

City of Alameda
Paratransit



*Transportation for Seniors
and People With Disabilities*

City of Alameda Paratransit Program Fiscal Year 2015/2016

Funded by Measure B

Sponsors:

City of Alameda Public Works Dept
Mastick Senior Center



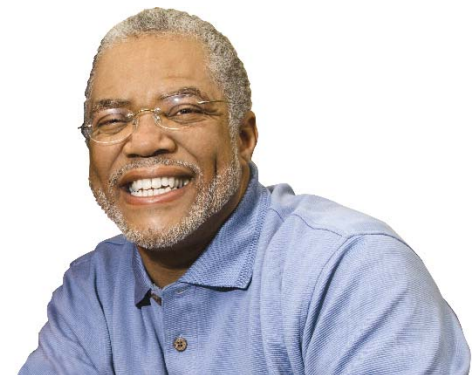
Agenda Overview

- Service Overview
- Program Changes
- Budget
- Planning Process Overview



Service Overview

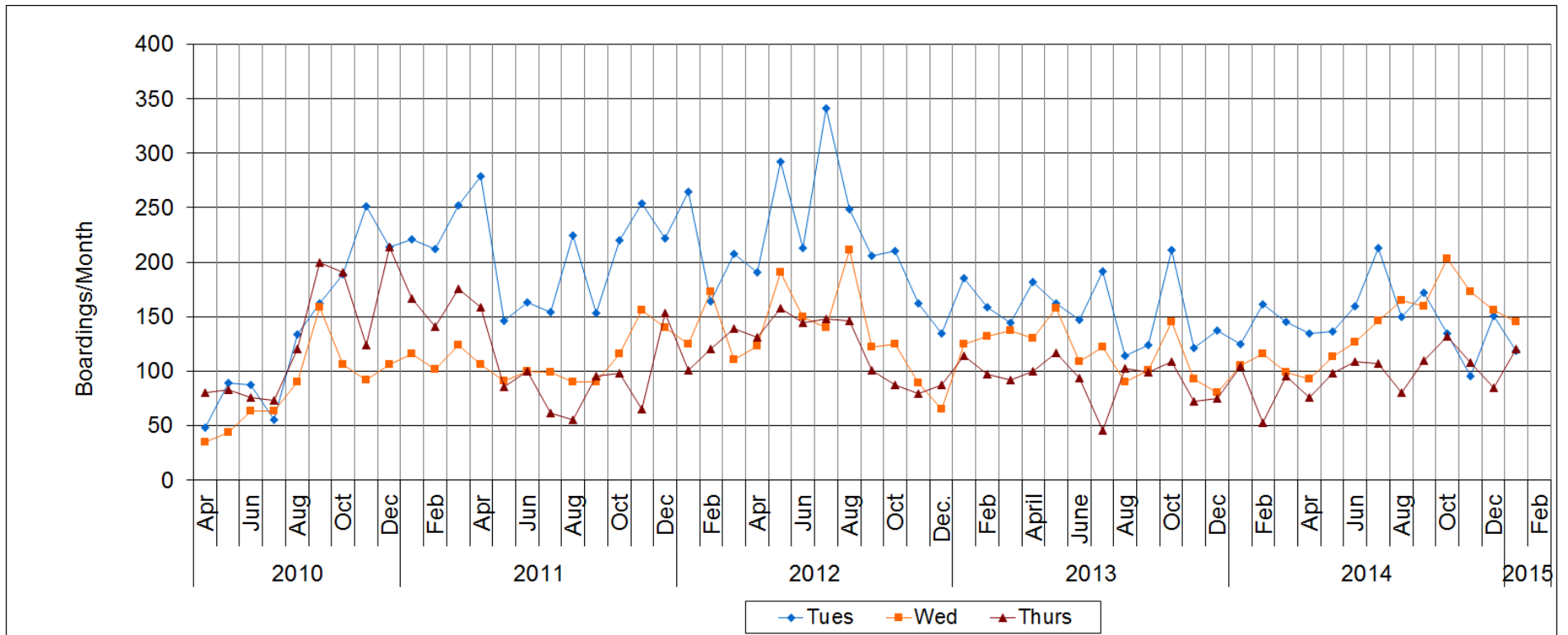
- **Shuttle Service:**
 - Acts as a bridge between AC Transit and EBP
- **Taxi Services:**
 - Provide same day services
- **Group Trips:**
 - Provide leisure activities
- **Scholarship Program:**
 - Assists low-income individuals
- **Volunteer Driver Program: (new!)**
 - Door-through-door service



