

TRANSIT

Background

With full support from each of the jurisdictions, a fully consolidated transit system known as Butte Regional Transit (B-Line) went into place in July 2005. This was the result of a coordinated study which evaluated the feasibility of establishing countywide consolidated transit services (CCTS) and determined it was more cost efficient to administer and operate public transit services within the cities and county under one consolidated system, while at the same time providing the opportunity to improve the overall quality of the service. In April 2015, BCAG completed an extensive planning effort to develop a new Transit and Non-Motorized Transportation Plan (TNMTP) for the region. The purpose of the project was to enhance transit, bike and pedestrian modes included in the 2016 RTP/SCS. As such, the majority of this chapter is a direct reference from TNMTP. The complete TNMTP plan is posted at: <http://www.bcag.org/Planning/Transit--Non-Motorized-Transportation-Plan/index.html>.

Purpose and Need

The purpose of the transit service in Butte County is to provide transportation services to the citizens of Butte County, and comply with the statutes of the Transportation Development Act and the Americans with Disabilities Act. The transit system in Butte County is a critical component to the region's overall transportation network. The system serves commuters, low income families, disabled individuals, and students, as well as the elderly.

The transit system improves the air quality by providing an alternative to the single occupant vehicle, improves congestion on local roads and highways, and provides for an alternative mode of travel. In addition, the majority of the vehicles in the fixed route fleet use Compressed Natural Gas (CNG), along with a mixture of clean diesel vehicles.

TRANSIT PERFORMANCE

For a transit agency of its size, B-Line is performing very well in most respects. Most of its local Chico routes are popular, and ridership is solid in some other cities, although weak on some routes, primarily in Magalia and Oroville.

Maintaining consistent on-time performance continues to be a challenge for several B-Line routes. In an analysis from September 2013, over 50% of B-Line fixed routes were found to be running more than five minutes late at some point

during the route. This issue is particularly problematic for through-routed buses, because delays cascade through more than one route.

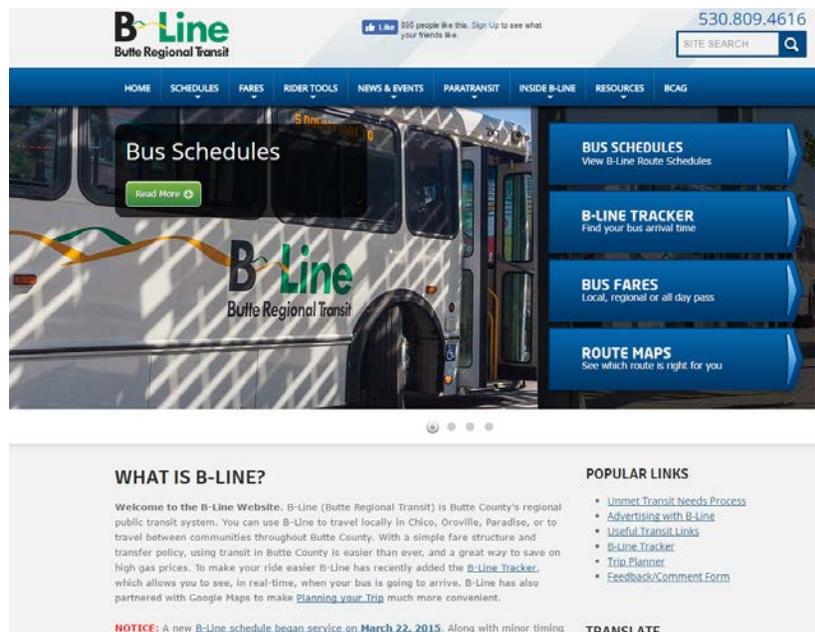
Overall, B-Line's performance indicators are strong. Over the past five years, B-Line has exceeded Transit Development Act (TDA) farebox recovery ratio requirements for both urban and rural services, and despite difficulties surrounding two route restructuring efforts in 2010 and 2011, ridership increased 6% from fiscal year (FY) 2008/09 to FY 2012/13. Passenger productivity has remained relatively constant while hourly costs increased a modest 15% over the past five years. Paratransit services are also performing very well, with a farebox recovery ratio increase of 27.2% over the past five fiscal years. Changes to eligibility and an increase in the service area have resulted in Paratransit ridership increases, by nearly 40% in the past five years, which is of concern to BCAG. A July 2009 fare increase in addition to recent ridership gains also contributed to a 62.2% increase in Paratransit fare revenues from FY 2008/09 to FY 2012/13.

B-LINE FIXED ROUTE SERVICES

The following section focuses on fixed-route service; paratransit services are discussed later in this chapter. BCAG maintains a specific "B-Line" webpage at <http://www.blinetransit.com/> where comprehensive public transit information is current including detailed bus route information.

Figure 7-1

Butte Regional Transit (B-Line) website



Route Descriptions

B-Line operates primarily two types of services: urban (Chico area) and rural (within other Butte County cities or intercity, between other major cities and population centers of Butte County). Some routes operate Monday through Friday only, and others operate all seven days. Routes 8, 9, and 40X operate on different schedules depending on whether California State University, Chico, is in session.

B-Line does not operate on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, and Christmas. The following figures provide an overview of B-Line services, with each figure showing a specific type of route. Note that in some cases, service start and/or end times have been rounded slightly to make the service span easier to read at a glance.

Figure 7-3 Summary of B-Line Routes Wholly within Chico

Name	Major Stops/Timepoints	Service Span (Rounded)	Headway (Frequency)
2 Mangrove	Chico Transit Center, 5th & Mangrove, Parmac & Rio Lindo, North Valley Plaza and Ceres & Lassen	Mon-Fri 6:15am - 8:30pm Sat 8:15am - 7pm	Peak 30 min Midday 60 min Saturday 60 min
3 Nord/East	Chico Transit Center, West 8th Avenue & Nord, East & Nord, East & Esplanade and North Valley Plaza	Mon-Fri 6:20am - 9pm Sat 8:50am - 7pm	Peak 30 min Midday 60 min Saturday 60 min
4 First/East	Chico Transit Center, Chico Junior HS, First & Longfellow, Pleasant Valley HS and North Valley Plaza	Mon-Fri 6:15am - 9pm Sat 8:50am - 7pm	Peak 30 min Midday 60 min Saturday 60 min
5 East 8th Street	Chico Transit Center, 9th Street & Pine, 8th Street and Highway 32, 8th Street and Olive and the Forest Avenue Transfer (Bank)	Mon-Fri 6:15am - 8:30pm Sat 8:15am - 7pm	Peak 30 min Midday 60 min Saturday 60 min
7 Bruce/Manzanita	Forest Avenue Transfer (Bank), Marsh Junior HS, Sierra Sunrise Village, Pleasant Valley HS and Ceres and Lassen. Note: Route 7 does NOT serve the Chico Transit Center	Mon-Fri 6:45am - 5:30pm	60 min

Name	Major Stops/Timepoints	Service Span (Rounded)	Headway (Frequency)
8 Nord	Student Shuttle through-routed with Route 9: connects CSU-Chico with student neighborhoods northwest of campus and the Chico Transit Center. Operates only when CSU-Chico is in session	Mon-Thu 7:30am - 9:30pm Fri 7:30am - 4pm	30 min
9 Warner/Oak	Student Shuttle through-routed with Route 8: connects CSU-Chico with student neighborhoods north and south of the campus and the Chico Transit Center. Operates only when CSU-Chico is in session	Mon-Thu 7:30am - 10pm Fri 7:30am - 4pm	30 min
9C Cedar Loop	Limited service; only operates when Route 9 is not running	Fri (while school is in session) 5:10pm - 8:30pm Mon-Fri (CSU breaks) 7:50am - 8:30pm Sat (year-round) 8:30am - 6:30pm	Friday PM 60-120 min Mon-Fri (CSU breaks) 80 min Saturday 120 min
15 Esplanade/Park/Forest	Route 15 is split into the 15N serving Esplanade/Lassen to the Chico Transit Center and the 15S serving the Chico Transit Center to Park Avenue/MLK/ Forest Avenue	Mon-Fri (15N) 6:15am - 9:30pm Sat (15N) 7:50am - 6:30pm Mon-Fri (15S) 6:20am - 9:40pm Sat (15S) 7:50am - 7pm	Peak 20 min Midday 30 min Evening 60 min Saturday 60 min
16 Esplanade/SR 99	Chico Transit Center, Esplanade & 5th, Rio Lindo & Parmac, East & Esplanade and Esplanade and SR 99	Mon-Fri 7am - 7pm Sat 8am - 6pm	60 min

Figure 7-4 Summary of B-Line Routes Wholly within Other Butte County Cities

Name	Major Stops/Timepoints	Service Span (Rounded)	Headway (Frequency)
Oroville			
24 Thermalito	Oroville Transit Center (Mitchell & Spencer), 14th & Grand and Public Works/Administration. Through-routed with Route 27	Mon-Fri 6:30am - 7:30pm	60 min

Name	Major Stops/Timepoints	Service Span (Rounded)	Headway (Frequency)
25 Oro Dam	Oroville Transit Center (Mitchell & Spencer) and Feather River Cinemas. Through-routed with Route 26	Mon-Fri 6:10am - 6:50pm	60 min
26 Olive Hwy/Kelly Ridge	Oroville Transit Center (Mitchell & Spencer), D Street & Meyers, Gold Country Casino, Kelly Ridge & Royal Oaks, Oroville Hospital and Orange & Acacia. Through-routed with Route 25	Mon-Fri 6:30am - 6:20pm	60 min
27 South Oroville	Oroville Transit Center (Mitchell & Spencer), Las Plumas High School and Meyers & D Street. Through-routed with Route 24	Mon-Fri 7:10am - 6:50pm	60 min
Paradise			
46 Feather River Hospital	Paradise Transit Center (Almond & Birch) and Feather River Hospital. Operation coordinated through B-Line Paratransit	3 trips daily	Approx. 4 hrs

Figure 7-5 Summary of Intercity B-Line Routes

Name	Major Stops/Timepoints	Service Span (Rounded)	Headway (Frequency)
20 Chico - Oroville	Chico Transit Center, Fir Street Park and Ride, Forest Avenue Transfer (WalMart & Bank), Butte County Administration and Oroville Transit Center (Mitchell & Spencer)	Mon-Fri 5:50am - 8pm Sat-Sun 7:50am - 6pm	Peak 60 min Midday 120 min Weekend 120 min
30 Oroville - Biggs	Oroville Transit Center (Mitchell & Spencer), Lincoln & Palermo (Palermo), Heritage Oaks Mall (Gridley) and 6th and B Streets in Biggs	Mon-Fri 7:45am - 5pm Sat 8:45am - 5pm	Weekday 240 min Saturday 120 min
31 Paradise - Oroville	Almond & Birch (Paradise), Clark & Wagstaff (Paradise), Clark & Pearson (Paradise), County Public Works (Oroville) and the Oroville Transit Center (Mitchell & Spencer)	Mon-Fri 6:45am - 7:30am (Paradise-Oroville); 5pm - 6pm (Oroville-Paradise)	1 morning/ 1 evening trip

Name	Major Stops/Timepoints	Service Span (Rounded)	Headway (Frequency)
32 Gridley - Chico	City Hall - 6th & C Street (Biggs), Spruce & SR 99 (Gridley), Midway & Durham Dayton Hwy (Durham), and the Chico Transit Center.	Mon-Fri 6:40am - 7:40am (Gridley-Chico); 5:20pm - 6:20pm (Chico-Gridley)	1 morning/ 1 evening trip
40 Paradise - Chico	Chico Transit Center, Forest Avenue Transfer @ WalMart (Chico), Almond & Birch (Paradise) and Skyway & Wagstaff (Paradise)	Mon-Fri 6am - 7:30pm Sat 7:50am - 6pm Sun 9:50am - 6pm	Weekday 60/120 min Weekend 120 min
41 Magalia - Chico	Skyway & Colter (Paradise Pines), Lakeridge @ Holiday Market (now a SavMor) (Magalia), Skyway & Wagstaff (Paradise), Almond & Birch (Paradise), Forest Avenue Transfer (WalMart & Bank) (Chico) and the Chico Transit Center	Mon-Fri 5:30am - 6:45pm	120 min
	Saturday service operates between Skyway & Wagstaff, Skyway & Colter, and back, offering transfers to/from Route 40	Sat 9:45am – 6pm	Three round trip routes in AM, midday, and PM

Fixed Route Fleet & Facilities

Transit Centers & Transfer Points

B-Line operates and serves three transit centers that offer timed transfer points. The Chico Transit Center is located on West 2nd Street between Salem Street and Normal Avenue in downtown Chico, and bus boarding areas are located on all three blocks. The facility, which opened in 2008, features shelters, restrooms, and a staffed ticket office. Chico Transit Center is served by most local and intercity B-Line routes, including Routes 2, 3, 4, 5, 8, 9/9C, 15N/S, 16, 20, 32, 40, and 41.

An additional timed transfer point in Chico, referred to as the Forest Avenue Transfer Point or “Forest Avenue Xfer,” is located on both sides of Forest Avenue at Baney and Parkway Village. Buses on Routes 5, 7, 15, 20, 40, and 41 all serve the Forest Avenue Transfer Point.

In 2011, the Oroville Transit Center opened for service, and includes sawtooth bus turn-outs, a permanent shelter with restrooms, several benches, and wide

sidewalks. Located on Spencer Avenue just north of Oro Dam Boulevard, the Oroville Transit Center is served by Routes 20, 24, 25, 26, 27, 30, and 31.

The Paradise Transit Center is located at Almond and Cedar Streets in Paradise, and is served by Routes 40, 41, and 46. The Paradise transit center is a bus shelter only.

