



TUOLUMNE COUNTY TRANSIT

**Annual
Performance Report
Fiscal Year 2018-19
+ First Quarter FY 19-20**

Introduction

The mission statement for Tuolumne County Transit is to provide safe, efficient, reliable, and effective public transportation for residents and visitors, which enhances the community and ensures viable mobility options.

Tuolumne County Transit Services

Tuolumne County Transit services are available to the public; with an emphasis on serving those who are transit dependent. Tuolumne County Transit provides both generalized and specialized transportation services. Tuolumne County Transit also operates several seasonal services, including the Dodge Ridge SkiBUS during the winter months, Pinecrest Service (Labor Day to Memorial Day), and the Adventure Trolley (Saturdays, May-September) as well as being involved in the planning and marketing of the Yosemite service that runs from spring through fall (May-Sept), Sonora to Yosemite Valley.

The performance of Tuolumne County Transit and its ability to meet the needs of the community is evaluated on a monthly basis by staff and the Transit Contractor. Pursuant to the Transportation Development Act, the State requires Tuolumne County Transit is evaluated on a regular basis by monitoring, at a minimum, the following performance indicators:

- Passengers per Vehicle Service Hour
- Passengers per Vehicle Service Mile
- Operating Cost per Passenger Trip
- Operating Cost per Vehicle Service Hour
- Farebox Recovery Ratio

Tuolumne Transit Center

The Tuolumne Transit Center is two years old already! This facility, which serves as the central hub for Tuolumne County Transit transfers is part of a larger campus that is developing. The Tuolumne County Jail project projected to be completed in early 2020 and the State Courthouse Project is making significant progress. The prospect of increased activity on the campus is appealing and transit staff look forward the opening of both facilities.

The hub is serving its purpose very nicely, and it is good to see the facility being used as anticipated. Passengers appreciate the



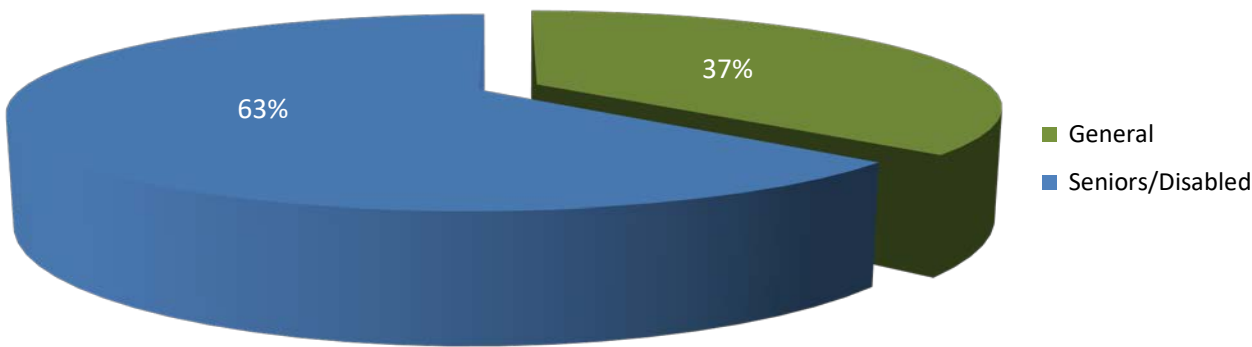
restroom, wireless, having both indoor and outdoor spaces in wait in, a drinking fountain, beverage machine and real time predictions on bus arrival.

The landscaping is maturing and the site overall has not been vandalized as many predicted it would. The County's Facilities team does a great job keeping the facility clean and helping on isolated issues as they come up.

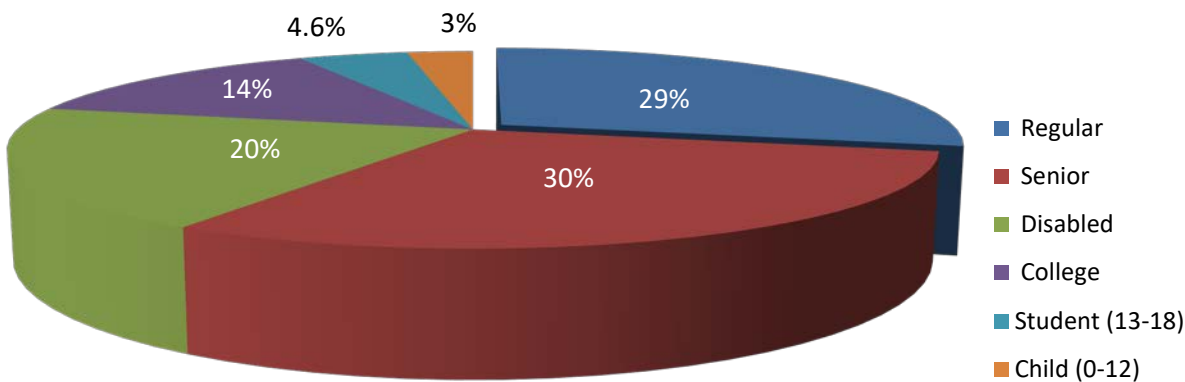
Who rides Transit?

As illustrated in the charts below, 63% of Tuolumne County Transit riders fall into the senior and disabled categories and 37% fall into the general public categories (Regular, College, Student, Children). Although the general public category increases for Fixed Route Services (58%), it is encouraging to note that a fair amount of seniors and disabled passengers (50%) use Fixed Route, which is a much more cost effective service to provide. The majority of the weekday Dial-A-Ride and Saturday General Public DAR users have a functional need.

