



AGENDA
July 19, 2016

TRANSPORTATION COMMISSION MEETING

7:00 p.m.

City Council Chambers
311 Vernon Street
Roseville, California

- 1. CALL TO ORDER**
- 2. WELCOME - ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. MEETING MINUTES**
 - 4.1. May 17, 2016
- 5. ORAL COMMUNICATION**
- 6. SPECIAL PRESENTATIONS/REPORTS**
 - 6.1. Golden 1 Center - Express Bus Service
- 7. STAFF AND/OR COMMISSION REPORTS/COMMENTS**
 - 7.1. Alternative Transportation Division Update
- 8. ADJOURNMENT**

Title: May 17, 2016

Meeting Date: 7/19/2016
Item #: 4.1.

ATTACHMENTS:

Description

May 17, 2016 - Draft Minutes



Transportation Commission

Regular Meeting

May 17, 2016 – 7:00 p.m.

Draft Minutes

1. Call to Order

The meeting was called to order at 7:00 p.m. by Commissioner Nelson.

2. Roll Call

Commissioners Present

David Nelson – *Chair*
Jeff Short – *Vice-Chair*
Tracy Mendonsa
Joe Horton
Chinnaian Jawahar
Ryan Schrader
Richard DeMarchi
Emily Nunez, *Youth Commissioner*

Staff Present

Eileen Bruggeman, Alternative Transportation Analyst II
Mike Dour, Alternative Transportation Analyst II
Sue Schooley, Alternative Transportation Analyst II/TSM Coordinator
Michael Christensen, Deputy City Attorney
Debbie Dion, Recording Secretary

3. Pledge of Allegiance

Commissioner Schrader led those in attendance in the Pledge of Allegiance.

4. Meeting Minutes

a. March 15, 2015 – Action required

MOTION:

Commissioner Jawahar made the motion, which was seconded by Commissioner Mendonsa to approve the meeting minutes of March 15, 2016.

Ayes: Nelson, Short, Mendonsa, Horton, Jawahar, DeMarchi
Noes: None
Abstain: Schrader, Nunez
Absent: None

5. Oral Communications

Commissioner Nelson opened the Public Comment period.

Mike Barnbaum, Ride Downtown 916 Organization, addressed the Commission on regional events.

Commissioner Nelson closed the Public Comment period.

6. Consent Calendar

None

7. Special Presentation/Reports

None

8. Staff and/or Commission Reports/Comments

a. 2nd Quarter FY16 Transit Performance Report – *Action required*

Mike Wixon, Alternative Transportation Manager, made the presentation.

Staff and Commissioners discussed.

MOTION:

Commissioner Mendonsa made the motion, which was seconded by Commissioner Schrader to accept the Transit Performance Report for the 1st, 2nd, and 3rd Quarters of Fiscal Year 2016.

Vote: All ayes

b. Alternative Transportation Division

1. 2016 Bike Trail Re-surfacing Project
2. Downtown Bridges & Trail Project
3. Westpark Parcel W-81 Trail
4. Dry Creek Greenway Trail Project
5. TSM Quarterly Training
6. Celebrate the Earth Festival wrap-up
7. May is Bike Month
8. May is Bike Month Energizer Station
9. Free Smart Cycling & Basic Bicycle Maintenance Clinics
10. Upcoming Local Route changes for D, I and M
11. Bus Technology
12. National Public Works Week
13. Industrial Avenue Bridge Replacement Project
14. Improvements coming to Roseville Road this summer
15. Bike/Walk Ambassadors reward safe students
16. Summer Youth Bus Pass now on sale
17. Upcoming Projects
18. Legislative Update

Mike Dour, Alternative Transportation Analyst II, made the presentation on Items 1-4.

Sue Schooley, Alternative Transportation Analyst II, made the presentation on Items 5-10 and Item 15.

Mike Wixon, Alternative Transportation Manager, made the presentation on Items 11-14 and Items 16-17.

