are important in order to avoid working in a vacuum and failing to meet the needs of passengers.

Another strength that San Luis Obispo Transit offers is quality of service which features new, well maintained buses and friendly drivers. Both drivers and managers care about meeting the

needs of the passengers. Based on the input from the community, hard work by the Mass Transportation Committee and staff, significant service changes were implemented in 2009. These changes represent a major improvement to the service, which include more frequent service, evening service, and easy to remember schedules.

The third strength is the core ridership. The core ridership is comprised of local, year round passengers and Cal Poly student passengers.

The fourth strength is the communication network. The network includes the availability of notices in the citizens' utility bills, Cable Channel 20, the City's Transit Internet website, the Public Works department, etc. to promote and assist with communications about the city bus service.

Weakness. The absence of a current, comprehensive and adequately funded marketing program for San Luis Obispo Transit with sufficient staffing has impeded efforts to expand and diversify the ridership base more rapidly. This deficiency may be due to a passive marketing approach that is a likely result of the high percentage of Cal Poly students who ride the system and who may be viewed as "captive" riders by SLO Transit. Failure to actively market the local bus service and provide potential new transit-dependent and choice riders with information they need to enjoy local transit opportunities means that local bus routes are operating at less than maximum productivity. This weakness, in turn, negatively impacts farebox revenue receipts and the farebox ratio. The farebox ratio must be maintained at a minimum of 20% in order to continue to qualify for state operating assistance. At a time of reduced state funding the absence of an aggressive and effective marketing program to increase ridership is a shortcoming which jeopardizes SLO Transit's financial viability and curtails its ability to provide additional service/system improvements.

Challenges. Even though San Luis Obispo Transit is experiencing growth in ridership, it does face several challenges. As any California city, the first and key challenge is competing with the convenience and automobile-oriented nature of the general public of the City of San Luis Obispo. The general public may be open to the idea of riding the bus, but is reluctant to try the bus for the first time and/or assumes the bus is inconvenient to use on a regular basis. A component to this challenge is that parking is relatively inexpensive in the City and is readily available. It is not uncommon for patrons to pay over \$30.00 per day in other metropolitan area.

Another challenge is the social stigma associated with riding the bus. Segments of the general public seem to perceive the bus as a social service for people who cannot afford a car.

The final challenge is funding. The primary funding source for San Luis Obispo Transit comes from the State Transportation Development Act (TDA). The amount of TDA revenue is generated from an excise tax on gasoline and sales tax on diesel fuel. The second factor is the farebox ratio. In order to maintain current levels of TDA, San Luis Obispo Transit must maintain a farebox ratio of 20%. This is the ratio of revenues from fares and the cost of operating buses. The third factor is the San Luis Obispo Regional Transit Authority (SLORTA) contribution that is taken from "off-the-top" from City TDA apportionment. This factor is sensitive to the

SLORTA budget and their financial needs. The City and the SLORTA will continue to work together to minimize the contribution.

Opportunities. With the acquisition and deployment of a brand new bus fleet and double deck bus and new electronic fare boxes and signage, San Luis Obispo is poised to begin a Golden Age. Leveraging these capital improvements into an expanded ridership base presents an excellent opportunity for San Luis Obispo Transit to develop to its fullest potential.

Another opportunity is outreach to both Cal Poly and non-Cal Poly affiliated potential riders. Realizing that people are busy and are spread thin, it is essential to continually create advertising campaigns that will get infrequent and non-riders' attention and inform them that San Luis Obispo Transit provides convenient, frequent, affordable, safe and friendly service. A one-time advertising campaign may be effective to notify the public of a change or event, but is ineffective to maintain and increase ridership. Outreach campaigns can target various groups and/or areas in the city. For instance, the government center in the downtown consists of white collar employees from the City and the County. San Luis Obispo Transit can target those employees who live in the city limits and promote riding the bus. Other target groups such as older adults and school children also exist in the city which provides opportunities to build trial and repeat ridership.

The final opportunity is to expand to serve new areas. Growth in the city limits is relatively low; San Luis Obispo Transit, however, needs to be involved in the planning process to insure new developments will receive convenient service that will attract new residents to use the city bus service and reduce the use of automobiles. Land use planning and development in the airport area in the southern portion of the city is a particularly fertile region in which to explore future transit expansion.

2.5 Target Groups.

San Luis Obispo Transit will seek to target groups already using San Luis Obispo Transit bus service, as well as groups who do not currently use San Luis Obispo Transit. Major populations currently using San Luis Obispo Transit include the senior/disabled community and the student community. Since 1985, the California Polytechnic State University has contributed money each year so its students and employees can ride San Luis Obispo Transit for free or for reduced fares. The contract to renew this subsidy between Cal Poly and the City is now under review; the current agreement expires in June 2011. San Luis Obispo employees also use San Luis Obispo Transit, although the numbers are not as significant. When targeting new populations, San Luis Obispo Transit will seek to increase ridership of the following groups: school age children, college students, downtown San Luis Obispo employees, downtown San Luis Obispo patrons, and other employees within the city limits of San Luis Obispo.

Cal Poly Students/Faculty/Staff. In fiscal year 2009-2010 (July 1, 2009 through June 30, 2010), Cal Poly riders accounted for 60% of all SLO Transit riders. Cal Poly riders totaled 615,715.

There are approximately 22,000 eligible Cal Poly Pass holders (students, faculty, and staff); and almost 7,000 (31%) of these 22,000 individuals take advantage of the Zero Fare program on a

regular basis. Most students that live within ½ mile of the Cal Poly campus either walk, bike, or ride San Luis Obispo Transit to Cal Poly. The further away Cal Poly students/employees live from the University, the more likely they are to drive alone to school. The Cal Poly population living further than ½ mile from the University campus will be targeted for increased ridership efforts in order to reduce unnecessary trips in single-occupancy vehicles and to lessen traffic congestion and air pollution within the city as well as at the Cal Poly campus.

Cuesta College Students. Although Cuesta College is not within city limits, many Cuesta College students live in the City of San Luis Obispo. Many of these students live with or amongst Cal Poly students who are subsidized to ride San Luis Obispo Transit. By giving a student discount to all Cuesta College students, ridership could have the potential to increase for both Cal Poly University and Cuesta College students.

High School Students. The high school population includes children ages 14-19 years of age. There are approximately 5,000 children in this age group within the City. San Luis Obispo Senior High School, located at 1350 California Boulevard is the only public high school in the city. San Luis Obispo Coastal Unified School District does not provide school bus service to those who live further away from the school such as the Laguna Lake area. This does not serve the entire high school student population. High school students need alternative modes of transportation to arrive and depart from school each day. San Luis Obispo Transit can service this population of riders.

Downtown Employees. The Downtown Association, an advisory body to the City Council funded by sales tax proceeds from its district, serves an area that is defined by a boundary around the downtown core bordered by Santa Rosa, Palm, Nipomo, and Pacific Streets. Approximately 600 businesses are licensed within the district. Because all San Luis Obispo Transit buses pick up and drop off at City Hall (Osos/Palm intersection), downtown SLO employees have the advantage of an easy central destination.

Downtown Patrons. With more and more cars in the downtown area, congestion and parking have become major obstacles to enjoying the nice atmosphere that Downtown San Luis Obispo provides. In the amount of time people spend trying to fight the traffic and find parking in the Downtown Area, they could be enjoying a more relaxing ride on San Luis Obispo Transit and have more time to do shopping and stroll in the Downtown Area.

Other employees within city limits of San Luis Obispo. The City of San Luis Obispo boasts many large business developments. Many of these large businesses are currently and conveniently located along existing transit corridors. Many of the employees of these businesses may lack the knowledge about San Luis Obispo Transit and its benefits. Large businesses should be targets for San Luis Obispo Transit because these employees have the most steady and predictable needs. Typically all employees arrive at work in the morning and leave in the late afternoon/evening, making this population a relatively easy population to service because of the predictability of their transit needs.

2.6 What San Luis Obispo Transit has to offer?

Before reviewing the goals and objectives of this plan, it is important to remind ourselves of what San Luis Obispo Transit has to offer.

On-time Service. San Luis Obispo provides on-time bus service designed to provide access to major employment centers, healthcare, retail, government and recreation facilities within the city limits with its seven fixed routes during weekdays, five fixed routes during evening hours and six routes on weekends. The Downtown Shuttle operates each Thursday from 3 pm-10 pm and on Friday and Saturday during the months of April through October.

Rider Aids. A number of rider aids are available for passengers. For instance, schedule information is available at service stops to provide a quick and convenient reference for passengers that pertain to the particular bus stop; an on board, automatic bus stop announcement system alerts passengers of each bus stop as it is approached; large system map displays are located at major bus stops to aid patrons in identifying local bus routes; free fold-out system maps are also available on buses and at locations throughout the city; electronic signs at the Downtown Transit Center and on the front of all buses provide route and estimated times of arrival information for riders. A new AVL system with an alert option conveys up-to-the-minute route and schedule information via the internet or to cellular phone subscribers.

Accessible Buses. All San Luis Obispo Transit vehicles are accessible to passengers with mobility devices. Every bus is equipped with lifts or ramps and two wheelchair stations and the majority are low-floor design.

Bicycle Racks. To attract passengers who prefer to use their bicycle and the bus, all buses are equipped with bicycle racks that can accommodate two or three bicycles.

Least Expensive Commute Alternative. San Luis Obispo Transit offers significantly reduced commute costs. The cost of driving alone includes more than just fuel and parking. Costs also include auto maintenance, insurance, and financing expenses from the purchase of a car. It also includes less tangible costs such as stress and fatigue.

2.7 Marketing Goals and Objectives

The goals and objectives of the *San Luis Obispo Transit Marketing Plan Update* can be categorized into four key areas, as seen below:

1. Build Usage and Market Share for Transit Services

- (A) Retain core ridership through effective service delivery and customer communication.
- (B) Build loyalty and ridership frequency among occasional riders through service improvements, appropriate fare media and promotional efforts.
- (C) Attract new riders from population segments through promotions that target specific groups.

2. Build Community Support for San Luis Obispo Transit and Alternative Modes

- (A) Build awareness among the general public of the benefits that San Luis Obispo Transit has to offer.
- (B) Build awareness and support among key opinion leaders, elected officials, the business community and ridership constituencies of San Luis Obispo Transit's benefit to the community and its funding requirements.
- (C) Promote the fact that San Luis Obispo Transit has an extensive local network and is part of a regional transportation network.

3. Enhance San Luis Obispo Transit's Awareness and Image

- (A) Increase the level of awareness/visibility for San Luis Obispo Transit and its specific services.
- (B) Position San Luis Obispo Transit as a convenient transportation alternative for the general public.

4. Increase Advertising Revenue

- (A) Develop an advertising revenue program to help offset costs of advertising and marketing.(Shelter, interior bus advertising etc)

3.0 Marketing Strategy

Marketing strategies were developed to achieve these goals listed in Section 2.7. In terms of format, each goal and their objectives will be restated. Strategies will then be identified and will be followed by a listing of tasks to accomplish the strategies.

Goal #1: Build Usage and Market Share for Transit Services

- (A) Retain core ridership through effective service delivery and customer communications.
- (B) Build loyalty and ridership frequency among occasional riders through service improvements, appropriate fare media and promotional efforts.
- (C) Attract new riders from population segments through promotions that target specific groups.

Strategies

(A) Hire a full time city staff person, assigned to the Transit Division, Department of Public Works to implement the goals, objectives and strategies of the *SLO Transit Marketing Plan Update*. Major responsibilities of this position will include:

- Perform community outreach, public relations and information campaigns.
- Target group presentations such as identified in Marketing Plan.
- Conduct integrated print, media, Internet and other promotional advertising initiatives.
- Establish and coordinate activities of SLO Transit booth at Downtown Farmer's Market.
- Implement schedule of appearances of SLO Transit Marketing Trailer in the city.

- Increase SLO Transit annual average ridership by two percent (20,000 passengers).
- Manage all components of comprehensive transit marketing, advertising and promotions program.

(B) Assist with implementation of service changes that reflect the community's public input as indicated in the *Short Range Transit Plan, San Luis Obispo Transit - 2009* as well as input from the City's Mass Transportation Committee.

- Implement service changes recommended in the *Short Range Transit Plan, San Luis Obispo Transit - 2009*. These changes include: modify route structures, increase frequency/bus capacity, and expand evening/weekend service, and provide easy to read schedules. These service changes will improve the overall service to the core ridership and attract trial riders who may become long-term riders. The current SRTP recommendations are constrained due to the reduction of State funding from the associated drop in retail sales tax provided by the TDA.

(C) Provide passenger aids to assist core riders and trial riders.

- Include information in the bus schedule that will assist passengers to make mid-route transfers to decrease their travel time and increase the convenience of using local bus service.
- Develop a packet for new and trial passengers to inform them how to ride the bus. The packets will be designed to include the benefits of riding the bus, the cost saving, how to read the schedule, how to make transfers, etc.
- Expand the number of bus pass outlets to more locations in the city.
- Purchase and site self-service bus pass vending machines and kiosks at strategic locations serving San Luis Obispo Transit patrons (i.e. Downtown Transit Center, San Luis Obispo County Airport, Madonna Plaza, Amtrak Station and Cal Poly).

(D) Participate in and/or coordinate Mobility Fairs to promote the city bus service and inform the public.

- Attend the Cal Poly Open House and Week of Welcome events
- Promote San Luis Obispo Transit in classrooms at education facilities (i.e. Cal Poly, Cuesta College, high schools, and junior high schools).
- Schedule employee meetings with major employers in the city limits to promote transit.
- Conduct outreach and information campaign in the Downtown Business District and actively promote the SLO Transit Downtown Access Pass Program (DAP).
- Purchase, equip and man the SLO Transit marketing trailer at Thursday evening Downtown Farmers Market events.

Goal #2. Build Community Support for San Luis Obispo Transit and Alternative Modes

- (A) Build awareness among the general public of the benefits of San Luis Obispo Transit.
- (B) Build awareness and support among key opinion leaders, elected officials, the business community and ridership constituencies of San Luis Obispo Transit's benefit to the community and its funding requirements.

(C) Promote the fact that San Luis Obispo Transit has an extensive local network and is part of a regional transportation network.

Strategies

(A) Develop a Speakers' Bureau program to build awareness of the benefits that San Luis Obispo Transit has to offer.

A speakers' bureau effort will bring the message directly to leaders and decision makers through organizations like the Chamber of Commerce, service clubs (i.e. Kiwanis, Rotary), and PTA groups.

- Identify and train speakers within San Luis Obispo Transit staff.
- Develop a presentation and handout material with current social economic facts and figures.
- Incorporate testimonials from the public education campaign into the presentation.
- Solicit speaking engagements.

(B) Conduct outreach effort to establish relations with ridership constituencies.

- Establish relationships with current and potential ridership constituencies to build community support and to maintain a regular information flow.
- Promote the fact that San Luis Obispo Transit has an extensive local network and is part of a regional network.
- Make personal contacts with representatives of ridership constituencies. This includes social service agencies that work with low income, elderly, and disabled clients; neighborhood leaders including churches, public/private teachers and administrators and parents and teachers associations; and business leaders.
- Acquire feedback (surveys) regarding the effectiveness of San Luis Obispo Transit's ability to meet patrons' needs. Use this feedback as input to plan future decisions.
- Maintain communications by using a newsletter, emails, slotransit.org, social media, etc.

(C) Publish a Newsletter to maintain communications with decision makers and passenger representatives.

- Re-format the Transit Manager's Report to provide a common media to provide updates on San Luis Obispo Transit services, programs and performance.

Goal #3: Enhance San Luis Obispo Transit's Awareness and Image

(A) Increase the level of awareness/visibility for San Luis Obispo Transit and its specific services.

(B) Position the San Luis Obispo Transit as a convenient transportation alternative for the general public.

Strategies

(A) Launch and sustain a major advertising campaign to promote awareness of SLO Transit and increase general ridership.

- Identify target groups to focus marketing efforts.
- Work through human resource departments for public, non profit and private organizations to identify potential riders who work and live in the City.
- Work with advocacy and transit use facilitators such as Ridership Development Consultants, Rideshare and Cal Poly's Commuter and Access Services Program to promote local and regional transit awareness and use.
- Identify direct communications channels. (I.e. payroll stuffers, email, posters, flyers).
- Identify appropriate media channels (i.e. print, television and radio broadcast) to reach trial riders and infrequent riders. If appropriate, use a media firm.
- Develop and maintain an independent SLO Transit website which features comprehensive and up-to-date information about the local bus service.
- Integrate social media (e.g. "Face book," "MySpace," "Twitter," etc.) in advertising campaigns announcing new service, equipment and other improvements. Refer to: <http://www.gosocialtransit.com/> for low cost, high impact techniques to reach target markets which use the Internet.
- Create a SLO Transit Blog to promote two-way communication between local transit providers and users and provide news about the local bus service.
- Highlight Internet and mobile platform-enabled transit research, trip planning and rider alert resources (e.g. Google Transit, Otvia, etc.)
- Fully coordinate transit awareness and use campaign with SLORTA and other regional transportation providers in order to reduce marketing costs and minimize duplication of effort.
- Expand Participation in the summer Youth Pass Program.