Fleet & Facilities

B-Line’s fleet consists of 35 standard buses, with 19 of these vehicles powered by Compressed Natural Gas (CNG). All B-Line vehicles are fully equipped with wheelchair lifts or low-floor ramps and include a wheelchair securement area with space for two wheelchairs. Additionally, all fixed-route buses are equipped with front-mounted bicycle racks. See Figure 7-6.

Figure 7-6 B-Line Fixed Route Fleet

Make	Model	Vehicle Year	Fuel Type	Capacity	Age (Years)	Count
Freightliner	MB55	2006	CNG	32	6.00	4
Gillig	Phantom	1992	Diesel	45	20.00	1
Gillig	Phantom	2001	Diesel	35	11.00	3
Gillig	Phantom	2003	Diesel	35	9.00	6
Gillig	Low Floor	2011	Diesel	44	1.00	6
Orion	Orion V	2000	CNG	43	12.00	7
Orion	Orion VII N.G.	2008	CNG	43	4.00	8
Total						35

Dispatching duties are performed and vehicles are stored and maintained at the B-Line (Veolia Transportation) bus base, located at 326 Huss Lane in Chico.

Fares

B-Line has different fixed route fares based on the type of service; with local routes priced slightly less than regional routes. The current fare structure was established in May 2014, with the last fare change occurring in 2009.

As of May 25, 2014, one-way local fares are \$1.50 with a half-price discount (\$0.75) available to seniors (age 65+), those with disabilities, and those with a valid Medicare card. Students (ages 6 to 18) ride for \$1.00, a discount fare priced at roughly two-thirds of the regular fare. Regional one-way fares are set at \$2.00 with discounts available at \$1.00 and \$1.50 for students. Up to two (2) children under the age of six (6) may ride for free with each paying adult.

B-Line currently has a transfer policy which ensures that riders who need more than one bus to reach their destination may complete a continuous one-way trip

without paying an additional fare. Local transfers are valid for one hour from the time issued, and regional transfers are valid for two hours.

Riders may purchase several types of passes, including 2-ride, 10-ride, and 30-day passes. Additionally, riders have the option of purchasing an All Day Pass from their bus driver for \$4.00, allowing unlimited access to the entire system for the day. Upgrades from local tickets, passes, or transfers may be purchased by simply paying the difference between the local and regional fare.

Figure 7-7 B-Line Fixed Route Fare Structure (per May 24, 2014 fare increase)

Fare Type	Local Service	Regional Service
CASH		
Regular	\$1.50	\$2.00
Discount*	\$0.75	\$1.00
Student (6-18)	\$1.00	\$1.50
Child (under 6)	2 free	2 free
2-RIDE PASS		
Regular	\$3.00	\$4.00
Discount*	\$1.50	\$2.00
Student (6-18)	\$2.00	\$3.00
10-RIDE PASS		
Regular	\$13.50	\$18.00
Discount*	\$6.75	\$9.00
Student (6-18)	\$9.00	\$13.00
30-DAY PASS		
Regular	\$37.50	\$48.00
Discount*	\$19.00	\$25.00
Student (6-18)	\$25.00	\$34.00

B-Line has special fare agreements with Chico State University, Butte College, and the City of Chico for City employees. Chico State students, faculty, and staff ride B-Line for free as part of a program funded by the Associated Students and the University. Additionally, Butte College students are allowed to purchase 30-Day Passes at the student pass price (usually reserved for students in elementary, middle, and high schools). Finally, City of Chico and downtown business employees are eligible for an employee transit pass, which allows for free bus trips to and from the downtown Chico area through a program funded by the City of Chico.

Standard tickets and passes may be purchased at a few locations in Butte County, including the Chico Transit Center, the City of Chico Finance Office, the Butte County Public Works Department in Oroville, and the Town of Paradise Finance Office. Bulk ticket sales may be made at the B-Line office or by mail.

Fare Payment by Passenger

Figures 7-8 and 7-9 present an overview of the most prevalent forms of cash payments aboard B-Line local and regional/intercity routes for the month of September 2011. September data were chosen from the available Fiscal Year 2011/12 dataset in large part as it serves as the best available proxy for September 2013, the month in which the boarding and alighting data examined in more detail below were collected.

For both the local and regional routes, the most prevalent cash fare was the regular base fare. Ignoring the unclassified revenues, the second-highest cash fare usage on the local routes (26.1% of transactions) was a student fare. This finding is not surprising given the presence of middle and high schools along several local B-Line routes. Regionally, the second-highest classifiable cash fare transaction type was a discount fare (11.5%). Discount fares also accounted for 17.5% of local B-Line transactions as well.

Figure 7-8 Cash Fare Usage Summary, Local Routes – September 2011

Cash Fare Description	Transaction Count	Use Percentage
Base Regular Fare	6,341	29.5%
Unclassified ("Dump")*	5,616	26.1%
RA2 Student Fare	4,248	19.7%
RA1 Discount Fare	3,762	17.5%
LA4 Regional Disabled Upgrade	536	2.5%
LA3 Regional Upgrade	437	2.0%
Short Fare Paid	370	1.7%
Issue Day Pass	170	0.8%
RA4 Additional Fare	31	0.1%
Total	21,511	100.0%

Source: BCAG

*Note: a "dump" occurs when fare payments temporarily become jammed in the fare collection equipment. Operators press a "dump key" that dumps all cash and coins into the holding box without giving the system a chance to classify the revenue.

Figure 7-9 Cash Fare Usage Summary, Regional Routes – September 2011

Cash Fare Description	Transaction Count	Use Percentage
Base Regular Fare	3,793	33.1%
Unclassified (“Dump”)*	3,340	29.2%
RA1 Discount Fare	1,321	11.5%
RA2 Student Fare	850	7.4%
LA4 Regional Disabled Upgrade	492	4.3%
Local Fare - Discount	373	3.3%
Local Fare	327	2.9%
Short Fare Paid	327	2.9%
LA3 Regional Upgrade	232	2.0%
Local Fare - Student	172	1.5%
Issue Day Pass	157	1.4%
Pass - Student	38	0.3%
RA4 Additional Fare	25	0.2%
Total	11,447	100.0%

Source: BCAG

*Note: a “dump” occurs when fare payments temporarily become jammed in the fare collection equipment. Operators press a “dump key” that dumps all cash and coins into the holding box without giving the system a chance to classify the revenue.

As seen in Figure 3-8 below, in FY 2011/12, the most common pass type used in B-Line payment transactions was the University Card, which accounted for nearly 34% of all transactions. The next most used pass types were the Social Service pass, which was used in 14.1% of payment transactions, and the 30 Day Local Discount pass, used in 12.4% of transactions.

Figure 7-10 B-Line Transaction Pass Usage, FY 2011/12

Pass Type	Pass Type - Detail	Total Number of Pass Transactions	Pass Usage %
Special Card	University Card	308,981	33.7%
Period Pass	365 Day Soc. Service	128,945	14.1%
Period Pass	30 Day Local Discount	113,552	12.4%
Period Pass	30 Day Regional Discount	58,813	6.4%

Period Pass	30 Day Local Regular	48,843	5.3%
Period Pass	30 Day Regional Regular	48,806	5.3%
Period Pass	365 Day Employee	34,977	3.8%
Period Pass	30 Day Local Student	31,072	3.4%
Stored Ride	10 Ride Regional Regular	27,673	3.0%
Stored Ride	10 Ride Local Regular	26,649	2.9%
Period Pass	30 Day Regional Student	15,182	1.7%
Stored Ride	10 Ride Local Discount	14,321	1.6%
Period Pass	Day Pass	13,567	1.5%
All Other Stored Ride/Value and Period Passes		46,276	5.0%
Total		917,657	100%

Source: BCAG

Special School Holiday Service

Like many other transit agencies that provide service to areas with a large university or college, B-Line adjusts its fixed route operating schedule when CSU is not in service. In particular, Routes 8 (Nord) and 9 (Warner/Oak) operate only during the CSU school year when Spring and Fall semester classes are in session; these routes do not run when there are no classes, such as during Spring Break, Thanksgiving Week, and other campus holidays like Labor Day, Veterans Day, and Cesar Chavez Day. To provide service in the general vicinity of CSU when school is not in session, however, Route 9C (Cedar Loop) – which normally provides limited service on Saturdays and Friday evenings – operates throughout the day. Additionally, the Route 40X express service, which provides direct service from Paradise Transit Center to the Fir Street Park-and-Ride and the Chico Transit Center on weekdays at 6:44am, does not operate during the summer or winter CSU breaks. Route 40X is intended to provide relief for the 7am westbound Route 41 trip, which is often very crowded. Nevertheless, there is an opportunity to explore expanding flexible scheduling in the vicinity of CSU and other local schools.

There are numerous precedents for flexible scheduling due to school schedules and numerous transit systems across the county that serve major college

campuses also alter their services to account for the rise and fall of ridership depending on the school calendar. In a major metropolitan area like Seattle, King County Metro has a separate “When No University of Washington (UW)” schedule. When UW is not in session, designated trips on 13 bus routes that serve the vicinity of the campus are not run (canceled). More akin to B-Line, in Eugene, Oregon, several Lane Transit District (LTD) bus routes experience schedule or routing changes when area schools are out on holiday or on seasonal breaks. In contrast to B-Line, LTD service accounts for breaks not only at the University of Oregon and Lane Community College, but also at local high schools. Other universities, including the University of California Santa Cruz, University of North Texas, and Purdue also significantly modify their schedules when school is not in session.

B-LINE PARATRANSIT

B-Line Paratransit is a door-to-door service for qualified individuals traveling within the greater Butte County B-Line service area in Chico, Oroville, and Paradise. (Paratransit service in Gridley is provided by the Gridley Golden Feather Flyer service.) It provides two types of paratransit services, including:

1. ADA service for individuals who cannot use the fixed route system and hold Americans with Disabilities Act (ADA) certification.
2. Dial-a-Ride service for use by individuals with disabilities who are not eligible for ADA service and seniors 65 years of age or older. Dial-a-Ride trips are not given priority status if individuals with ADA certification need the service, and users may be charged premium fares. B-Line is considering modifying this to disallow non-ADA use for people who are not seniors, and raising the age for a senior to 70.

Service is offered between 5:50am and 10pm on weekdays, 7am and 10pm on Saturdays, and from 7:50am to 6pm on Sundays. While B-Line Paratransit service is available to all destinations within a $\frac{3}{4}$ mile buffer of any B-Line fixed route, supplemental service to areas of up to three miles outside the ADA boundaries is available at an additional cost; however, in order for service to be provided to supplemental areas there must be a direct, easily accessible route from the core service area to the proposed destination. Trips provided outside the core service area are non-ADA and are provided when there is sufficient time and space available.

Reservations may be made from one to seven days in advance, and are taken from 7AM to 5PM seven days a week, excluding holidays. Nevertheless, B-Line Paratransit accommodates a limited number of same-day requests based on available capacity.

Eligibility

New Paratransit riders need to be registered and certified as eligible by B-Line before using the service. Applications may be downloaded online or prospective riders may ask for applications to be sent to them directly.

The ADA Paratransit application (and the Dial-A-Ride application, if the prospective rider requests service based on disability) requires healthcare verification. The ADA Paratransit application in particular asks very detailed questions about a rider's disability and/or health status, including the nature of their disability, what needs they may have in terms of mobility equipment, and how close they are to fixed route transit.

All eligible riders are only certified to use B-Line Paratransit or Dial-A-Ride for a certain period of time after which point riders must renew their eligibility status.

Fleet & Facilities

The current B-Line Paratransit fleet consists of 14 vehicles. Full fleet information is shown in Figure 3-9 below.

Figure 7-15 B-Line Paratransit Fleet

Make	Model	Vehicle Year	Fuel Type	Capacity	Age in Years	Count
Ford	E450	2008	Unleaded	18	4.00	8
Ford	E450	2010	Unleaded	18	2.00	6

As with the fixed route fleet, B-Line Paratransit vehicles are stored and maintained at the B-Line bus base in Chico.

Fares

Currently, one-way fares for all passengers are \$2.50, with ten-ride passes and \$25 and \$50 value cards also available for purchase. Supplemental fares are as follows:

- Zone 1 (up to 1 mile outside the ADA service area): \$6.25 per ride
- Zone 2 (1-2 miles outside the ADA service area): \$8.25 per ride
- Zone 3 (2-3 miles outside the ADA service area): \$10.25 per ride

Children under the age of 6 and personal care attendants are allowed to ride for free.

Fare Payment by Passenger

As discussed above, expanded B-Line Paratransit service was introduced in FY 2011/12, covering areas up to three miles outside of the ADA-required core

service area. As seen in Figure 3-10 below, only one transaction in FY 2011/12 was made for a Zone 3 trip; 125 rides to Zone 2 and 23 to Zone 1 were recorded. By far the most common transaction in FY 2011/12 was for the regular Paratransit fare.

Figure 7-16 Cash Fare Usage Summary, B-Line Paratransit – FY 2011/12

Fare Type	Transactions, FY 2011/12	% of Total
Regular Paratransit Fare	50,019	94.5%
Unclassified ("Dump")*	2,611	4.9%
Zone 2	125	0.2%
RA4 Additional Fare	83	0.2%
Short Fare Paid	47	0.1%
Zone 1	23	0.0%
Zone 3	1	0.0%
Total	52,909	100.0%

Source: BCAG

*Note: a "dump" occurs when fare payments temporarily become jammed in the fare collection equipment. Operators press a "dump key" that dumps all cash and coins into the holding box without giving the system a chance to classify the revenue.

SYSTEMWIDE PERFORMANCE

This section talks about five-year performance trends for B-Line's fixed route services.