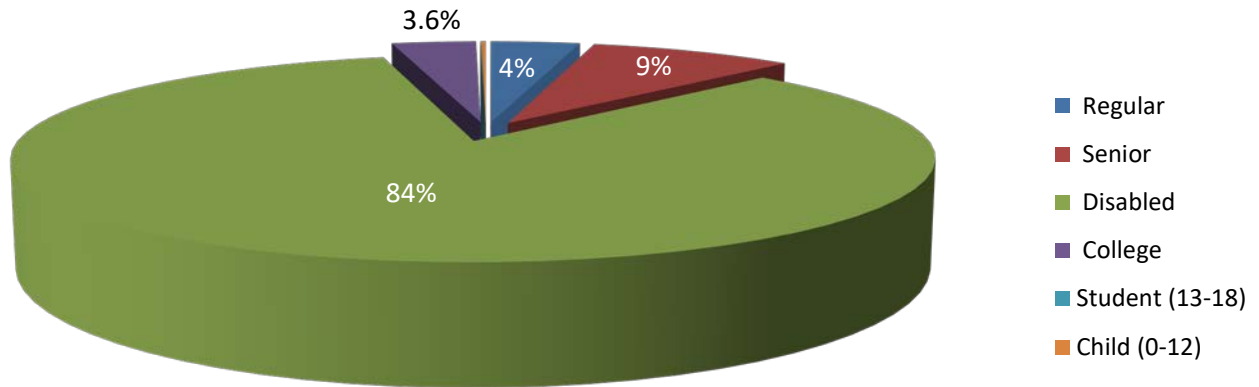
Total Ridership



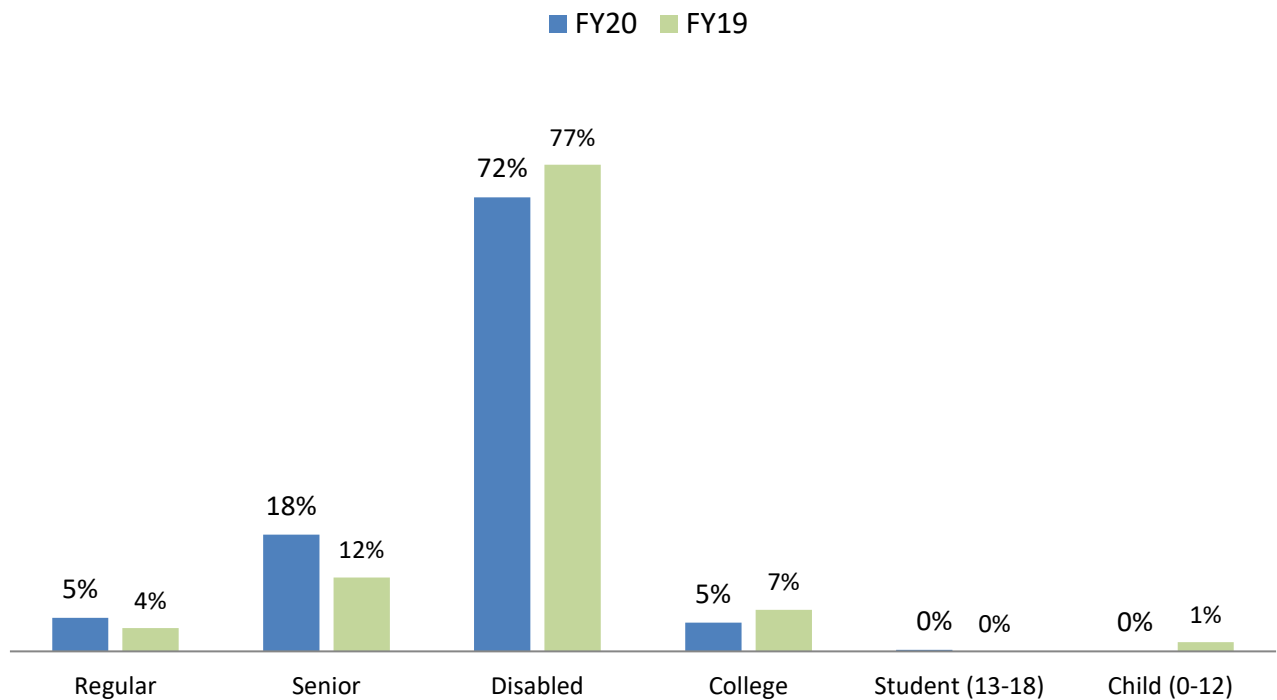
Fixed Route Ridership



Dial-A-Ride Ridership



Saturday Dial-A-Ride



Fixed Route Ridership	FY16/17	FY17/18	FY18/19	FY19/20 Qtr 1
Total Rides	75,588	67,126	65,908	20,338
Contract Cost per year	1,943,873	1,976,476	2,111,259	557,799

Generalized Transit Services

The Generalized Transit Services designation includes Fixed Route. These services are provided to the general public and follow the same route each day serving the designated stops at the prescribed times.

The farebox recovery ratio is calculated by comparing the total cost of operating a service to the revenue generated by that service. This is one of the main performance indicators evaluated for each service to determine whether the service is viable. The Transit Contract requires that the farebox recovery ratio not fall below 10% for any single month. The Contractor is expected to maintain at least 15% combined farebox recovery ratio and anything above this threshold is considered exceptional.

Fixed Route services as a whole averaged 7.9% farebox recovery ratio at Year end 18/19. When the data is shown by route, it is clear to see which routes are or aren't performing as anticipated.

<i>Generalized Services</i>	<u>FY16</u>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>
Passengers per VSH	6.3	5.9	5.7	5.8
Passengers per VSM	0.4	0.4	0.4	0.4
Operating Cost per Trip	\$14.32	\$15.68	\$17.21	\$17.71
Operating Cost per VSH	\$88.52	\$87.10	\$93.36	\$95.07
Farebox Recovery Ratio	8.9%	9.1%	8.7%	7.9%
On Time Performance	92.4%	94.1%	91.3%	76.1%

1st Quarter FY19/20 Comparison

<i>Generalized Services</i>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>	<u>FY20</u>
Passengers per VSH	6.0	6.4	5.7	5.5
Passengers per VSM	0.4	0.4	0.4	0.3
Operating Cost per Trip	\$15.49	\$15.61	\$18.00	\$19.88
Operating Cost per VSH	\$94.47	\$100.34	\$95.19	\$100.91
Farebox Recovery Ratio	8.8%	9.3%	7.6%	7.0%
On Time Performance	92.8%	93.9%	85.9%	69.9%

On-Time Performance

It is the goal of the TCTA that buses depart on time from each and every stop. However, this target can't always be met. For purposes of reporting, a bus departing within 4 minutes of the scheduled time is

considered to be 'on time'. The transit contract states that the Contractor shall strive to see that a minimum of 95% of all departures from published or scheduled time points meet this target.

The Contractor reported a mid-year 2018/19 on-time performance rate for Fixed Route services of 84.3%. This performance indicator directly reflects the reliability of the service to our riders.

Fixed Route Service

The Tuolumne County Transit Fixed Route Service operates Monday through Friday between the hours of 6:00 a.m. and 9:00 p.m. The Fixed Route System connects residents of Sonora, Columbia, Jamestown, Tuolumne, Twain Harte and Sierra Village with shopping, entertainment and recreation areas, medical facilities, schools, Columbia College and many other destinations. Interregional travel opportunities are provided through connections with Calaveras Connect at Columbia College. The fare for this service is \$2.00 each way. Discounts are available for Seniors (60+), Veterans, Students and persons with disabilities.

Route 1: Tuolumne County Transit Route 1 is a loop route that serves downtown Sonora, major shopping centers and East Sonora. The route starts at the Transit Center, travels downtown, along Greenly Rd and serves The Junction. Route 1 completes its loop(s) in one hour. The service begins at 6:40 a.m. and ends at 7:26 p.m.