(B) Implement a complementary "Try Transit" program to promote awareness and to provide non-statistical data from potential and current riders.

- Develop a passenger survey to be distributed to the city's utility customers. On Board passenger surveys will also be available to those who do not receive a survey in the mail. The survey will include a two-tier coupon. The survey will include two trips. Passengers will be rewarded with six additional trips if they return their survey to the drivers.

Goal #4: Increase Advertising Revenue

(A) Develop an advertising revenue program to help offset costs of advertising and marketing.

Strategies

(A) Consider hiring an advertising firm to sell bus interior and shelter space and coordinate online sales of SLO Transit products.

- Solicit proposals from qualified firms to sell interior space on city buses and bus shelters and coordinate online sales and distribution of SLO Transit products (e.g. cups, T-shirts, decals, stationary, etc.).

4.0 Marketing Plan & Budget

Current SLO Transit marketing includes a good system map and schedule that are readily available to the public, as well as internet capability and route information provided at bus stops. Additionally, Cal Poly students are aware that they can use their student identification cards for free travel on SLO Transit buses. There are two major initiatives that should be undertaken regarding marketing:

- Outreach efforts will need to be undertaken if the new route network recommended in the short range transit plan is implemented, including advance notice of changes, brochures, posting of the new route network in the website, and information made public in local news media.
- Marketing efforts should include some joint marketing efforts between SLO Transit and SLORTA to increase awareness of regional transit operations.
- Marketing budget anticipates up to \$28,000 in funding for FY 2012 &13

5.0 Implementation

The draft implementation schedule is provided in **Appendix C**.

Appendix A – San Luis Obispo Transit Marketing Staff

Add a Full Time staff position

Job Summary

Implements transit marketing and strategic plans, collects data and prepares reports, conducts transit market research, prepares graphic materials, performs community outreach and public relations. Performs other office and field duties associated with City's engineering, transit, parking and transportation program.

Employees in this position work under the general supervision of a senior management staff member such as the Transit Manager, within a framework of standard policies and procedures.

Employees in this classification may direct and monitor the work of part-time or volunteer staff on a project or day-to-day basis.

Class Characteristics:

This job classification provides professional and technical marketing support to the City's transit, bicycle, parking, engineering, pedestrian, and transportation planning functions. This is a professional position in the field of transit and transportation marketing and planning.

Examples of Duties and Responsibilities:

- • Coordinates and assists with the implementation of the City's *Transit Marketing Plan Update*, which may include advertising, direct mailing, graphics, website design, community outreach, public relations and special events that raise awareness of the local bus service and promotes the growth and expansion of San Luis Obispo Transit.
- Assists in the coordination of various transportation marketing projects and plans as directed.
- Assists engineering, transit and transportation staff with the interpretation of data, marketing program development and implementation, preparation of grant applications, technical transportation reports and plan documents.
- Provides information to citizens and staff; investigates requests and complaints about the local bus service; conducts field research and rider surveys, analyzes survey results and makes policy recommendations to senior staff.
- Prepares graphic presentations such as plans, signs, forms, newsletters, display maps, and other exhibits, including computer-generated charts and graphs, updates transit system map.
- May prepare plans and maps using manual drafting and/or computer-aided drafting systems (AUTOCAD, DCA) and other programs; updates file materials, maps and drawings.
- Organizes documents, files and other materials.
- Reviews transportation and transit marketing plans for conformance with city policies, budgets, and standards.

- Assists with the implementation of the City's Parking and Access Plan, Short Range Transit Plan, Bicycle Plan, and Internet Protocol.
- Performs related transportation and alternative transportation marketing duties such as, but not limited to: marketing and performance indicator data application, Internet transit and social media website design and management, external transit systems marketing programs and project research and application.
- Establishes and manages transit marketing trailer, kiosks and bus pass vending machines, locates and manages marketing trailer/booth at weekly Downtown Farmers Market and other events.
- Performs project research and report preparation related to the activities of the Transit Division, Public Works Department to which assigned; may prepare technical marketing reports and perform other related technical work.

Appendix B – Transit Marketing Plan - Budget

TBD (Estimated at \$28,000 in FY 2012 & 2013)

Appendix C – Transit Marketing Plan - Implementation Schedule

<u>Strategy</u>	<u>Goal</u>	<u>Status/ Target Date</u>
Hire a full time city staff person, assigned to the Transit Division, Department of Public Works, to implement the goals, objectives Strategies and tasks of the <i>SLO Transit Marketing Plan Update</i> .	1	June, 2011
Implement service changes that reflect the community’s input, as indicated in the <i>Short Range Transit Plan, San Luis Obispo Transit - 2009</i> , as well as input from the City’s Mass Transportation Committee as funding becomes available.	1	Ongoing
Provide passenger aids to assist core riders and trial riders.	1	1 st Qtr, 2011
Participate in and/or coordinate Mobility Fairs to promote the city bus service and inform the public.	1	Ongoing
Develop a Speakers’ Bureau program to build awareness of the benefits that San Luis Obispo Transit has to offer.	2	1 st Qtr, 2012
Conduct outreach efforts to establish relations with ridership constituencies.	2	2 nd Qtr, 2011
Periodically Publish a Newsletter to maintain communications with decision makers and passenger representatives.		3 rd Qtr, 2012
Launch and sustain a major advertising campaign to promote awareness of SLO Transit and increase general ridership.	3	3 rd Qtr, 2012
Implement a complementary “Try Transit” program to promote awareness and to provide non-statistical data from potential and current riders.	3	3 rd Qtr, 2012
Hire an advertising firm to sell interior and exterior space on the local city buses and coordinate online sales of SLO Transit products.	4	2 nd Qtr, 2011



Item: B-2

Date: March 9, 2011

TO: Mass Transportation Committee

FROM: John Webster

SUBJECT: Ordinance Amending Taxicab Regulations

Recommendation:

Accept report and provide comments and direction for staff

Background

Chapter 5.20 of the San Luis Obispo Municipal Code regulates most aspects of taxicab operations in the City, including the issuance of taxicab operation and driver permits, rate schedules and changes, vehicle inspection, and meter requirements. Staff from the City Clerk, Public Works and Police Departments carry out and enforce the various provisions of this chapter. Chapter 5.20 was last reviewed by Council on March 17, 2009 and staff recommendations were approved.

Discussion

The existing process requires a public hearing to be held by Council to award certificates of necessity and convenience, taxi permits, and to determine taxicab rates. Staff is recommending revisions to Chapter 5.20 in a Council Agenda Report (CAR) that would change this to an administrative process by the Public Work Director. Further recommendations would authorize the Council to annually hold a public hearing to review and set an overall permit limit to be awarded through this administrative process and to approve the taxi rates for all operators for the next fiscal year. Over the past several months, staff has initially identified the need to modify certain sections of Chapter 5.20 to accomplish this goal, and the creation of addition sections that include mandatory random driver drug testing, DMV pull notice requirements, vehicle standards, and significant penalties for violations.



Staff is seeking final member comments by April 30th in order to incorporate them into the final document in time for the May 11, 2011 MTC regular meeting as part of the public hearing process. The intent of staff is to place this item on the Council Agenda for final review and approval in June 2011 if possible. Copies of the Chapter 5.20 draft version and this report have been sent to the current taxi operators for their review and comment. These proposed amendments are the first steps towards the goal of improving taxi service within the City of San Luis Obispo and making the process as transparent as possible and we anticipate a great deal of discussion, comments, and feedback from the existing operators and the public. Depending on the level of participation a special meeting might be needed to ensure that enough time has been provided to address the various concerns.

5.20.010 Definitions.

Unless otherwise expressly stated, whenever used in this chapter, the following terms shall respectively mean:

- A. **“Certificate holder”** means any person to whom a certificate of public convenience and necessity has been issued under the provisions of this chapter and which certificate has not been revoked.
- B. **“Driver”** means every person in charge of, or operating, any passenger-carrying or motor-propelled vehicle, as herein defined, either as agent, employee, or otherwise, of owner, as owner, or under the direction of the owner, as herein defined.
- C. **“Street”** means any piece commonly used for the purpose of public travel.
- D. **“Taxicab”** means any motor-propelled vehicle used for the transportation of passengers who direct the route to be traveled over the streets and not operated over a fixed route for compensation.
- E. **“Taxicab stand”** means a public place alongside the curb of a street or elsewhere in the city which has been designated by the council as reserved exclusively for the use of a holder of a certificate of public convenience and necessity.
- F. **“Taxicab permit”** means an authorization issued to a holder of a certificate of public convenience and necessity pursuant to the provisions of this chapter to operate a taxicab within the city. (Prior code § 6240)
- G. **IMMEDIATE OUT OF SERVICE (IOS)** means the placement of a taxicab in a status such that no person shall operate the taxicab after notice by a police officer that the taxicab is in an unsafe condition or is not equipped as required by these Rules, except as may be necessary to return the taxicab to the residence or place of business of the owner or driver or to a garage, until the taxicab and its equipment are in compliance with these Rules.
- H. **LEASE DRIVER** means a person who is an independent contractor possessing a valid Taxicab Driver’s Permit and who drives a taxicab with a taxicab operator or vehicle permittee
- I. **ON DUTY** means the time between the start and end of a work shift and documented by the taxicab operator dispatch for each driver.
- J. **ORDER AND DISPATCH RECORDS** mean original documents prepared by hand and machine time-stamped at the time the document is completed or computer generated documents showing the time, date and specific information about telephone or equivalent communication orders for service, and the assignment of orders to drivers.
- K. **STANDBY** means the time period during which a taxicab driver waits for a passenger, at the passenger’s request and with the taximeter activated, until the passenger returns or until the taxicab is dismissed.
- L. **SUSPENSION** means a temporary removal of the privileges granted to permittee.
- M. **VEHICLE CODE** means the California Vehicle Code (CVC) in its latest revision.

5.20.020 Certificate of public convenience and necessity required and taxicab permit required.

No person shall engage in the business of operating any vehicle defined in Section [5.20.010](#) within the city without first having obtained a certificate of public convenience and necessity from the council and a taxicab permit for the operation of each vehicle authorized under such certificate of public convenience and necessity from the director of public works. (Ord. 1524 § 2, 2009)

5.20.030 Certificate of public convenience and necessity—Application.

All persons applying to the council for a certificate of public convenience and necessity to operate one or more taxicabs shall file with the Public Works Director a sworn application in a form stating as follows:

- A. The name and address of the owner or person applying; if a partnership, the name of each partner; if a corporation, the names of the directors and principal officers;
- B. The number of vehicles proposed to be operated for taxi service;
- C. The designated number of each taxicab to be operated;
- D. A description of the proposed color scheme, insignia, trade style, and any other distinguishing characteristics of the proposed taxicab design;
- E. Any facts which the applicant believes tend to prove that public convenience and necessity require the granting of a permit;
- F. Proposed rates to be charged;
- G. Such further information as the council requires. (Prior code § 6240.2)

5.20.040 Certificate of public convenience and necessity—Administrative Process

No certificate of public convenience and necessity for the operation of any taxicab shall be granted until the Public Works Director approves the issuance of such certificate. (Prior code § 6240.3)

5.20.050 Certificate of public convenience and necessity—Hearing and investigation to determine need.

In determining whether the public convenience and necessity require the operation of a taxicab, or taxicabs, the council shall hold such a public hearing annually in July or August to determine the total number of certificates and permits available to be awarded. The public works department shall cause an investigation to be made and shall report the findings, in writing, to the council on the following:

- A. The demand of the public for additional taxicab service;
- B. The adequacy of existing mass transportation and taxicab service;
- C. The financial responsibility and experience of the applicant;
- D. The number, kind and type of equipment and the color scheme to be used;
- E. The effect which such additional taxicab service may have upon traffic congestion and parking;
- F. Whether the additional taxicab service will result in a greater hazard to the public;
- G. Such other relevant facts as the council may deem advisable or necessary. (Ord. 1524 § 3, 2009)

5.20.055 Criminal conduct—Ineligibility for city licenses and permits.

The provisions of Section [5.08.030](#) shall be applicable to this chapter. (Ord. 1202 § 16, 1991)

5.20.060 Certificate of public convenience and necessity—Hearing—Council’s determination—Award of additional permits.

If the council determines that the public convenience and necessity requires additional service, it shall then determine the number of taxicab permits which shall be necessary to furnish such services. The total number available taxicab permits determined by Council on an annual basis will be awarded by the Public Works Director to existing holders of certificates of public convenience and necessity or to any new applicants who are qualified for issuance of certificates of public convenience and necessity. (Prior code § 6240.5)

5.20.070 Certificate of public convenience and necessity—Compliance with requirements required prior to issuance.

No certificate of public convenience and necessity shall be issued to any person who shall not have fully complied with all the requirements of this chapter necessary to be complied with before the commencement of operation of the proposed service. (Prior code § 6240.6)

5.20.080 Application for additional taxicabs—Granting.

Any holder of a certificate of public convenience and necessity may make application to the director of public works for such additional taxicab permits, (if available) as he or she may desire. The director of public works shall notify the other certificate holders of such application

5.20.090 Certificate of public convenience and necessity—Owners before enactment of provisions.

Every owner operating a licensed taxicab prior to the nineteenth day of December, 1951, shall be presumed, in the absence of any contrary evidence and finding of the council, to have established a prima facie evidence of public convenience and necessity for the licensing of the taxicab or taxicabs actually in operation, and the council, upon application received not later than fifteen days after the nineteenth day of December, 1951, shall grant a certificate of public convenience and necessity to such owner for the operation of taxicabs. Every owner obtaining a certificate as aforesaid shall be entitled to the number of taxicab permits held by such owner that were in force on the day prior to the nineteenth day of December, 1951. (Prior code § 6240.8)

5.20.100 Service required on a twenty-four-hour basis per day.

All persons holding certificates of public convenience and necessity shall regularly and daily operate their taxicabs on a twenty-four-hour basis during each day of the license year. (Prior code § 6240.9)

5.20.110 Replacing taxicabs—Notification.

Whenever a certificate holder replaces a taxicab for which a permit has been issued, he or she shall file with the director of public works the name, type, year of manufacture, serial number and motor number of the vehicle abandoned and the vehicle to be placed in use. The director of public works shall, as a matter of right, authorize the replacement of such vehicle under the existing permit. (Ord. 1524 § 5, 2009)

5.20.120 Certificate and permit—Transfer.

Any person having a certificate of public convenience and necessity for the operation of taxicabs shall be authorized by the Public Works Director to transfer the certificate of public convenience, taxicab permits and taxicab stands issued pursuant thereto, unless it has been determined that such proposed transferee is not a person of good moral character or that the transferee does not possess sufficient financial responsibility to meet the requirements of a holder of a certificate of public convenience and necessity under this chapter

5.20.130 Certificate of public convenience and necessity—Revocation, suspension.

The certificate of public convenience and necessity shall be suspended or revoked by the Public Works Director upon the following grounds:

- A. The owner willfully fails to operate the vehicles under permit in accordance with the provisions of this chapter;
- B. The taxicab or taxicabs are operated at a rate of fare other than that approved by the council;

- C. The company shall abandon its operation of all vehicles for a period of thirty days. Acts of God, labor disputes and other acts beyond the control of the certificate holder shall not be abandonment within the meaning of this section.
- D. **Such suspensions may be appealed as set forth at Chapter 1.20 (Appeals Procedure) of the San Luis Obispo Municipal Code.**

5.20.140 License—Application and renewal.

Any application for a license to operate a taxi shall be accompanied by a nonrefundable fee as established by the council. The application fee charged hereunder shall be in sufficient amounts to fully defray administrative costs incurred in the processing of an application and are not made in lieu of any other fees or taxes required under this code. A license to operate a taxi shall be renewed annually. (Ord. 1202 § 18, 1991: prior code § 6240.13)

Prior to its repeal by § 17 of Ord. 1202, § 5-20.140 was entitled “Certificate holders’ registration and license fees” and was derived from prior code § 6240.13.

5.20.150 Rate schedules approval.

The rate schedule of every owner operating a licensed taxicab or taxicabs prior to the nineteenth day of December, 1951, and who under the provisions of this chapter, was granted a certificate of public convenience and necessity and whose rates were, on the nineteenth day of December, 1971, on file with the clerk and approved prior to the nineteenth day of December 1951, by the council, are approved. (Prior code § 6240.14)

5.20.160 Rate changes—Hearing.

The council, will annually in July or August conduct a public hearing to set, establish, change, modify or amend the schedule of rates to be charged by all vehicles operated by each holder of a certificate of public convenience and necessity under the provisions of this chapter. No rates shall be set, established, changed, modified or amended without a hearing before the council. Notice of such hearing shall be given to each certificate holder, in writing, by the city clerk, at least five days before the hearing, and the council may give such other notice as it shall deem necessary. (Prior code § 6240.15(a))

5.20.170 Rates—Deregulation.

Nothing herein shall prohibit the council from deregulating taxi rates. The council may by resolution provide for the deregulation of taxi rates. No resolution authorizing deregulation of rates shall be adopted without a hearing before the council. Notice of such hearing shall be given to each certificate holder in writing by the city clerk at least five days before the hearing and the council may give such other notice as it shall deem necessary. Pursuant to the terms and conditions of the resolution of deregulation, any certificate holder may establish, change, modify or amend the schedule of rates to be charged by all vehicles operated by each holder of a certificate of public convenience and necessity under the provisions of this chapter, following posting of such change, modifications or amendments to the taximeter rates in each vehicle in such a place as to be in view of all passengers thirty days prior to such taximeter rates taking effect. All changes, modifications or amendments to the schedule of rates shall be filed with the city clerk and director of public works thirty days prior to such rates taking effect.

