

ATTACHMENT A

SSHRB MINUTES

FEBRUARY 23, 2017



City of Alameda Paratransit Program Fiscal Year 2017/2018

Funded by Measures B and BB



Agenda Overview

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



Service Overview

■ Shuttle Service:

- Acts as a bridge between AC Transit and East Bay Paratransit

■ Taxi Services:

- Provides subsidized same day door-to-door services

■ Group Trips:

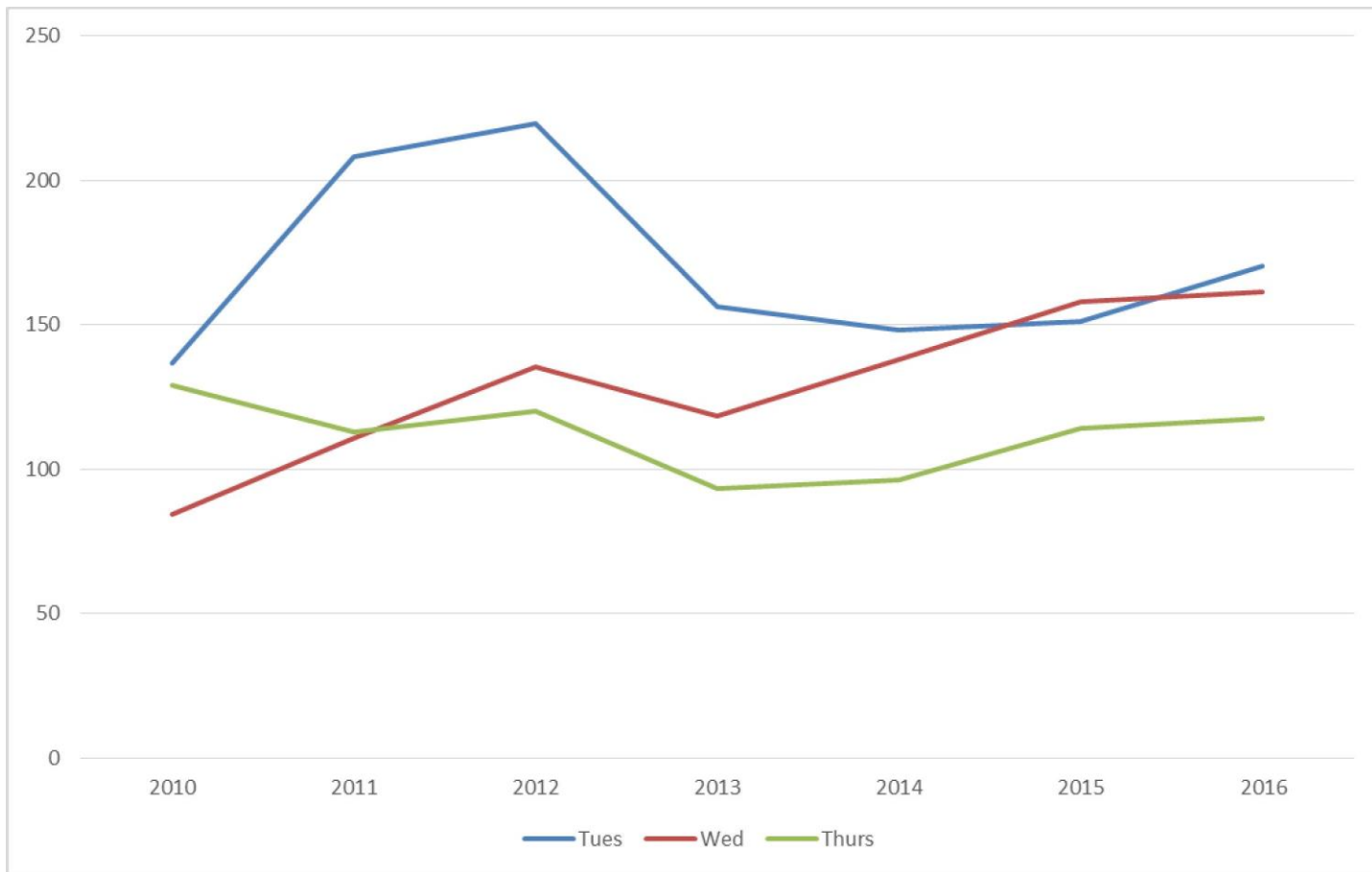
- Provides leisure activities

■ Scholarship Program:

- Assists with taxi services
- Provides bus passes for Alameda Point Collaborative