Mark Wolinski, Government Relations Administrator, addressed the Commission on Item 18, Legislative Update.

Chair Nelson requested that staff reach out to staffers from Cap to Cap.

Staff provided this item as informational only. No action required.

9. Pending Agenda

None

10. Adjournment

Chair Nelson requested that the meeting be adjourned in honor of Mike Wixon, Alternative Transportation Manager, who is retiring in July 2016.

MOTION

Commissioner Jawahar made the motion, which was seconded by Commissioner Mendonsa, to adjourn the meeting.

Vote: All ayes

The meeting was adjourned at 8:15 p.m.

David Nelson, Chair

Debbie Dion, Recording Secretary

Title: Golden 1 Center - Express Bus Service

Meeting Date: 7/19/2016
Item #: 5.1.

ATTACHMENTS:

Description

Staff Report

Item 7A. Golden 1 Center – Express Bus Service

Staff Eileen Bruggeman, Alternative Transportation Analyst II

Recommendation

Staff recommends that the Transportation Commission:

- Open the public hearing and accept public comments;
- Recommend the City Council approve the proposed Ordinance Amendment to include a new fare of \$12.00 per person, roundtrip, for an express bus service; and,
- Provide staff with comments regarding operation of the express service.

Background

Public Works Department/Alternative Transportation staff began evaluating options for offering an express bus service between Roseville and the Golden1 Center with the following objectives:

- Provide a bus service that provides transportation to events at the Golden1 Center (the Arena) in downtown Sacramento in a manner that provides benefits to the community (i.e., reduce congestion);
- Identify a fare that makes the service attractive to passengers, and
- As a result generate fare revenue sufficient to match or exceed service costs.

Level of Interest: Given this would be a new service, the City would initially offer a service to Kings basketball games held at the Arena in downtown Sacramento. The Kings have existing popularity in the region and ticket holders typically attend several or all home games.

A survey was conducted during the month of June to assess the interest of Roseville residents in such an express bus service to attend Kings games and what fare would they be willing to pay for such service.

Of 101 survey responses, 87 indicated they plan to attend Kings games. Of those responses fifty seven (57) indicated they would ride an express bus service frequently, and thirty-two (32) indicated they would attend sometimes. Based on this response it is feasible to start the service with two (2) buses, with the option to scale the service back to one (1) bus if the ridership does not require provision of two (2) buses.

Fares: Responders were then asked how much they would be willing to pay round-trip fare for such a service, giving the option of \$12, \$15, \$18 or \$21 per person. The highest result was 67% (63 people) would pay \$12 round-trip fare, with 27% (25) choosing \$15 round-trip fare, 3% for \$18 and 3% for \$21 round-trip fare.

Cost Neutral: If the bus(es) are at least 80% filled (30 passengers per bus), and if passengers pay \$12 per person roundtrip, fare revenue will cover the anticipated costs. However, if there is less than 80% occupancy, as noted above there is the option to reduce the service from two (2) buses to one (1) bus.

How It Will Work:

- **Ticket Purchases** - Staff is working on setting up Square credit card processing application to allow online purchases of the tickets in advance of each game. Square is currently used by Parks and Recreation, and it has the value of providing a list of passenger names and a tally of tickets sold (able to input capacity constraints, if needed). Customers will also be able to call or come to the Alternative Transportation office to make ticket purchases. An additional benefit is that Square requires a lower processing fee (2.9%, plus \$0.30 per ticket) in comparison to other credit processing systems.
- **Reservations** - The tickets will be sold in advance, only. This will provide a passenger number to help us adjust the number of buses to put in service for each game. Passengers will be able to print off their tickets, and drivers will have a list of ticket holders.
- **Roseville Pick Up Location** - Park and ride lots in the City were evaluated as possible pick up locations, however, staff is recommending use of Downtown Roseville. Using the bus stop at the Civic Center will make use of the existing parking structure, and an additional parking structure will be constructed soon that will provide an additional approximately 450 parking spaces. Recent parking studies indicate there is sufficient available parking to accommodate this activity.