Service Overview - Shuttle

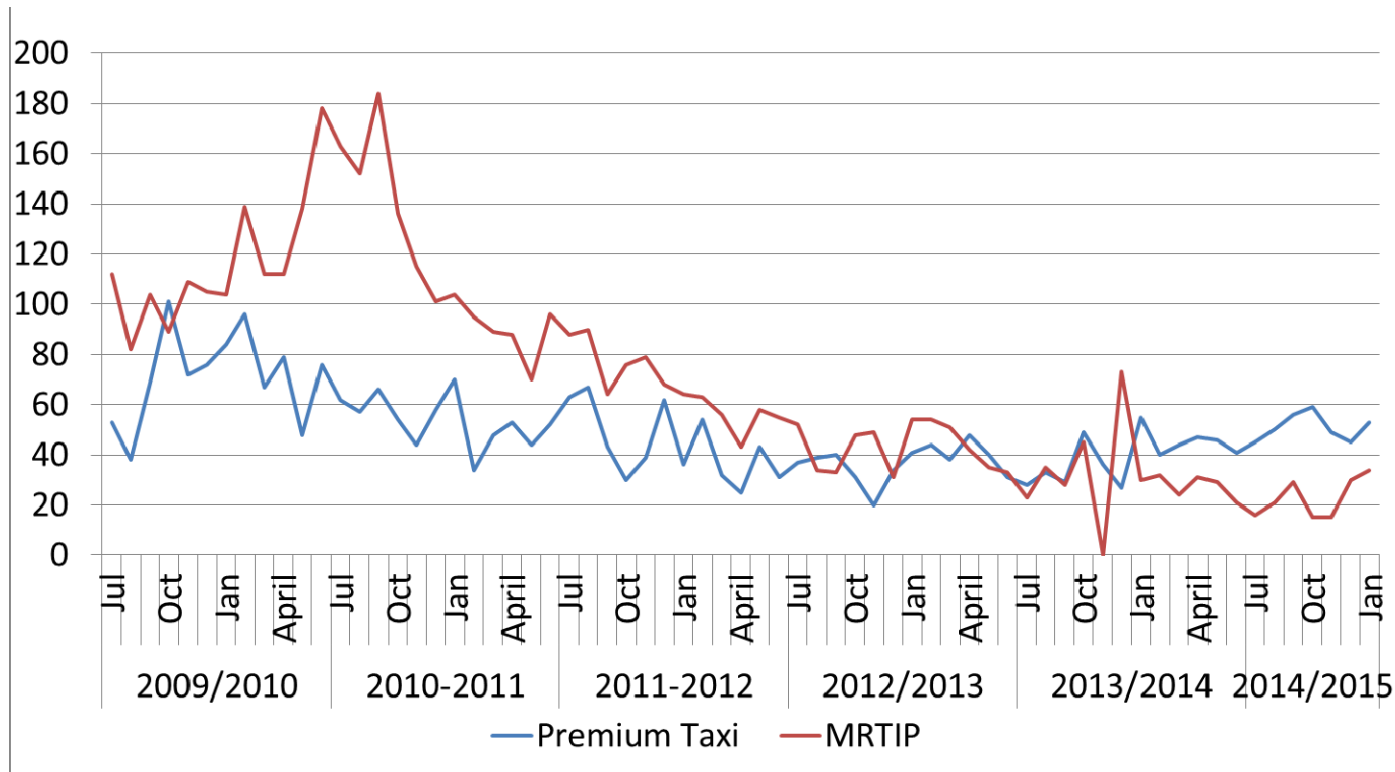


Service Overview - Shuttle



- Average 387 boardings per month
- Least productive = Thursday loop
- Cost per trip = \$16

Service Overview – Taxi Programs



- Average 74 taxi trips per month
- Cost per MRTIP trip = \$27.50
- Cost per Premium trip = \$6

Program Changes

- Shuttle Service

- Serve Fruitvale BART on Thursday (Central) Loop
- Increase Shuttle Service Frequency
- Rebrand shuttle



- Taxi Services

- Reduce eligible age to all seniors age 70 and older



Program Changes (cont.)

