

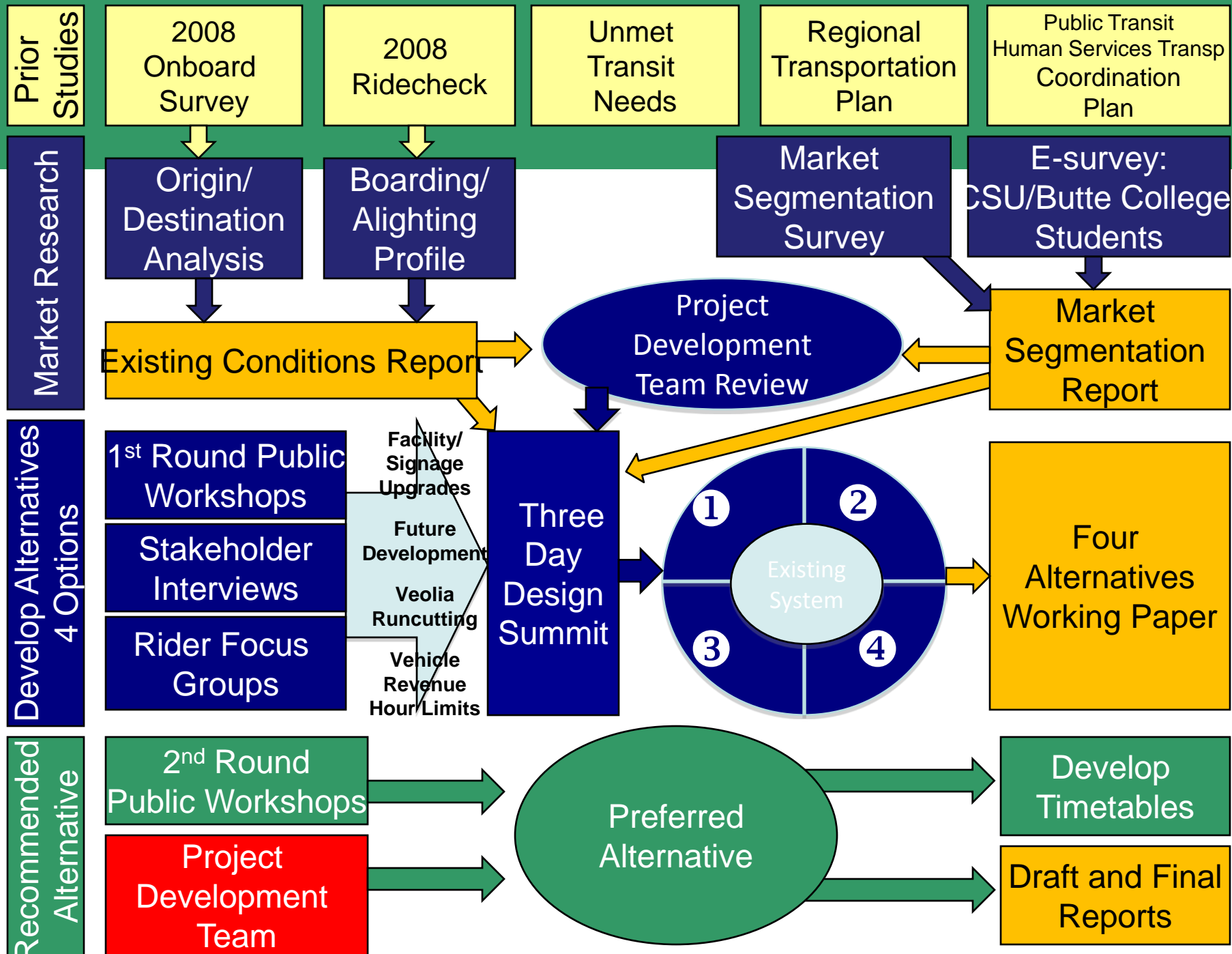


# Market Based Transit Study

Project Development Team Meeting  
April 26, 2010

# Agenda Overview

- Where We Left Off Last Meeting
- Preferred Alternatives
  - Chico
  - Oroville
  - Paradise
  - Regional Routes
- Summary of Vehicle Revenue Hour Reallocation
- Upcoming Workshops



# Where We Left Off

- Preferred Alternative: Alternative 2  
Reallocation of Existing 67,000 Vehicle  
Revenue Hours
- Present One Service Alternative during Public  
Workshops.
- Asked BCAG staff and consulting team to  
consider revisions.