<i>Route 1</i>	<u>FY16</u>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>
Passengers per VSH	10.1	9.5	8.7	8.5
Passengers per VSM	0.9	0.9	0.8	0.7
Operating Cost per Trip	\$8.71	\$9.35	\$10.79	\$11.62
Operating Cost per VSH	\$86.81	\$87.49	\$93.12	\$97.57
Farebox Recovery Ratio	14.8%	16.4%	15.1%	13.6%
On Time Performance	93.5%	93.4%	88.4%	52.4%

1st Quarter FY19/20 Comparison

<i>Route 1</i>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>	<u>FY20</u>
Passengers per VSH	9.8	10.3	8.7	8.1
Passengers per VSM	0.9	0.1	0.7	0.7
Operating Cost per Trip	\$9.16	\$9.15	\$11.37	\$12.89
Operating Cost per VSH	\$88.45	\$93.55	\$97.76	\$103.53
Farebox Recovery Ratio	15.8%	17.4%	13.5%	12%
On Time Performance	92.7%	93.0%	62.7%	54.7%

*This number represents a significant deviation from the historical standard. Staff is working with the contractor to rectify the combination of factors that has led to this abysmal performance standard.

Route 2: Tuolumne County Transit Route 2 operates from Sierra Village to the Tuolumne Transit Center. This route serves the communities of Sierra Village, Twain Harte, Mi Wuk, Willow Springs, and East Sonora. Service begins at 6:25 a.m. and ends at 6:50 p.m.

<i>Route 2</i>	<u>FY16</u>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>
Passengers per VSH	4.7	4.3	4.4	2.3
Passengers per VSM	0.3	0.2	0.2	0.1
Operating Cost per Trip	\$19.34	\$21.60	\$22.87	\$26.55
Operating Cost per VSH	\$81.99	\$84.05	\$89.02	\$92.16
Farebox Recovery Ratio	6.9%	6.5%	6.2%	5.5%

On Time Performance	86.6%	90.5%	90.9%	82.9%
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1st Quarter FY19/20 Comparison

Route 2	FY17	FY18	FY19	FY20
Passengers per VSH	4.7	4.5	3.8	3.8
Passengers per VSM	0.3	0.2	0.2	0.2
Operating Cost per Trip	\$20.24	\$22.11	\$27.52	\$29.23
Operating Cost per VSH	\$85.10	\$90.49	\$92.27	\$97.93
Farebox Recovery Ratio	6.8%	6.2%	5.0%	4.8%
On Time Performance	86.0%	86.0%	92.7%	84%

Route 3: Tuolumne County Transit Route 3 operates between Sonora, Jamestown and Columbia. This route also serves Chicken Ranch Casino. Service begins at 6:30 a.m. and ends at 5:53 p.m.

Route 3	FY16	FY17	FY18	FY19
Passengers per VSH	6.	5.9	5.1	5.1
Passengers per VSM	0.4	0.4	0.3	0.3
Operating Cost per Trip	\$14.95	\$15.83	\$19.42	\$19.98
Operating Cost per VSH	\$90.35	\$82.35	\$91.66	\$96.73
Farebox Recovery Ratio	8.4%	87.7%	6.6%	5.2%
On Time Performance	94.9%	96.3%	93.4%	80.7%

1st Quarter FY19/20 Comparison

Route 3	FY17	FY18	FY19	FY20
Passengers per VSH	5.8	6.4	4.8	4.5
Passengers per VSM	0.4	0.5	0.3	0.3
Operating Cost per Trip	\$16.24	\$15.61	\$21.30	\$24.14
Operating Cost per VSH	\$83.37	\$88.64	\$96.84	\$102.60
Farebox Recovery Ratio	7.6%	8.2%	4.8%	4.4%
On Time Performance	95.0%	97.7%	88.7%	73.3%

Route 4: Tuolumne County Transit Route 4 is a loop that runs from Sonora to Columbia. Service begins at the Transit Center travels through Sonora to Columbia and returns to the Transit Center. The route begins at 9:25 a.m. and ends at 7:25 p.m.

Route 4	FY16	FY17	FY18	FY19
passengers per VSH	6.2	5.9	0.5	6
Passengers per VSM	0.4	0.4	0.3	0.4
Operating Cost per Trip	\$14.81	\$16.29	\$20.40	\$17.36
Operating Cost per VSH	\$91.58	\$75.96	\$86.58	\$92.29
Farebox Recovery Ratio	8.3%	7.8%	6.3%	5.5%
On Time Performance	97.6%	92.4%	90.0%	82.6%

1st Quarter FY19/20 Comparison

<i>Route 4</i>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>	<u>FY20</u>
passengers per VSH	5.8	6.4	4.8	5.2
Passengers per VSM	0.4	0.4	0.3	0.3
Operating Cost per Trip	\$16.86	\$16.45	\$21.30	\$21.28
Operating Cost per VSH	\$76.99	\$82.17	\$96.84	\$98.06
Farebox Recovery Ratio	7.2%	7.6%	4.8%	4.0%
On Time Performance	90.0%	93.7%	88.7%	68.3%

Route 5 : Tuolumne County Transit Route 5 runs from the Tuolumne Transit Center to Tuolumne via The Junction, Black Oak Casino and points along Tuolumne Road. Service begins in Sonora at 6:25 a.m. and ends at 7:05 p.m..

<i>Route 5</i>	<u>FY16</u>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>
Passengers per VSH	5.6	5.1	4.4	4.6
Passengers per VSM	0.2	0.2	0.2	0.2
Operating Cost per Trip	\$16.79	\$18.77	\$23.54	\$23.32
Operating Cost per VSH	\$93.35	\$88.63	\$93.06	\$95.53
Farebox Recovery Ratio	6.7%	7.4%	6.4%	7.1%
On Time Performance	86.9%	94.3%	93.9%	81.9%

1st Quarter FY19/20 Comparison

<i>Route 5</i>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>	<u>FY20</u>
Passengers per VSH	4.8	5.5	4.8	4.9
Passengers per VSM	0.2	0.2	0.3	0.2
Operating Cost per Trip	\$20.21	\$18.69	\$21.30	\$23.27
Operating Cost per VSH	\$89.85	\$95.66	\$96.84	\$101.29
Farebox Recovery Ratio	6.2%	7.6%	4.8%	7.1%
On Time Performance	94.0%	95.0%	88.7%	69%

Specialized Transit Services

The Specialized Transit Services category includes Tuolumne County Transit's demand response services, specifically; weekday Dial-A-Ride (DAR), Weekend DAR and the General Public DAR service offered to those in East Sonora living along Phoenix Lake and Crystal Falls roads. These are specialized demand response services provided mainly to persons with disabilities and the elderly. Saturday DAR is also open to the general public on a space available basis.