A key consideration of using Downtown Roseville as the pick-up location for the express bus service is it provides an opportunity to highlight downtown businesses and activities at the Town Square. It is anticipated this service will have regional draw from communities beyond City of Roseville boundaries. Staff is in discussions with the Downtown Merchants Association to explore options for how the tickets may be used to promote businesses in downtown.

- **Arena Drop-Off Location** - The Sacramento Area Council of Governments (SACOG) is holding discussions with Sacramento Police and City of Sacramento to identify bus drop off locations. Once the drop off location(s) are identified, the proximity to the arena entrance will be a point highlighted as one of the benefits of using the express bus service (assuming the drop off location requires less walking to the arena entrance than using parking lots surrounding the Golden1 Arena).
- **Pick-Up Times** - Staff has researched other express services to sporting events, and is recommending that the bus departure times from the Arena be based on the game end time. Viable bus parking locations will need to be identified before the start of the service (the 2016/2017 season will begin in October 2016). The driver(s) will remain in Sacramento with the bus(es) and will be in position to pick up passengers following the end of the game at prescribed intervals (for example, 30 minutes and 45 minutes after the end of the game).

Marketing: Staff is working with the advertising firm (Iron Horse Media) which sells Roseville's bus advertising, to explore promotional opportunities with representatives of Golden 1 Credit Union and the Kings. This includes providing information regarding the express bus service to their ticket holders and use of Kings and/or Golden 1 Credit Union names and logo(s) on advertising wraps for Roseville Transit buses. Additional venues for marketing to communities beyond the City of Roseville may include: e-mail marketing to ticket holders, radio, mobile, social media, print, video, and bus exterior advertising.

Reporting: Around mid-season staff will provide a status report to the Transportation Commission regarding the effectiveness of the service. By mid-season trends should be appearing regarding expenses per game, ridership, revenue and any logistical issues, such results of using the advance reservation process or the marketing program.

Fiscal Impact

The proposed new service is included in the current transit operations budget. Assumptions include providing two (2) buses per home game of the Kings (approximately twenty games). Costs include approximately six (6) hours driver time, projected fuel costs, and credit processing charges.

The express service will be able to generate fare revenue sufficient to cover the anticipated expenses based on a roundtrip fare of \$12.00 per person, provided each bus put in service is approximately eighty percent (80%) occupied. With use of the Square credit processing system and required advance ticket purchase staff will be able to adjust the number of buses put in service based on the number of tickets purchased.

Environmental Review

The California Environmental Quality Act (CEQA) does not apply to activities that will not result in a direct or reasonably foreseeable indirect physical change in the environment (CEQA Guidelines §15061(b)(3)). The proposed addition of an express transit service intended to decrease the number of personal vehicles attending events at the Golden1 Arena does not include the potential for a significant environmental effect, and therefore is not subject to CEQA.

Attachments:

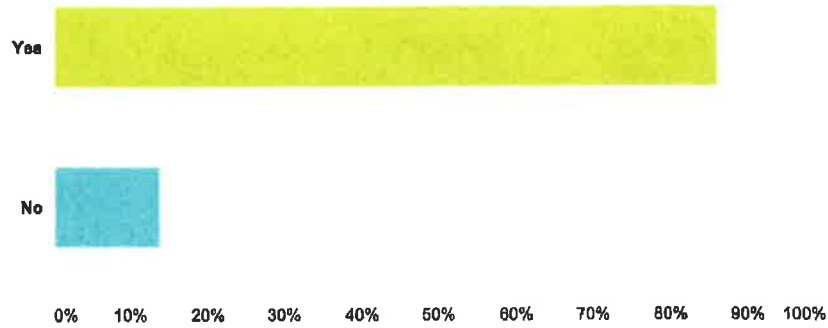
1. Survey Results
2. Feasibility Study Summary

ATTACHMENT 1

Express bus service to Sacramento Kings games

Q1 Are you planning to attend any Sacramento Kings games during the 2016-17 season?