# Chico Preferred Alternative

# Summary of PDT Suggested Changes in Chico

- Consider peak service on Route 7 instead of deleting the route. Propose other changes to keep vehicle revenue hours constant.
- Eliminate Route 5 loop to Marsh Junior High School.
- Realign bus stops along Esplanade to better serve the proposed new Route 15.
- Develop several map enhancements.

# Further Staff/Consultant Input

- Develop overall scheduling framework for preferred alternative.
- Establish interim transfer point at Walmart in Chico Mall area.
- Ensure transfer feasibility for local routes and regional routes in Oroville, Walmart Transfer point, and Chico Transit Center.

# Route 7 Recommendations

## Routing (See map)

- Interlined with existing Route 2
- Transfer opportunities at Walmart transfer point and Chico Transit Center

## Service Levels

- Peak period service:
  - 3 morning and 3 afternoon runs
  - Monday to Friday only
- Transfer opportunities to Routes 5 and 15 to downtown Chico



# Summary of Chico Preferred Alternative

- New Route 15 provides 15-minute frequency during peak periods, 30-minute midday, and 60-minute in the evening.
- Route 5 reduced from 30 minutes to 60 minutes, extended to Walmart Transfer Point.
- Routes 8 and 9 extended to 10 pm.
- Regional Routes routed to Walmart Transfer Point.

# Chico: Vehicle Revenue Hours

	Daily Weekday	Daily Saturday	Daily Sunday	Annual Total
<b>Chico Routes</b>				
15 ( 1/6/10)	75.0	21.0		20,217
2	14.5	10.5		4,244
3	14.5	10.5		4,244
4	14.5	10.5		4,244
5	14.5	10.5		4,244
7	6.0			1,530
8	14.5			2,320
9	14.5			2,320
Commuter Routes	8.0			1,280
Chico Subtotal	176.0	63.0	0.0	44,641

# Chico Service Levels

Chico Routes	Weekdays					Saturday		
	Span of Service		Frequency (Minutes)			Span of Service		Freq.
	Start am	End pm	Peak	Midday	Evening	Start am	End pm	Minutes
15 (1/6/10)	6:15	9:45	15	30	60	8:50	7:15	60
2	6:15	8:45	60	60	60	8:50	7:15	60
3	6:15	8:45	60	60	60	8:50	7:15	60
4	6:15	8:45	60	60	60	8:50	7:15	60
5	6:15	8:45	60	60	60	8:50	7:15	60
7	6:15	6:15	60	Peak Period only				
8	7:30	10:00	30	30	60			
9	7:30	10:00	30	30	60			

# Chico Transit Center

<u>Route</u>	<u>Times Departure</u>	<u>To</u>
2/7	:50 :10 3:10 PM on	Interlined to Chico Mall
3	:50 :10 3:10 PM on	Chico local
4	:50 :10 3 PM on	Chico local
5	:50 :10 3:10 PM on	Chico Mall
8	:18, :48	Chico campus local
9	:18, :48	Chico campus local
15	:50, :05, :20, :35 AM peak :20, :50 off-peak :10, :25, :40, :55 PM peak	North and South
20	:50	Oroville
40	:50 till 3:50 PM :20 from 4:20 PM on	Paradise
41	Terminates at Chico Mall	