Dial-A-Ride Service

Tuolumne County Transit operates origin-to-destination demand response services Monday through Friday during the same hours as the fixed route services within ¾ of a mile. The Dial-A-Ride system is designed to connect the elderly and disabled residents of Tuolumne County who are unable to use the Fixed Route with

shopping areas, medical facilities, places of interest and the community college. The fare for this service is \$3.00 each way.

<i>Dial-A-Ride (weekday)</i>	<u>FY16</u>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>
Passengers per VSH	4.5	4.6	4.2	3.8
Passengers per VSM	0.3	0.3	0.3	0.3
Operating Cost per Trip	\$21.11	\$21.64	\$24.63	\$27.75
Operating Cost per VSH	\$95.19	\$90.53	\$95.58	\$98.99
Farebox Recovery Ratio	12.8%	12.1%	10.9%	9.4%
On Time Performance	95.1%	94.3%	94.8%	95.6%

1st Quarter FY19/20 Comparison

<i>Dial-A-Ride (weekday)</i>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>	<u>FY20</u>
Passengers per VSH	4.7	4.2	3.9	3.6
Passengers per VSM	0.3	0.3	0.3	0.3
Operating Cost per Trip	\$21.42	\$24.95	\$26.92	\$31.31
Operating Cost per VSH	\$92.16	\$95.64	\$98.64	\$105.54
Farebox Recovery Ratio	12.1%	10.5%	9.9%	8.5%
On Time Performance	95.3%	94.9%	95.6%	95.4%

On-Time Performance

The dial-a-ride pick up “window” is defined as 15 minutes prior to and 15 minutes after the scheduled pick up time. The Contractor is considered “on-time” if the passenger is picked up within this time period. The Transit Contract states that the Contractor shall strive to see that a minimum of 95% of all departures from scheduled time points meet this criteria.

The Contractor reported at mid-year 2018/19 on-time performance rate for Dial-A-Ride services of 95.6%. This performance indicator helps us determine how reliable the service is to the passenger.

Combined Service

<i>All Routes</i>	<u>FY16</u>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>
Passengers per VSH	5.6	5.4	5.1	5.0
Passengers per VSM	0.3	0.3	0.3	0.3
Operating Cost per Trip	\$16.43	\$17.55	\$19.76	\$21.12
Operating Cost per VSH	\$89.89	\$91.69	\$97.25	\$101.45
Farebox Recovery Ratio	10.7%	10.6%	11.5%*	11.5%*
On Time Performance	93.8%	94.2%	93.1%	85.85%

*includes revenues from the advertising sales program

1st Quarter FY19/20 Comparison

<i>All Routes</i>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>	<u>FY20</u>
Passengers per VSH	5.5	5.5	4.9	4.7
Passengers per VSM	0.3	0.3	0.3	0.3
Operating Cost per Trip	\$17.45	\$18.38	\$21.25	\$23.83
Operating Cost per VSH	\$92.87	\$97.70	\$100.85	\$107.40
Farebox Recovery Ratio	10.1%	11.4%	11.2%	10.3%
On Time Performance	94.0%	94.4%	90.75%	82.6%

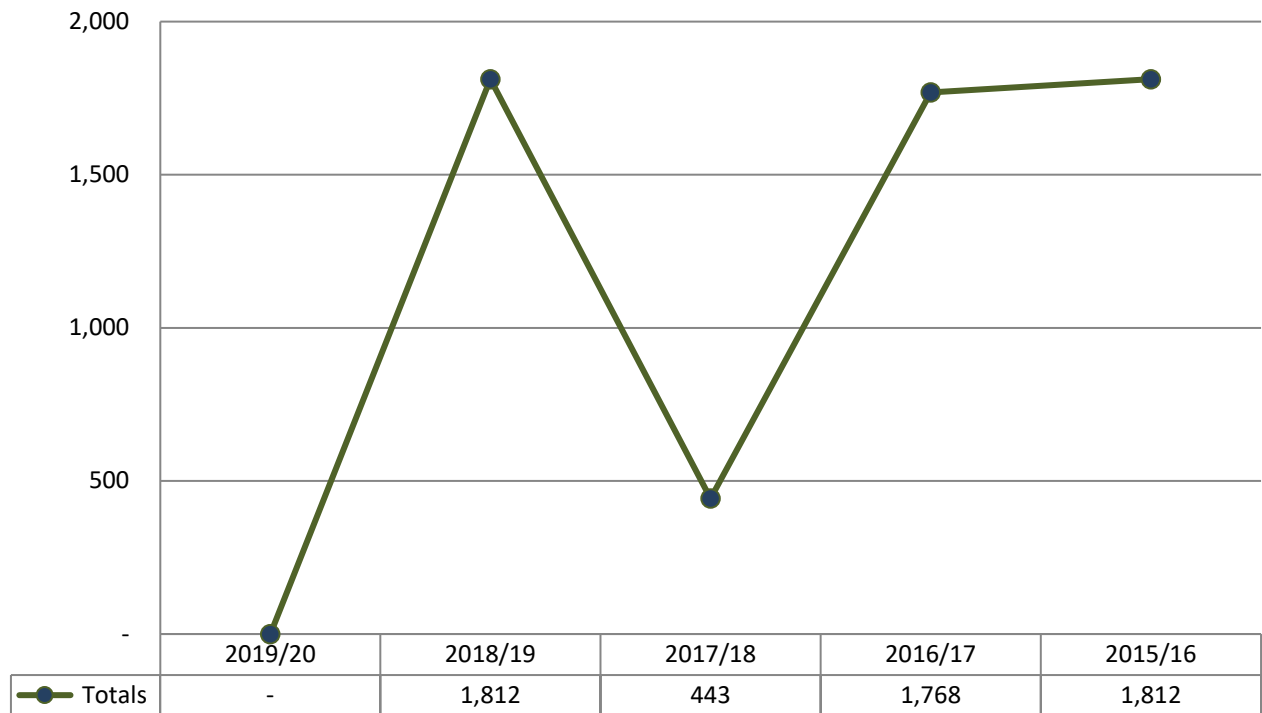
Premium Services

Dodge Ridge Ski Bus

The 2018-2019 SkiBUS season got off to a great start, with service beginning the second week of December! The timing of precipitation is critical to the success of this service and the operations of Dodge Ridge. While snow was present and the resort was open in December and January winter did not really hit full speed until February 2019. A series of storms blew into the Sierra and completely buried both Gold Country communities and the those at higher elevations. This weather spiked ridership for February. Overall the FY 18-19 season was very similar to recent normal to above normal precipitation seasons. Staff target beginning its SkiBUS service on the weekend following the opening announcement from Dodge, when feasible. Last season, buses ran through the end of the season as Dodge as storms continued to deliver new snow (into May!).