Fixed Route Five-Year Performance Data/Indicators

Below is a summary of key findings related to B-Line fixed route service ridership, productivity, and performance over the past five fiscal years using various service and cost performance indicators. Figure 7- displays five performance metrics for all, urban, and rural B-Line services from FY 2008/09 through FY 2012/13. Note that, in practice, the "rural" designation is applied to all routes that operate outside of Chico, but some of these routes also operate within Chico (e.g., Route 20).

Figure 7-17 B-Line Performance Metrics, FY 2008/09 – FY 2012/13

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	% Chg FY 09- FY13
OPERATING COST						
Total	\$4,489,866	\$4,601,620	\$5,025,326	\$5,214,821	\$5,464,353	21.7%
Urban	\$2,962,418	\$3,028,679	\$3,066,826	\$3,227,788	\$3,313,163	11.8%
Rural	\$1,527,448	\$1,572,941	\$1,958,500	\$1,987,033	\$2,151,190	40.8%
FARE REVENUE						

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	% Chg FY 09- FY13
Total	\$947,583	\$1,125,317	\$1,197,642	\$1,246,467	\$1,300,616	37.3%
Urban	\$674,966	\$743,671	\$767,597	\$757,691	\$757,424	12.2%
Rural	\$272,617	\$381,646	\$430,045	\$488,776	\$543,192	99.3%
VEHICLE SERVICE HOURS						
Total	67,006	67,297	67,383	70,817	70,901	5.8%
Urban	46,307	46,383	43,717	46,161	45,756	-1.2%
Rural	20,699	20,914	23,667	24,776	25,144	21.5%
VEHICLE SERVICE MILES						
Total	1,053,539	1,058,065	1,084,201	1,086,583	1,134,226	7.7%
Urban	551,836	536,018	521,829	509,964	552,249	0.1%
Rural	501,703	522,046	562,373	576,618	581,977	16.0%
PASSENGERS						
Total	1,284,761	1,237,284	1,178,509	1,306,431	1,361,955	6.0%
Urban	977,561	932,307	839,387	892,116	938,859	-4.0%
Rural	307,200	304,977	339,122	414,315	423,096	37.7%

Sources/Notes:

FY 2007 - FY 2009 from previous performance audit - previous audit had an apparent calculation error for "total fixed route" in FY 2007-08

FY 2010 - FY 2013 VSH, VSM, Passengers from "FY X-X Summary" documents, supplied by B-Line staff

FY 2010 - FY 2012 FTEs from SCO reports

FY 2010 - FY 2012 revenues and operating expenses from BCAG Basic Financial Statements

FY 2013 revenues and operating expenses from "BCAG Notes to FS 6/30/13" document

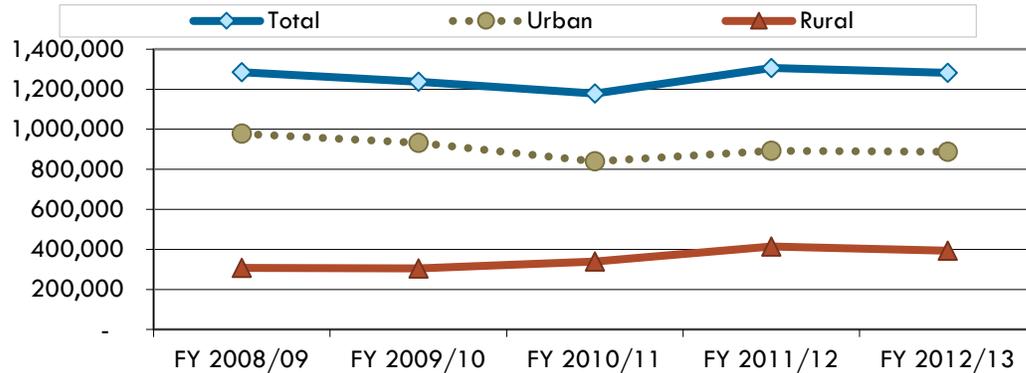
Effect of Service Changes in FY 2010/11

Due to the implementation of the recommendations outlined in the Market Based Study on November 1, 2010 (and subsequent service revisions in April 2011), a number of performance metrics changed significantly in FY 2010/11. For example, operating costs for rural services increased 24.5% that year, partly as a result of the addition of Route 32 (Gridley – Chico). Additionally, the number of passengers on B-Line decreased by nearly 5% as a result of route restructuring within Chico.

Ridership

Overall, B-Line ridership has remained relatively steady over the past five years.

Figure 7-18 B-Line Ridership, FY 2008/09 – FY 2012/13



Despite the steadiness in overall passengers, the share of passengers per service type shifted noticeably between FY 2008/09 and FY 2012/13. Driven by ridership losses of 4.6% in FY 2009/10 and 10% in FY 2010/11, B-Line’s urban ridership fell 9.2% over the five year review period. By contrast, ridership on the rural routes grew by 28.2% over this same period. Given that ridership stayed relatively constant overall, it is possible that some former local route riders may have switched to regional routes within Chico in recent years. These fluctuations in ridership are largely due to the route restructurings and additional services that were implemented in November 2010 and April 2011.

B-Line Performance Indicators

Several indicators are used to evaluate a transit system’s productivity and efficiency. A summary of seven indicators over the five-year review period are presented in Figure 7-19.

Figure 7-19 B-Line Performance Indicators, FY 2008/09 – FY 2012/13

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	% Chg FY09 – FY13
OPERATING COST PER HOUR						
Total	\$67.01	\$68.38	\$74.58	\$73.64	\$77.07	15.0%
Urban	\$63.97	\$65.30	\$70.15	\$69.92	\$72.41	13.2%
Rural	\$73.79	\$75.21	\$82.75	\$80.20	\$85.55	15.9%
OPERATING COST PER PASSENGER						
Total	\$3.49	\$3.72	\$4.26	\$3.99	\$4.01	14.8%
Urban	\$3.03	\$3.25	\$3.65	\$3.62	\$3.53	16.5%
Rural	\$4.97	\$5.16	\$5.78	\$4.80	\$5.08	2.3%
OPERATING COST PER MILE						
Total	\$4.26	\$4.35	\$4.64	\$4.80	\$4.82	13.0%

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	% Chg FY09 – FY13
Urban	\$5.37	\$5.65	\$5.88	\$6.33	\$6.00	11.8%
Rural	\$3.04	\$3.01	\$3.48	\$3.45	\$3.70	21.4%
PASSENGERS PER HOUR						
Total	19.2	18.4	17.5	18.4	19.2	0.2%
Urban	21.1	20.1	19.2	19.3	20.5	-2.8%
Rural	14.8	14.6	14.3	16.7	16.8	13.4%
PASSENGERS PER MILE						
Total	1.2	1.2	1.1	1.2	1.2	-1.5%
Urban	1.8	1.7	1.6	1.7	1.7	-4.0%
Rural	0.6	0.6	0.6	0.7	0.7	18.7%
AVERAGE FARE PER PASSENGER						
Total	\$0.74	\$0.91	\$1.02	\$0.95	\$0.95	29.5%
Urban	\$0.69	\$0.80	\$0.91	\$0.85	\$0.81	16.8%
Rural	\$0.89	\$1.25	\$1.27	\$1.18	\$1.28	44.7%
FAREBOX RECOVERY RATIO						
Total	21.1%	24.5%	23.8%	23.9%	23.8%	12.8%
Urban	22.8%	24.6%	25.0%	23.5%	22.9%	0.3%
Rural	17.8%	24.3%	22.0%	24.6%	25.3%	41.5%

Sources/Notes:

FY 2007 - FY 2009 from previous performance audit - previous audit had an apparent calculation error for "total fixed route" in FY 2007-08

FY 2010 - FY 2013 VSH, VSM, Passengers from "FY X-X Summary" documents, supplied by B-Line staff

FY 2010 - FY 2012 FTEs from SCO reports

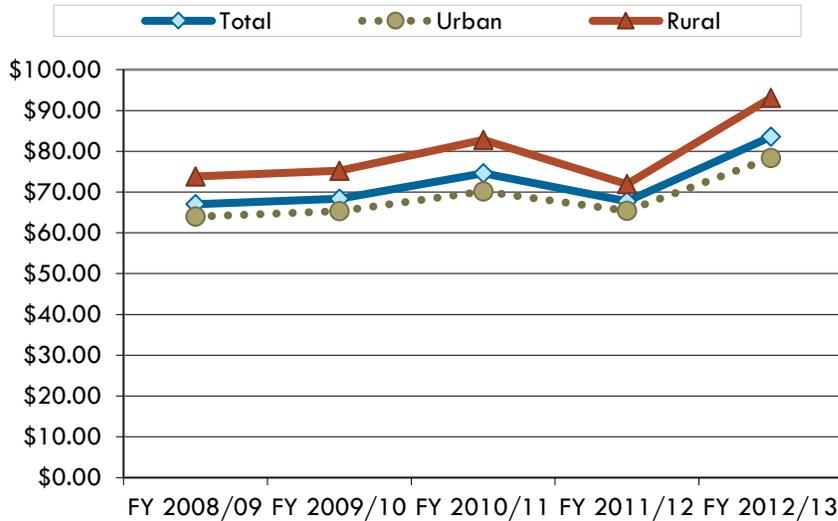
FY 2010 - FY 2012 revenues and operating expenses from BCAG Basic Financial Statements

FY 2013 revenues and operating expenses from "BCAG Notes to FS 6/30/13" document

Operating Cost per Hour

Overall, hourly costs for all fixed route services increased 15% over the five year period (from \$67.01 in FY 2008/09 to \$77.07 in FY 2012/13). Over the first three years of the review period, hourly costs for both urban and rural routes rose gradually, only to fall slightly in FY 2011/12 as increases in vehicle service hours outpaced operating cost increases in that year. Hourly costs rose again in FY 2012/13 (see Figure 7-20).

Figure 7-20 Operating Cost per Hour

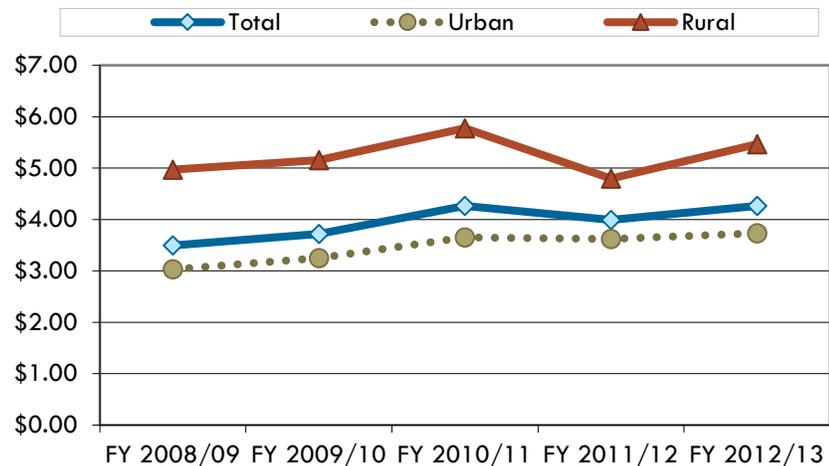


Operating Cost per Passenger

Because B-Line rural services attract fewer passengers than the urban routes, rural costs per passenger are higher overall. Nevertheless, due to the 22% increase in ridership on rural routes in FY 2011/12, operating costs per passenger dropped 17% for rural routes, which resulted in an overall drop of this metric of 6.4% for all fixed route services combined in that year.

Nevertheless, over the five-year review period, operating cost per passenger for all fixed route services increased 14.8%, due in large part to the effects of the route restructuring in FY 2010/11, when operating costs jumped while ridership fell (see Figure 7-figure 7-21).

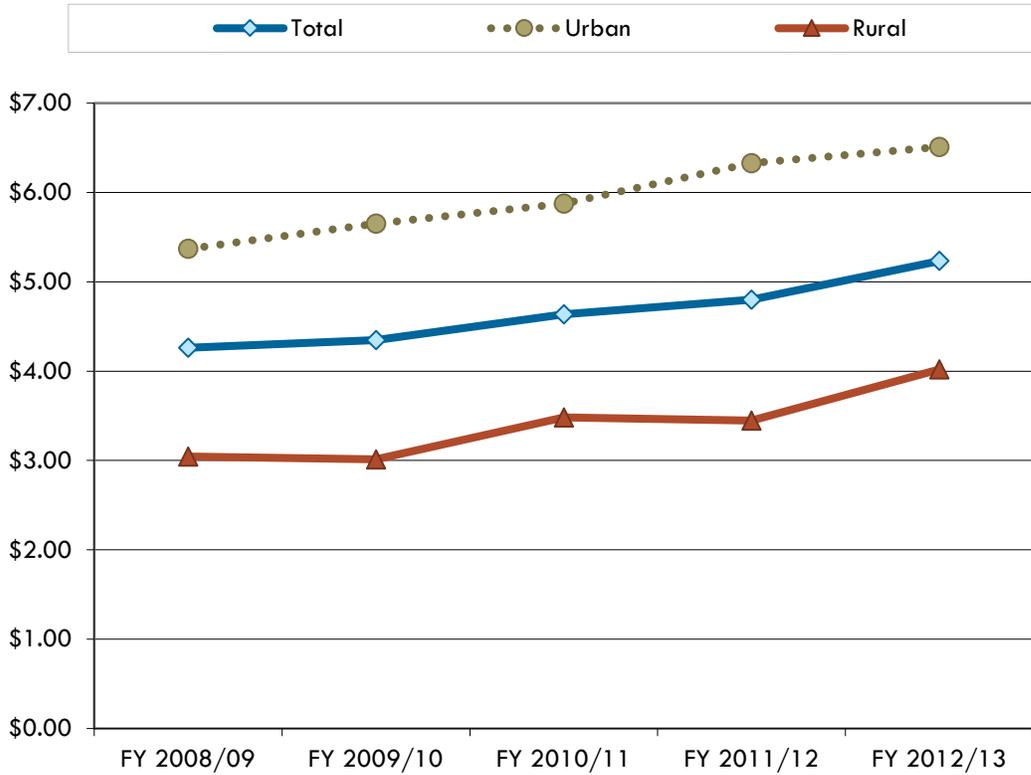
Figure 7-21 Operating Cost per Passenger



Operating Cost per Mile

Operating cost per mile for all services increased gradually over the five-year review period, despite a slight decrease (5.2%) in the cost per mile for urban routes in FY 2012/13. From FY 2008/09 to FY 2012/13, the operating cost per mile for B-Line fixed route services increased 13% from \$4.26 in FY 2008/09 to \$4.82 in the most recent fiscal year (see Figure 7-22).