# Walmart Transfer Point

## Sample am and pm schedules

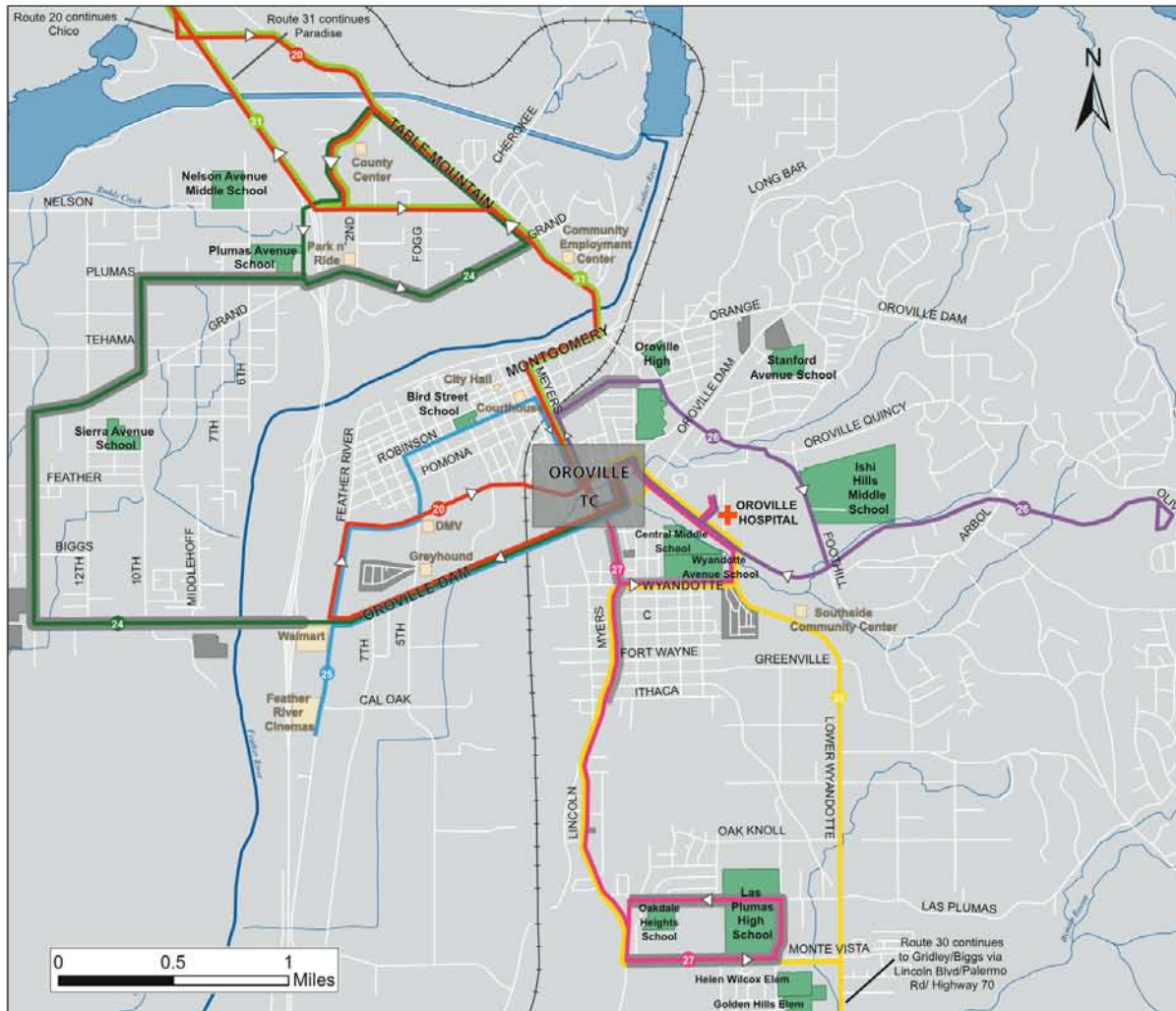
Northbound Direction

Walmart Transfer Point									
Route <u>20</u>		Route <u>15</u>		Route <u>2/7</u>		Route <u>5</u>		Route <u>40</u>	Route <u>41</u>
<u>AR</u>		<u>LV</u>		<u>LV</u>		<u>LV</u>		<u>LV</u>	<u>AR/LV</u>
7:27 a.m.		7:30 a.m.		7:50		7:20		7:02	7:27
		7:45 a.m.							
8:27		8:30		8:50		8:20		8:30	---
		8:45							
5:27 p.m.		5:40 p.m.		5:10 p.m.		5:40 p.m.		5:40 p.m.	5:40 p.m.
6:05		---		---		---		---	---
6:40		6:40		---		6:40		6:40	---

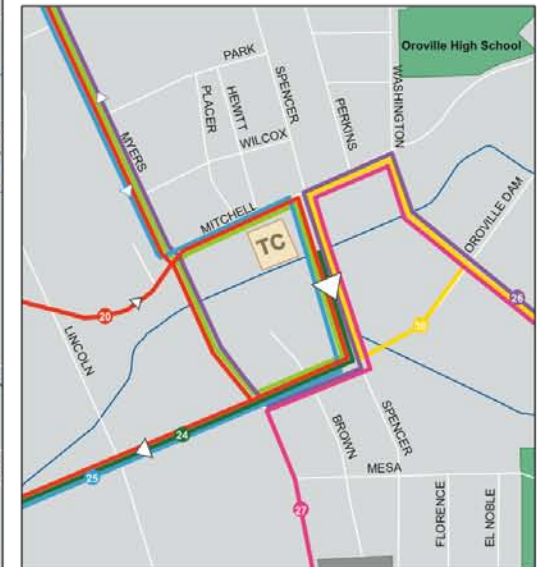
# Oroville Preferred Alternative

# Existing Oroville Routes

## Oroville B-Line Routes



## Oroville Transit Center



### Routes

### Frequencies (in min)

Peak, Midday, Sat, Sun

Route 20, Chico - Oroville	60, 120, 120, 120
Route 24, Thermalito	5 trips a day, peak
Route 25, Oro Dam	60, 60
Route 26, Olive Highway	120
Route 27, South Oroville	120, 120
Route 30, Oroville - Biggs	3 trips a day, 120 Sat
Route 31, Paradise - Oroville	1 AM, 1 PM trip, Peak
Public Buildings, Landmarks	Mobilehome Parks
Flag Stop Areas, wave driver down in a safe location	