- A. A resolution of deregulation shall expressly provide such limitations and conditions as the council shall deem appropriate.
- B. A resolution of deregulation may be revoked, and taxi rates reestablished by the council, upon its own motion or upon application of a certificate holder. No resolution of deregulation of taxi rates shall be revoked and no taxi rates reestablished by the council without a hearing before the council after notice as set out herein. (Ord. 1524 § 6, 2009)

5.20.180 Vehicle identification.

VIOLATIONS OF THIS SECTION ARE \$500 PER OFFENSE

- A. Every taxicab shall have permanently printed or placed on each side of such taxicab the name of the owner or the fictitious name under which the owner operates, together with the telephone number of the owner or company. All of such lettering shall be in letters of not less than two and one-quarter inches in height and not less than five-sixteenths of an inch stroke. In addition thereto, every taxicab shall have printed or placed upon the exterior of such taxicab in conspicuous letters of at least three and one-half inches in height and not less than one-half-inch stroke, of a color in contrast to the color of the taxicab, the number of such taxicab and which numbering shall be printed or placed in the following locations:
 - 1. In front center of taxicab on metal above windshield;
 - 2. One number on each side of taxicab; and
 - 3. One number on each side of outside rear of taxicab
- B. All taxicabs shall conform to the color scheme, name, monogram or insignia approved by the director of public works.
- C. No person shall imitate any color scheme, monogram or insignia used by any other holder of a certificate of public convenience and necessity which has been approved by the director of public works. (Ord. 1524 § 7, 2009)

5.20.190 Equipment maintenance and inspection.

VIOLATIONS OF THIS SECTION ARE \$500 PER OFFENSE

- A. Before a permit is issued to any owner, the taxicab for which such permit is requested shall be delivered to a place designated by the council for inspection, and the council shall designate agents to inspect such taxicab or taxicabs, and their equipment, to ascertain whether such taxicab complies with the provisions of this chapter, all cost thereof to be paid by cab owner.
- B. The chief of police, or any member of the police department under his or her direction, shall have the right, at any time after displaying proper identification, to enter into or upon any certificated taxicab for the purpose of ascertaining whether or not any of the provisions of this chapter are being violated.
- C. Any taxicab which is found, after any such inspection, to be unsafe or in any way unsuitable for taxicab service shall be immediately ordered out of service, and before again being placed in service, proof must be furnished to the chief of police that it is in a safe condition
- D. The interior of every taxicab shall be thoroughly cleaned at least once in every twenty-four hours. (Prior code § 6240.17) and shall maintain every taxicab free from:
 - 1. Unsightly dirt, grime and stains inside and out, including the trunk.
 - 2. Cracked or broken windows, headlights, taillights or interior lights
 - 3. Missing or broken door locks, handles or window cranks.
 - 4. Torn floor covering, head liner or upholstery
 - 5. Unusual or unsightly paint defacement and body dents
 - 6. Projections of sheet metal or other materials inside or outside the taxicab that might cause injury or tear clothing.
- E. Each taxicab operator and vehicle permittee shall, upon reasonable notice by the City, make a taxicab available to authorized City personnel to inspect at any time the taxicab is in service.

- F. Each taxicab operator and vehicle permittee shall maintain in every taxicab a sufficient number of seat belts, properly bolted in place, at least three (3) sets in the rear seat and two (2) sets in the front seat, to accommodate each passenger and the driver, and which are clearly visible and easily usable.
- G. No taxicab in service shall be in excess of five (5) years of age except that the vehicle may be used in taxicab service for four (4) additional one-year periods provided that the vehicle may be used in taxicab service for four (4) additional one-year periods provided that the vehicle is inspected every six (6) months after the start of the fifth, sixth, seventh and eighth years by a City-designated garage. Vehicles currently permitted shall be grandfathered under this section until replaced or retired.
- H. Each taxicab operator shall have in place and continuously keep up to date all inspection, preventative maintenance, maintenance repair and any other vehicle service records for each taxicab, filed by taxicab, and make these records available to the City for review upon request.
- I. Any problem causing the “check engine” light to be illuminated when the vehicle motor is running must be corrected within two (2) business days or the vehicle may be either removed from service or taken out of service (by operator request) until repairs are made and vehicle reinstated subject to inspection
- J. Each taxicab operator and vehicle permittee shall decommission its taxicabs after their service life is over. All markings, signs, top light, taximeter, and equipment identifying the vehicle as the operator’s taxicab must be removed. The decommissioned taxicab must be inspected by the City prior to any sale of the vehicle.
- K. A driver shall not perform routine mechanical maintenance on any vehicle while in a taxicab zone or on City streets.

5.20.200 Operating regulations.

VIOLATIONS OF THIS SECTION ARE \$100 PER OFFENSE

- A. Any driver employed to transport passengers to a definite point shall take the most direct route possible that will carry his or her passenger to his or her destination safely and expeditiously.
- B. No driver of any licensed taxicab shall refuse any person prompt taxi service in the city at any time while such taxicab is on the public streets ready for service, unless taxicab is already engaged in the carrying of one or more passengers or is en route to answer a call for taxicab service; provided further, that nothing in this subsection shall require any owner or driver to furnish taxicab service to any person under the influence of intoxicating liquor or narcotics, or to any person who is insane or who is a known criminal.
- C. Every driver, upon request, shall give a correct receipt for the amount of payment received.
- D. No driver of any taxicab shall accept, take into his or her vehicle or transport any larger number of passengers than the rates covering the seating capacity of his or her vehicle.
- E. No driver shall permit any taxicab to remain standing in any established taxicab stand, unless the cab is attended by a driver or operator, except when assisting passengers to load or unload, or when answering the telephone.
- F. No driver shall carry any passenger other than paying passengers or persons authorized by or on company business.
- G. Every driver shall at all times display his or her driver’s permit and picture in a conspicuous place in the taxicab which he or she is operating.

- H. Each taxicab operator shall distribute and make available to all passengers and customers any cards, flyers, pamphlets, or other information as determined by the City and made available in sufficient quantities to the taxicab operator by the City. Such information may include, but is not limited to, passenger surveys and complaint procedures.
- I. Each taxicab operator shall conduct itself in a professional manner at all times and resolve all disputes with other taxicab operators, the business community, those in charge of taxicab stands, and the general public, with a goal of maintaining a favorable public image for the taxicab industry.
- J. Taxicab operator shall ensure that the full number of taxicab vehicles it is authorized to operate is available for taxicab service in the City.
- K. Each taxicab operator and vehicle permittee shall maintain the City's official taxicab identification decal on the right section of the rear bumper. The decal may not be obscured by any adjacent advertising.
- L. Each taxicab operator or vehicle permittee shall not remove and reinstall any taxicab identification decal on the same or another vehicle. Decals which are worn by time or the elements shall be replaced as directed by the City and:
 - 1. Each taxicab operator or vehicle permittee shall notify the City immediately of the removal or destruction, by other than City personnel or their designees, of any taxicab identification decal issued to the taxicab operator or vehicle permittee
 - 2. Each taxicab operator and vehicle permittee shall, upon request, take the taxicab immediately out of service and remove the taxicab identification decal when:
 - a) The vehicle is in unsafe operating condition.
 - b) The vehicle is operating without City approved insurance.
 - c) A citation was issued for vehicle or equipment defects with due notice given to correct the deficiency but no correction was made within the time allotted and the taxicab is still in service
 - d) The vehicle is operating without a valid San Luis Obispo Taxicab Vehicle Permit
 - e) The vehicle has not passed annual inspection by an approved mechanic or garage as required under 5.20.190
- M. Each taxicab operator and vehicle permittee shall ensure that a customer service comment sign, as approved by the City, is placed in each vehicle on either the safety shield directly behind the driver, or on the inside of a window readily visible to passengers. Customer service signs shall be required unless otherwise authorized by the City.
- N. A driver shall not knowingly allow the unauthorized use of his or her Taxicab Driver's Permit. The Taxicab Driver's Permit is nontransferable and shall not be duplicated.
- O. A driver may not apply for or possess more than one Taxicab Driver's Permit at any one time
- P. A driver shall not drive a taxicab which is in an unsafe operating condition. Unsafe operating conditions include but are not limited to: bald tires; missing fuel tank caps; inoperable or inadequate windshield wipers; broken or inoperable head or tail lamps; inoperable horn; defective or inadequate brakes; or missing, defective, or inoperable seat belts.
- Q. A driver shall not use a scanner or other type of receiver that is capable of monitoring another taxicab operator's assigned radio frequency or dispatch system.
- R. A driver shall, wear clothes that are neat and clean and shall be well groomed at all times while on duty.

- S. A driver shall not leave the taxicab unattended except to assist a passenger while in a taxicab zone and a driver shall assist a passenger by placing luggage, packages and wheelchairs in and out of the taxicab when requested. A driver shall assist a passenger in and out of a taxicab when requested, provided that the driver is not required to lift the passenger.
- T. A driver shall solicit passengers only from the driver's seat or standing immediately adjacent to the taxicab and only when the taxicab is legally parked
- U. A driver shall not refuse to transport any person except for the following reasons and a driver shall immediately notify the supervisor on duty of any incident of service refusal:
 - 1. The driver has already been dispatched on another call
 - 2. The passenger is acting in a disorderly or threatening manner, or otherwise causes the driver to reasonably believe that his or her health or safety, or that of others, may be endangered
 - 3. There is a reasonable expectation that the passenger may cause the taxicab to become stained or foul smelling;
 - 4. The passenger cannot, upon request, show an ability to pay the fare and a driver shall not request payment of taxicab fare in advance of delivery of passenger to the passenger's desired location except that a deposit up to the estimated amount of the fare may be collected in advance to show the passenger's ability to pay
- V. A driver shall not lock passenger doors while the taxicab is in service with a passenger on board except while the vehicle is in motion
- W. A driver shall not dismiss or discharge any passenger at a point other than the requested destination without adequate cause and a driver shall not accept any additional passengers while the taxicab is engaged, without the consent of the fare-paying occupants of the taxicab.
- X. A driver shall not charge an additional fare for any additional passengers accepted
 - 1. A driver shall not refuse to transport in the taxicab:
 - 2. Any passenger's wheelchair, which can be folded and placed in the passenger, driver or trunk compartment of a taxicab; groceries or packages when accompanied by a passenger; personal luggage, possessions, or small pets in carriers. The driver shall not be required to transport any article which would cause the taxicab to become damaged, stained or foul smelling.
 - 3. Any passenger's service animal, including any guide dog, signal dog, or other animal individually trained to provide assistance to an individual with a disability, without justification, or intentionally interfere with the use of a service animal by harassing or obstructing the user or his or her service animal
- Y. A driver shall inform the taxicab operator immediately and turn over to the proper person, as soon as reasonably practicable, all found articles of property left by passengers in the driver's vehicle
- Z. A driver shall, unless otherwise directed by the City, give the passenger making payment an accurate and legible receipt printed by the taximeter for each taxicab trip provided. The printed receipt shall display trip information as designated by the City, including, but not limited to, company name, vehicle number, date and time the trip began, date and time the trip ended, trip number, distance traveled, fare amount, and company telephone number.
- AA. A driver shall not drive any combination of vehicles for more than ten (10) consecutive hours or more than ten (10) hours spread over a total of fifteen (15) consecutive hours in any twenty-four (24) hour period. Thereafter, such driver shall not drive any taxicab or other vehicle until eight (8) consecutive hours have elapsed. (See Vehicle Code Section 21702(a).)

BB. A driver shall deactivate the top light of the taxicab when transporting passengers, on standby, or no longer on duty.

Any violation of the provisions of this section shall be cause for the revocation of the permit of the driver guilty of such violation. (Prior code § 6240.18)

5.20.201 DRIVER TESTING FOR CONTROLLED SUBSTANCES

VIOLATIONS OF THIS SECTION ARE \$1,000 PER OFFENSE

- A. Each taxicab operator shall be responsible for verifying enrollment of its permitted drivers in a controlled substance and alcohol testing program with pre-permitting, annual and random test requirements. Each taxicab operator shall: (1) contract with a certified program administrator;
- B. provide substance abuse training to supervisory personnel; (3) withdraw sponsorship for any driver who has failed to maintain enrollment in the program; (4) provide company policy and educational materials to all drivers and employees; (5) provide to the City annual test results and statements of receipt of policy and educational materials on file, by driver; and (6) immediately notify the City of any “positive” test results or failure to test, and return of the Taxicab Driver’s Permit with a driver status statement (i.e., sponsorship withdrawn or driver on temporary suspension).
- C. A driver shall maintain current enrollment in the controlled substance and alcohol testing program authorized for the taxicab operator under Section 5.20.200 (L). Any “positive” or failing test result shall lead to suspension or revocation of the Taxicab Driver’s Permit. Failure to comply with a test requirement shall be considered as a test failure in addition to a “positive” test result. Penalties are as follows:
 - 1. Failure to maintain enrollment in the drug and alcohol testing program
 - 2. Test failure for a controlled substance or alcohol: A driver shall be disqualified for a Taxicab Driver’s Permit for a period of ten (10) years from the last incident of a test failure result. More than one (1) test failure results for drug and alcohol use within any period of time shall be cause for permanent revocation of the Taxicab Driver’s Permit
- D. A driver shall not drink or sell an alcoholic beverage while on duty or have in his or her possession an open container of any alcoholic beverage.
- E. A driver shall not enter any bar or cocktail lounge while on duty except for the purpose of announcing arrival to a prospective passenger
- F. A driver shall not knowingly use, sell, handle or transport illegal narcotics at any time or give any information as to where narcotics may be obtained for illegal purposes
- G. Each taxicab operator shall enroll all permitted drivers in the DMV Pull Notice Program and shall review such records for all drivers for compliance with company and City requirements at least annually and as additional updates are received. Each taxicab operator shall file such records, by driver, in a central location and shall notify the City by the end of the next business day if a driver’s record or ability to operate a taxicab fails to meet the requirements under 5.20.210, 220 & 230.

Any violation of the provisions of this section shall be cause for the revocation of the permit of the driver guilty of such violation. (Prior code § 6240.18)

5.20.210 Driver’s permit required—Application.

- A. No person shall drive or operate any of the vehicles mentioned in Section [5.20.010](#) without first obtaining a permit in writing to do so from the chief of police, or any person designated by the chief. The permit issued will entitle the driver to work for only those employers whose names appear on the permit. A new permit will be required for each subsequent employment; provided, however, that no application shall be necessary other than a

ratification of change of employment and proof of a negative test as specified in subsection (C)(4) of this section.