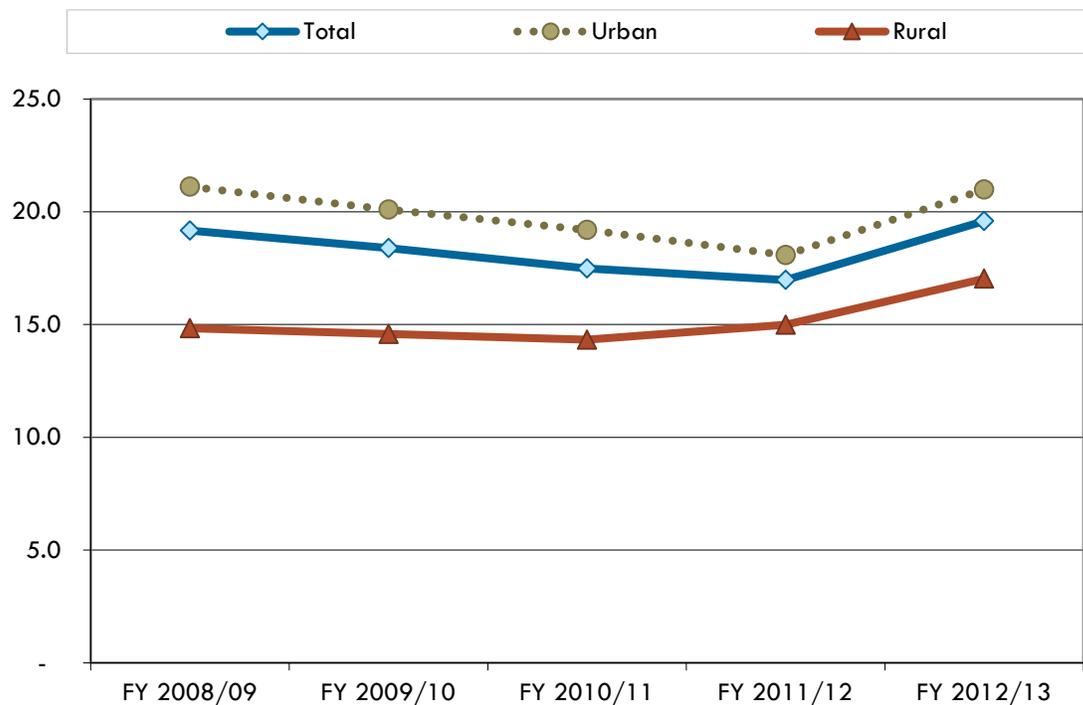
Figure 7-22 Operating Cost per Mile



Passengers per Hour

Despite year-to-year fluctuations, B-Line productivity has remained remarkably consistent between FY 2008/09 and FY 2012/13, at 19.2 passengers per hour. This consistency masks the longer term positive effects of the last route restructuring: even though the initial changes resulted in short-term ridership loss, the changes reversed a three-year trend of falling service productivity; in FYs 2011/12 and 2012/13, the years following the changes, passengers per hour consistently improved (see Figure 7-23).

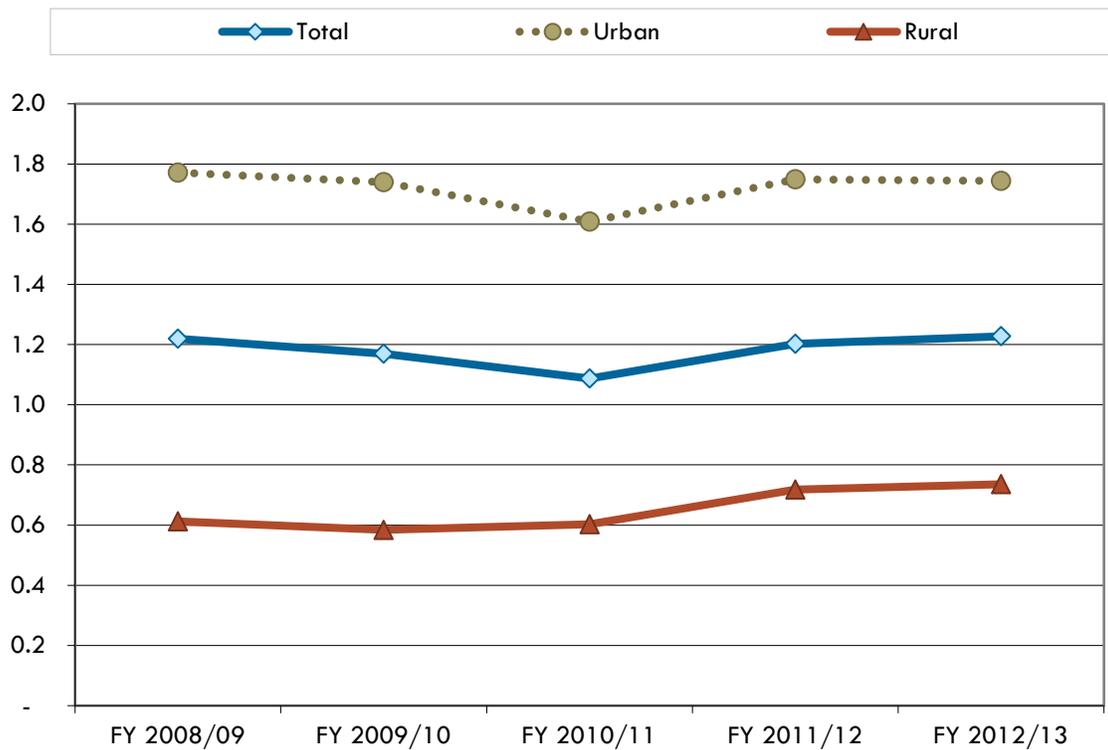
Figure 7-23 Passengers per Hour



Passengers per Mile

Over the course of the five-year review period, the number of passengers per revenue mile fluctuated but remained relatively consistent overall, falling slightly by 1.5% between FY 2008/09 and FY 2012/13. The number of passengers per mile hit a five-year low of 1.1 in FY 2010/11 when urban ridership and revenue miles both fell as a result of service changes implemented that year.

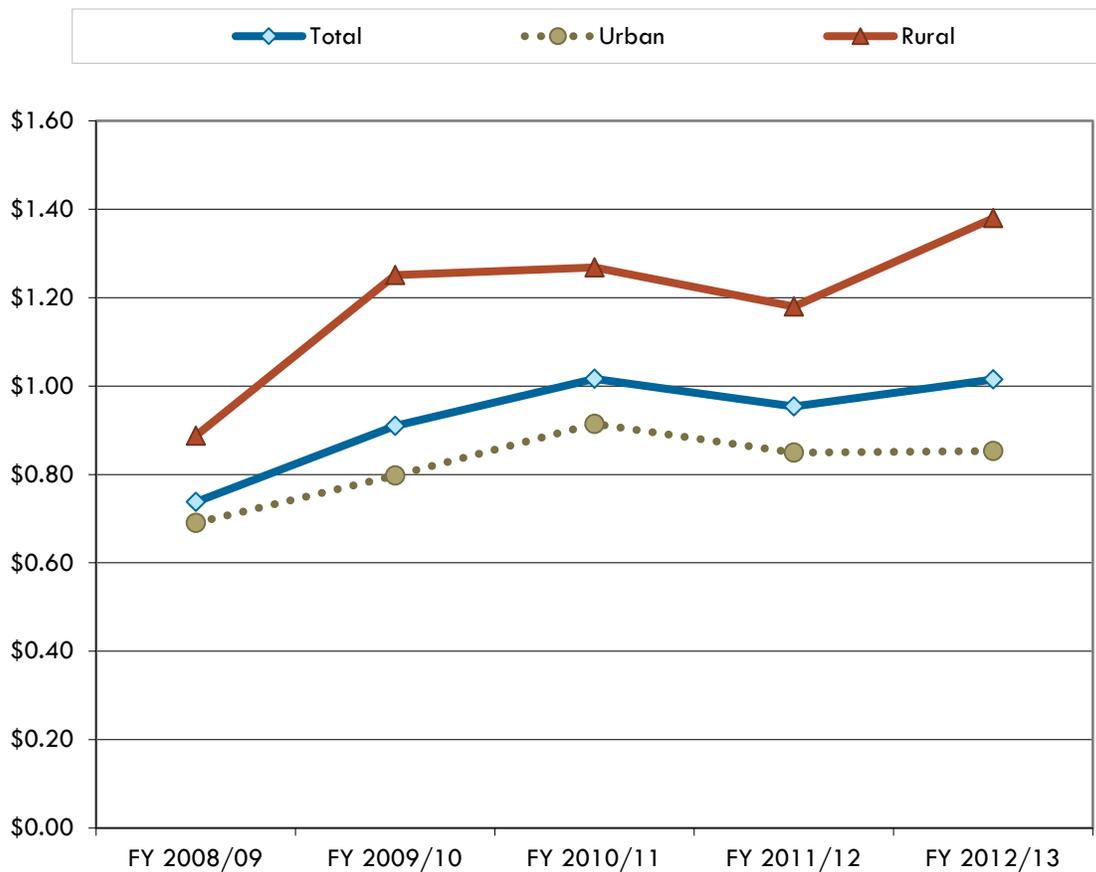
Figure 7-24 Passengers per Mile



Average Fare per Passenger

Average fare revenue per passenger for B-Line fixed route services has remained relatively consistent since fares were raised in July 2009, which resulted in an 18.8% increase in fare revenue and a 23.3% increase in the average fare per passenger in FY 2009/10. Over the five-year review period, the average fare per passenger increased nearly 30%, reflecting not only the fare increase but also ridership and revenue gains over the past two fiscal years (see Figure 7-25).

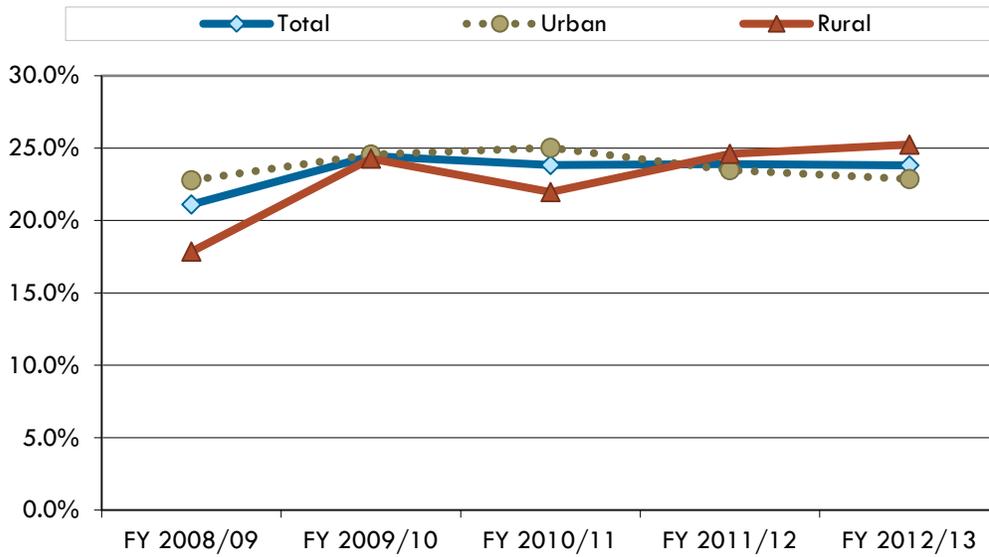
Figure 7-25 Average Fare per Passenger



Farebox Recovery Ratio

B-Line's farebox recovery ratio has consistently been strong, exceeding the 20% urban and 10% rural TDA requirements each year of the five-year review period. In fact, the farebox recovery ratio for all services increased 12.8% between FY 2008/09 and FY 2012/13, reflecting the fact that fare revenue increases outpaced operating costs in three of the five years.

Figure 7-26 Farebox Recovery Ratio



MID-TERM PLAN (2017 – 2027)

In the mid-term, B-Line would largely build on the short-term investments in transit service and amenities. In Chico, this would consist of combining Routes 15N and 15S to form the “Route 1” “BRT-lite” transit corridor, and regionally, service changes would largely work to ensure that BCAG is running the right type of services and making key infrastructure investments to support longer distance travel.

