

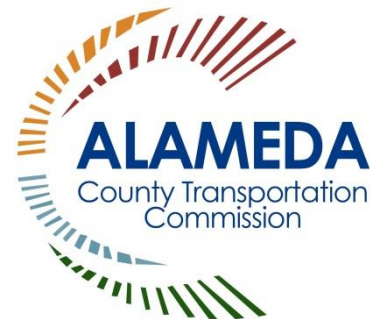


# City of Alameda Paratransit Program Fiscal Year 2015/2016

Funded by Measure B

Sponsors:

City of Alameda Public Works Dept  
Mastick Senior Center



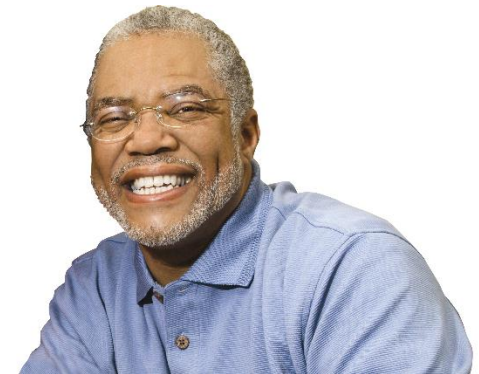
# Agenda Overview

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



# Service Overview

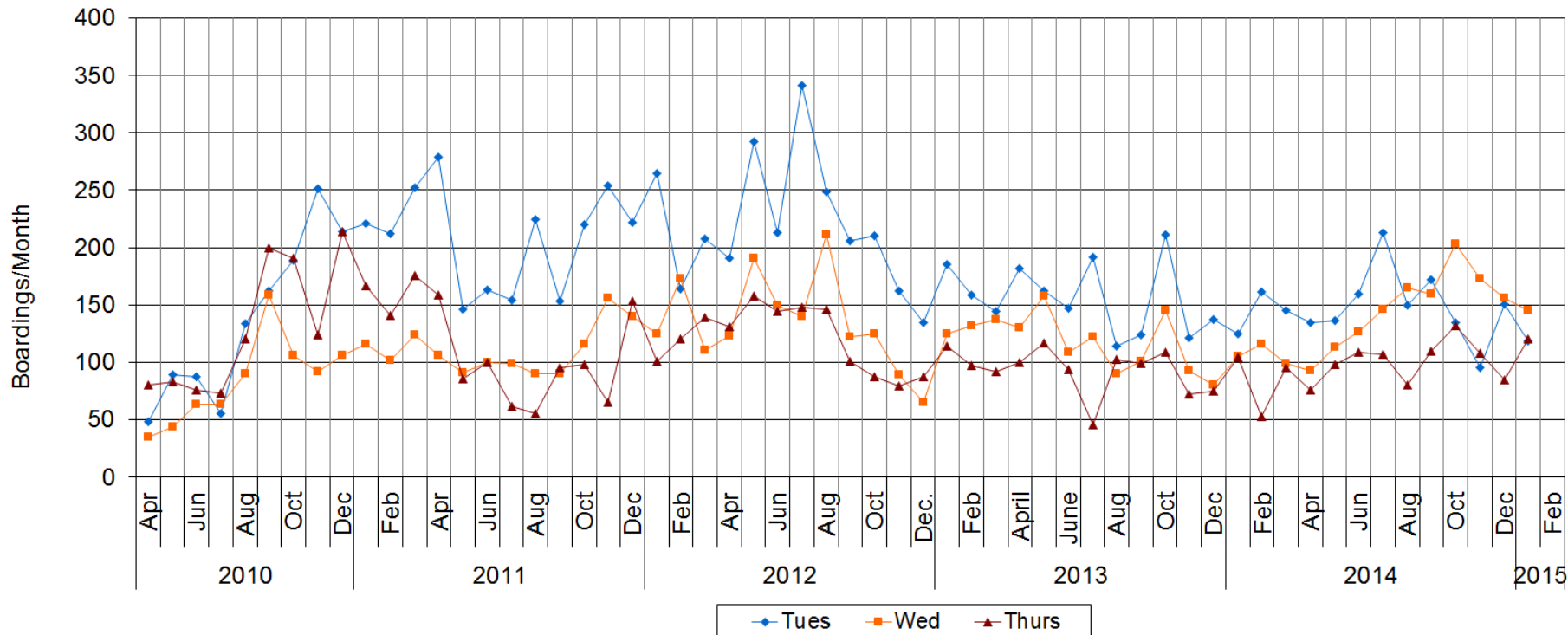
- **Shuttle Service:**
  - Acts as a bridge between AC Transit and EBP
- **Taxi Services:**
  - Provide same day services
- **Group Trips:**
  - Provide leisure activities
- **Scholarship Program:**
  - Assists low-income individuals
- **Volunteer Driver Program: (new!)**
  - Door-through-door service