# Existing Oroville Route Performance

Oroville Routes	10- month Average FY 2007/08: 9/2007-6/2008				
	Monthly Rev. Hours	Monthly Costs	Monthly Passengers	Pass/ Rev. Hour	Cost/ Passenger
<b>24</b>	74	\$5,145	351	4.8	\$5.85
<b>25</b>	114	\$7,980	790	6.9	\$6.37
<b>26</b>	49	\$3,430	396	8.1	\$6.79
<b>27</b>	57	\$3,990	628	11.0	\$7.20



# Oroville:

## Summary of Comments

- Original Proposal was for a zonal dial-a-ride in Oroville.
- BCAG staff needed to develop fare structure for zonal dial-a-ride system.
- Need to determine revenue and system-wide impacts.

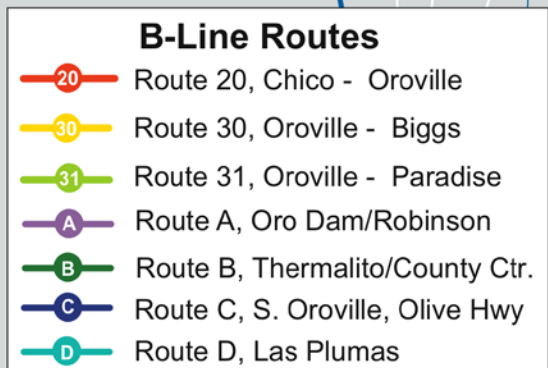
# Oroville Analysis

- BCAG staff concluded that there would be too much revenue impact if zonal dial-a-ride was implemented with equivalent fares.
- Enabled TRC team to reallocate unproductive paratransit hours to fixed route.

# Key Findings

- Existing 2 hour frequencies are highly undesirable and can take 6 hours for passengers to complete a round-trip; leads to low productivity.
- Routes 25 and 26 have many of the same origin-destination pairs; could be combined into a single route or two routes interlined.
- Routes 24 and 27 used to be coupled years ago and ridership was higher.

A map of the Oroville Lake Loop. The route is a dark blue line with white arrowheads indicating the direction of travel. It starts at Gold Country Casino (marked with a blue circle and an orange square icon), goes east on SR 162, then turns north through Canyon and Royal Oaks, and finally reaches Lake Oroville. The route follows the shoreline of Lake Oroville, passing Kelly Ridge, and returns to the starting point. A legend indicates that an orange square represents the Oroville Visitor's Center. The lake is labeled 'Lake Oroville'.



# Findings (Continued)

- Increasing daily vehicle revenue hours from 13.9 to 22 daily revenue hours could enable hourly service on four routes.
- Long-time Oroville driver Tara Bochantin provided several specific excellent suggestions for route refinements that have been incorporated into the plans.
- Extension to Kelly Ridge is feasible.

# Summary of Oroville Service

- Four revised routes
- 6:30 am to 7 pm with hour break during midday
- Hourly frequencies
- Timed Transfers to Route 20
- Route 20 terminal loop along Mitchell, Feather River and Oro Dam eliminated; replaced with local routes.
- Extension to Kelly Ridge

# Sample Schedule Route A

Route A		
<b>Oroville</b>	<b>Feather</b>	<b>Oroville</b>
<b>Transit</b>	<b>River</b>	<b>Transit</b>
<u><b>Ctr</b></u>	<u><b>Cinemas</b></u>	<u><b>Ctr</b></u>
6:29	6:35	6:50
7:29	7:35	7:50
8:29	8:35	8:50
9:29	9:35	9:50
10:29	10:35	10:50
Driver Break		
12:29 PM	12:35	12:50 PM
1:40	1:46	2:05
2:40	2:46	3:05
3:40	3:46	4:05
4:40	4:46	5:05
5:40	5:46	6:05
6:40	6:46	7:05 - G

# Example Connections to Route 20

- Route A, D and C at Oroville Transit Center
- Route B at Public Works

Oroville Transit Center									
Route A		Route D		Route C		Route B		Route 20	
<u>AR</u>		<u>AR</u>		<u>AR</u>		<u>AR</u>		<u>LV</u>	
6:50 a.m.		6:44 a.m.		6:27 a.m.		6:18 a.m.		6:52 a.m.	
7:50		7:44		7:27		7:18		7:52	



# Paradise and Magalia Preferred Alternative

# Paradise and Magalia

- Route 46 eliminated and replaced with general public paratransit service to Feather River Hospital.
- Route 41 terminates at Chico Mall with transfer opportunities at the Walmart Transfer Point.