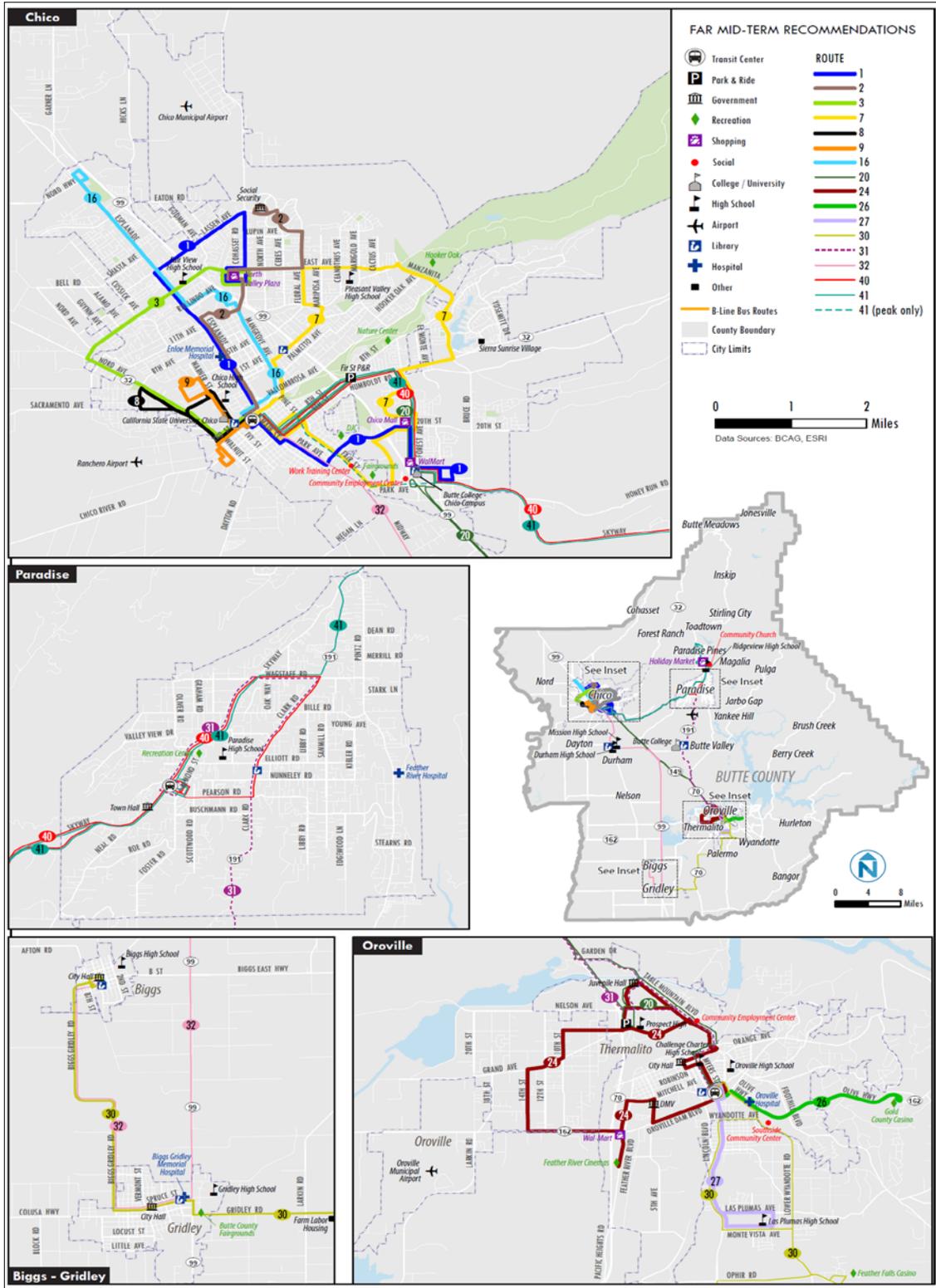
Service Changes in the Mid-Term

B-Line service changes in the mid-term are largely driven by major initiatives, described below. As seen in Figure 7-27, B-Line service in the mid-term is very similar to the short-term plan, having used the short-term changes as a foundation for enhanced service in key locations. The most significant change is the consolidation of Routes 15N and 15S into a through-routed Route 1, bringing the idea of a true transit corridor to fruition.

The mid-term recommendations for Oroville and Paradise service are much more general, and include:

- Consider additional hours and services on weekends.
- Consider additional cost sharing and/or service partnerships with regional casinos, if not implemented in the short-term timeframe.

Figure 7-27 Mid-Term Service Plan Recommendations



Resource Allocation in the Mid-Term

In the mid-term, during peak service (i.e., when CSUC is in session) B-Line will still require a total of **25 peak buses** (one fewer than today and the same as in the short-term) and approximately **254 revenue hours** on a school service weekday. This total is slightly less than current revenue hours, which are approximately 257 revenue hours, and also slightly less than short-term levels (see Figure 7-28) due primarily to speed efficiencies and reduced stops in the new Route 1 corridor.

Figure 7-28 Mid-Term Annual Resource Allocation

Route Number	Route Name	Annual Revenue Hours*			Difference 2016 - 2027	% Difference
		2013 (Scheduled)	2016 (Proposed)	2027 (Proposed)		
Chico Local						
1 "Short"	DTC to Mall	0	0	4,590	4,590	100%
1 "Long"	NVP to Mall via DTC	0	0	13,956	13,956	100%
2	Esplanade/Ceres	4,400	5,927	5,927	0	0%
3	Nord/East	4,419	4,525	4,525	0	0%
4	First/East	5,094	0	0	0	0%
5	East 8th Street	5,224	0	0	0	0%
7	Manzanita Loop CW	0	4,142	4,142	0	0%
7	Manzanita Loop CCW	1,849	4,142	4,142	0	0%
8	Nord	1,359	1359	1359	0	0%
9 / 9c	Oak/Warner/Cedar	2,460	2,460	2,460	0	0%
15N	NVP/Lassen Express	8,160	8,477	0	(8,477)	-100%
15S	Park & Mall Loop	8,160	11,344	0	(11,344)	-100%
16	Esplanade/Mangrove	3,402	3,453	3,453	0	0%
Subtotal		44,527	45,829	44,544	(1,275)	-3%
Oroville Local						
24	Thermalito Loop CW	1,836	2,805	2,805	0	0%
25	Oro Dam	1,046	0	0	0	0%
26-27	Hospital/Casino & S Oroville	2,945	3,060	3,060	0	0%
Subtotal		5,825	5,865	5,865	0	0%
Intercity						
20	Chico - Oroville	7,360	7,360	7,360	0	0%
30	Oroville - Biggs	1,642	1,642	1,642	0	0%
31	Oroville - Paradise	472	472	472	0	0%
32	Chico - Gridley	510	510	510	0	0%

Route Number	Route Name	Annual Revenue Hours*			Difference 2016 - 2027	% Difference
		2013 (Scheduled)	2016 (Proposed)	2027 (Proposed)		
40 / 40x	Chico - Paradise	5,233	5,233	5,233	0	0%
41	Chico - Magalia	4,012	4,012	4,012	0	0%
46	Feather River Hospital	389	0	0	0	0%
Subtotal		19,573	19,092	19,092	0	0%
Grand Total		69,927	70,785	69,510	(1,275)	-2%

* Includes 13% assumed layover rate for 2016 and 2027 data. Totals do not include Route 90 (Jesus Center) services.

Major Transit Initiatives

Route 1 “Transit-Emphasis Corridor”

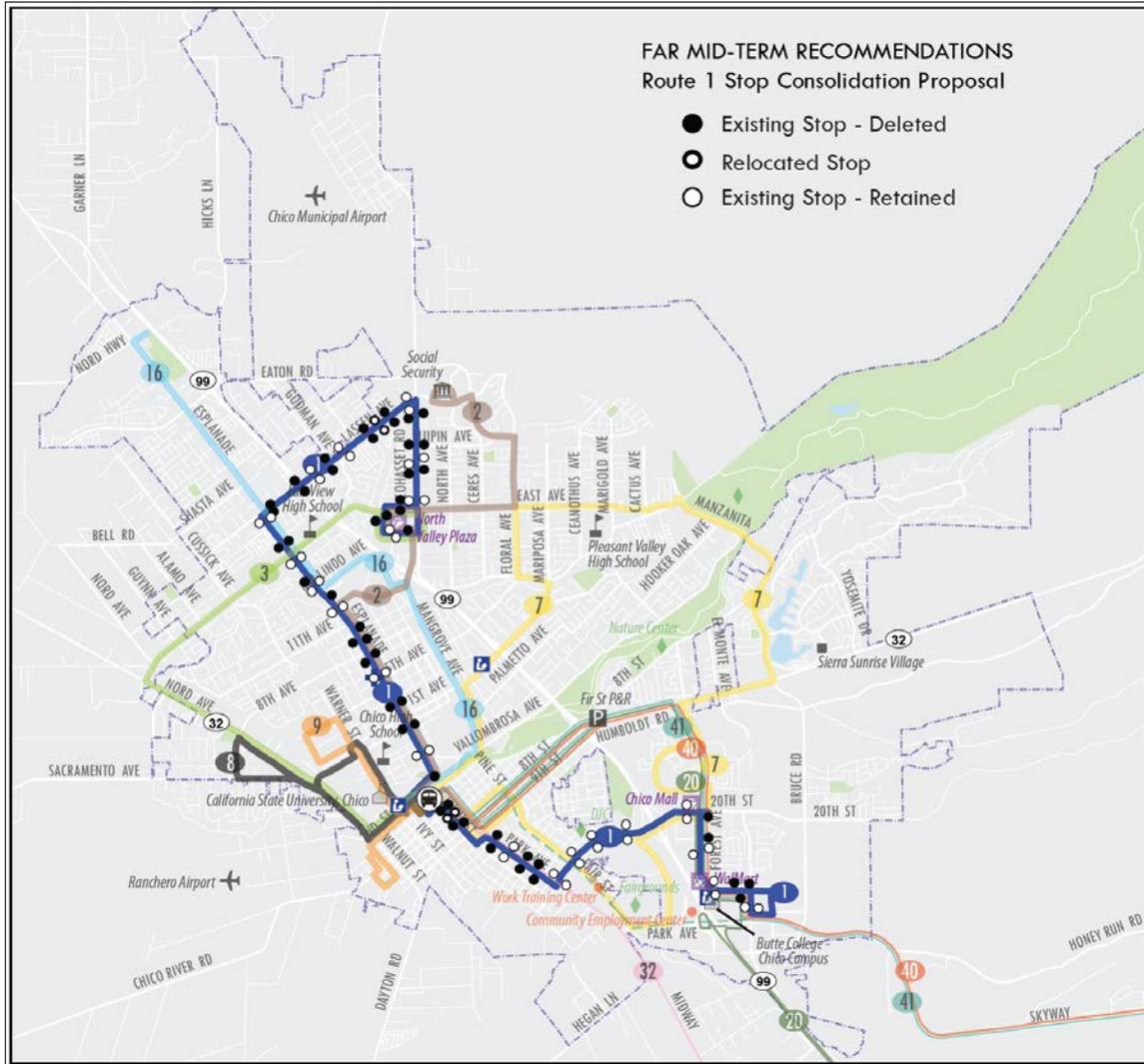
Successful “transit-emphasis corridors” or “transit-priority corridors” are arterials that are served by fast, frequent, and very “identifiable” transit service(s).

- In the short-term, Route 15S will become known as a “transit-emphasis corridor” due to its 15-minute frequency during the peak period and convenient service to and between major popular destinations.
- In the near mid-term, Routes 15N and 15S would be through-routed and rebranded as “Route 1.” Proposed mid-term frequencies would remain as they are in the short-term plan; on weekdays, service on the south end of the route (i.e., between the downtown transit center and the Mall area) would consist of two alternating runs – 1 ‘short’ and 1 ‘long.’ 1 ‘short’ would operate between the Mall area and the downtown transit center every 15 minutes in the peak, and 1 ‘long’ (between the Mall and North Valley Plaza via downtown) would operate every 30 minutes all day.
- In the far mid-term, the next major transit improvement(s) to be funded would be those that increase average operating speeds and improve service reliability. The ultimate goal is to determine how much the average speed needs to be increased to reduce the peak pullout requirement for Route 1 by one (1) bus. Reducing the bus requirement on this route could save as much as \$300,000/year in operating costs. It is possible to determine the Net Present Value of a 10-year cost savings in operating funds and use that to determine how much might be invested in capital projects to achieve the increased speeds. Potential capital program speed improvement projects could include:
 - Transit signal priority
 - Wider/targeted stop spacing
 - Off-board fare payment

Any of these improvements would reinforce the strength of the transit corridor, helping to solidify it in riders’ minds as the “backbone” of B-Line’s Chico

operations. Figure 7-29 below shows a recommended approach to reduce bus stops along Route 1 in the far mid-term.

Figure 7-29 Potential B-Line Route 1 Stop Spacing



Finally, another strategy to cement the importance of this corridor would be to implement special bus stop and vehicle branding. For illustration only, a sample mockup of a Route 1 “BRT lite” bus is provided as a concept to show how it could be distinguished from the other routes (see Figure 7-30 below).

Figure 7-30 B-Line Route 1 Bus: Sample Branding Concept



Expanded Park & Ride Strategy

B-Line currently serves two Caltrans park & rides in Butte County – Fir Street Park & Ride in Chico, and Oroville Park & Ride, located at Highway 70 and Grand Avenue. Park & rides are a convenient and very visible access point to transit service for commuters who have access to an automobile but do not wish to commute via car. In the mid-term, there are several opportunities to increase the role of park & rides as multimodal hubs within Butte County.