	<u>FY16</u>	<u>FY17</u>	<u>FY18</u>	<u>FY19</u>
Passengers per VSH	9.6	11.1	6.1	8.4
Passengers per VSM	0.5	0.5	0.4	0.5
Operating Cost per Trip	\$13.65	\$10.29	\$16.85	\$17.43
Operating Cost per VSH	\$106.78	\$87.50	\$94.05	\$127.30
Farebox Recovery Ratio	33.3%	40.5%	28.2%	28.4%

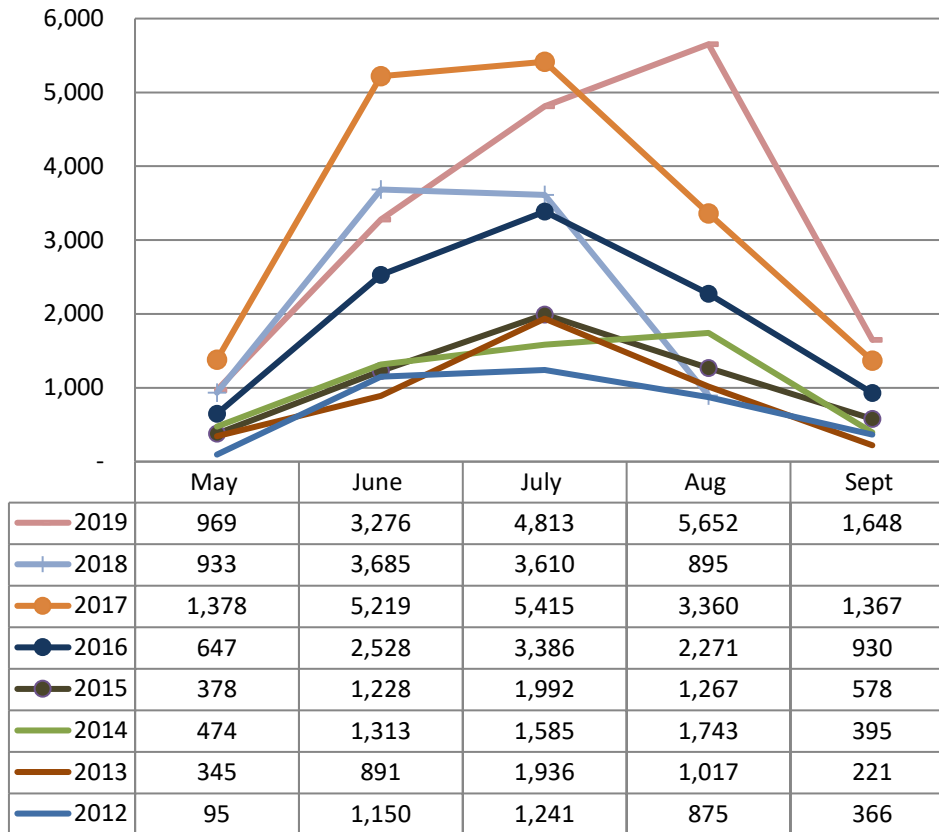
Ridership



Yosemite Service

Yosemite service began on May 14, 2019. The 2019 schedule will mirror 2018 exactly, offering three runs from Sonora to Yosemite Valley from Memorial day to Labor day. Staff participated in the Short Range Transit Plan update for YARTS. Tuolumne County has also been offered a seat on the YARTS board and both agencies are currently working through the process of formalizing this offer. The YARTS board did adopt a system wide fare increase for its services.