- B. Any application for a driver's permit shall be accompanied by a fee as set by resolution of the council. The application fee shall be used to defray, in whole or in part, the city and/or state costs of investigation and review of the application.
- C. Applicants for such permits shall file applications with the chief of police. The application shall contain the following information together with two photographs of the applicant:
 - 1. Name, marital status, age, residence, last previous address, and the length of residence at such last address and in the city;
 - 2. The names and addresses of two residents of the city acquainted with the applicant;
 - 3. Complete fingerprinting of applicant;
 - 4. Proof of a negative test for controlled substances and for alcohol which complies with the requirements set forth in Government Code Section 53075.5;
 - 5. The name of the driver's employer or prospective employer;
 - 6. All criminal convictions.
 - 7. An applicant shall be a minimum of 18 years old.
 - 8. An applicant shall possess a current Class C California Driver's License.
 - 9. An applicant shall have the ability to communicate in English, written and spoken, as measured by standards and procedures established by the City.
 - 10. An applicant shall be familiar with the City of San Luis Obispo streets.
 - 11. An applicant shall not be afflicted with either a physical or mental incapacity that would preclude him or her from safely operating a taxicab and performing the duties normal to the taxicab profession.
 - 12. An applicant may be required to submit a medical report and have a valid medical certificate if the application or observation by authorized City personnel indicates a physical or mental affliction as described in 12. In such a situation, the applicant may be granted a temporary Taxicab Driver's Permit for thirty (30) calendar days pending receipt of a valid medical certificate. Upon submittal of the valid medical certificate and acceptance by the City, a regular Taxicab Driver's Permit shall be issued to the applicant. Medical certificate requirements shall be in accordance with Vehicle Code Section 12804.9(a) (2) as required of vanpool vehicle drivers and are renewable every two (2) years.
- D. The application will not be processed by the chief of police or his or her designee until the application is complete and all of the required information has been submitted.
- E. No permit shall be issued to any of the following persons:
 - 1. Any person under the age of twenty-one years;
 - 2. Any person not a citizen of the United States or who has not lawfully declared his or her intention to become such;
 - 3. Any person who has been convicted of a felony;
 - 4. Any person who has been convicted of a misdemeanor crime involving any of the following: sexual offense; weapons offense; robbery; manslaughter; moral turpitude; pandering; using, possessing, selling or transporting narcotics; or imparting information for obtaining narcotics;
 - 5. Any person who, within the past seven years from the date of the application, or during the processing of said application, has been convicted of driving a vehicle recklessly or while under the influence of intoxicating liquors or narcotics;
 - 6. Any person not possessing a valid chauffeur's license issued by the state;
 - 7. Any person convicted of violating any provisions of this chapter or any similar ordinance of another public agency;

8. Any person who has made a material misstatement or omission in the permit application;
 9. Any person who has had one or more convictions of misdemeanor hit and run within the past three years, or two or more convictions of misdemeanor hit and run within the past seven years;
 10. Any person who has had two or more moving violations as set forth in the Vehicle Code of the state occurring during any twelve-month period within the past three years, or three or more total violations during the past three years;
 11. Any person who has displayed a pattern of criminal conduct or driving violations that would indicate they would pose a danger to the safety of passengers or other motorists if granted a driver's permit.
 12. An applicant shall be denied a Taxicab Driver's Permit if he or she has any record of habitual or excessive use or addiction to intoxicating beverages, narcotics or dangerous drugs. An applicant shall be denied a Taxicab Driver's Permit for a three (3) year period from the date of last test failure for two (2) violations of Section 5.20.200 (L) within a twelve (12) month period. An applicant shall be denied a permit if more than two (2) violations of Section 5.20.200 (L) have occurred over any period of time.
 13. An applicant shall be denied a Taxicab Driver's Permit if he or she has been cited more than once during the last three (3) years for operating a taxicab in any city without a valid driver's permit for that city.
 14. Whenever driver changes taxicab operators, the driver shall exchange his or her current Taxicab Driver's Permit for a replacement Taxicab Driver's Permit, and submit a permit replacement fee with a completed application for a Taxicab Driver's Permit for the new taxicab operator, signed by the driver's new taxicab operator.
 15. A driver shall immediately notify the City whenever his or her permit to drive a taxicab issued in any other city has been suspended, denied, cancelled or revoked
- F. Any person whose application has been denied may appeal that denial in accordance with the provisions set forth in Section [5.20.240](#). (Ord. 1524 § 8, 2009)

5.20.220 Renewal of driver's permit.

A driver's permit shall be renewed annually. The renewal fee shall be set by resolution of the council and shall be used to defray, in whole or in part, the city and/or state costs of investigation of the renewal. Prior to renewal, each driver shall submit proof of a negative test for controlled substances and for alcohol which complies with the requirements set forth in Government Code Section 53075.5. The driver's permit shall be renewed unless any of the grounds for revocation set forth in Section [5.20.230](#) exist. (Ord. 1298 § 1, 1996)

5.20.230 Revocation of driver's permit.

The chief of police may revoke or refuse to renew an operator's license if the driver or applicant has since the granting of his or her permit:

- A. Been convicted of a felony;
- B. Been convicted of a misdemeanor crime involving any of the following: sexual offense; weapons offense; robbery; manslaughter; moral turpitude; pandering; using, possessing, selling or transporting narcotics; or imparting information for obtaining narcotics;
- C. Been convicted of driving recklessly or while under the influence of liquors or narcotics;
- D. Had his or her state driver's or chauffeur's license revoked or suspended;
- E. Had one or more convictions of misdemeanor hit and run within the past three years, or two or more convictions of misdemeanor hit and run, within the past seven years;

- F. Had two or more moving violations as set forth in the Vehicle Code of the state occurring during any twelve-month period within the past three years, or three or more total violations during the past three years;
- G. Displayed a pattern of criminal conduct or driving violations that would indicate they pose a danger to the safety of passengers or other motorists;
- H. Failed to submit proof of a negative test for controlled substances and alcohol as required in Section [5.20.210](#);
- I. Been convicted of violating any of the provisions of this chapter. (Ord. 1524 § 9, 2009)

5.20.240 Driver’s permit application denial or driver’s permit revocation—Appeal.

Any person whose application for a driver’s permit has been denied or any driver whose permit has been revoked pursuant to Section [5.20.230](#) by the chief of police may, within ten days of such revocation, file an appeal from such denial or revocation with the council, and a hearing shall be held before the council on such revocation. If, in the opinion of the council, the denial or revocation is not justified from the evidence submitted to it at such hearing, the permit shall be issued or reinstated. If, upon the hearing, it shall appear that good cause exists therefore, the council shall affirm the action of the chief of police and order the denial or permanent revocation of the permit. The action of the council on such a revocation shall be final and conclusive. Pending such hearing, it is unlawful for such person or driver to operate a taxicab within the city. (Ord. 1298 § 1, 1996; prior code § 6240.23)

5.20.245 Reapplication upon positive test for controlled substances and alcohol.

Any person whose permit application is denied or whose permit is revoked based on his or her failure to submit proof of a negative test for controlled substances and alcohol may reapply for a driver’s permit after a period of one year from the date of the permit denial or revocation. Evidence of the absence of drug dependency from a substance abuse professional and proof of a negative drug and alcohol test will be required prior to reapplication. (Ord. 1298 § 1, 1996)

5.20.250 Return of driver’s permit upon termination of employment.

The driver shall notify the chief of police of his or her termination of employment with the listed employer and shall return the driver’s permit to the chief of police. The driver’s permit shall become null and void upon the driver’s termination of employment. (Ord. 1298 § 1, 1996)

5.20.260 Taxicab stands.

- A. The director of public works or his or her designee may designate taxicab stands on public streets for use by certificate holders. The director of public works or his or her designee may move, add or eliminate taxicab stands as he or she deems appropriate.
- B. No owner or driver of any taxicab shall park the same on any public street in the central traffic district for the purpose of soliciting business, other than at the stands designated by the director of public works or his or her designee.
- C. The taxicab stands shall be designated by signs or other appropriate markings, as directed by director of public works or his or her designee. (Ord. 1475 § 1, 2005; prior code § 6240.24)

5.20.270 Liability insurance.

- A. The motor vehicle liability policy required by this section shall insure the owner and any other person using or responsible for the use of any such vehicle, with the consent, express or implied, of the owner against loss from the liability imposed upon such owner by law for injury to, or death of, any person, or damage to property, growing out of the maintenance, operation or ownership of any public motor vehicle to the amount or limit of five hundred

- thousand dollars, exclusive of interest and costs on account of injury to, or death of, any one person; of one million dollars, exclusive of interest and costs, on account of any one accident resulting in damage to property of, an injury to, or death of, more than one person.
- B. The motor vehicle liability policy shall insure to the benefit of any and all persons suffering loss or damage either to person or property as herein provided, and the liability of the insurance carrier shall be in no manner abrogated or abated by the death of the tortfeasor or the owner.
 - C. Every certificate required under the provisions of this chapter shall certify that the motor vehicle liability policy or policies therein cited shall not be cancelled except upon ten days' prior written notice thereof to the council. The motor vehicle liability insurance shall be a continuing liability up to the full moment thereof, notwithstanding any recovery thereon, and the certificates thereof shall so certify.
 - D. All motor vehicle liability policies and all certificates thereof shall be subject to the approval of the city attorney in any and all matters and if at any time, in the judgment of the council, the motor vehicle liability policies are not sufficient for any cause, the council may require the owner of such public motor vehicle who filed the same to replace the motor vehicle policies within ten days with other policies in accordance with the provisions of this section. If the owner fails to replace the motor vehicle policies within the ten-day period with good and sufficient policies, as set out in this section, then at the termination of the period the owner's permit issued under this chapter shall be by such failure automatically suspended until such time as the requirement is complied with, and the chief of police shall enforce such suspension. (Ord. 1484 § 5, 2005; prior code § 6240.25)

5.20.280 Taximeter—Required.

VIOLATIONS OF THIS SECTION ARE \$1,000 PER OFFENSE

All taxicabs operated under the authority of this chapter shall, within thirty days after written notice by the city, be equipped with meters fastened in front of the passengers currently certified for the specific vehicle in which it is installed and with unbroken State inspection seals affixed, and visible to them at all times of the day or night; and after sundown the face of the meter shall be illuminated, the accuracy of meters to be installed shall be tested, approved and sealed by the county department of weights and measures at all points and connections which, if manipulated, would affect their correct reading and recording. Each meter shall have a flag or approved device to denote when the vehicle is employed and when it is not employed and it shall be the duty of the driver to throw the flag or device into a recording position when employed and into a non-recording position at the termination of each trip. The meter shall be subject to inspection from time to time and upon discovery of any inaccuracies therein, the taxi shall be kept off the highway until the meter is repaired or replaced. All replacement meters shall be certified by a State sealer before a vehicle is put back into service. (Prior code § 6240.28)

Any violation of the provisions of this section shall be cause for the revocation of the permit of the driver guilty of such violation. (Prior code § 6240.18)

5.20.290 Taximeter rates.

VIOLATIONS OF THIS SECTION ARE \$1,000 PER OFFENSE

- A. Meters will be set to show rates adopted or amended by the council by resolution, which shall include a minimum and mileage rate, standby charges and types of receipts, if any, to be delivered to passengers. If required by the resolution, rate cards setting forth the authorized rates shall be displayed in each taxi in such a place as to be in view of all passengers. The

taximeter shall have installed only the approved rates and extra charges. All mechanisms, devices or electronic programs attached, installed or used in connection with the taximeter shall not facilitate the perpetration of fraud. No schedule of rates contained in the taximeter may be different than those authorized for the City (Prior code § 6240.29)

- B. A driver shall not operate a taxicab that contains a taximeter which is not properly sealed, accurate and in good working condition. The taximeter shall not: be removable; be installed in a way that makes it possible to tamper with the rate setting mechanisms; or be equipped with unapproved devices attached to any part of the taximeter or its wiring harness. The taximeter's installation and operation shall be in compliance with all laws of the City and State. ***Note: Possession of a fraudulent or false taximeter is prima facie evidence of intent to violate the law pursuant to California Business and Professions Code Section 12510.***
- C. Each taxicab operator shall use signs "All passengers ride for the price of one" displayed on all taxicabs in its fleet. The interior sign shall be legible to all passengers in the front and rear seats of the vehicle and shall be included in the rate card. The exterior signs shall be on both sides of the taxicab and legible from a distance of ten (10) feet.
- D. Each taxicab operator and vehicle permittee shall maintain in a conspicuous place in each taxicab a permanently affixed Taxicab Driver's Permit card holder
- E. Each taxicab operator and vehicle permittee shall display in the Taxicab Driver's Permit card holder, when not containing the Taxicab Driver's Permit, a statement in clear view of the passengers which states: **NOTICE DRIVER PERMIT CARD Required to be displayed in this location at all times By Order: San Luis Obispo Police Department**
- F. Each taxicab operator and vehicle permittee shall maintain a taximeter capable of printing a receipt for all trips provided.
- G. A driver shall not request, demand, arrange for, or collect any compensation in an amount greater than (i.e. overcharge) the authorized taxicab rate applicable to the service provided. **Any violation of the provisions of this section shall be cause for the revocation of the permit of the driver guilty of such violation. (Prior code § 6240.18)**

5.20.300 Refusal to pay fare.

Except where credit is intended, no person shall fail or refuse to pay at the end of the trip or the termination or discharge of service, the regular fare for the public passenger vehicle for hire he or she has hired, and upon conviction for violation thereof, in addition to any other penalty provided for in this code, he or she shall be compelled to pay to the driver of the vehicle an amount equal to the legal fare and in case any bail required is forfeited, the amount of the legal fare shall be paid to the driver from such amount forfeited, and the court or judge before whom the case is heard shall order the same to be paid from the treasury of the city.

(Prior code § 6240.27)

5.20.310 Violation of provisions—Permit revocation.

Any person convicted of violating any of the provisions of this chapter shall, in addition to any other penalty provided by this code, have the permit to him or her revoked.

(Prior code § 6240.26)

5.29.310 Advertising, Receiving, Dispatching and Responding to orders for Taxicab service

- A. Each taxicab operator shall tell the caller the estimated time of delay if service is not expected to be available within fifteen (15) minutes
- B. Each taxicab operator shall maintain records of, and provide to the City upon request, the following order and dispatch record information for each service request:
 - 1. Taxicab operator responding;
 - 2. Location of pickup request;

3. Identification of order taker;
4. Date and time order placed, printed with time machine or computer dispatch system; Time delay quoted, if any;
5. Identification of taxicab dispatched (the operator must identify the name of the taxicab driver through a separate record); and
6. Time of dispatch, printed with time machine or computer dispatch system.
7. Each taxicab operator shall keep order and dispatch records readily available to City for at least ninety (90) calendar days.
8. Each taxicab operator shall require order takers and dispatchers to identify themselves and the company name to callers.
9. Each taxicab operator shall record the time its taxicabs begin and end operation each day, and the time its drivers begin and end each work shift.
10. Each taxicab operator shall maintain records of the identification of the driver of each taxicab at all times

5.20.320 Penalties and Appeals for Violation of Taxi rules and regulations

- A. Every taxicab operator, vehicle permittee and driver who does not comply fully with any one or more of the Cities rules and regulations, with the terms and conditions of a taxicab franchise or the San Luis Obispo Municipal Code shall be guilty of a violation and subject to the penalty as shown and each day that a violation continues shall constitute a separate and distinct violation.
- B. Any suspension of a permit shall be recorded on the driver's Department Permit Suspension Record and will be considered when applying under 5.20.210.
- C. A permittee must serve a suspension during a period of time in which the Taxicab Driver's Permit has been physically turned in to the City.
- D. **Such penalties and suspensions may be appealed as set forth at Chapter 1.20 (Appeals Procedure) of the San Luis Obispo Municipal Code, or as noted in 5.20.240.**



TO: Mass Transportation Committee

FROM: John Webster, Sr., Transit Manager

DATE: March 9, 2011

SUBJECT: Transit Manager's Report
AGENDA ITEM D1

The Transit Manager's Report will include highlights of the following activities and issues from January-February 2011 and Ridership data from December 2010 & January 2011.

Ridership report (Attachment "A")

Capital projects: The following are summaries of the SLO City FTA Grants.

CA-90-Y606-(FY 2007-08)- Approximately \$3,615 of bus replacement funds remaining for the Double Deck project. Approximately \$54,000 remaining for use in facility related projects with the majority dedicated towards decommissioning the in floor jack system which has been inoperable since 2007. Eight (8) Portable jacks are now used as bus lifts.

CA-96X-025 (FY 2008-09) The American Recovery and Reinvestment Act of 2009 (ARRA) provided \$1,023,668 to fund four SLO Transit projects) and the grant was closed out in January 2011. The projects included preventative maintenance (\$150,000), Bus farebox upgrade with Odyssey validating models (\$400,000), Automatic Vehicle Locator (AVL) system (405,000) and Facility improvements (\$68,660). The AVL equipment project installed by Digital Recorders Inc (DRI) project and the On Time Vehicle Information Assess (OTvia2) component that allows internet users to monitor bus operations in real time is fully operational and working as expected.

CA-90-Y752 (2009-10)-Three projects remain open in the following amounts:

- Fork Lift-\$30,000
- Staff Vehicle replacement-\$50,000
- Downtown Transit Center Study-\$125,000

The forklift has been ordered and delivery is anticipated in March 2011.



The staff vehicle procurement is moving forward and Council approval to issue and RFB or purchase via a cooperative agreement is anticipated in April 2011.

The DTC project is on hold until the Federal Transit Administration (FTA) reviews and provides direction for the use of an "In Kind" local match from the San Luis Obispo Council of Governments (SLOCOG).

FY 2011 Program of Projects (POP): On January 18, 2011 the City Council approved the SLO Transit POP and staff is awaiting the final Federal apportionment before submitting the FY 2010-11 Grant to FTA for review. There has been a funding issue as noted in the next item that could result in the POP being revised.

2011-11 Mid Year Budget Review:

Transit Fund

Public Works staff has recently discovered that there may be a shortfall of Federal Transit Administration (FTA) funding for 2010-11. In February 2011, the Federal government released its first apportionment for FTA formula funding. FTA is one of the two largest funding sources for the Transit Fund each year. Due to reporting inconsistencies in the National Transit Database, the appropriation for the SLO Urbanized Area (UZA) was reduced by approximately \$450,000. This reduced amount affects the operating assistance grant that has been reflected for the Transit Fund in the current fiscal year. Staff proposes to offset the effect primarily by deferring one capital bus replacement (\$377,000) that was approved in this year's federal program of projects. These changes were reflected in the enclosed Mid-Year Budget Review. Additionally, staff will seek to program some of the existing SLO UZA reserve for operations to cover the shortfall. Staff is working with the FTA to discuss the circumstances that led to the reporting inconsistencies, which in turn led to the reduction in funding. The National Transit Database reporting was impacted by a medical leave of absence by SLO Transit's Resident Manager. During this leave of absence, the City sought and received reporting requirement waivers, however it was not known at the time that such a waiver would potentially reduce transit funding for the UZA. A final apportionment is scheduled for later this fiscal year.