Chico: Fir Street “Park & Bike or Ride”

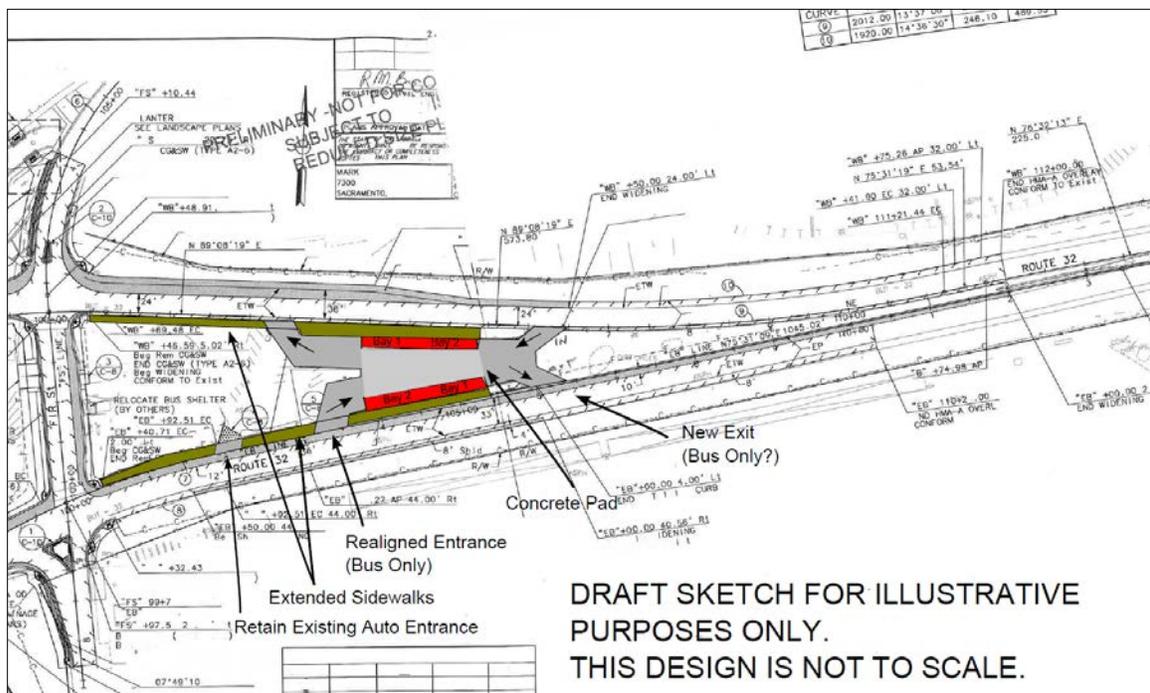
Currently, only Routes 5, 20, and 40X serve the Fir Street Park & Ride, which is owned and maintained by Caltrans. The current location of the Fir Street Park & Ride bus stop makes expanding services at the park & ride difficult. However, with a few targeted changes to the design of the east parking lot, the Fir Street Park & Ride could be converted to a key resource for both the city of Chico and B-Line; perhaps it could even morph into an “eastside” multimodal station with a transit facility, park & ride lot, bike facilities and better pedestrian crossings on SR 32. In the summer of 2016, the City of Chico began construction on their SR 32 Multi-Modal project. While improvements to transit, bike and ped are being made, the City of Chico is aware of BCAG’s “mid-term” improvements and are ensuring they do not construct any obstacles inconsistent with the potential mid-term improvements identified.

In the far mid-term, the east lot at the park & ride could be rebuilt following the “sketch” proposal below (Figure 7-8). Streamlining the stops to allow for easy entry from the inner lanes of SR 32 permits the following:

- Rerouting Route 20 off of Highway 99 to follow Routes 40/41 up Forest Ave and down SR 32 into downtown Chico at all times

- Allowing Routes 40/41 to also serve the park & ride at all times
- Additionally, due to its proximity to Lower Bidwell Park (particularly the multi-use path entrance off of 8th Street adjacent to the park & ride), the Fir Street Park & Ride could be marketed as a regional entry point for the park for hikers and bicyclists, underscoring the benefits of enabling Routes 20, 40, and 41 to serve the park & ride.
- Given the very wide right of way, an opportunity exists to provide a multiuse path connecting Fir St. and Forest Ave. or Bruce St. along the north side of SR 32.

Figure 7-31 Proposed Fir Street Park & Ride Relocation/Expansion



Regional Park & Rides

Park & rides can also serve as hubs for different types of service; in addition to being served by fixed routes, they can also function as vanpool start points. In fact, in the mid- to long-term, there are several opportunities for additional park & rides throughout Butte County:

- **Oroville.** The current park & ride lot adjacent to Highway 70 has a total of 30 parking spaces. If there were demand for additional parking spaces in this area, BCAG could explore a shared parking agreement with Home Depot at Nelson Avenue & 3rd Street to provide additional capacity. If this option were pursued, Route 20 would need to be slightly modified to serve this lot.

- **Paradise.** There is an opportunity to pair a park & ride lot with a new transit center in Paradise, which will help simplify transit routing in the area, in addition to attracting potential new riders. The new facility could be located on Black Olive Drive, north of Birth Street and adjacent to Paradise Community Park. The small gravel parking lot just north of the park could be repurposed to serve BCAG customers.
- **Gridley.** Route 32 will remain in service (albeit with a small bus/paratransit vehicle) in the short-term timeframe, serving Gridley and Biggs via Durham. In the mid-term timeframe and if applicable given employment demographics, it may make more sense to implement vanpools between these locations (see below). Regardless of the service type, BCAG could work with Gridley to install a park & ride using shared parking spaces at the Butte County Fairgrounds. This park & ride lot could support either fixed route or vanpool services, or a combination of both.

In the long-term, BCAG may choose to implement a Butte County-to-Sacramento commute service, possibly using park & rides as major stops within the county.

New Downtown Transit Center

In the mid-term, and possibly in conjunction with the City's upcoming Downtown Access Plan planning processes, BCAG should work with the City to establish a new transfer location in downtown designed to expedite transit services (by reducing the amount of circling to reach the location) and to make connections between routes more intuitive.

Ultimately, the objective of a new downtown transit center in Chico would be to elevate the visibility of transit, and improve the experience of being a transit user in Chico. It would allow for better-timed connections among routes, offer a comfortable passenger facility, allow B-Line service to be streamlined, and promote development and activity in downtown Chico. When transit centers have been developed in central urban locations adjacent to key activity centers and shopping areas, they have provided a steady stream of patrons to local businesses while people wait for buses and transfer between buses. In theory, a new transit center should:

- Have space to accommodate the next 20 years of growth.
- Have adequate boarding/alighting space, layover space and circulation space to ensure smooth operations.
- Provide safe and convenient access for pedestrians and bicyclists.
- Provide a pleasant atmosphere for passengers.
- Meet the needs of bus drivers (including driver amenities such as a restrooms and break room).
- Provide an operations outpost for the transit agency, allowing B-Line riders to collect information about the service and talk with a customer service representative.

Potential New Transit Center Location

While identifying and vetting new transfer center locations deserves a separate planning process of its own, one concept for a new location for the transfer center was identified in downtown Chico. Although this is not proposed at this time, looking at new locations in Chico provides context for how future service changes might be implemented.

An example of a conceptual location is on West 4th Street in downtown Chico, between Main and Broadway Streets, immediately adjacent to City Plaza (see Figure 7-32). This location would require shutting this block of 4th Street to through traffic (save for deliveries/loading), and would also require BCAG and the City to work with adjacent businesses to ensure that access to an off-street parking lot from Main Street alone would be sufficient.

Figure 7-32 Sketch Concept of 4th Street Transit Center



Source map: Google

While relocating the transit center would involve coordinating with several entities including the City, adjacent businesses, and other stakeholders, and would incur moderate capital costs, the benefits likely would outweigh the costs. Relocating the transit center to 4th Street would result in the following:

- **Reduce bus-turning movements, thereby increasing safety for all modes downtown.** According to this analysis, during one peak hour (e.g., 7 a.m. to 8 a.m.), current B-Line bus routes operating both to and from the Downtown Transit Center make a total of approximately 100 turns. A 4th Street transit center, by contrast, would require 50% fewer turning movements.¹ Reducing the number of turning movements also reduces route running times and minimizes opportunities for collisions with drivers, bicyclists, and pedestrians.

¹ Assuming that Routes 1 and 7 would serve stops on Broadway and Main Streets, buses in the mid-term would make a total of 44 turning movements to/from the transit center during one morning peak hour.

- **Increase visibility of B-Line bus service.** By centralizing B-Line bus operations in downtown Chico, the service could attract more riders. Additionally, the presence of B-Line buses near the city park would help residents and visitors alike better understand the ingrained nature of the transit system with the city and region.

Implementing Vanpool Service

Vanpool programs are cost effective means for providing commute transportation to employment sites. In Butte County, the most practical implementation of a vanpool service would be as a replacement for Route 31 (Paradise – Oroville) in the short- to mid-term timeframe. BCAG may also consider implementing vanpool service along Route 32 (Biggs – Gridley – Chico) in the mid-term timeframe. In the late mid-term timeframe, BCAG may also consider introducing vanpool services in Magalia and other flag-stop service areas.

Typically, vanpool programs may be managed by local or regional transit agencies, which provide vehicles, fuel, maintenance and full insurance coverage but charge a fare that is divided among the passengers. However, private options are available as well, with national operators such as VRide and Enterprise able to facilitate small (i.e., one vehicle) vanpool operations if appropriate.

Additionally, some employers subsidize vanpool fares as an employee benefit or when addressing congestion or parking problems. For both public and private operations, the vanpool must identify a driver, who typically does not pay part of the fare. Ridematching services can also help facilitate and promote vanpooling; these services can be operated by public, private, or nonprofit organizations. Regardless of whether a vanpool program is operated in-house or by a contractor, a small administrative staff is needed to manage vanpool records, service issues, etc.

In practice, vanpools offer a higher degree of flexibility than fixed route services. For example, the precise route and schedule of the service are developed by participants themselves, with the service able to pick up vanpool participants at their residences and drop them off at their workplaces. Additionally, vanpools may be organized in such a way as to originate at and/or serve other park & ride lots.

LONG-TERM SERVICE PLAN (TO 2040)

In the long-term service plan, BCAG would continue to build on the foundations of the short- and mid-term service plans. Service changes would largely be dependent on urbanization and development throughout Chico and the region; in particular, service expansion, such as new coverage routes, would be reliant on new pockets of development on Chico and Oroville's outskirts as well as new roadway connections. New transit-priority corridors could also be added within Chico (and potentially Oroville) pending increased development (or redevelopment) within existing built-up areas.

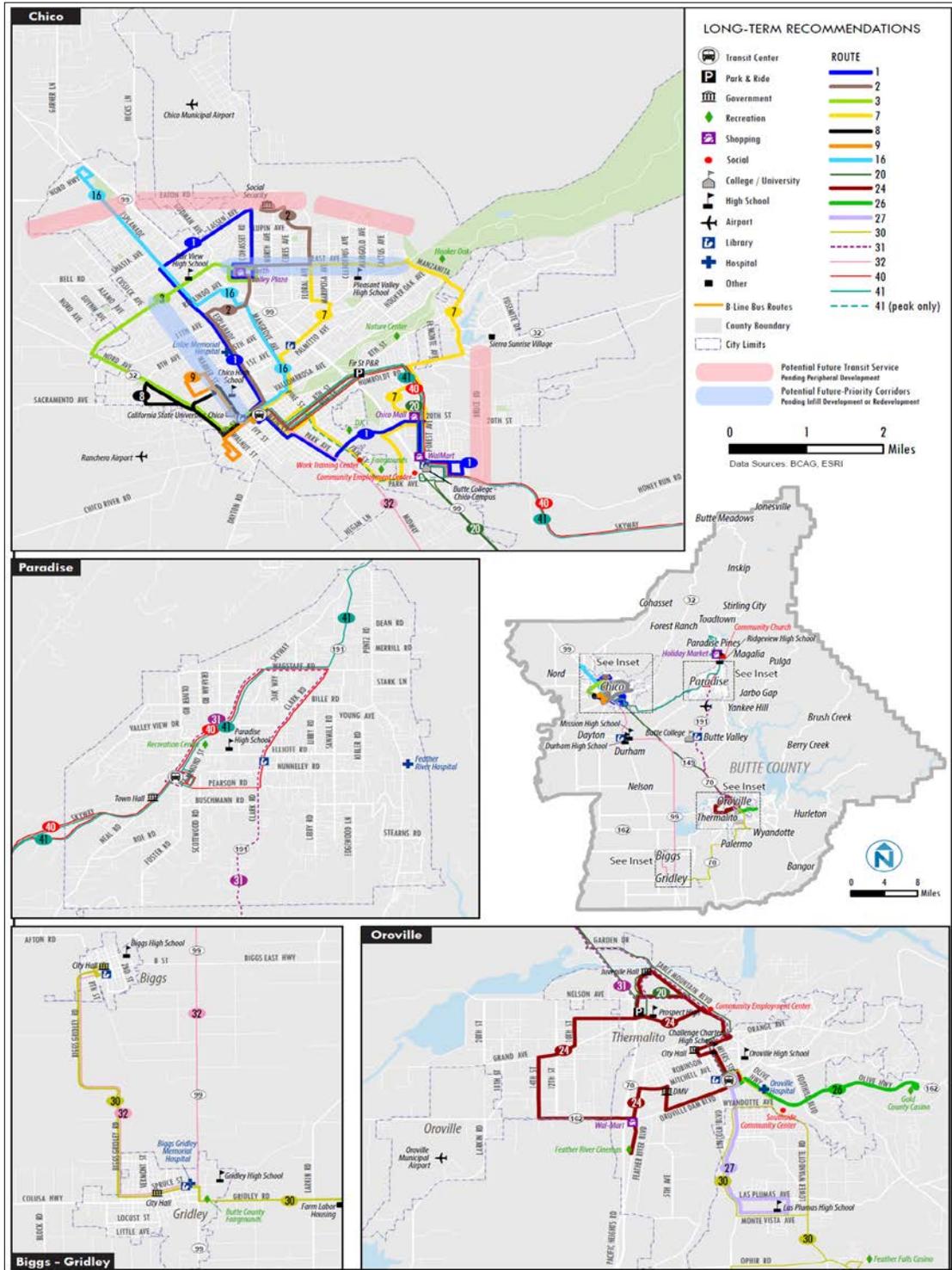
Major Transit Initiatives

Much of the long-term service plan is speculative as it is highly dependent on future development throughout Butte County.