# Service Overview - Shuttle



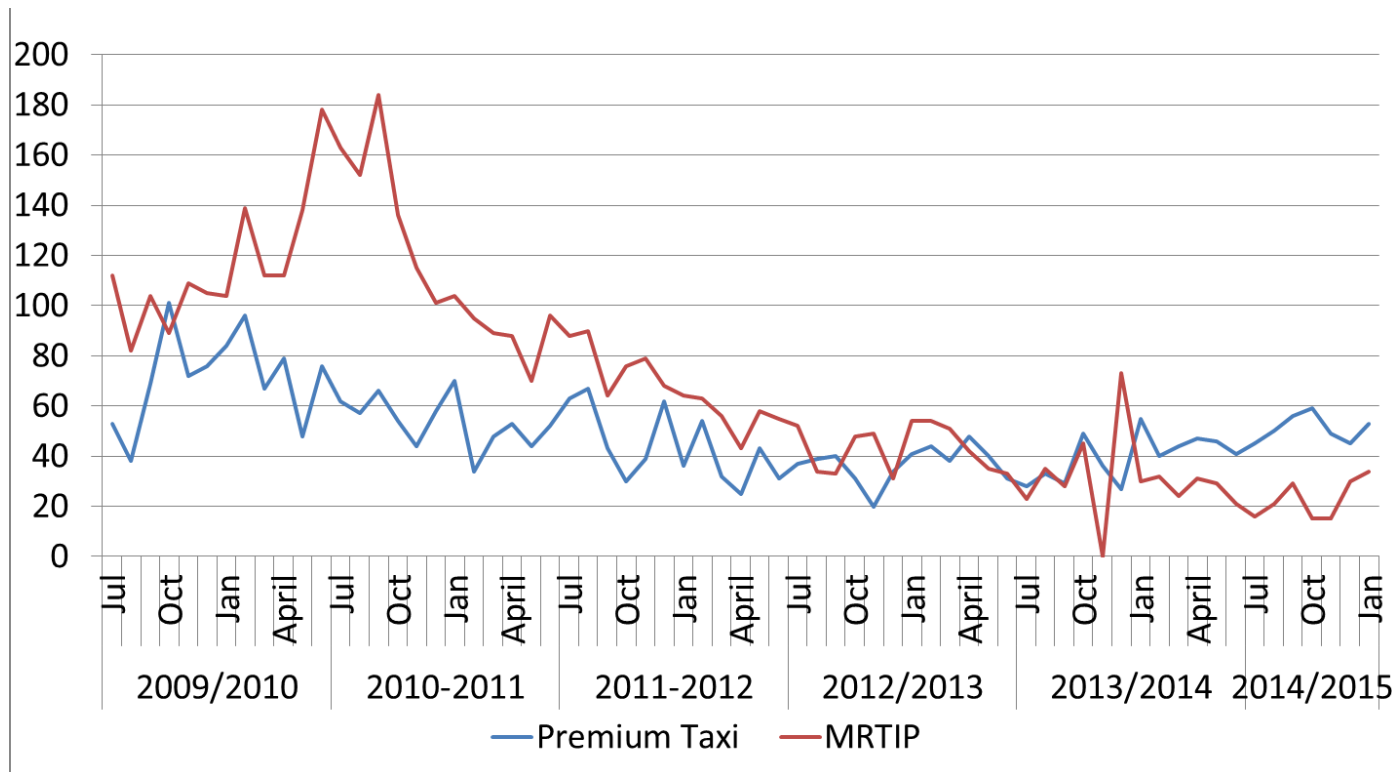
# Service Overview - Shuttle



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



**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

**ALAMEDA**  
County Transportation  
Commission

**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](http://www.AlamedaParatransit.com)



# Budget



## Revenues

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

## Expenditures

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

# 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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