Total Rides Provided

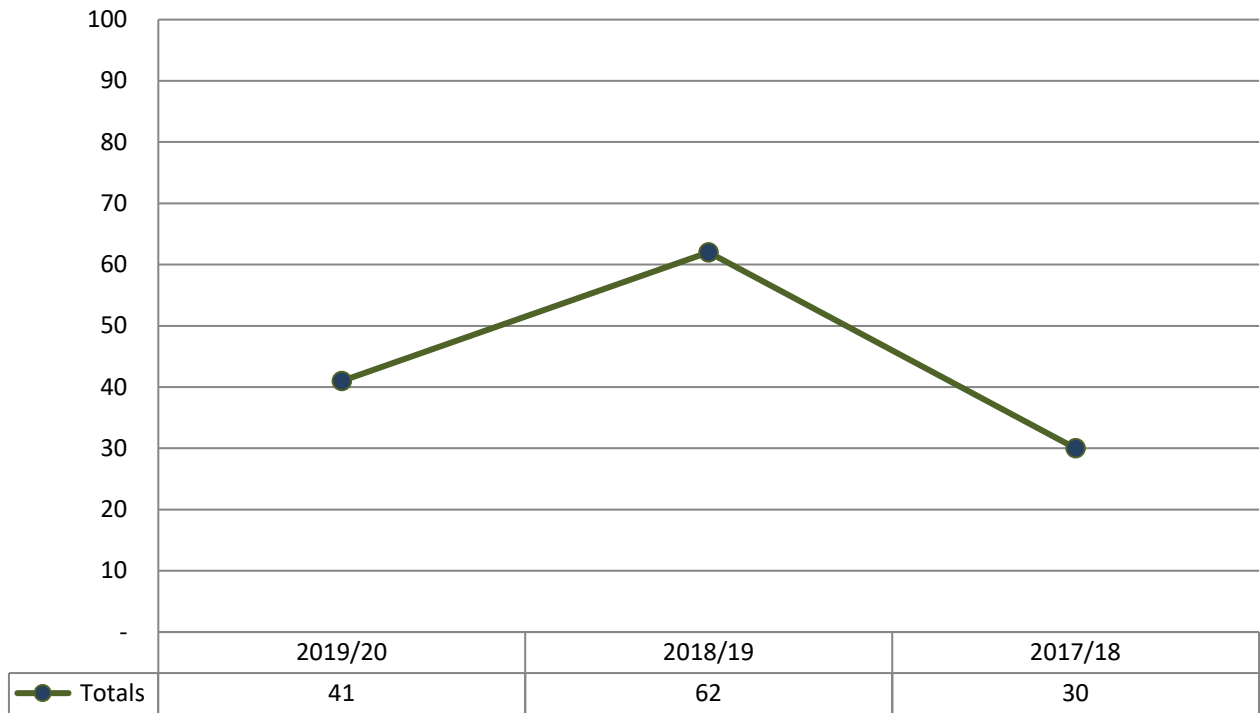


Pinecrest Service

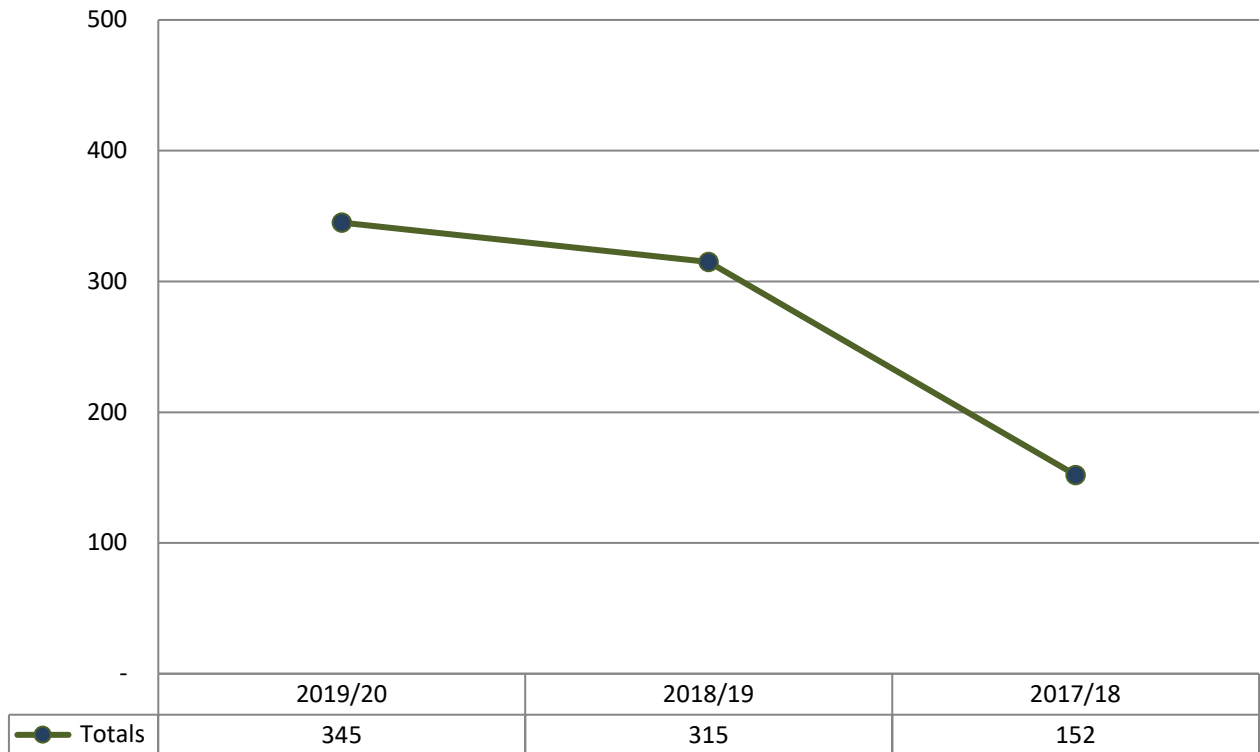
Using Low Carbon Transit Operations Program funding (which is only eligible for transit services) Tuolumne County Transit, in partnership with the Forest Service began a new service to Pinecrest in May 2018. This service was designed to help reduce congestion and improve circulation in the Pinecrest Basin which has very heavy visitor days between Labor Day and Memorial Day. The basin has cabins, camp grounds and many individual “camps” that serve various populations.

The service got off to a really slow start with wintry conditions for the high country over Memorial Day weekend.

Pinecrest Ridership



Loop Ridership



GET OUTDOORS WITH EASE!

BUS STOP	TO PINECREST	
Jamestown / Preston Lane Apts	8:00 am	5:30 pm
Post Office, Main Street	8:05 am	
Sonora (Inns of CA)	8:10 am	
Sonora (Junction)	8:15 am	
Twain Harte Park / 7-11	8:30 am	
Twain Harte Market	8:35 am	
Sugar Pine, Fire Station	ON DEMAND	
Mi-Wuk Market	ON DEMAND	
Sierra Village Market	ON DEMAND	
Long Barn	ON DEMAND	
Cold Springs Market	9:00 am	
Pinecrest Lake Drop Area	9:30 am	4:00pm

REQUEST
DROP AT
THESE

LOCATIONS

BACK TO SONORA

**WE GO THERE.
WE GET YOU THERE.**

**Pinecrest Service Offered
Weekends & Holidays
Memorial Day to Labor Day**

209-532-0404

www.tuolumnecountytransit.com

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[@TCTransit](https://www.instagram.com/TCTransit)



PINECREST SERVICE

TUOLUMNE COUNTY TRANSIT



The bus will begin a Pinecrest Lake loop after arriving. This service will operate between 10am and 4pm at 20 minute intervals.



- Pinecrest School parking lot/ Meadow View Campground
- Camp Sylvester
- Dodge Ridge Rd. and Crestview
- Pioneer Trail Group Campground
- Pinecrest Chalet
- Parking Lot 2 (Near Lake)
- Pinecrest General Store
- Ranger District
- Strawberry Inn/Restaurant/Store