Major long-term transit initiatives include the following elements:

- **Additional coverage routes.** Pending development on the edges of Chico, particularly along the Eaton Corridor and Bruce Road near Chico Mall, BCAG could expand transit services to include additional coverage routes serving these areas. Ideally, any coverage routes would take advantage of new roadways connecting development areas with each other as well as older areas of Chico.
- **Additional transit-priority corridors.** Again, subject to increased infill development and/or redevelopment in existing built-up areas, BCAG could expand the “transit-priority corridor” concept in Chico, designating such arterials such as East Avenue and Warner Street as high-quality transit corridors. (Note: a Warner Street transit corridor is dependent on the completion of the street extension between West 7th Avenue and West 11th Avenue.)
- **Transit Village development at North Valley Plaza.** In the long-term, BCAG could work with the City of Chico and other major stakeholders to spearhead higher-density, transit-oriented development at North Valley Plaza. (Refer to the “Community Design Standards in Support of Service Design Standards” on page 6-14 for additional guidance.)
- **Potential regional transit consolidation.** In the long-term timeframe, BCAG may wish to further increase coordination, or pursue service consolidation, with other intra- and inter-regional transit providers, including Butte College, Glenn Ride, and Yuba-Sutter Transit. One option could be to form a regional Joint Powers Agreement (JPA) to oversee all regional transit operations.

Figure 7-33 Long-Term Service Plan: Potential New Coverage Routes and Transit-Priority Corridors



CONCLUSION

Proposed changes to B-Line services in the short-term time horizon (by 2016) are focused on streamlining services and providing greater efficiencies. The recommendations for mid- (2017 through 2027), and long-term (to 2040) time horizons include investments to speed transit and to serve portions of Butte County, primarily in Chico, where transit investments will be appropriate given anticipated development.

Several of B-Line's existing routes perform well and were not modified in the service recommendations. Others can better meet performance standards and address demand. The BCAG Travel Demand Model forecasts an increase in daily ridership, using a FY 2012 base year, with ridership growth at 2% by FY 2015, assuming short-term improvements (does not assume anything other than route changes). By FY 2020, ridership growth within the near mid-term timeframe is calculated to be 7%, with growth doubling to 14% by FY 2027. Assuming the changes made in the mid-term scenario are carried forward to the longer term, even without some potential expansion routes, ridership is calculated to be 24% greater in 2035 than it is today.

Even with modest changes to the system and essentially status quo operating levels, Butte County's jurisdictions will enjoy some reductions in VMT, along with related reductions in GHG emissions, although the impacts to GHG are small: reductions in emissions overall are estimated to range from about 0.25% to 0.27% of existing emissions (see TNMTP, Appendix D for more information at: <http://www.bcag.org/Planning/Transit--Non-Motorized-Transportation-Plan/index.html>).

When major investments are made in transit capital projects or service operations, transit has the potential to displace the additional emissions caused by traffic congestion. In other words, as more passengers choose transit and private auto travel declines, cars and trucks will consume less fuel from idling in traffic. Under certain VMT growth scenarios, especially in urban areas already facing substantial congestion, these reductions may be significant. To the extent that B-Line service enhancements may get drivers off the road, traffic volumes may decrease, and congestion would in turn be reduced; however, given recommended investments in transit which are limited due to available funding, no major levels of displacement are projected in Butte County over the 25-year horizon of this planning effort.

Implementation of the transit service plan will require investment in several new capital projects, some of which are optional. These include improvements to the North Valley Plaza transfer center and the implementation of Route 1 "BRT lite" improvements. A recommended capital investment for Caltrans includes improvements to the Fir Street "Park & Bike or Ride" in Chico as well as the development of additional park & rides throughout Butte County in Oroville, Paradise, and Gridley. Finally, a new Downtown Chico Transit Center is recommended.

SOCIAL SERVICE TRANSPORTATION

Butte County boasts a network of social service agencies providing specialized transportation to their clients. Most agencies assisting with client transportation needs provide transit tickets, mileage reimbursement, or a combination of mechanisms. Several agencies, however, have their own vehicles and staff providing curb-to-curb or door-to-door Paratransit service. Ridership is limited to program clients based on the individual agency's criteria. The largest in-house social service transportation system in Butte County is the Work Training Center (WTC) which operates 24 vehicles transporting clients throughout Butte County. Vehicle capacities vary from 8 to 18 passengers. Service for WTC is funded by the Far Northern Regional Center.

COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN

During the 2007/08 fiscal year, BCAG developed a Coordinated Public Transit-Human Services Transportation Plan in response to the coordinated planning requirements of SAFETEA-LU. The Coordinated Plan developed recommendations for use of new and continuing funding in Butte County under FTA:

- New Freedom Program (Section 5317)
- Job Access & Reverse Commute [JARC] (Section 5310 formally 5316)
- Seniors and Persons with Disabilities capital funds (Section 5310)
- Intercity Bus Program (Section 5311(f))

SAFETEA-LU required this locally developed plan to establish a “unified comprehensive strategy for public transportation service delivery” through a coordinated planning process to address unmet needs of target populations. Funds available under the new FAST Act programs are matched by local human service resources and other funding to leverage more transportation for targeted persons.

The Coordinated Plan identifies the transportation needs of individuals with disabilities, older adults, and people with low incomes, provides strategies for meeting those local needs and prioritizes transportation services for funding and implementation. Projects selected for funding must be derived from the locally developed coordinated public transit – human services transportation plan that minimally includes the following elements at a level consistent with available resources and the complexity of the local institutional environment:

- Assessment of available services identifying current providers (public, private, non-profit);
- Assessment of needs for individuals with disabilities, older adults and people with low incomes;

- Strategies and/or activities to address the identified gaps and achieve efficiencies in service delivery;
- Relative priorities for implementation based on resources, time, and feasibility for implementing specific strategies / activities identified.

Figure 7-34
Butte County Coordination Plan
Target Population Transportation Needs, Resources & Possible Responses

Target Population	Special Transportation Needs and Concerns	Transportation Modes	Potential Transit or Transportation Projects/ Solutions
Seniors, Able-Bodied	<ul style="list-style-type: none"> - Lack of knowledge about resources - Concern about safety and security - Awareness that time when driving might be limited 	<ul style="list-style-type: none"> - Fixed-route transit - Point deviation and deviated FR - Senior DAR - Special purpose shuttles: recreation, nutrition, shopping 	<ul style="list-style-type: none"> - Single point of information - Educational initiatives, including experience with bus riding <u>before</u> it is needed - Buddy programs; assistance in "trying" transit - Transit fairs, transit seniors-ride-free days or common pass
Seniors, Frail and Persons Chronically Ill	<ul style="list-style-type: none"> - Assistance to and through the door - Assistance with making trip arrangements - On-time performance and reliability critical to frail users - Assistance in trip planning needed - Need for shelters - Need for "hand-off" for very frail 	<ul style="list-style-type: none"> - ADA Paratransit - Emergency and non-emergency medical transportation - Escort/Companion - Volunteer drivers - Special purpose shuttles - Mileage reimbursement service 	<ul style="list-style-type: none"> - Escorted transportation options - Door-through-door assistance; outside-the-vehicle assistance - Increased role for volunteers - Technology that provides feedback both to consumer and to dispatch; procedures to identify frailest users when traveling - Individualized trip planning and trip scheduling assistance - Expanded mileage reimbursement program - Driver sensitivity training - Appropriately placed bus shelters

<p>Persons with Disabilities</p>	<ul style="list-style-type: none"> - Service quality and reliability - Driver sensitivity and appropriate passenger handling procedure - Concerns about wheelchair capacity on vehicles/ pass-bys - Need for shelters - Sometimes door-through-door or issues of "hand-off" 	<ul style="list-style-type: none"> - Fixed-route transit - ADA Paratransit - Emergency and non-emergency medical transportation - Special purpose shuttles - Escort/Companion 	<ul style="list-style-type: none"> - Single point of information; information as universal design solution - Continuing attention to service performance; importance of time-sensitive service applications - Driver education and attention to procedures about stranded or pass-by passengers with disabilities - Aggressive program of bus shelters - Vehicles, capital replacement
<p>Persons of Low-income and Homeless Persons</p>	<ul style="list-style-type: none"> - Easy access to trip planning information - Fare subsidies (bus tokens or passes) that can be provided in a medium that is not cash - Breaking down the culture of poverty that uses transportation as the difficulty for not moving about the community - Difficulties of mothers with multiple children - Need to bring along shopping carts - Difficulties with transfers within and between systems; long trips 	<ul style="list-style-type: none"> - Fixed-route transit - Point deviation and deviated FR - Special purpose shuttles (work, training, special education, Headstart, recreation) - Van pools, ride sharing, car sharing 	<ul style="list-style-type: none"> - Creative fare options available to human services agencies - Increased quantity of bus passes available - Universal pass for services across county - Bus passes available to those searching for jobs or in job training programs; cost-effective - Special shuttles oriented to this population's predictable travel patterns - Education about transit to case managers, workers with this population - Feedback to transit planners on demand; continued work to improve transit service levels (coverage, frequency, span of hours) - Training of staff to train consumers - Vanpool assistance, ride-sharing connections

Figure 7-34

Target Population Transportation Needs, Resources & Possible Responses - Continued

<p>Persons with Sensory Impairments</p>	<ul style="list-style-type: none"> - Difficulty in accessing visual or auditory information - Possible door-to-door for visually impaired - Driver sensitivity 	<ul style="list-style-type: none"> - Fixed route transit - ADA Paratransit - Demand response - Volunteers/ mileage reimbursement 	<ul style="list-style-type: none"> - Single point of information; information in accessible formats - Guides (personal assistance) through information - Driver training critical to respond to needs
<p>Persons with Behavioral Disabilities</p>	<ul style="list-style-type: none"> - Medications make individuals sun-sensitive and waiting in the sun is not an option. - Medications cause thirstiness; long hour waits can lead to dehydration. - Mental illnesses can make it frightening to be in public spaces. - Impaired judgment and memory 	<ul style="list-style-type: none"> - Fixed route transit - ADA Paratransit - Special purpose shuttles - Escort/Companion 	<ul style="list-style-type: none"> - Possibly special shuttles oriented to these known predictable travel needs - Driver training projects to provide skills at managing/ recognizing behaviors of clients - Aggressive program of bus shelters - "Hand-off" can be critical for confused riders, passing them off to a responsible party - Important that driver understand rider conditions

Figure 7-35

Butte County Coordination Plan Recommended Goals, Objectives and Suggested Strategies

VISION: TO IMPROVE MOBILITY FOR BUTTE COUNTY SENIORS, PERSONS WITH DISABILITIES AND PERSONS OF LOW INCOME THROUGH COORDINATED PROJECTS AND PARTNERSHIPS

<p>GOAL 1.0: FACILITATING LEADERSHIP AND INFRASTRUCTURE</p>	
<p>1.1 Establish a regional Mobility Manager/CTSA capability to provide leadership on coordination around specialized transportation needs in Butte County.</p>	<p>1.1.1 Identify lead agency for regional Mobility Manager/CTSA.</p> <p>1.1.2 Define roles and responsibilities of the Regional Mobility Manager/CTSA for the near-term and the longer term.</p> <p>1.1.3 Establish a strategic oversight committee inviting highest level agency representation with BCAG with large human service agencies funding transportation services that could include: County Depts. of Public Social Services, Behavioral Health and Public Health as well as non-profits First Five, Far Northern Regional Center, North Valley Catholic Social Services.</p> <p>1.1.4 Establish mechanisms to promote coordination including elements such as updating annually the resource inventory, establishing coordination working groups and periodic newsletters.</p> <p>1.1.5 Continue to expand the planning partners base and grow membership in the Regional Mobility Manager/CTSA structure; establish ongoing mechanisms for communication via email, surface mail and other strategies, using this feedback as one tool for updating the annual inventory.</p>

Figure 7-35
Butte County Coordination Plan Recommended Goals, Objectives and
Suggested Strategies - Continued

<p>1.1 Establish a regional Mobility Manager/ CTSA capability to provide leadership on coordination around specialized transportation needs in Butte County.</p>	<p>1.1.6 Promote the visibility of the Regional Mobility Manager/CTSA and its function as a resource to its planning partners, utilizing all possible methods of communication.</p>
<p>1.2 Establish the Regional Mobility Manager's role in "growing" and strengthening projects responsive to the coordination vision, its goals and objectives.</p>	<p>1.2.1 Work at the agency and project levels to promote and identify potential coordination projects, assisting planning partners in designing effective projects and pursuing funding.</p>
	<p>1.2.2 Establish a technical assistance capability for the Regional Mobility Manager/CTSA to provide support to human services transportation agencies related to service efficiency, effectiveness and safety.</p>
<p>1.3 Promote agency-level mobility managers within agencies and within social service systems through the Call for Projects and through outreach by the Regional Mobility Manager/CTSA.</p>	<p>1.3.1 Identify, promote and develop agency-level mobility managers as internal transportation advocates and information resources.</p>
	<p>1.3.2 Establish formalized relationships between the Regional Mobility Manager/CTSA and the agency-level mobility managers to ensure collaboration.</p>
	<p>1.3.3 Identify specific action areas and activities by which the Regional Mobility Manager/CTSA and the agency level mobility managers can work together to promote the coordination of Visions and Goals.</p>
<p>1.4 Develop visibility around specialized transportation issues and needs, encouraging high-level political and agency leadership.</p>	<p>1.4.1 Conduct a biennial summit to include highest leadership levels within the county, and all stakeholder partners to promote coordination successes, collaborative activities, and to address outstanding policy issues in specialized transportation.</p>
	<p>1.4.2 Promote the inventory database as a coordination tool, possibly in concert with 211/ 511 processes, encouraging participation and use at all levels and utilizing both web-based and paper products.</p>
<p>1.5 Address physical infrastructure needs that assist pedestrians and thereby aid transit.</p>	<p>1.5.1 Work with local jurisdictions to improve pedestrian access to bus stops, including sidewalks and curb cuts.</p>
	<p>1.5.2 Continue and expand as feasible, existing programs of placement of bus stop amenities, including bus benches and bus shelters, focusing on highest use areas, transfer locations and terminus or other areas with long waits between vehicle runs.</p>