Answered: 101 Skipped: 0



Answer Choices

Yes

No

Total

Responses

88.14%

13.86%

87

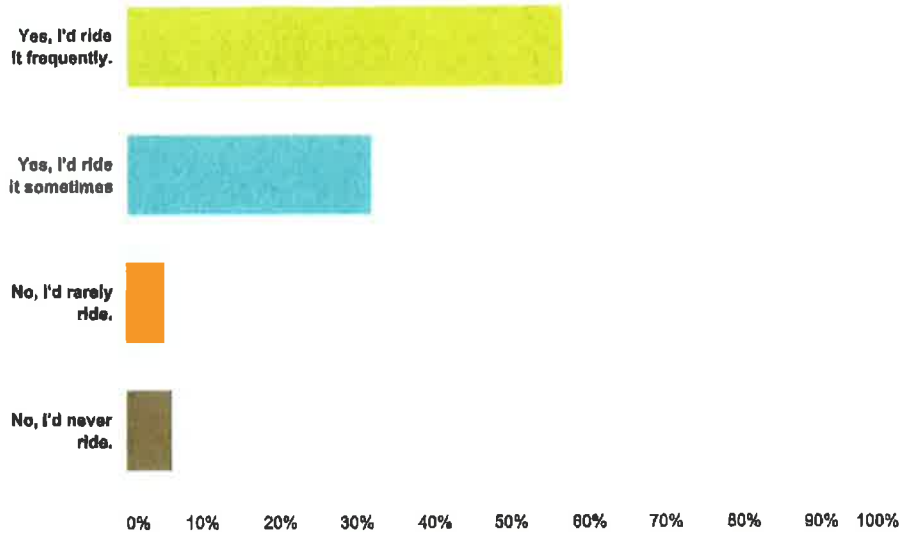
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101

Express bus service to Sacramento Kings games

Q2 Would you ride express bus service from Roseville to downtown Sacramento for Kings games?

Answered: 100 Skipped: 1

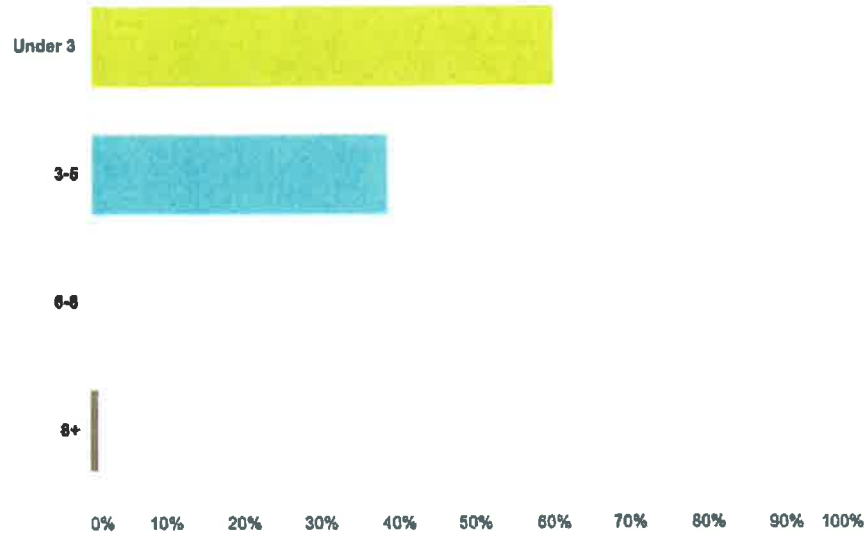


Answer Choices	Responses	
Yes, I'd ride it frequently.	57.00%	57
Yes, I'd ride it sometimes	32.00%	32
No, I'd rarely ride.	5.00%	5
No, I'd never ride.	6.00%	6
Total		100

Express bus service to Sacramento Kings games

Q3 If you would consider riding this bus service, how many people would be in your party?