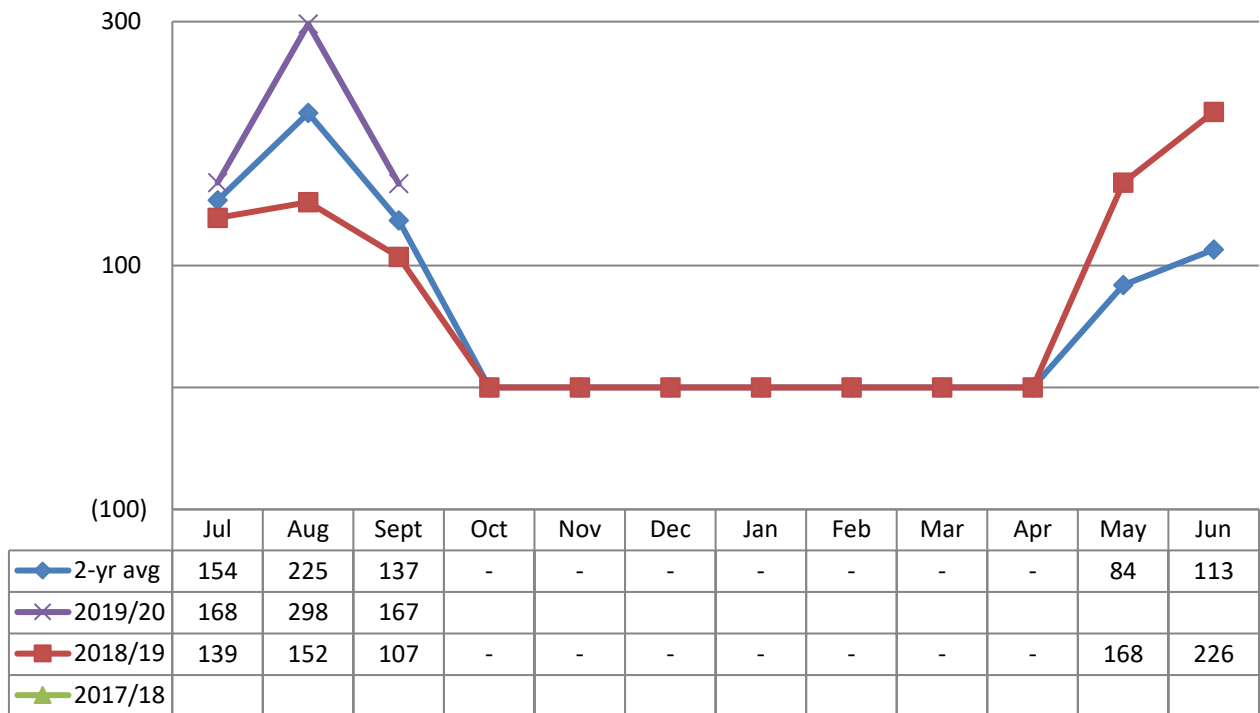


Tuolumne Adventure Trolley

The Tuolumne Adventure Trolley is a project the TCTA has taken on in partnership with the Tuolumne County Visitors Bureau. The Adventure Trolley is the rebirth of the Historic 49 Trolley service with an updated route and times. Additionally, and most importantly, the Visitors Bureau is taking the lead on promoting, advertising and otherwise marketing the service. Also noteworthy, the service is free of charge.

This service began in July 2018. The late start date reflected a constraint of the funding source used to pay for the program, Low Carbon Transit Operations. This service got off to a very slow start, as Statewide fires including the Mendocino Complex, Carr and Ferguson choked Tuolumne County with smoke. On the Saturday's that the service did operate, the Adventure Trolley averaged about 33 rides per day. This is a low ridership number and staff anticipates significant growth for 2019 with all the marketing collateral pieces completed, service route established, first year of service behind us, May service start date and a big winter under our belt.

Monthly Ridership



Tuolumne Adventure Trolley - Serving Sonora, Columbia, Jamestown

Junction Shopping Center (TJ MAXX)	8:30	10:00	11:30	1:00	2:30	4:00	5:30	7:00	8:30
Sonora Oaks • Best Western	8:34	10:04	11:34	1:04	2:34	4:04	5:34	7:04	8:34
Aladdin Motor Inn	8:37	10:07	11:37	1:07	2:37	4:07	5:37	7:07	8:37
Tuolumne County Visitors Center, Downtown Sonora	8:46	10:16	11:46	1:16	2:46	4:16	5:46	7:16	8:46
Courthouse Park (Jackson St.)	8:49	10:19	11:49	1:19	2:49	4:19	5:49	7:19	8:49
Columbia Airport (Call 209.532.0404)	OD	OD	OD	OD	OD	OD	OD	OD	OD
Columbia State Historic Park/Fallon Theater	9:00	10:30	12:00	1:30	3:00	4:30	6:00	7:30	9:00
Columbia State Historic Park/Fulton Street	9:04	10:34	12:04	1:34	3:04	4:34	6:04	7:34	9:04
Columbia Airport (Call 209.532.0404)	OD	OD	OD	OD	OD	OD	OD	OD	OD
Courthouse Park (Jackson St.)	9:17	10:47	12:17	1:47	3:17	4:47	6:17	7:47	9:17
Stockton Rd. (Serving Fairgrounds, Dragoon Gulch & TC Museum)	9:21	10:51	12:21	1:51	3:21	4:51	6:21	7:51	9:21
Country/Miner Inns (SR 49/108)	9:25	10:55	12:25	1:55	3:25	4:55	6:25	7:55	9:25
Rocca Park (Main St. Jamestown)	9:29	10:59	12:29	1:59	3:29	4:59	6:29	7:59	9:29
Railtown 1897	9:33	11:03	12:33	2:03	3:33	5:03	6:33	8:03	9:33
Jamestown • Main Street	9:37	11:07	12:37	2:07	3:37	5:07	6:37	8:07	9:37
Stockton Rd. (Serving Fairgrounds, Dragoon Gulch)	9:43	11:13	12:43	2:13	3:43	5:13	6:43	8:13	9:43
Heritage Inn Yosemite (Sonora Main Street)	9:46	11:16	12:46	2:16	3:46	5:16	6:46	8:16	9:46
Crossroads Shopping Center (Walmart)	9:52	11:22	12:52	2:22	3:52	5:22	6:52	8:22	9:52
Junction Shopping Center (TJ MAXX)	10:00	11:30	1:00	2:30	4:00	5:30	7:00	8:30	10:00

>>> OD= On Demand

Special Event Service

The Tuolumne County Transit Agency has maintained a policy of supporting community events through use of Trolley buses to help reduce traffic congestion and parking impacts for various community events. Events served during this reporting period include:

1. Mother Lode Round Up
2. Sonora Celtic Faire
3. Mother Lode Fair (32.83 VSH, 572 rides, \$2,297.77) \$4.01 per ride
4. Groveland 49er Festival (6 VSH, 21 rides, \$419.94) \$19.95 per ride (\$4.50 last year)

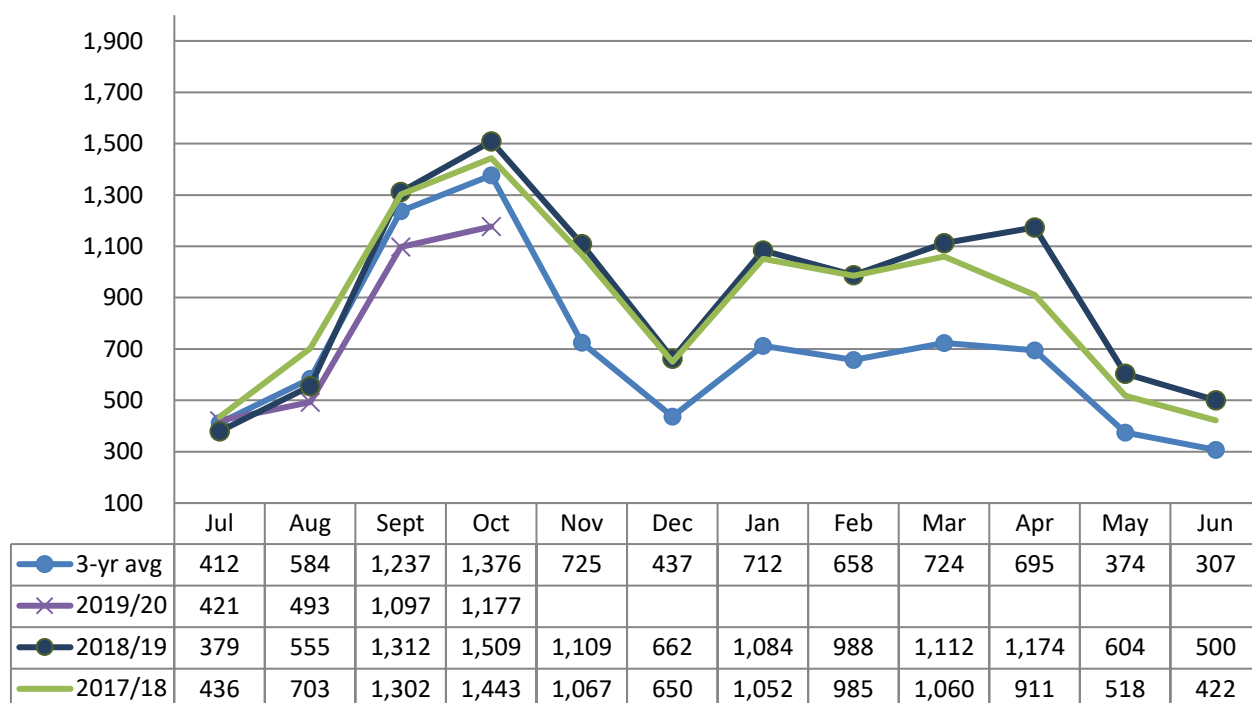
Between July and December Tuolumne County Transit served the four (4) community events, listed above.

