

**To:** Marketing, Planning, & Legislative Committee

**Date:** May 29, 2013

**From:** Anne Muzzini, Director of Planning & Marketing

**Reviewed by:**

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**Subject:** Alamo Creek T-1 Service Proposal

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**Background:** In 2005 the County approved an assessment fee for Alamo Creek property owners to pay for a transit benefit. The County Service Area (CSA) includes 1,074 parcels and most are paying the \$377.62 assessment per year for single family residences. The total fee amount generated is equal to \$349,986 per year. Because no service has been implemented, the balance in the account has accumulated and will be equal to \$1.5 million at the end of FY12-13.

**Current Status:** County Connection staff has been urging Public Works staff to do the necessary planning and implement service. Recently the project was given higher priority and a new staff person has been assigned to get service off the ground. He is considering funding private commute shuttles, Traffix school service, and general public dial-a-ride and has asked for a proposal from County Connection. A vision for transit service has been developed whereby residents in the CSA would call to arrange for a pick up and would ride free. They could travel to specified park and ride lots, the WC BART station, and any destination within the designated service area.

**Proposal:** A service that provides same day and advance reservations and is tailored to meet the needs of the Alamo Creek, Monterosso, and Ponderosa Colony community (the CSA). General public dial a ride service is flexible and can be utilized by everyone; students, commuters, and seniors. To make this happen County Connection would provide a LINK type van with a driver (hopefully the same one every day) who takes reservations on the cell phone... like a cab driver. Over time patterns will emerge with regular riders providing the backbone of the service. The van will be kept within a specified service area so it is available to respond to ride requests. We propose limiting the destinations to those near Camino Tassajara and along the 680 corridor between the Danville Park and Ride lot and the Walnut Creek BART station.

The cost for the service would be based on the current First Transit contract rate for van service which is approximately \$60 per hour. The total cost to provide service from 6 till 10 am and from 3 till 7 pm on weekdays would be \$156,000 a year. (8 hrs revenue time; 2 hours deadhead = 10 hrs billing per wkday; 260 weekdays per year; \$60 per hour).

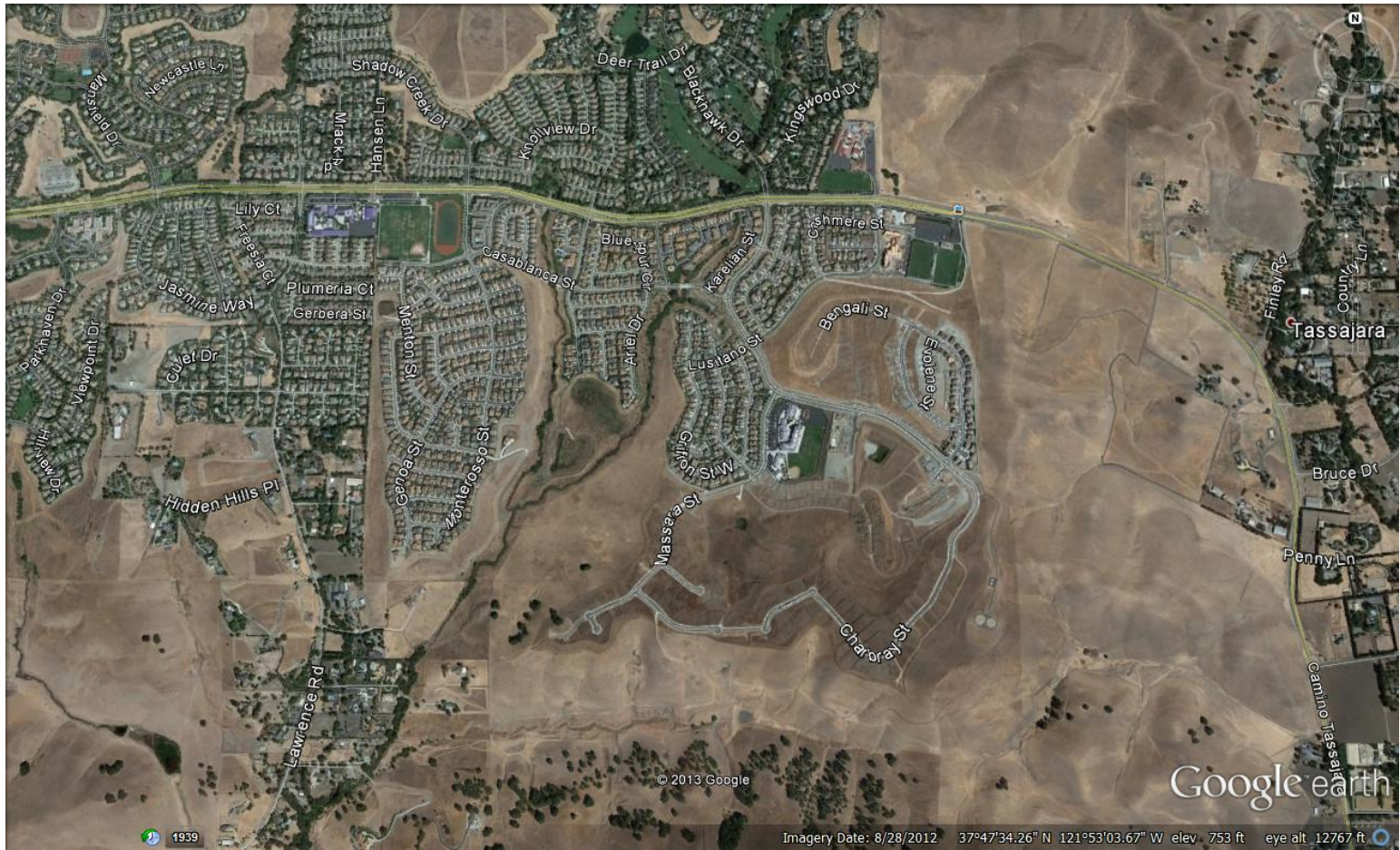
At first we'd use an existing LINK van but after the first year of service, when we have a better idea of the demand and passenger loads, a new vehicle would be bought. The price of the vehicle will be included in our proposal to the County.

Marketing efforts would include using a specially painted van such as the three with the Mt Diablo photo on them. See attached picture. In addition a direct mail flyer and/or door hangers would be targeted to eligible residents – those paying the assessment fee.

**Recommendation:** Staff recommends that the Committee support service to the County for the CSA T-1 that includes the operation of a one van dial a ride service that operates 8 hours a day during the peak on weekdays.







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Imagery Date: 8/28/2012 37°47'34.26" N 121°53'03.67" W elev. 753 ft eye alt 12767 ft

Google earth