- Group Trips

- Replace shuttle bus with low floor shuttle

(Source: spartanchassis.com)



- Volunteer Driver Program (New!)

- Senior Helpline Services

- Scholarship Program

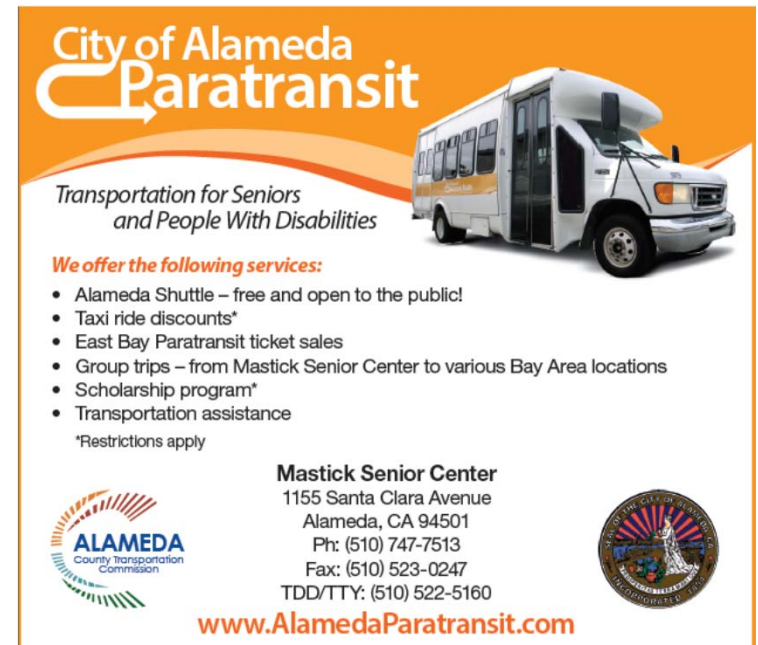
- Taxi Subsidies
- Alameda Point Collaborative
- Alameda Family Services



Program Changes (cont.)

■ Marketing

- www.AlamedaParatransit.com
- Alameda Theatre (approx. 100 seniors/day)
- Television graphic
- Print advertisement
- Cross street banner
- Brochures



The brochure features an orange header with the 'City of Alameda Paratransit' logo, which includes a stylized white arrow. Below the header, a white paratransit van is shown from a side profile. The text 'Transportation for Seniors and People With Disabilities' is centered below the van. A section titled 'We offer the following services:' lists several programs. At the bottom, contact information for the Mastick Senior Center is provided, along with the Alameda County Transportation Commission logo and the official seal of the City of Alameda.

City of Alameda Paratransit

Transportation for Seniors and People With Disabilities

We offer the following services:


- Alameda Shuttle – free and open to the public!
- Taxi ride discounts*
- East Bay Paratransit ticket sales
- Group trips – from Mastick Senior Center to various Bay Area locations
- Scholarship program*
- Transportation assistance

*Restrictions apply

Mastick Senior Center
1155 Santa Clara Avenue
Alameda, CA 94501
Ph: (510) 747-7513
Fax: (510) 523-0247
TDD/TTY: (510) 522-5160

www.AlamedaParatransit.com

ALAMEDA
County Transportation Commission



Budget



Revenues

Measure B/BB	\$347,000
	(+ \$151,000 balance)
East Bay Paratransit tickets	\$15,000
Taxi vouchers	\$8,000
Total revenues	\$521,000

Expenditures

Management	\$25,000
Customer Service	\$92,000
Trip Provision	\$280,000
Capital	\$124,000
Total expenditures	\$521,000

Planning Process Overview

- Survey (December 2014)
- Outreach to Commissions (early 2015)
 - Recreation and Park Commission
 - Transportation Commission
 - Social Service Human Relations Board
- City Council (Spring 2015)



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