This issue was also reported in the SLO New Times newspaper on Thursday, March 3, 2011

The Double Deck bus was put into service on September 8, 2010 has been well received by our passengers and has helped to increase ridership on both routes 4&5.



Contractor issues: City staff continues to work closely with First Transit and meet with them on almost a weekly basis to review operations and service related issues. The contractor report card for the period with YTD totals is in the Attachment A, Performance reports.

SLOCOG: Staff is currently evaluating the Unmet Needs requests but so far only two (2) have been submitted that would affect SLO Transit.

FY 2010-11 SLOCOG Operations report: (Attached) Overall performance indicators are as expected and farebox ratios for fixed route above the required 20% at 22.71% through the first two quarters. Evening service ratios on routes 2 & 3 are below 20% as is the Trolley.

Cal Poly: The current five (5) year contract expires on June 30, 2011 and preliminary discussions have taken place towards a successor agreement.

TDA Triennial Performance Audit:

Staff is currently working to provide information on a State mandated audit that should be completed by March 2011 with the final report available as part of the May agenda package. Preliminary indications are positive in nature and staff does not anticipate any major issues or findings.

Background

- Triennial performances are a requirement for the continued receipt of State Transportation Development Act (TDA) funds for public transit under California Public Utilities Code (PUC) Section 99246.
- This report represents the State-mandated performance audit of San Luis Obispo Transit (SLO Transit) for Fiscal Years 2008, 2009, and 2010 – the period of performance from July 1, 2007 through June 30, 2010.
- This performance audit is administered by the San Luis Obispo Council of Governments (SLOCOG) and prepared by Tran Track Systems, Inc.

The TDA Triennial Performance Audit is required to:

- Determine compliance with regulatory requirements
- Assess progress to implement prior performance audit recommendations
- Verify performance indicators and validate basic data used to calculate indicators



- Evaluate the effectiveness and efficiency of agency functions.

Marketing Plan Update: The Marketing Plan Sub Committee has finished their review of the 2004 plan and the draft report is noted in Agenda Item C-1. MTC Members Margaret Crockett and Art Apruzzese met with City staff and the revised plan and recommendations is noted in Agenda Item C-1.

Chapter 5.20 Taxi Municipal Code: Proposed changes. This is noted in Agenda item B-2 and is anticipated to be brought before Council in June 2011.

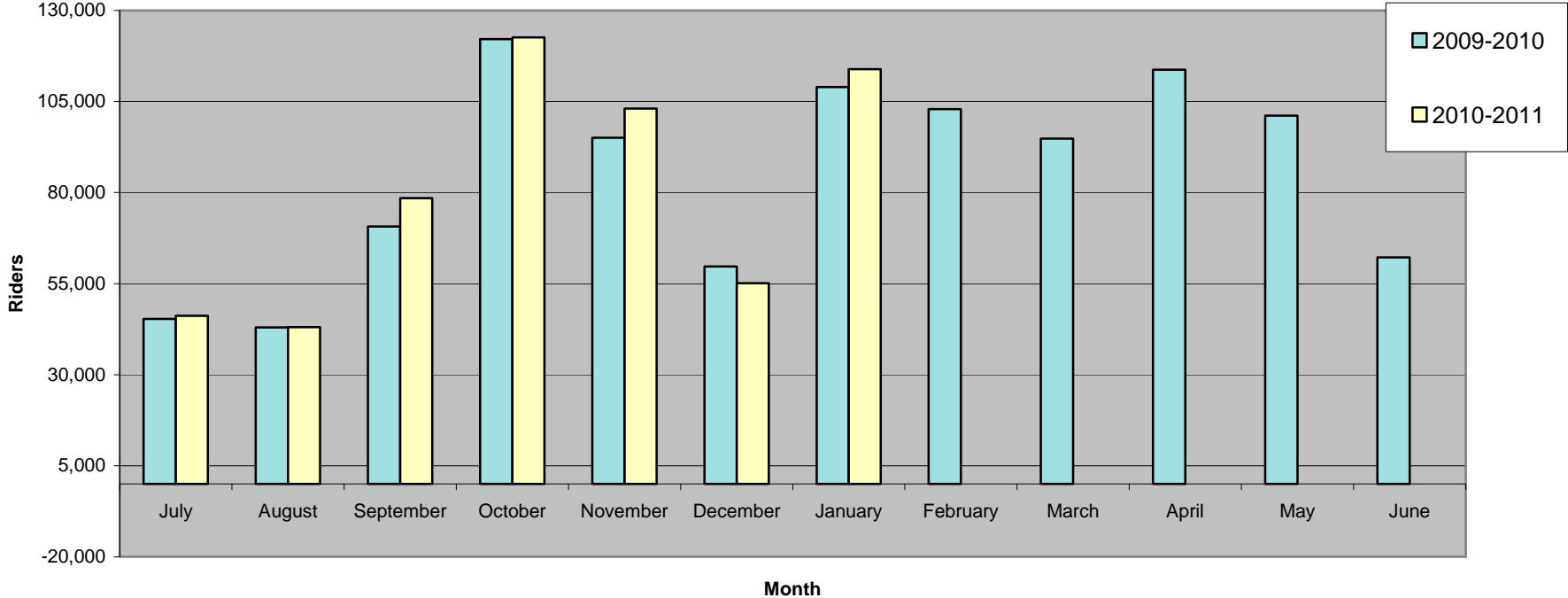
MTC AGENDA ITEMS- D-1 & 2 ATTACHMENT "A"-
MARCH 9-2011 REGULAR MEETING

DATE	PASSENGERS	REV MILE	PASS/MI	REV HOURS	PASS/HR	WEEKDAYS	ACCIDENTS
Dec-09	59,688	30,221	1.98	2,620.48	22.78	21	1
Jan-10	108,989	33,499	3.25	2,922.42	37.29	19	1
TOTALS	168,677	63,720	2.647	5,542.90	30.43	40	2
Dec-10	55,078	29,836	1.85	2,379.80	23.14	22	1
Jan-11	113,872	34,016	3.35	2,886.00	39.46	20	0
TOTALS	168,950	63,852	2.646	5,265.80	32.08	42	1
PERIOD	WEEKDAYS						
Dec-09-Jan-10	40						
Dec-10-Jan-11	42						

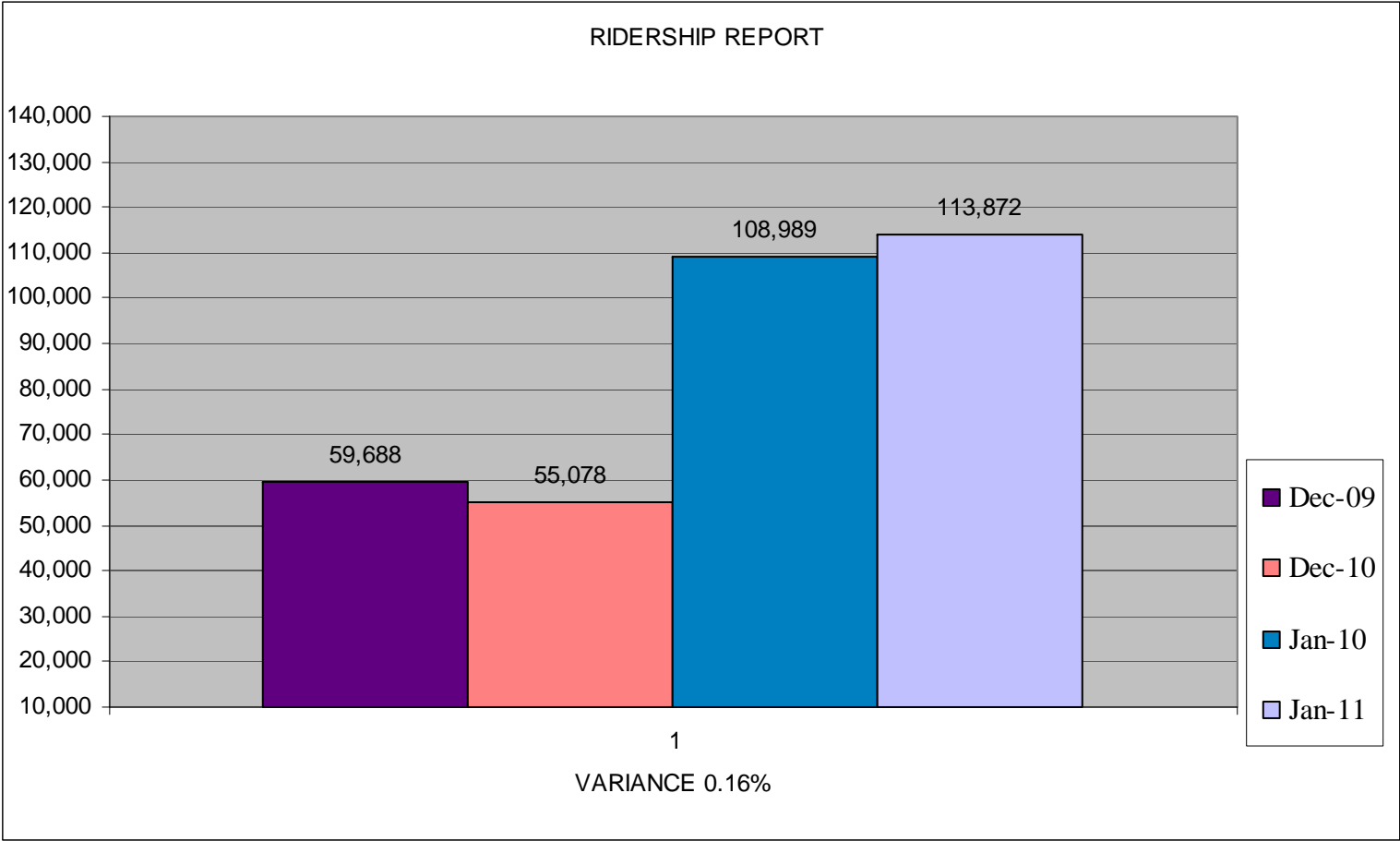
PERIOD	PASSENGERS	VARIANCE		PERIOD	REV MILE	
Dec-09-Jan-10	168,677			Dec-09-Jan-10	63,720	
Dec-10-Jan-11	168,950	273		Dec-10-Jan-11	63,852	132
		0.16%				0.21%
PERIOD	ACCIDENTS			PERIOD	PASS/MI	
Dec-09-Jan-10	2			Dec-09-Jan-10	2.647	
Dec-10-Jan-11	1	-1		Dec-10-Jan-11	2.646	-0.001
		-50.00%				-0.05%
PERIOD	REV HOURS	VARIANCE		PERIOD	PASS/HOUR	VARIANCE
Dec-09-Jan-10	5,543			Dec-09-Jan-10	30.43	
Dec-10-Jan-11	5,266	-277		Dec-10-Jan-11	32.08	1.65
		-5.00%				5.43%

MTC AGENDA ITEMS- D-1 & 2 ATTACHMENT "A"-
 MARCH 9-2011 REGULAR MEETING

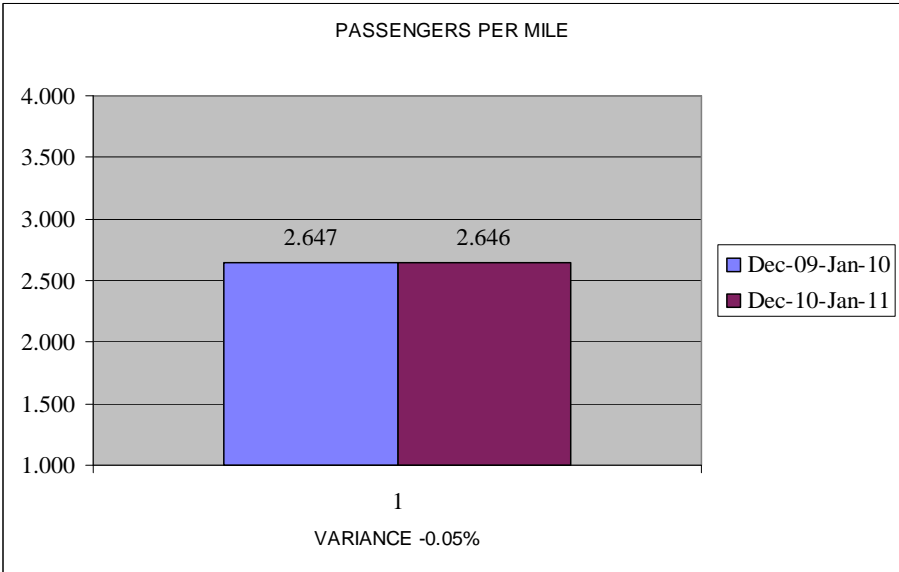
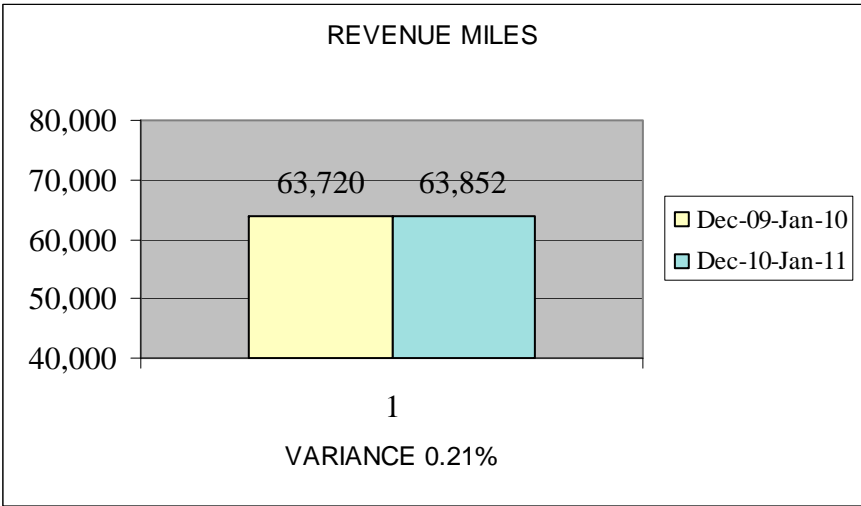
SLO Transit Ridership by Fiscal Year



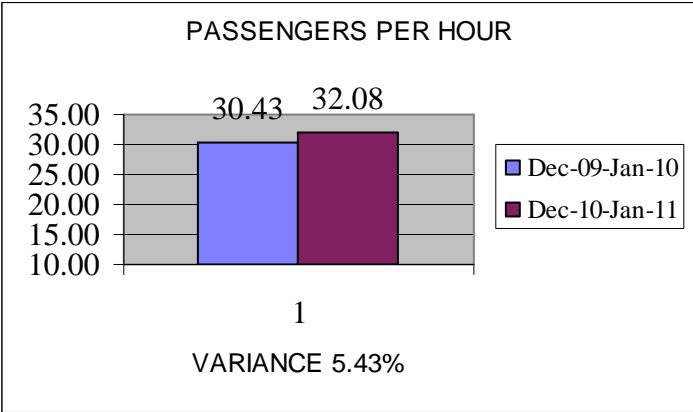
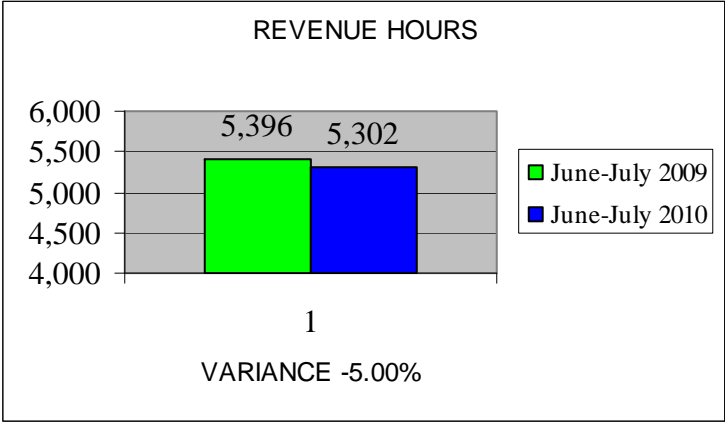
MTC AGENDA ITEMS- D-1 & 2 ATTACHMENT "A"-
 MARCH 9-2011 REGULAR MEETING