Regional Routes

Preferred Alternative

# Regional Route Summary

- Route 20 and 40 routed through the Walmart Transfer point.
- Route 41 terminates at the Chico Mall area with transfers to Route 15 to downtown.
- Route 31 service to Butte College being considered.
- Transfer opportunities improved .
- Service levels remain the same, i.e. number of runs per day.

# Vehicle Revenue Hour Reallocation

## Existing

	Daily Weekday	Daily Saturday	Daily Sunday	Annual Total
<b>Chico Routes</b>				
1	19.83	10.00		5,578
2	19.43	10.00		5,476
3	16.23	9.83		4,651
4	16.23	9.95		4,657
5	26.70	10.00		7,329
6	27.48	10.00		7,528
7	11.83	9.83		3,529
8	11.50			1,744
9	11.50			1,744
10	13.90	9.90		4,059
Subtotal	174.7	79.5		46,294
<b>Oroville Routes</b>				
24/25/26/27	13.9			3,531.8
<b>Regional Routes</b>				
20	20.4	9.9	9.9	6,215
30	4.75	7.0		1,575
31	1.82			463
40	16.30	10.9	7.9	5,130
41	13.33	1.4		3,471
Subtotal	56.6	29.1	17.7	16,855
<b>Paradise Routes</b>				
46	1.4			344
<b>Total</b>	<b>247.8</b>	<b>108.6</b>	<b>17.7</b>	<b>67,024</b>

## Preferred Alternative

	Daily Weekday	Daily Saturday	Daily Sunday	Annual Total
<b>Chico Routes</b>				
15 ( 1/6/10)	75.0	21.0		20,217
2	14.5	10.5		4,244
3	14.5	10.5		4,244
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7	6.0			1,530
8	14.5			2,320
9	14.5			2,320
Commuter Routes	8.0			1,280
Chico Subtotal	176.0	63.0	0.0	44,641
<b>Oroville Routes</b>				
Route A and C	11.0			2,805
Routes B and D	11.0			2,805
Paratransit	-8.0			
Oroville Subtotal	22.0	0.0	0.0	5,610
<b>Regional Routes</b>				
20	20.4	9.9	9.9	6,215
30	4.8	7.0	0.0	1,575
31	1.8	0.0	0.0	463
40	16.3	10.9	7.9	5,130
41	13.3	1.4	0.0	3,471
Total, regional	56.6	29.1	17.7	16,854
<b>Grand Total</b>	<b>254.6</b>	<b>92.1</b>	<b>25.6</b>	<b>67,105</b>

- Gridley: May 11:  
2-4 pm
- Chico May 11: 6-8 pm
- Oroville May 12:  
1-3 pm
- Paradise May 12  
5-7 pm

## Proposed Changes to B-Line Service

### WORKSHOPS

#### GRIDLEY

Tuesday, May 11  
2:00-4:00 p.m.

Gridley City Hall Council Chambers  
685 Kentucky Street , Gridley

#### CHICO

Tuesday, May 11  
6:00-8:00 p.m.

CSU Bell Memorial Union, Room 303  
400 West First St, Chico

#### OROVILLE

Wednesday, May 12  
1:00-3:00 p.m.

Oroville Public Library  
1820 Mitchell Avenue, Oroville

#### PARADISE

Wednesday, May 12  
5:00-7:00 p.m.

Paradise Public Library  
5922 Clark Road, Paradise

*Come out  
and tell us  
if we  
got it right.*



During the workshops, the consultants will provide a detailed explanation of the B-Line service changes which are proposed under the recommended plan.

This plan is simply a reallocation of current resources – it neither increases, nor decreases the overall B-Line budget. The plan is designed to make B-Line service more convenient and more efficient.

If you would like to preview and comment on the proposed changes, please attend one of the scheduled workshops or visit [www.bcag.org/transit](http://www.bcag.org/transit) after May 3.

**B-Line**  
Butte Regional Transit

For more information contact:  
(530) 879-2468 • [www.bcag.org/transit](http://www.bcag.org/transit)

# Workshop Publicity Elements

- **Bus Poster – 17" X 11"**
- **Print Ad (for Chico Enterprise Record, and Oroville Record)**
- **General Flyer ( 8 ½" X 11") for stakeholder distribution**
- **Chico Flyer (8 ½" X 11") for stakeholder distribution**