Answered: 96 Skipped: 5

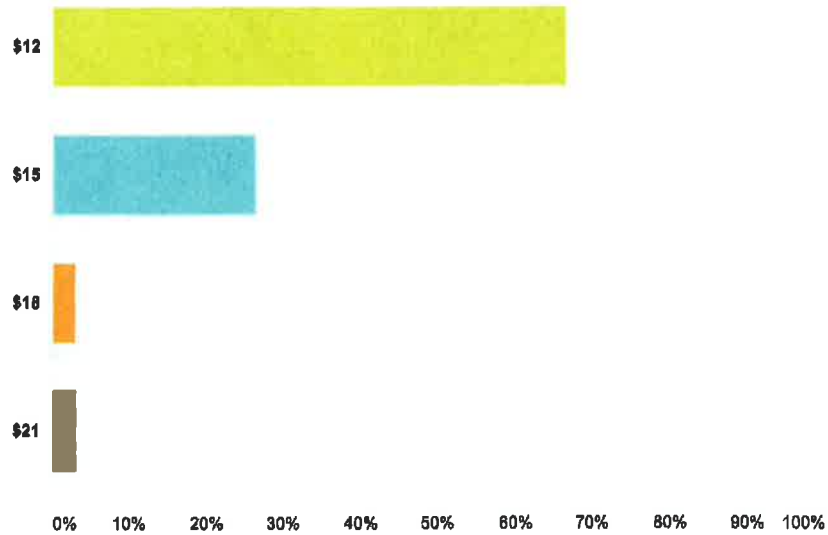


Answer Choices	Responses	
Under 3	60.42%	58
3-5	38.54%	37
6-8	0.00%	0
8+	1.04%	1
Total		96

Express bus service to Sacramento Kings games

Q4 How much would you be willing to pay for round-trip fare per person?

Answered: 94 Skipped: 7



Answer Choices	Responses	
\$12	67.02%	63
\$15	26.60%	25
\$18	3.19%	3
\$21	3.19%	3
Total		94

ATTACHMENT 2

EXPRESS BUS SERVICE FEASIBILITY STUDY

	% / Number of Occupied Seats:	100% / 38	80% / 30	50% / 19	25% / 10
\$12 Roundtrip Fare Revenue		\$ 456.00	\$ 360.00	\$ 228.00	\$ 120.00
Processing Fees*		\$ (24.62)	\$ (19.44)	\$ (12.31)	\$ (6.48)
Less Operating Costs **		\$ (319.32)	\$ (319.32)	\$ (319.32)	\$ (319.32)
TOTAL (Loss) or Gain		\$ 112.06	\$ 21.24	\$ (103.63)	\$ (205.80)
\$15 Roundtrip Fare Revenue		\$ 570.00	\$ 450.00	\$ 285.00	\$ 150.00
Processing Fees*		\$ (27.93)	\$ (22.05)	\$ (13.97)	\$ (7.35)
Less Operating Costs		\$ (319.32)	\$ (319.32)	\$ (319.32)	\$ (319.32)
TOTAL (Loss) or Gain		\$ 222.75	\$ 108.63	\$ (48.29)	\$ (176.67)
\$18 Roundtrip Fare Revenue		\$ 684.00	\$ 540.00	\$ 342.00	\$ 180.00
Processing Fees*		\$ (31.24)	\$ (24.66)	\$ (15.62)	\$ (8.22)
Less Operating Costs **		\$ (319.32)	\$ (319.32)	\$ (319.32)	\$ (319.32)
TOTAL (Loss) or Gain		\$ 333.44	\$ 196.02	\$ 7.06	\$ (147.54)
\$21 Roundtrip Fare Revenue		\$ 798.00	\$ 630.00	\$ 399.00	\$ 210.00
Processing Fees*		\$ (34.54)	\$ (27.27)	\$ (17.27)	\$ (9.09)
Less Operating Costs **		\$ (319.32)	\$ (319.32)	\$ (319.32)	\$ (319.32)
TOTAL (Loss) or Gain		\$ 444.14	\$ 283.41	\$ 62.41	\$ (118.41)

*2.9% credit processing fee, plus \$0.30 per ticket fee

** Operating Costs of fuel and driver of (1) bus

Title: Alternative Transportation Division Update

Meeting Date: 7/19/2016
Item #: 6.1.