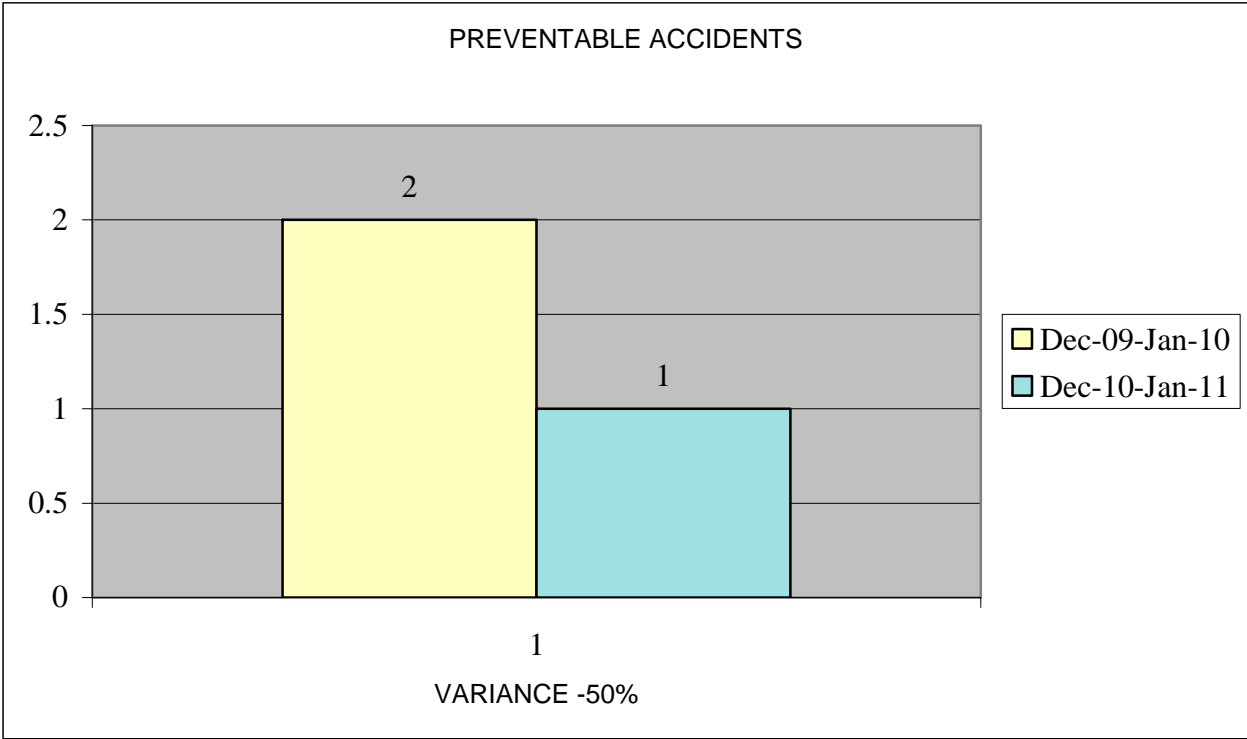
MTC AGENDA ITEMS- D-1 & 2 ATTACHMENT "A"-
 MARCH 9-2011 REGULAR MEETING



MTC AGENDA ITEMS- D-1 & 2 ATTACHMENT "A"-
MARCH 9-2011 REGULAR MEETING



MTC AGENDA ITEMS- D-1 & 2 ATTACHMENT "A"-
 MARCH 9-2011 REGULAR MEETING



MTC AGENDA ITEMS- D-1 & 2 ATTACHMENT "A"-
MARCH 9-2011 REGULAR MEETING

FUEL COSTS (FY 2010 VS 2011)

	Dec-09	Jan-10	GALLONS USED
DIESEL	7,894.80	9,128.70	17,023.50
CNG	0.00	0.00	0.00
GAS	443.40	631.40	1,074.80
TOTAL	8,338.20	9,760.10	18,098.30
DIESEL	Dec-09	Jan-10	TOTAL COST
CNG	\$20,333.88	\$24,596.31	\$44,930.19
GAS	\$0.00	\$0.00	\$0.00
TOTAL	\$1,206.20	\$1,787.68	\$2,993.88
	\$21,540.08	\$26,383.99	\$47,924.07
			AVERAGE
DIESEL	Dec-09	Jan-10	TOTAL
CNG	\$2.58	\$2.69	\$2.64
GAS	\$0.00	\$0.00	\$0.00
TOTAL	\$2.72	\$2.83	\$2.79
	\$2.58	\$2.70	\$2.65

MTC AGENDA ITEMS- D-1 & 2 ATTACHMENT "A"-
MARCH 9-2011 REGULAR MEETING

				VARIANCE	PERCENTAGE
	Dec-10	Jan-11	GALLONS USED		
DIESEL	6,194.60	9,795.00	15,989.60	-1,033.90	-6.5%
CNG	0.00	0.00	0.00	0.00	0.0%
GAS	270.20	272.00	542.20	-532.60	-98.2%
TOTAL	6,464.80	10,067.00	16,531.80	-1,566.50	-9.5%
DIESEL	Dec-10	Jan-11	TOTAL COST		
CNG	\$19,906.91	\$31,349.27	\$51,256.18	\$6,325.99	12.3%
GAS	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
TOTAL	\$812.56	\$854.81	\$1,667.37	-\$1,326.51	-79.6%
	\$20,719.47	\$32,204.08	\$52,923.55	\$4,999.48	9.4%
	*Less gasoline used due to reduced Trolley hours				
			AVERAGE		
DIESEL	Dec-10	Jan-11	TOTAL		
CNG	\$3.21	\$3.20	\$3.21	0.57	17.7%
GAS	\$0.00	\$0.00	\$0.00	0.00	0.0%
TOTAL	\$3.01	\$3.14	\$3.08	0.29	9.4%
	\$3.20	\$3.20	\$3.20	0.55	17.3%

*Less Gasoline in December-January period in FY 2011 due to reduced Trolley operation

MTC AGENDA ITEMS- D-1 & 2 ATTACHMENT "A"
MARCH 9-2011 REGULAR MEETING
CONTRACTOR FY 2011 SCORE CARD

DESCRIPTION	SECTION	INCENTIVE	DAMAGE	AMOUNT	Dec-10	Jan-11	TOTALS
Revenue Miles between Preventable Accidents (ratio equals/exceeds 70,000 miles)	3.24.1.1	X		\$ 200	\$ -	\$ -	\$ -
Vehicle Cleanliness pulled out of service	3.24.2.1		X	\$ 300	\$ -	\$ -	\$ -
Vehicle in service not meeting standards	3.24.2.1		X	\$ 150	\$ -	\$ -	\$ -
Unlinked trip per revenue hour decreases by 10%	3.24.2.2		X	\$ 200	\$ -	\$ -	\$ -
On time performance for each route (-95%)	3.24.2.3		X	\$ 500	\$ -	\$ -	\$ -
On time performance for each route (-90%)	3.24.2.3		X	\$ 1,000	\$ -	\$ -	\$ -
On time performance for each route (-85%)	3.24.2.3		X	\$ 2,000	\$ -	\$ -	\$ -
Late route pull penalty (10+ MIN for start of sched)	3.24.2.4		X	\$ 250	\$ -	\$ -	\$ -
Off Route penalty	3.24.2.5		X	\$ 250	\$ -	\$ -	\$ -
Failure to complete route	3.24.2.6		X	\$ 250	\$ -	\$ 250	\$ 2,800
Missed service stops	3.24.2.7		X	\$ 250	\$ -	\$ 2,000	\$ 4,000
Unsatisfactory CHP inspection	3.24.2.8		X	\$ 250	\$ -	\$ -	\$ -
Unsatisfactory CHP inspection	3.24.2.8		X	\$ 250	\$ -	\$ -	\$ -
Unsatisfactory CHP inspection (SERVICE TERMINATED)	3.24.2.8		X	\$ 500	\$ -	\$ -	\$ -
Operations and facility cleanliness	3.24.2.9		X	\$ 250	\$ -	\$ -	\$ -
Failure to employ management (Resdient, Maintenance, Operations supervisor)	3.24.2.10		X	\$ 150	\$ -	\$ -	\$ -
Failure to report penalty or damage	3.24.2.11		X	\$ 100	\$ -	\$ -	\$ -
Submitted reports late (INCLUDES INVOICE)	3.24.2.12		X	\$ 50	\$ -	\$ -	\$ -
Unresolved complaints	3.24.2.13		X	\$ 150	\$ -	\$ -	\$ -
Uniform/dress code	3.24.2.14		X	\$ 10	\$ -	\$ -	\$ -
Preventative Maintenance inspections	3.24.2.15		X	\$ 100	\$ -	\$ -	\$ -
Inoperative wheel chair lifts PUT IN SERVICE	3.24.2.16		X	\$ 200	\$ -	\$ -	\$ -
Revenue miles between preventative accidents (Ratio less than 50,000 Miles)	3.24.2.17		X	\$ 500	\$ 500	\$ -	\$ 1,500
Vehicle miles between road and service calls (Ratio less 4,000 miles)	3.24.2.18		X	\$ 0.01	\$ -	\$ -	\$ -
By-passed passenger	3.24.2.19		X	\$ 75	\$ 225	\$ 150	\$ 450
Bus leaving stop 2 min or more early	3.24.2.19		X	\$ 75	\$ -	\$ -	\$ -
Failure to announce bus stops	3.24.2.20		X	\$ 75	\$ -	\$ -	\$ -
TOTALS					\$ 725	\$ 2,400	\$ 8,750

AGENDA ITEM D-1 ATTACHMENT A
MTC REGULAR MEETING MARCH 9-2011

Exhibit D
AGENCY: San Luis Obispo Transit

Riders	Operating Mode				Evening Service				
	FY 10/11	Fixed Rte	Trolley	Cal Poly	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B
1st Qtr	96,934	8,054	62,710	167,698	341	495	1,978	2,539	5,353
2nd Qtr	94,568	3,198	182,978	280,744	619	1,840	7,386	8,950	18,795
3rd Qtr	0	0	0	0	0	0	0	0	0
4th Qtr	0	0	0	0	0	0	0	0	0
Annual Total	191,502	11,252	245,688	448,442	960	2,335	9,364	11,489	24,148

Revenue-Hours									
FY 10/11	Fixed Rte	Trolley	Other	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	7,668.38	360.00		8,028.38	36.00	41.04	87.30	79.56	243.90
2nd Qtr	7,965.70	266.50		8,232.20	108.00	123.12	261.90	238.68	731.70
3rd Qtr	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00
4th Qtr	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00
Annual Total	15,634.08	626.50		16,260.58	144.00	164.16	349.20	318.24	975.60

Revenue-Miles									
FY 10/11	Fixed Rte	Trolley	Other	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	90,915	3,059		93,974	484	666	1,061	705	2,916
2nd Qtr	96,596	1,488		98,084	1,465	1,980	3,214	1,903	8,562
3rd Qtr	0	0		0	0	0	0	0	0
4th Qtr	0	0		0	0	0	0	0	0
Annual Total	187,511	4,547		192,058	1,949	2,646	4,275	2,608	11,478
% of Rev Miles	97.63%	2.37%		100.00%	1.01%	1.38%	2.23%	1.36%	5.98%

Riders/Hour									
FY 10/11	Fixed Rte	Trolley	Other	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	20.82	22.37		20.89	9.47	12.06	22.66	31.91	21.95
2nd Qtr	34.84	12.00		34.10	5.73	14.94	28.20	37.50	25.69
3rd Qtr	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00
4th Qtr	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00
Annual Avg	27.96	17.96		27.58	6.67	14.22	26.82	36.10	24.75

Operating Costs FY 10/11	Operating Mode				Evening Service				
	Fixed Rte	Trolley	Other	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	503,966.80	25,425.00		529,391.80	1,076.50	1,562.60	6,244.20	8,015.20	16,898.50
2nd Qtr	541,556.80	6,240.00		547,796.80	1,207.80	3,590.30	14,411.80	17,463.50	36,673.40
3rd Qtr	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00
4th Qtr	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00
Annual Total	1,045,523.60	31,665.00		1,077,188.60	2,284.30	5,152.90	20,656.00	25,478.70	53,571.90
% of Opn Cost	97.06%	2.94%		100.00%	0.21%	0.48%	1.92%	2.37%	4.97%

Overhead Costs FY 10/11	Operating Mode				Evening Service				
	Fixed Rte	Trolley	Other	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	85,011.20	4,288.80		89,300.00	181.60	263.60	1,053.30	1,352.00	2,850.50
2nd Qtr	88,282.80	1,017.20		89,300.00	196.90	585.30	2,349.40	2,846.80	5,978.40
3rd Qtr	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00
4th Qtr	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00
Annual Total	173,294.00	5,306.00		178,600.00	378.50	848.90	3,402.70	4,198.80	8,828.90
% Overhead Cost	97.03%	2.97%		100.00%	0.21%	0.48%	1.91%	2.35%	4.94%

Total Costs FY 10/11	Operating Mode				Evening Service				
	Fixed Rte	Trolley	Other	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	\$588,978	\$29,714		\$618,692	\$1,258	\$1,827	\$7,297	\$9,367	\$19,749
2nd Qtr	\$629,840	\$7,257		\$637,097	\$1,405	\$4,175	\$16,761	\$20,311	\$42,652
3rd Qtr	\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0
4th Qtr	\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0
Annual Total	\$1,218,818	\$36,971		\$1,255,789	\$2,663	\$6,002	\$24,058	\$29,678	\$62,401
% Total Cost	97.06%	2.94%		100.00%	0.21%	0.48%	1.92%	2.36%	4.97%

Total Capital Cost of Contracting FY 10/11	Operating Mode				Evening Service				
	Fixed Rte	Trolley	Other	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	\$36,279	\$1,221		\$37,500	\$193	\$266	\$423	\$281	\$1,164
2nd Qtr	\$36,931	\$569		\$37,500	\$560	\$757	\$1,229	\$728	\$3,273
3rd Qtr	\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0
4th Qtr	\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0
Annual Total	\$73,210	\$1,790		\$75,000	\$753	\$1,023	\$1,652	\$1,009	\$4,437

Total Cost/Hour FY 10/11	Operating Mode				Evening Service				
	Fixed Rte	Trolley	Other	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	\$76.81	\$82.54		\$77.06	\$34.94	\$44.52	\$83.59	\$117.74	\$80.97
2nd Qtr	\$79.07	\$27.23		\$77.39	\$13.01	\$33.91	\$64.00	\$85.10	\$58.29
3rd Qtr	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4th Qtr	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Annual Avg	\$77.96	\$59.01		\$77.23	\$18.49	\$36.56	\$68.89	\$93.26	\$63.96

Revenues										
FY 10/11	Fixed Rte	Trolley	Cal Poly	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL	
1st Qtr	\$52,041.40	\$2,418.56	\$87,896.25	\$142,356.21	\$106.90	\$202.36	\$2,420.46	\$3,458.87	\$6,188.59	
2nd Qtr	\$48,990.67	\$1,018.00	\$87,896.25	\$137,904.92	\$81.98	\$338.43	\$3,125.16	\$4,196.06	\$7,741.62	
3rd Qtr	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
4th Qtr	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Annual Total	\$101,032.07	\$3,436.56	\$175,792.50	\$280,261.13	\$188.88	\$540.79	\$5,545.62	\$7,654.92	\$13,930.21	
% Revenue	36.05%	1.23%	62.72%	100.00%	0.07%	0.19%	1.98%	2.73%	4.97%	

Farebox Ratio										
FY 10/11	Fixed Rte	Trolley	Other	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL	
1st Qtr	23.76%	8.14%		23.01%	8.50%	11.08%	33.17%	36.93%	31.34%	
2nd Qtr	21.73%	14.03%		21.65%	5.83%	8.11%	18.65%	20.66%	18.15%	
3rd Qtr	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
4th Qtr	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Annual Avg	22.71%	9.30%		22.32%	7.09%	9.01%	23.05%	25.79%	22.32%	

Avg Fare/Rider										
FY 10/11	Fixed Rte	Trolley	Cal Poly	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL	
1st Qtr	\$0.54	\$0.30	\$1.40	\$0.85	\$0.31	\$0.41	\$1.22	\$1.36	\$1.16	
2nd Qtr	\$0.52	\$0.32	\$0.48	\$0.49	\$0.13	\$0.18	\$0.42	\$0.47	\$0.41	
3rd Qtr	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
4th Qtr	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Annual Avg	\$0.53	\$0.31	\$0.72	\$0.62	\$0.20	\$0.23	\$0.59	\$0.67	\$0.58	

Avg Subsidy/Rider FY 10/11	Operating Mode				Evening Service				
	Fixed Rte	Trolley	Cal Poly	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	\$5.54	\$3.39	\$7.99	\$2.84	\$3.38	\$3.28	\$2.47	\$2.33	\$2.53
2nd Qtr	\$6.14	\$1.95	\$2.96	\$1.78	\$2.14	\$2.09	\$1.85	\$1.80	\$1.86
3rd Qtr	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4th Qtr	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Annual Avg	\$5.84	\$2.98	\$4.25	\$2.18	\$2.58	\$2.34	\$1.98	\$1.92	\$2.01

Cost/Rider FY 10/11	Operating Mode				Evening Service				
	Fixed Rte	Trolley	Cal Poly	TOTAL	RT 2	RT 3	RT 4A	RT 6A/B	TOTAL
1st Qtr	\$3.69	\$3.69	\$9.39	\$3.69	\$3.69	\$3.69	\$3.69	\$3.69	\$3.69
2nd Qtr	\$2.27	\$2.27	\$3.44	\$2.27	\$2.27	\$2.27	\$2.27	\$2.27	\$2.27
3rd Qtr	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4th Qtr	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Annual Avg	\$2.79	\$3.29	\$4.96	\$2.80	\$2.77	\$2.57	\$2.57	\$2.58	\$2.58