Figure 7-35
Butte County Coordination Plan Recommended Goals, Objectives and
Suggested Strategies - Continued

GOAL 2.0 BUILDING SERVICES	
2.1 Promote the <u>QUANTITY</u> of public transit, paratransit and specialized transportation services provided.	2.1.1 Review policies for pass and bus ticket purchase and pass distribution and develop voucher program strategies to increase the availability of fares subsidized for the lowest income individuals.
	2.1.2 Expand availability of public transit services into later evening and earlier morning timeframes; increase Saturday and Sunday services; increase service frequencies on highest use routes with attention to inter-community routes.
	2.1.3 Pursue pilots for “same-day, immediate needs” for those specialized transit users who required some limited same-day service capability.
	2.1.4 Continue dialog with secondary and post-secondary education systems to identify potential coordinated transportation projects, potentially for support services and possibly for direct service delivery.
2.2 Promote the <u>QUALITY</u> of public transit, paratransit and specialized transportation services provided.	2.2.1 Strengthen service provision capabilities of human services transportation providers through projects that promote coordinated driver training opportunities, technology solutions, communication improvements, coordinated maintenance and vehicle back-up capabilities, pooled insurance opportunities and other such strategies.
	2.2.2 Pilot trip brokering and vehicle resource sharing capabilities, through CTSA leadership, to increase the ability of existing transportation resources to provide more trips.
	2.2.3 Develop volunteer-based, coordinated projects that can address some special needs.
	2.2.4 Promote coordinated systems solutions to special needs groups such as, dialysis patients, youth from outlying communities, low-income workers traveling to/from third-shift jobs, incarcerated homeless, among others.
	2.2.5 Support fleet improvements including replacement of capital with lift-equipped and newer equipment.

Figure 7-35
Butte County Coordination Plan Recommended Goals, Objectives and
Suggested Strategies - Continued

GOAL 2.0 BUILDING SERVICES, continued	
2.3 Develop strategies for improving transportation solutions to outlying, low-density areas of the county.	<p>2.3.1 Promote pilot solutions to address the following corridors or areas of travel and others that may be identified through collective data gathering:</p> <ul style="list-style-type: none"> ○ Gold Country Casino in Kelly Ridge ○ Oroville to Palermo ○ Between Oroville and Yuba/ Sutter ○ Thermalito to Gridley, Thermalito to Oroville <p>And:</p> <ul style="list-style-type: none"> ○ Berry Creek and Buckeye ○ Concow, Deadwood, Yankee Hill ○ Areas around Lake Oroville, including Feather Falls ○ Palermo ○ Kelly Ridge
	2.3.2 Collect data to document such isolated trip needs, at the case manager level, to better report the type, quantity and timing of trip needs from specific geographic areas.
	2.3.3 Collect data to document and therefore possibly address the mobility needs of “hidden populations” including agricultural workers and others.
2.4 Promote coordinated responses for those support services that will strengthen and enhance community transportation services.	2.4.1 Explore support service opportunities such as for shared vehicle maintenance, joint procurement of parts and fuel, and vehicle back-up, among other options.
	2.4.2 Explore coordinated insurance options , including insurance pools and volunteer driver insurance to assist small agencies.
	2.4.3 Develop procedures to improve the accuracy of reporting of human services transportation trips to ensure full “credit” for trips provided by this sector.

Figure 7-35
Butte County Coordination Plan Recommended Goals, Objectives and
Suggested Strategies - Continued

GOAL 3.0 ENHANCING INFORMATION PORTALS	
3.1 Develop information portal tools for wide distribution of information.	3.1.1 Invite through the Calls for Projects strategies that establish, promote, enhance and extend transit and specialized transit information portals .
	3.1.2. Build upon existing B-Line information pieces and create additional information tools oriented to direct human service agency staff, aiding them in accessing specialized transportation services on behalf of their consumers.
	3.1.3 Improve methods of information distribution by working through the SSTAC, survey database and other strategies to get transit information into more consumer and agency personnel hands.
	3.1.4 Ensure that the regional Mobility Manager/CTSA's information tools are maintained and kept current with service changes, establishing standardized mechanisms by which public operators and Measure A providers advise the Mobility Manager(s) of anticipated service changes.
	3.1.5 Integrate available and planned transportation information resources with attention to 211/ 511 opportunities in relation to the information needs of the target populations and their caseworkers, working through existing, regionally-oriented information systems.
3.2 Actively promote travel training, mobility training and bus buddy opportunities to a wide range of audiences, including consumers and their agency representatives.	3.2.1 Invite through the Calls for Projects mobility training strategies that establish, promote, encourage and implement any travel training experience that encourages users and prospective users to ride public transit. Programs may be geared toward any subgroup of the target population and focus on building consumers' skills and agency personnel transit knowledge.
	3.2.2 Hold periodic transit workshops , distributed geographically across the county, to keep human services personnel current with available transportation resources and information tools, and apprise them of upcoming changes to the public transit network.
3.3 Evaluate and report on transportation pilots, to identify successes and less-than-successful initiatives and modify plans accordingly.	3.3.1 Identify, promote and train human service organizations in standardized reporting that accurately counts transportation services provided.
	3.3.2 Establish performance goals , as set by participating agencies, against which to measure performance, report on these and adapt service plans where actual performance indicates adjustment is needed.

CONSOLIDATED TRANSPORTATION SERVICE AGENCY (CTSA)

Butte County was designated the Consolidated Transportation Service Agency (CTSA) for Butte County in 1981. However, since the consolidation of B-Line in 2005, BCAG has assumed the role and responsibilities as the CTSA for practical purposes.

OTHER TRANSPORTATION OPTIONS

Glenn County operates the *Glenn Ride* service to Chico, thus opening the public transit options between Butte and Glenn County. This service runs everyday except Sunday, with seven round trips weekdays (operating between 6:20 a.m. – 7:00 p.m.) and three trips on Saturday (from 9:20 a.m. to 6:00 p.m.). Plumas County Transit offers one round trip every Wednesday from Quincy, arriving in Chico at 10:20 a.m. and departing at 3:00 p.m. Private firms also provide transportation services within the region. Greyhound Lines provides service along the SR 99/70 corridor, with several stops within Butte County. Other private transportation services operating in Butte County include limousines, airport shuttles, taxi service, pedi-cabs, and non-emergency medical transport.

TRANSIT NEEDS ASSESSMENT

As the administrator of Transportation Development Act (TDA) funds for Butte County, BCAG is charged with performing the annual Unmet Transit Needs (UTN) process which includes the development of the Transit Needs Assessment.

In Butte County, the UTN process entails a comprehensive public outreach program and series of open house style meetings throughout the county, culminating with a public hearing before the BCAG Board of Directors to obtain testimony on perceived unmet transit needs that may be reasonable to meet. The purpose of this process is to ensure that all unmet transit needs that are reasonable to meet are met before funds are expended for non-transit uses, such as streets and roads.

Once the testimony is obtained, it is analyzed to determine if there are any transit needs that meet the adopted definitions of “Unmet Transit Need” and “Reasonable to Meet”. This analysis report, called the Transit Needs Assessment, is reviewed by the Social Services Transportation Advisory Council (SSTAC), which provides a recommendation for Unmet Transit Needs Findings to the BCAG Board of Directors. If the Board determines there are unmet transit needs that are reasonable to meet, the affected jurisdiction must satisfy those needs before any TDA funds may be expended for non-transit purposes.

Workshops are typically held during the months of October through November in Chico, Oroville, Paradise and Gridley to obtain comments. These meetings, along with a public hearing, are promoted in local newspapers, on the buses, on the internet, and through the social service agencies. If individuals are unable to attend a meeting, they are encouraged to submit their comments by phone, email, or comment card. Comment cards are available on all transit vehicles. All comments received, whether in person or by another method, receive equal consideration when being analyzed.

Staff then holds a meeting of the BCAG Social Services Transportation Advisory Council to review the assessment and formulate a recommendation to the Board.

Based on the testimony and analysis with the adopted definitions of unmet transit needs and reasonable to meet, the BCAG Board of Directors is **required** to make one of three findings:

1. There are no unmet transit needs
2. There are no unmet transit needs that are reasonable to meet
3. There are unmet transit needs, including needs that are reasonable to meet

If there are transit needs that are reasonable to meet, these must be funded before Transportation Development Act funds can be used for non-transit purposes, such as streets and roads.

Unmet Transit Needs

Unmet transit needs are those trips required, but currently not provided and not scheduled to be provided within Butte County, for individuals dependent on public transit to maintain a minimum standard of living.

Reasonable to Meet

Reasonable to Meet shall include all of the following factors:

- 1) Cost Effectiveness: The cost to provide the service will meet the minimum farebox recovery ratio.
- 2) Economy: The project can be implemented at reasonable cost.
- 3) Community Acceptance: Support exists as indicated through the public hearing process.
- 4) Operational Feasibility: The service must be safe to operate.

TRANSIT PLANNING

The Transit and Bicycle & Pedestrian chapters of this 2016 RTP/SCS is the direct work product from a comprehensive Transit and Non-Motorized Transportation Plan completed in 2015. In addition, in 2015, BCAG completed the Chico to Sacramento Commuter Transit Feasibility Study to take a market based approach to see if commuter transit would support itself. While the data looks promising, BCAG is currently researching sustained funding opportunities and grants to implement a demonstration project. Other planning efforts include the development of a Regional PEV Readiness and Feasibility Study beginning in the 2016/2017 fiscal year. In addition, during the 2016/17 federal fiscal year, BCAG will begin the environmental component to look at the future construction of a new transit center in the Town of Paradise. This effort began with the transferring of federal CMAQ funds in the 2015/2016 fiscal year. These funds are expected to be available around January 2017 to begin the environmental component.

Going back farther, since the 2008 RTP, BCAG has prepared a market based transit study and has implemented many of its recommendations. The goal of the study, as BCAG's first formal transit study, was to emphasize community participation and determine whether B-Line could provide better transit services with its limited financial resources. Initial transit changes were implemented in the fall of 2010 with minor modifications in the spring of 2011 as a result of customer feedback.

In addition, construction of the Oroville Transit Center began in the summer of 2011. A park and ride lot in Paradise was completed in the summer of 2012.

In the 2007/08 fiscal year, BCAG developed a comprehensive Bus Stop Improvement Plan. During the 2008/09 fiscal year, BCAG pursued the concept of using an advertising company to install and maintain bus shelters. In the spring of 2010, BCAG entered into contract with Stott Advertising Agency. To date, this public/private partnership has resulted in the construction and installation of 50 new bus shelters and maintenance of all bus shelters for the region. The need for bus shelters was repeatedly one of the highest ranking needs expressed by passengers.

During the 2012/13 fiscal year, BCAG entered into a partnership with HelpCentral.org, a regional Human Services and Transportation clearinghouse website, in order to develop a "One Stop Shop" for information on coordinated Human Services and Transportation services within Butte County. The project is designed to provide all residents and visitors to Butte County simple and easy access to information regarding relevant human services available within the County, transportation options for both fixed route and paratransit and trip planning opportunities.

The project involves utilizing the current HelpCentral.org website, updating all of the Human Services contact information, updating all of the transportation services contact and scheduling information, then integrating this into the B-Line website in order to provide B-Line customers direct access. The transit services section will include schedules and trip planning capabilities, as well as links to paratransit eligibility certification.

A secondary aspect of this project is the intent to begin the process, and ultimately, the installation of a 211 phone/website program in order to provide access to those within the Region that do not have internet access; specifically seniors and the disabled.

Since the 2012 RTP/SCS, BCAG continues to work with the cities, town, county and the public to address issues facing transit service within Butte County. In recent years, the cost of providing public transit service has increased significantly due to factors such as the Americans with Disabilities Act (ADA) paratransit requirements, increased service hours to meet public demand, and overall costs associated with transit operations, specifically the cost of insurance and fuel. As a result of these increased costs, some jurisdictions within Butte County utilize their full apportionment of Transportation Development Act (TDA) funds to provide existing transit service.

ADA PARATRANSIT PROGRAM

The Americans with Disabilities Act (ADA), which passed in 1990, is federal civil rights legislation requiring persons with disabilities to be provided with equal access to all of the facilities and opportunities available to non-disabled persons. The Act's implications for transit operators are dramatic. Specific sections of the Act deal with everything from lift design and facility accessibility to employment. Perhaps the most far-reaching part of the Act for transit operators is the Comparable Paratransit Service provision. Under this provision, fixed route transit operators are held responsible for providing a level of paratransit service for those who cannot utilize fixed route transit. This paratransit service must be equal in most respects to the fixed route service they provide regardless of the accessibility of the fixed route service. The transit operator need not operate the comparable service directly, but must ensure that such service is fully available and is marketed to the disabled population as defined by the Act.

The Act allows transit operators five years to develop and implement paratransit service that complies with the intent and letter of the Act. Specific milestones must be met within the five-year development period. In order to monitor the progress of transit operators in complying with the Act, transit operators are required to produce a Complementary Paratransit Service Plan, which outlines the efforts and progress made. Operators are also required to update this plan annually until full compliance is achieved.

BCAG is in full compliance with the ADA for providing complementary paratransit service.