Some of the qualitative benefits from this program that are not captured or represented in this narrative include improved event parking and reduced congestion, providing access for some member of the community to events that they may not have otherwise been able to attend, enhancing events through co-promotion and partnership, exposing non-riders to Tuolumne County Transit, improving the perception of public transit in the community.

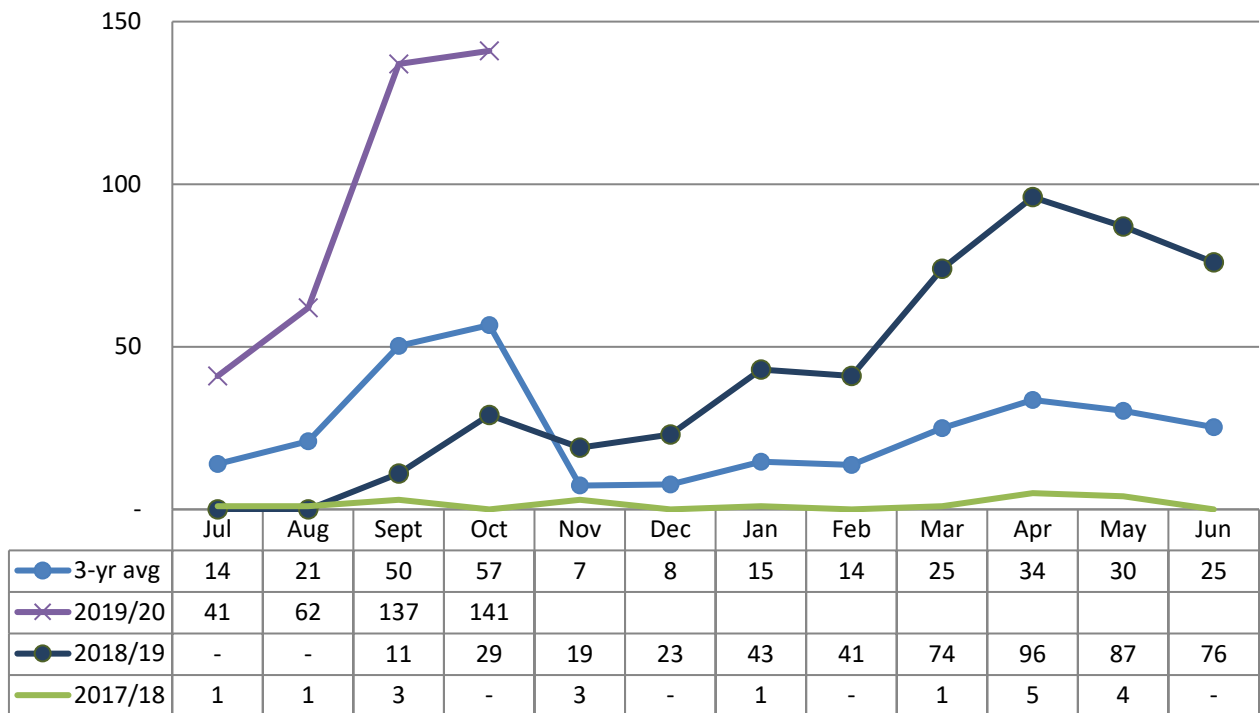
College Student Ride Free

Tuolumne County Transit partnered with Columbia College to offer “free” rides to currently enrolled students for a second year. This project involves the Student Body, College Foundation and Special Programs department. The new partnership began with the start of the Fall Semester in August 2018. This project has helped address declining ridership for the system as a whole. As you will see from the graphs presented, we have even gained ridership on routes 3 and 4 (both serving Columbia College directly).

Fixed Route Average College Students per Month



Dial-A-Ride Average College Students per Month



Tuolumne County Transit Marketing and Outreach

Tuolumne County Transit Commercials

Tuolumne County Transit entered into an agreement with Comcast spotlight to air commercials across its platform. This was a major investment on behalf of TCTA and is a strategy for marketing TCT that has not been made in years. This is part of Staff's effort to combat the loss of ridership that continues to plague the service. The commercial which was previously shown during a TCTA meeting focus on three different types of riders who used TCT as a bridge to help improve their lives. Staff is currently getting ready to release a series of new commercials, the first of which will focus on building knowledge of Dial-a-Ride services. Following this

Social Media Outreach

Tuolumne County Transit established an Instagram account (@tuolumnecountytransit). This social media platform is being managed through the TCTA contract with Cole Video. One advantage of establishing an Instagram account is that messaging is also posted to our Facebook account. This platform allows us to communicate with a younger demographic that has migrated away from Facebook and still retain the attention of our 600 Facebook followers (Instagram posts are carbon-copied on the Facebook account).

Advertising Sales Program

The Advertising sales program on the exterior and interior of Tuolumne County Transit buses has been incredibly successful. This is due to the efforts of TCTA contractor Helen Foraker. She has managed the program and single-handedly increased advertising revenues. These revenues, in part, are being used to augment the combined Fixed Route/Dial-a-Ride farebox ratios to keep the Agency in compliance with Transportation Development Act (TDA) guidelines.

Advertising Sales Revenues:

16-17: \$52,730

17-18: \$77,628

18-19: \$78,084

19-20: \$27,794 (1/3 of year)

Community Events

Tuolumne County staff participate in many events throughout the year. This allows us to meet current and potential transit users where they are at, answer questions, dispel unclear information and offer a personal contact with the public transportation system.

- Health Fair
- Columbia College New Student Orientation
- Farmers Market (Peaceful Valley)
- Senior Expo
- Food Bank