**Summary for December 2009
Between 12/1/2009 and 12/31/2009**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Revenue Riders														
1-Day Reg Pass	318	32	47	93	74	58	3	2		6		3		
3-Day Reg Pass	252	22	80	65	35	45	3				1	1		
5-Day Reg Pass	85	7	20	15	21	13	6	1					2	
7-Day Reg Pass	120	9	47	28	17	17						2		
31-Day Reg Pass	2,098	229	618	558	323	273	30	5		37	18	7		
S/D 31 Day Pass	6,472	863	1,749	1,972	828	812	59	12		78	54	40	5	
31-Day Student Pa	649	19	64	100	226	215	10	2		1	9	3		
Amtrak	2		1	1										
Cal Poly	29,140	599	271	667	7,843	7,966	9,276	172		25	120	1,005	1,196	
CP Invalid Card	377	27	29	52	81	82	54					11	41	
DAP Pass	789	149	155	44	148	253	13			17	2	6	2	
Regional Day Pass	924	80	260	336	118	107	7			5	6	4	1	
Regional Pass	4,691	306	1,066	1,669	643	816	75	15		29	48	18	6	
Regular Cash	7,773	830	1,104	1,747	1,331	1,588	67	6	872	53	88	73	14	
Regular Pass	213	20	30	73	31	36	5	1		4	10		3	
S/D Cash	1,972	215	431	578	312	370	28	2		2	17	13	4	
S/D 31 Day Pass	22	13		4	2	3								
Prado Token	648	4	283	288	41	14	4			14				
Non-Revenue Riders														
Free Ride Event	58								58					
Free Riders	802	105	183	238	88	130	18	1	15	6	7	11		
Free Ride Token	2		1		1									
Newcomer	2		1			1								
Promo Pass	80	3	49	9	10	8	1							
SLO Transfers	1,590	128	475	575	207	147	14	2		19	12	11		
VIP	600	67	55	284	90	95	7	2						
Youth	9			4	4		1							

**Summary for December 2009
Between 12/1/2009 and 12/31/2009**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Ridership Summary														
Revenue	56,545	3,424	6,255	8,290	12,074	12,668	9,640	218	872	271	373	1,186	1,274	
Non-Revenue	3,143	303	764	1,110	400	381	41	5	73	25	19	22		
Adjusted Total	59,688	3,727	7,019	9,400	12,474	13,049	9,681	223	945	296	392	1,208	1,274	
Unadjusted Totals	59,731	3,770	7,019	9,400	12,474	13,049	9,681	223	945	296	392	1,208	1,274	

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Revenue Riders Percentage														
1-Day Reg Pass	0.5%	0.9%	0.7%	1.0%	0.6%	0.4%	0.0%	0.9%		2.0%		0.2%		
3-Day Reg Pass	0.4%	0.6%	1.1%	0.7%	0.3%	0.3%	0.0%				0.3%	0.1%		
5-Day Reg Pass	0.1%	0.2%	0.3%	0.2%	0.2%	0.1%	0.1%	0.4%					0.2%	
7-Day Reg Pass	0.2%	0.2%	0.7%	0.3%	0.1%	0.1%						0.2%		
31-Day Reg Pass	3.5%	6.1%	8.8%	5.9%	2.6%	2.1%	0.3%	2.2%		12.5%	4.6%	0.6%		
S/D 31 Day Pass	10.8%	23.2%	24.9%	21.0%	6.6%	6.2%	0.6%	5.4%		26.4%	13.8%	3.3%	0.4%	
31-Day Student Pass	1.1%	0.5%	0.9%	1.1%	1.8%	1.6%	0.1%	0.9%		0.3%	2.3%	0.2%		
Amtrak	0.0%		0.0%	0.0%										
Cal Poly	48.8%	16.1%	3.9%	7.1%	62.9%	61.0%	95.8%	77.1%		8.4%	30.6%	83.2%	93.9%	
CP Invalid Card	0.6%	0.7%	0.4%	0.6%	0.6%	0.6%	0.6%					0.9%	3.2%	
DAP Pass	1.3%	4.0%	2.2%	0.5%	1.2%	1.9%	0.1%			5.7%	0.5%	0.5%	0.2%	
Regional Day Pass	1.5%	2.1%	3.7%	3.6%	0.9%	0.8%	0.1%			1.7%	1.5%	0.3%	0.1%	
Regional Pass	7.9%	8.2%	15.2%	17.8%	5.2%	6.3%	0.8%	6.7%		9.8%	12.2%	1.5%	0.5%	
Regular Cash	13.0%	22.3%	15.7%	18.6%	10.7%	12.2%	0.7%	2.7%	92.3%	17.9%	22.4%	6.0%	1.1%	
Regular Pass	0.4%	0.5%	0.4%	0.8%	0.2%	0.3%	0.1%	0.4%		1.4%	2.6%		0.2%	
S/D Cash	3.3%	5.8%	6.1%	6.1%	2.5%	2.8%	0.3%	0.9%		0.7%	4.3%	1.1%	0.3%	
S/D 31 Day Pass	0.0%	0.3%		0.0%	0.0%	0.0%								
Prado Token	1.1%	0.1%	4.0%	3.1%	0.3%	0.1%	0.0%			4.7%				

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Non-Revenue Riders Percentage														
Free Ride Event	0.1%								6.1%					
Free Riders	1.3%	2.8%	2.6%	2.5%	0.7%	1.0%	0.2%	0.4%	1.6%	2.0%	1.8%	0.9%		
Free Ride Token	0.0%		0.0%		0.0%									
Newcomer	0.0%		0.0%			0.0%								

**Summary for December 2009
Between 12/1/2009 and 12/31/2009**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4A E	R 6A/B E	Other
Non-Revenue Riders Percentage														
Promo Pass	0.1%	0.1%	0.7%	0.1%	0.1%	0.1%	0.0%							
SLO Transfers	2.7%	3.4%	6.8%	6.1%	1.7%	1.1%	0.1%	0.9%		6.4%	3.1%	0.9%		
VIP	1.0%	1.8%	0.8%	3.0%	0.7%	0.7%	0.1%	0.9%						
Youth	0.0%			0.0%	0.0%		0.0%							

**Summary for December 2009
Between 12/1/2009 and 12/31/2009**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	SR	Spec
Productivity															
RVM	30,221.00	2,411	3,668	3,996	6,740	7,447	2,557	220	983	378	506	826	489		
Non-RVM	1,801.00	139	155	207	290	364	190	26	125		47	67	67	124	
Total Miles	32,022.00	2,550	3,823	4,203	7,030	7,811	2,747	246	1,108	378	553	893	556	124	
RVH	2,620.48	237	348	343	509	553	303	27	113	28	32	68	62		
Non-RVH	134.50	14	17	20	27	28	10	2	11		2	2	2		
Total Hours	2,754.98	251	365	363	536	581	313	28	123	28	34	70	64		
Total Riders/TVH	21.67	14.9	19.3	25.9	23.3	22.5	30.9	7.8	7.7	10.6	11.5	17.3	19.9		
Total Riders/TVM	1.86	1.5	1.8	2.2	1.8	1.7	3.5	0.9	0.9	0.8	0.7	1.4	2.3		
Total Riders/RVH	22.78	15.7	20.2	27.4	24.5	23.6	31.9	8.4	8.4	10.6	12.3	17.8	20.6		
Total Riders/RVM	1.98	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1		
Rev Riders/TVH	20.52	13.7	17.2	22.9	22.5	21.8	30.8	7.7	7.1	9.7	10.9	17.0	19.9		
Rev Riders/TVM	1.77	1.3	1.6	2.0	1.7	1.6	3.5	0.9	0.8	0.7	0.7	1.3	2.3		
Rev Riders/RVH	21.58	14.5	18.0	24.2	23.7	22.9	31.8	8.2	7.8	9.7	11.7	17.5	20.6		
Rev Riders/RVM	1.87	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1		
Avg Fare/Cash Rider	1.10														
Avg Fare/Cash Trolley R	0.30														
Avg Fare/Regular Rider	0.86														
Avg Fare/Cash Sr/Dis Ri	0.60														
Avg Fare/Rev Rider	0.81														
Avg Fare/All Riders	0.77														
Avg Fare/RVM	1.51														
Avg Fare/RVH	17.45														
1-Day Reg Pass	1.74														
3-Day Reg Pass	1.36														
5-Day Reg Pass	0.92														
7-Day Reg Pass	0.52														
31-Day Sr/Dis Pass	0.25														
31-Day Student Pass	0.69														

**Summary for January 2010
Between 1/1/2010 and 1/31/2010**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Revenue Riders														
1-Day Reg Pass	358	29	62	115	61	75	7	3		1	1	3	1	
3-Day Reg Pass	320	19	67	77	41	97	12	1			1	4	1	
5-Day Reg Pass	34	3	19	4	3	1	1	1						2
7-Day Reg Pass	47	1	11	7	10	9	4					4	1	
31-Day Reg Pass	1,865	189	574	477	284	232	33	7		25	22	18	4	
S/D 31 Day Pass	6,667	778	1,946	2,380	669	627	65	21		49	94	34	4	
31-Day Student Pa	1,083	59	164	152	390	284	18	4		4	3	3	2	
Amtrak	3					3								
Cal Poly	77,671	1,230	588	940	20,841	21,582	26,405	745		51	263	2,139	2,887	
CP Invalid Card	793	34	34	68	167	284	154	4				24	24	
DAP Pass	859	154	183	71	161	252	17			4	8	8	1	
Regional Day Pass	959	73	254	355	120	115	7			6	14	11	4	
Regional Pass	4,111	254	1,016	1,442	553	578	79	9	1	33	92	46	8	
Regular Cash	8,059	668	1,123	1,589	1,507	1,732	168	42	903	62	94	115	56	
Regular Pass	242	30	24	66	44	57	6			4	6	4	1	
S/D Cash	2,112	178	485	648	298	407	37	2		7	25	18	7	
S/D 31 Day Pass	4		1		1	2								
Prado Token	650	16	374	191	26	22				3	11	7		
Non-Revenue Riders														
Free Riders	803	93	193	182	128	143	18	1	23	8	7	4	3	
Free Ride Token	3		1			1						1		
Newcomer	7	1		3		1						2		
Promo Pass	40	1	16	13	4	4	2							
SLO Transfers	1,708	117	475	659	250	144	32	3		4	19	3	2	
VIP	584	96	75	277	67	64	5							
Youth	7				2	3					2			

Summary for January 2010 Between 1/1/2010 and 1/31/2010

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Ridership Summary														
Revenue	105,837	3,715	6,925	8,582	25,176	26,359	27,013	839	904	249	634	2,438	3,003	
Non-Revenue	3,152	308	760	1,134	451	360	57	4	23	12	28	10	5	
Adjusted Total	108,989	4,023	7,685	9,716	25,627	26,719	27,070	843	927	261	662	2,448	3,008	
Unadjusted Totals	109,032	4,066	7,685	9,716	25,627	26,719	27,070	843	927	261	662	2,448	3,008	

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Revenue Riders Percentage														
1-Day Reg Pass	0.3%	0.7%	0.8%	1.2%	0.2%	0.3%	0.0%	0.4%		0.4%	0.2%	0.1%	0.0%	
3-Day Reg Pass	0.3%	0.5%	0.9%	0.8%	0.2%	0.4%	0.0%	0.1%			0.2%	0.2%	0.0%	
5-Day Reg Pass	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%					0.1%	
7-Day Reg Pass	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%					0.2%	0.0%	
31-Day Reg Pass	1.7%	4.7%	7.5%	4.9%	1.1%	0.9%	0.1%	0.8%		9.6%	3.3%	0.7%	0.1%	
S/D 31 Day Pass	6.1%	19.3%	25.3%	24.5%	2.6%	2.3%	0.2%	2.5%		18.8%	14.2%	1.4%	0.1%	
31-Day Student Pass	1.0%	1.5%	2.1%	1.6%	1.5%	1.1%	0.1%	0.5%		1.5%	0.5%	0.1%	0.1%	
Amtrak	0.0%					0.0%								
Cal Poly	71.3%	30.6%	7.7%	9.7%	81.3%	80.8%	97.5%	88.4%		19.5%	39.7%	87.4%	96.0%	
CP Invalid Card	0.7%	0.8%	0.4%	0.7%	0.7%	1.1%	0.6%	0.5%				1.0%	0.8%	
DAP Pass	0.8%	3.8%	2.4%	0.7%	0.6%	0.9%	0.1%			1.5%	1.2%	0.3%	0.0%	
Regional Day Pass	0.9%	1.8%	3.3%	3.7%	0.5%	0.4%	0.0%			2.3%	2.1%	0.4%	0.1%	
Regional Pass	3.8%	6.3%	13.2%	14.8%	2.2%	2.2%	0.3%	1.1%	0.1%	12.6%	13.9%	1.9%	0.3%	
Regular Cash	7.4%	16.6%	14.6%	16.4%	5.9%	6.5%	0.6%	5.0%	97.4%	23.8%	14.2%	4.7%	1.9%	
Regular Pass	0.2%	0.7%	0.3%	0.7%	0.2%	0.2%	0.0%			1.5%	0.9%	0.2%	0.0%	
S/D Cash	1.9%	4.4%	6.3%	6.7%	1.2%	1.5%	0.1%	0.2%		2.7%	3.8%	0.7%	0.2%	
S/D 31 Day Pass	0.0%		0.0%		0.0%	0.0%								
Prado Token	0.6%	0.4%	4.9%	2.0%	0.1%	0.1%				1.1%	1.7%	0.3%		

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Non-Revenue Riders Percentage														
Free Riders	0.7%	2.3%	2.5%	1.9%	0.5%	0.5%	0.1%	0.1%	2.5%	3.1%	1.1%	0.2%	0.1%	
Free Ride Token	0.0%		0.0%			0.0%						0.0%		
Newcomer	0.0%	0.0%		0.0%		0.0%						0.1%		
Promo Pass	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%							

**Summary for January 2010
Between 1/1/2010 and 1/31/2010**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4A E	R 6A/B E	Other
Non-Revenue Riders Percentage														
SLO Transfers	1.6%	2.9%	6.2%	6.8%	1.0%	0.5%	0.1%	0.4%		1.5%	2.9%	0.1%	0.1%	
VIP	0.5%	2.4%	1.0%	2.9%	0.3%	0.2%	0.0%							
Youth	0.0%				0.0%	0.0%					0.3%			

**Summary for January 2010
Between 1/1/2010 and 1/31/2010**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	SR	Spec
Productivity															
RVM	33,499.00	2,185	3,737	4,114	7,378	8,140	3,503	306	1,189	513	676	1,123	635		
Non-RVM	1,919.00	73	153	218	309	313	190	30	163		63	76	78	253	
Total Miles	35,418.00	2,258	3,890	4,332	7,687	8,453	3,693	336	1,352	513	739	1,199	713	253	
RVH	2,922.42	214	353	347	561	607	411	36	136	38	43	92	84		
Non-RVH	153.21	13	17	21	26	28	21	2	13		5	4	5		
Total Hours	3,075.63	227	370	368	587	635	432	38	149	38	48	96	89		
Total Riders/TVH	35.44	17.7	20.8	26.4	43.7	42.1	62.7	22.2	6.2	6.9	13.8	25.5	33.9		
Total Riders/TVM	3.08	1.8	2.0	2.2	3.3	3.2	7.3	2.5	0.7	0.5	0.9	2.0	4.2		
Total Riders/RVH	37.29	18.8	21.8	28.0	45.7	44.0	65.8	23.7	6.8	6.9	15.3	26.6	35.8		
Total Riders/RVM	3.25	0.1	0.1	0.1	0.1	0.1	0.4	0.0	0.0	0.0	0.0	0.1	0.2		
Rev Riders/TVH	34.41	16.4	18.7	23.3	42.9	41.5	62.5	22.1	6.1	6.6	13.2	25.4	33.8		
Rev Riders/TVM	2.99	1.6	1.8	2.0	3.3	3.1	7.3	2.5	0.7	0.5	0.9	2.0	4.2		
Rev Riders/RVH	36.22	17.3	19.6	24.7	44.9	43.4	65.7	23.6	6.6	6.6	14.6	26.5	35.8		
Rev Riders/RVM	3.16	0.1	0.1	0.1	0.1	0.1	0.4	0.0	0.0	0.0	0.0	0.1	0.2		
Avg Fare/Cash Rider	1.09														
Avg Fare/Cash Trolley R	0.29														
Avg Fare/Regular Rider	0.90														
Avg Fare/Cash Sr/Dis Ri	0.60														
Avg Fare/Rev Rider	0.45														
Avg Fare/All Riders	0.43														
Avg Fare/RVM	1.41														
Avg Fare/RVH	16.13														
1-Day Reg Pass	1.73														
3-Day Reg Pass	1.26														
7-Day Reg Pass	1.83														
31-Day Sr/Dis Pass	0.29														
31-Day Student Pass	1.13														