ATTACHMENTS:

Description

Staff Report

Transportation Commission Meeting July 19, 2016 – 7:00 p.m. Reports and Updates

Item 8a. Alternative Transportation Division Update

Staff Mike Dour, Acting Alternative Transportation Manager

Recommendation

This item is provided to update the Transportation Commission on the activities of the Alternative Transportation Division and other transportation related items of the region, no action is needed.

Roseville Transit Local route updates

Changes recently approved by the City Council for Local bus routes D and M will be effective as of Monday, August 8. Details are distributed Roseville Transit's website, at bus pass retail locations, in on-board bus kiosks, via social media, e-mail and text message alerts, and direct mail postcards will be sent to residents near the new areas covered by the routes. Transit Ambassadors will also be riding the buses to assist passengers with the changes. The timing of the effective date is prior to the new school year, allowing student transportation to be planned in advance.

May is Bike Month

May is Bike Month 2016 was very successful as bicyclists took advantage of the good weather. In the Sacramento region we had **8,598** bicyclists log **1,926,587** miles. In Roseville, **645** employees who work at local businesses logged **117,810** miles in May, 2016. This was approximately 13% increase over participation in 2015. In addition, **448** residents who either work outside of Roseville or are retired/unemployed logged **88,240** miles. Participants at all of the May is Bike Month activities had a chance to win bike shop gift cards and bike socks.

City staff promoted May is Bike Month at the following events: City of Roseville Celebrate the Earth, Hewlett Packard's Earth Day, Kaiser Hospital's Earth Day and Lava Ridge Earth Day celebrations. Staff also promoted May is Bike Month at two energizer stations – one after work along the Miner's Ravine Bike Trail near Sculpture Park and one on the way to work on Foothills Boulevard on Bike to Work Day. Over 100 participants attended the two energizer stations. Staff also supported events put on by local businesses which included bike to work breakfast and lunch events as well as an adult trike race.



Staff, with support from two local bike shops, Roseville Cyclery and The Hub, hosted four one-hour Smart Cycling and Bicycle Maintenance Clinics for employees and the public. More than 60 bicyclists developed a better understanding of the rules of the road, techniques of bicycling with traffic and how to fix a flat. Staff also helped host Bike to Work events at employer worksites.

Arterial Road Resurfacing

As part of Roseville's pavement management program, portions of the following arterial streets are being resurfaced.

- Atlantic Street
- Douglas Boulevard
- East Roseville Parkway
- Eureka Road
- Fiddymont Road
- Foothills Boulevard
- Galilee Road
- Junction Boulevard
- Melody Lane
- North Sunrise Avenue
- Pleasant Grove Boulevard
- Santa Clara Drive
- Sierra Gardens Drive
- Sunrise Avenue
- Vernon Street
- Vineyard Road

The current map and schedule are available on www.roseville.ca.us/publicworks. Because many of these streets carry significant vehicle traffic, much of the work will be completed at night. The work schedule was developed to minimize the impact to motorists and residents, and will vary by street. Electronic message signs showing the work dates and times are displayed at each location. Resurfacing began in late June, and completion is anticipated by the end of December. Additionally, residents within a 500 ft. radius received mailers with project information. Details about the project were also shared via the City's social media (Facebook, Twitter, Instagram, and Next Door), bi-weekly newsletter, and Traffic Alert e-mails.