**Summary for December 2010
Between 12/1/2010 and 12/31/2010**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Revenue Riders														
1 Ride Pass	58	2	15	9	7	11	13				1			
1-Day Reg Pass	530	40	122	171	106	70	6	2		4	2	7		
3-Day Reg Pass	184	17	42	58	28	33	3				1	2		
5-Day Reg Pass	57	17		17	6	9	6				2			
7-Day Reg Pass	45	4	5	29	2	5								
31-Day Reg Pass	1,548	113	403	478	252	207	38	6		9	16	24	2	
31-Day Student Pa	1,022	59	85	141	333	362	27	3		1	6	4	1	
Amtrak	3					3								
Cal Poly	25,598	422	209	450	6,832	7,092	8,217	353		8	64	862	1,089	
CP Invalid Card	228	8	9	17	50	75	57	6				5	1	
DAP Pass	1,177	232	245	157	268	227	24	3		5	11	3	2	
Pass Override	258	24	47	72	51	54	5				1	2	2	
Regional Day Pass	1,239	144	316	412	176	148	13	1		4	9	14	2	
Regional Pass	3,979	335	873	1,416	552	614	63	7		24	49	37	9	
Regular Cash	6,380	594	911	1,439	1,331	1,400	55	8	500	35	37	65	5	
S/D Cash	1,985	203	346	552	366	371	16	1	102	6	13	8	1	
S/D 31 Day Pass	6,515	849	1,517	2,314	836	802	71	4		37	62	19	4	
Prado Token	752	28	388	267	47	17	5							
Non-Revenue Riders														
Free Ride Event	25	1	9	6	3	6								
Free Riders	1,325	195	297	385	210	170	27	4	31	1	5			
Free Ride Token	1	1												
Newcomer	5		1	5						-1				
Promo Pass	28		10	3	8	7								
SLO Transfers	1,474	92	472	537	195	139	11	1		6	15	5	1	
VIP	662	96	112	304	84	63	2			1				
Youth														

**Summary for December 2010
Between 12/1/2010 and 12/31/2010**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Ridership Summary														
Revenue	51,558	3,091	5,533	7,999	11,243	11,500	8,619	394	602	133	274	1,052	1,118	
Non-Revenue	3,520	385	901	1,240	500	385	40	5	31	7	20	5	1	
Adjusted Total	55,078	3,476	6,434	9,239	11,743	11,885	8,659	399	633	140	294	1,057	1,119	
Unadjusted Totals	55,026	3,449	6,433	9,214	11,742	11,885	8,660	399	633	140	295	1,057	1,119	

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Revenue Riders Percentage														
1 Ride Pass	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%				0.3%			
1-Day Reg Pass	1.0%	1.2%	1.9%	1.9%	0.9%	0.6%	0.1%	0.5%		2.9%	0.7%	0.7%		
3-Day Reg Pass	0.3%	0.5%	0.7%	0.6%	0.2%	0.3%	0.0%				0.3%	0.2%		
5-Day Reg Pass	0.1%	0.5%		0.2%	0.1%	0.1%	0.1%				0.7%			
7-Day Reg Pass	0.1%	0.1%	0.1%	0.3%	0.0%	0.0%								
31-Day Reg Pass	2.8%	3.3%	6.3%	5.2%	2.1%	1.7%	0.4%	1.5%		6.4%	5.4%	2.3%	0.2%	
31-Day Student Pass	1.9%	1.7%	1.3%	1.5%	2.8%	3.0%	0.3%	0.8%		0.7%	2.0%	0.4%	0.1%	
Amtrak	0.0%					0.0%								
Cal Poly	46.5%	12.1%	3.2%	4.9%	58.2%	59.7%	94.9%	88.5%		5.7%	21.8%	81.6%	97.3%	
CP Invalid Card	0.4%	0.2%	0.1%	0.2%	0.4%	0.6%	0.7%	1.5%				0.5%	0.1%	
DAP Pass	2.1%	6.7%	3.8%	1.7%	2.3%	1.9%	0.3%	0.8%		3.6%	3.7%	0.3%	0.2%	
Pass Override	0.5%	0.7%	0.7%	0.8%	0.4%	0.5%	0.1%				0.3%	0.2%	0.2%	
Regional Day Pass	2.2%	4.1%	4.9%	4.5%	1.5%	1.2%	0.2%	0.3%		2.9%	3.1%	1.3%	0.2%	
Regional Pass	7.2%	9.6%	13.6%	15.3%	4.7%	5.2%	0.7%	1.8%		17.1%	16.7%	3.5%	0.8%	
Regular Cash	11.6%	17.1%	14.2%	15.6%	11.3%	11.8%	0.6%	2.0%	79.0%	25.0%	12.6%	6.1%	0.4%	
S/D Cash	3.6%	5.8%	5.4%	6.0%	3.1%	3.1%	0.2%	0.3%	16.1%	4.3%	4.4%	0.8%	0.1%	
S/D 31 Day Pass	11.8%	24.4%	23.6%	25.0%	7.1%	6.7%	0.8%	1.0%		26.4%	21.1%	1.8%	0.4%	
Prado Token	1.4%	0.8%	6.0%	2.9%	0.4%	0.1%	0.1%							

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Non-Revenue Riders Percentage														
Free Ride Event	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%								
Free Riders	2.4%	5.6%	4.6%	4.2%	1.8%	1.4%	0.3%	1.0%	4.9%	0.7%	1.7%			
Free Ride Token	0.0%	0.0%												
Newcomer	0.0%		0.0%	0.1%						-0.7%				

**Summary for December 2010
Between 12/1/2010 and 12/31/2010**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Non-Revenue Riders Percentage														
Promo Pass	0.1%		0.2%	0.0%	0.1%	0.1%								
SLO Transfers	2.7%	2.6%	7.3%	5.8%	1.7%	1.2%	0.1%	0.3%		4.3%	5.1%	0.5%	0.1%	
VIP	1.2%	2.8%	1.7%	3.3%	0.7%	0.5%	0.0%			0.7%				
Youth														

**Summary for December 2010
Between 12/1/2010 and 12/31/2010**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	SR	Spec
Productivity															
RVM	29,836.00	2,522	3,762	4,190	6,850	7,459	2,429	234	307	359	482	778	464		
Non-RVM	1,712.00	205	145	167	400	374	165	26	34	6	53	55	61		21
Total Miles	31,548.00	2,727	3,907	4,357	7,250	7,833	2,594	260	341	365	535	833	525		21
RVH	2,379.80	147	330	321	465	503	281	27	131	26	30	63	57		
Non-RVH	135.22	15	17	20	27	29	14	2	3		3	3	3		
Total Hours	2,515.02	161	346	341	492	531	296	28	134	26	33	66	61		
Total Riders/TVH	21.90	21.6	18.6	27.1	23.9	22.4	29.3	14.0	4.7	5.4	8.9	16.1	18.4		
Total Riders/TVM	1.75	1.3	1.6	2.1	1.6	1.5	3.3	1.5	1.9	0.4	0.5	1.3	2.1		
Total Riders/RVH	23.14	23.7	19.5	28.8	25.3	23.6	30.8	14.9	4.9	5.4	9.9	16.8	19.5		
Total Riders/RVM	1.85	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1		
Rev Riders/TVH	20.50	19.2	16.0	23.4	22.9	21.6	29.2	13.9	4.5	5.1	8.3	16.0	18.4		
Rev Riders/TVM	1.64	1.1	1.4	1.8	1.6	1.5	3.3	1.5	1.8	0.4	0.5	1.3	2.1		
Rev Riders/RVH	21.66	21.1	16.8	24.9	24.2	22.9	30.6	14.8	4.6	5.1	9.2	16.7	19.5		
Rev Riders/RVM	1.73	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1		
Avg Fare/Cash Rider	1.05														
Avg Fare/Cash Trolley R	0.58														
Avg Fare/Regular Rider	1.21														
Avg Fare/Rev Rider	0.86														
Avg Fare/All Riders	0.80														
Avg Fare/RVM	1.48														
Avg Fare/RVH	18.58														
1-Day Reg Pass	1.58														
3-Day Reg Pass	1.50														
5-Day Reg Pass	0.77														
31-Day Student Pass	0.37														

**Summary for January 2011
Between 1/1/2011 and 1/31/2011**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Revenue Riders														
1 Ride Pass	115	13	40	36	6	14	4	1				1		
1-Day Reg Pass	515	34	115	163	84	81	25			2	3	7	1	
3-Day Reg Pass	260	17	73	93	25	41	5				2	2	2	
5-Day Reg Pass	84	29		18	9	22	1				5			
7-Day Reg Pass	57	5	22	27	1		1				1			
31-Day Reg Pass	1,544	152	427	476	215	167	35	10		18	13	23	8	
31-Day Student Pa	1,310	57	100	156	473	488	12	3			8	12	1	
Amtrak	2				1	1								
Cal Poly	81,503	901	499	885	20,311	22,145	29,112	1,138	1	39	253	2,777	3,442	
CP Invalid Card	488	21	7	34	99	163	149	5		1	1	7	1	
DAP Pass	1,252	228	254	199	251	258	19	4		7	17	13	2	
Pass Override	391	24	34	73	86	84	68	2				11	9	
Punch Reg Pass	22		9	4	4	4	1							
Punch S/D Pass	24	7	1	12	2	1					1			
Regional Day Pass	1,137	102	324	393	150	120	22			8	8	7	3	
Regional Pass	4,410	322	1,027	1,497	615	693	74	5		33	78	57	9	
Regular Cash	7,253	589	1,024	1,464	1,553	1,619	158	68	428	67	81	136	66	
S/D Cash	2,225	194	418	676	387	426	34		31	18	21	17	3	
S/D 31 Day Pass	6,780	990	1,446	2,202	837	1,009	108	19		45	86	35	3	
Prado Token	702	14	359	273	33	18	3			1	1			
Non-Revenue Riders														
Free Ride Event														
Free Riders	1,276	237	257	427	145	165	31	3	4	2	4	1		
Free Ride Token	4		1	2	1									
Newcomer	12	1	3	6		2								
Promo Pass	5			1	2	2								
SLO Transfers	1,760	114	558	614	250	148	41	1		15	13	6		
VIP	737	127	114	321	93	75	5	1			1			
Youth														

Summary for January 2011 Between 1/1/2011 and 1/31/2011

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Ridership Summary														
Revenue	110,074	3,699	6,179	8,681	25,142	27,354	29,831	1,255	460	239	579	3,105	3,550	
Non-Revenue	3,794	479	933	1,371	491	392	77	5	4	17	18	7		
Adjusted Total	113,868	4,178	7,112	10,052	25,633	27,746	29,908	1,260	464	256	597	3,112	3,550	
Unadjusted Totals	113,872	4,177	7,113	10,053	25,634	27,748	29,908	1,260	464	256	597	3,112	3,550	

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Revenue Riders Percentage														
1 Ride Pass	0.1%	0.3%	0.6%	0.4%	0.0%	0.1%	0.0%	0.1%				0.0%		
1-Day Reg Pass	0.5%	0.8%	1.6%	1.6%	0.3%	0.3%	0.1%			0.8%	0.5%	0.2%	0.0%	
3-Day Reg Pass	0.2%	0.4%	1.0%	0.9%	0.1%	0.1%	0.0%				0.3%	0.1%	0.1%	
5-Day Reg Pass	0.1%	0.7%		0.2%	0.0%	0.1%	0.0%				0.8%			
7-Day Reg Pass	0.1%	0.1%	0.3%	0.3%	0.0%		0.0%				0.2%			
31-Day Reg Pass	1.4%	3.6%	6.0%	4.7%	0.8%	0.6%	0.1%	0.8%		7.0%	2.2%	0.7%	0.2%	
31-Day Student Pass	1.2%	1.4%	1.4%	1.6%	1.8%	1.8%	0.0%	0.2%			1.3%	0.4%	0.0%	
Amtrak	0.0%				0.0%	0.0%								
Cal Poly	71.6%	21.6%	7.0%	8.8%	79.2%	79.8%	97.3%	90.3%	0.2%	15.2%	42.4%	89.2%	97.0%	
CP Invalid Card	0.4%	0.5%	0.1%	0.3%	0.4%	0.6%	0.5%	0.4%		0.4%	0.2%	0.2%	0.0%	
DAP Pass	1.1%	5.5%	3.6%	2.0%	1.0%	0.9%	0.1%	0.3%		2.7%	2.8%	0.4%	0.1%	
Pass Override	0.3%	0.6%	0.5%	0.7%	0.3%	0.3%	0.2%	0.2%				0.4%	0.3%	
Punch Reg Pass	0.0%		0.1%	0.0%	0.0%	0.0%	0.0%							
Punch S/D Pass	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%					0.2%			
Regional Day Pass	1.0%	2.4%	4.6%	3.9%	0.6%	0.4%	0.1%			3.1%	1.3%	0.2%	0.1%	
Regional Pass	3.9%	7.7%	14.4%	14.9%	2.4%	2.5%	0.2%	0.4%		12.9%	13.1%	1.8%	0.3%	
Regular Cash	6.4%	14.1%	14.4%	14.6%	6.1%	5.8%	0.5%	5.4%	92.2%	26.2%	13.6%	4.4%	1.9%	
S/D Cash	2.0%	4.6%	5.9%	6.7%	1.5%	1.5%	0.1%		6.7%	7.0%	3.5%	0.5%	0.1%	
S/D 31 Day Pass	6.0%	23.7%	20.3%	21.9%	3.3%	3.6%	0.4%	1.5%		17.6%	14.4%	1.1%	0.1%	
Prado Token	0.6%	0.3%	5.0%	2.7%	0.1%	0.1%	0.0%			0.4%	0.2%			

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Non-Revenue Riders Percentage														
Free Ride Event														
Free Riders	1.1%	5.7%	3.6%	4.2%	0.6%	0.6%	0.1%	0.2%	0.9%	0.8%	0.7%	0.0%		

**Summary for January 2011
Between 1/1/2011 and 1/31/2011**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	Other
Non-Revenue Riders Percentage														
Free Ride Token	0.0%		0.0%	0.0%	0.0%									
Newcomer	0.0%	0.0%	0.0%	0.1%		0.0%								
Promo Pass	0.0%			0.0%	0.0%	0.0%								
SLO Transfers	1.5%	2.7%	7.8%	6.1%	1.0%	0.5%	0.1%	0.1%		5.9%	2.2%	0.2%		
VIP	0.6%	3.0%	1.6%	3.2%	0.4%	0.3%	0.0%	0.1%			0.2%			
Youth														

**Summary for January 2011
Between 1/1/2011 and 1/31/2011**

	Total	R 1	R 2	R 3	R 4	R 5	R 6	R 6 A/B	Trolley	R 2 E	R 3 E	R 4 A E	R 6A/B E	SR	Spec
Productivity															
RVM	34,016.00	2,295	3,805	4,141	7,774	8,487	3,788	237	248	537	745	1,157	802		
Non-RVM	1,951.00	153	157	182	487	378	278	31	34		65	75	111		
Total Miles	35,967.00	2,448	3,962	4,323	8,261	8,865	4,066	268	282	537	810	1,232	913		
RVH	2,885.62	225	356	349	565	623	433	36	28	40	46	97	88		
Non-RVH	148.63	13	17	21	26	30	22	2	3		5	4	5		
Total Hours	3,034.25	239	373	370	591	653	455	38	31	40	51	101	93		
Total Riders/TVH	37.53	17.5	19.1	27.2	43.4	42.5	65.8	33.2	15.1	6.4	11.8	30.8	38.0		
Total Riders/TVM	3.17	1.7	1.8	2.3	3.1	3.1	7.4	4.7	1.6	0.5	0.7	2.5	3.9		
Total Riders/RVH	39.46	18.5	20.0	28.8	45.4	44.6	69.1	35.4	16.6	6.4	13.1	32.1	40.2		
Total Riders/RVM	3.35	0.1	0.1	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.1	0.2		
Rev Riders/TVH	36.28	15.5	16.6	23.4	42.5	41.9	65.6	33.1	15.0	6.0	11.4	30.7	38.0		
Rev Riders/TVM	3.06	1.5	1.6	2.0	3.0	3.1	7.3	4.7	1.6	0.4	0.7	2.5	3.9		
Rev Riders/RVH	38.15	16.4	17.4	24.8	44.5	43.9	68.9	35.3	16.4	6.0	12.7	32.0	40.2		
Rev Riders/RVM	3.24	0.0	0.1	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.1	0.2		
Avg Fare/Cash Rider	1.16														
Avg Fare/Cash Trolley R	0.53														
Avg Fare/Regular Rider	1.48														
Avg Fare/Rev Rider	0.45														
Avg Fare/All Riders	0.44														
Avg Fare/RVM	1.46														
Avg Fare/RVH	17.23														
1-Day Reg Pass	1.74														
3-Day Reg Pass	1.27														
7-Day Reg Pass	0.49														
31-Day Student Pass	1.39														