By resurfacing on a regular basis, Roseville's streets are maintained at the lowest possible cost. By keeping roads in good shape through preventative surface treatments, we are able to stave off expensive repairs. The cost of preventative maintenance is one-tenth the cost of completely redoing a road. Streets are prioritized based on their pavement quality, age and amount of traffic.

Residential Road Resurfacing

Targeted areas for this year's maintenance include portions of Silverado Oaks, West Park, and the Maidu Park parking lot. Construction is anticipated to begin by mid-August. Affected residents are receiving brochures in the mail with project information, and notified with door hangers 5 days prior to the work date. Information will also be available on the city's website, sent via Traffic Alert e-mail and text messages, posted on social media, and shared with RCONA groups.

Change to dual right turn lanes on Five Star Boulevard at Stanford Ranch Road

Eastbound Five Star Boulevard at Stanford Ranch Road has been converted from a single right turn lane to two right-turn lanes to improve traffic flow.

Because approximately half of all eastbound Five Star traffic is turning right onto Stanford Ranch Road, cars can back up several hundred feet during peak times. This intersection change allows for two shorter lines of cars turning right, instead of one long line.



Previous



New

Additionally, motorists will now see an illuminated “No Right Turn Sign”, which activates when the left turn arrow is green for northbound Stanford Ranch left turn/U-turn motorists. These signs are similar to those located at the Eureka/Taylor, Washington/Blue Oaks, and Washington/Main intersections.

Washington/Andora Widening Project

As part of the City of Roseville’s Traffic Master Plan, the City will be widening Washington Blvd from Sawtell Road to Pleasant Grove Boulevard to improve traffic circulation and pedestrian traffic through the area. The City is currently working on the design for the Washington/Andora Widening Project, which includes widening approximately one mile of Washington Boulevard from two to four lanes to better accommodate existing and future traffic volumes. Currently approximately 18,000 vehicles and 36 trains per day travel through this location.



Road improvements will enhance accessibility for motorists, pedestrians and cyclists along Washington Boulevard and nearby intersections. The project also includes the replacement and widening of the Union Pacific railroad bridge that crosses over Washington Boulevard.

The project is currently in the engineering and environmental phases, and will include a comprehensive public engagement process which will involve meeting with local businesses, residents, and schools. Construction is anticipated for 2018. The proposed project will be funded with federal and state funds and local development impact fees.

Neighborhood & Business Stakeholder Meetings

The City of Roseville held a neighborhood meeting about the Washington/Andora Widening Project on Tuesday, June 28. The meeting was held at George A. Buljan Middle School. A business stakeholder meeting was held on Tuesday, June 21 at Sierra View Country Club. Residents and businesses were able to learn more about the project and provide feedback. Meeting summaries and more information will be available on the project website, www.roseville.ca.us/washington-andora.

Active Transportation Grant Program

Caltrans released a call for projects for the Active Transportation Program (ATP) in April 2016 with a submittal deadline of June 15, 2016. The ATP is a competitive grant program that provides federal and state funding for bicycle and pedestrian projects in California. The ATP program, which began in 2014, replaced prior grant programs such as Bicycle Transportation Account and Safe Routes to School grants.

The 2016 ATP call for projects makes available \$120,000,000 statewide for bicycle and pedestrian projects and programs. Roseville has submitted two grant applications this cycle: Dry Creek Greenway Trail Project and the Washington/Andora Bicycle and Pedestrian Improvement Project. These will compete with approximately 440 applications submitted statewide for the available funding. These applications have also been submitted to the Regional ATP program, which has an additional \$6,000,000 in ATP funding available for disbursement in the 6-county Sacramento Area Council of Governments region.

Recent Public Works Media Coverage

Links to stories provided where available

- [Roseville Road improvement project – CBS 13](#)
- New FEMA draft flood maps released – CBS 13, Press Tribune, and [Fox 40](#)
- Up A Creek: Twenty years after floods ravaged local businesses and residences, Roseville maintains highest FEMA rating and earns big flood insurance discounts - Comstock's magazine
- [Arterial road resurfacing project – Press Tribune](#)