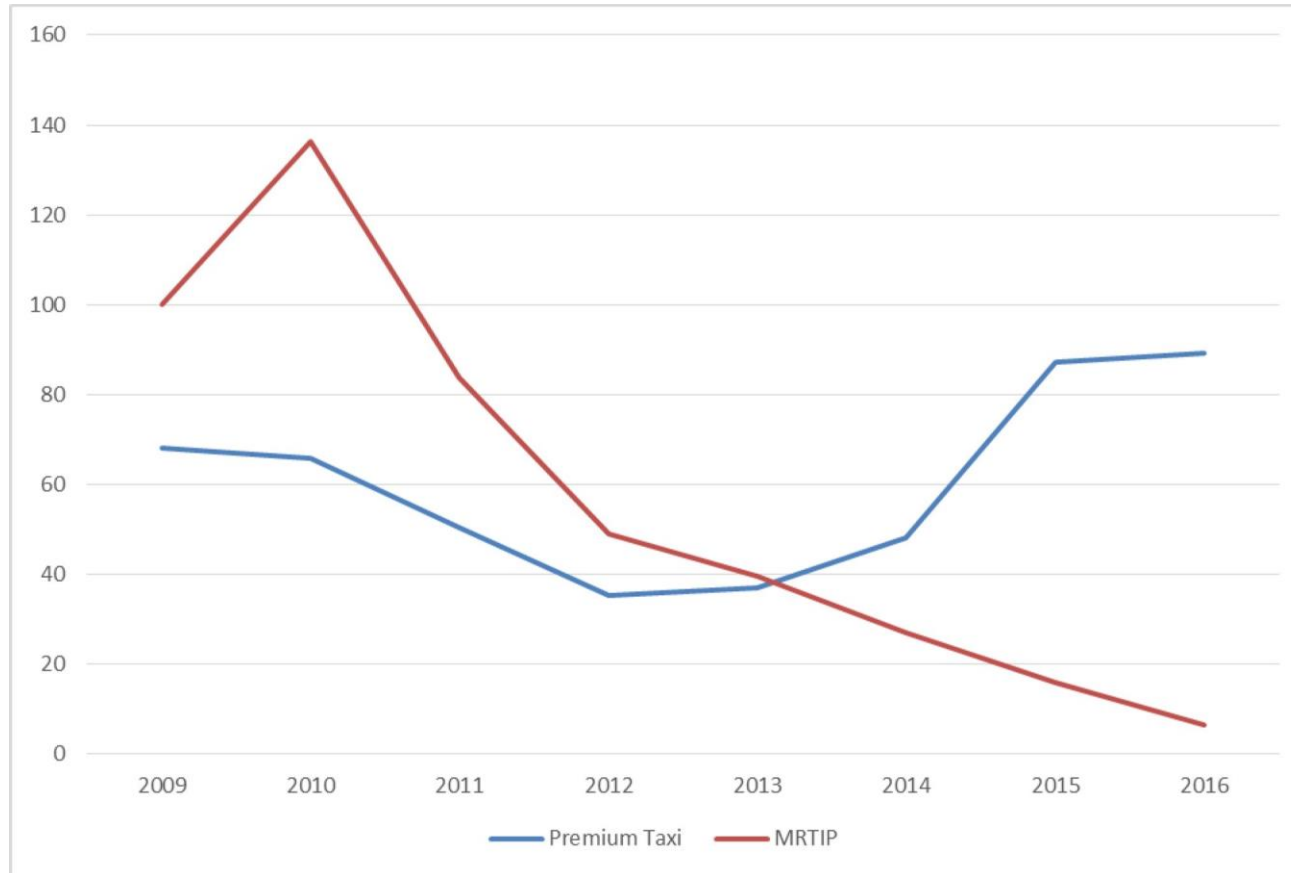


Service Overview - Shuttle



- Average 449 boardings per month in 2016
- 6% higher than 2015

Service Overview - Taxi Programs



- Premium: Averages 89 trips/month, \$11/trip
- MRTIP: Averages 6 trips/month, \$30/trip

Program Changes

■ Shuttle Service

- Increase Shuttle Service Frequency
- Rebrand shuttle name as “Alameda Loop”



■ Taxi Services

- Increase Premium taxi subsidy to 70 percent per trip
- Increase cost of Premium taxi voucher to \$3



Program Changes (cont.)

- Mobility Management
 - Consider new program

- Group Trips
 - Continue current trips with increased subsidy

- Scholarship Program
 - Continue taxi subsidies and Alameda Point Collaborative bus passes



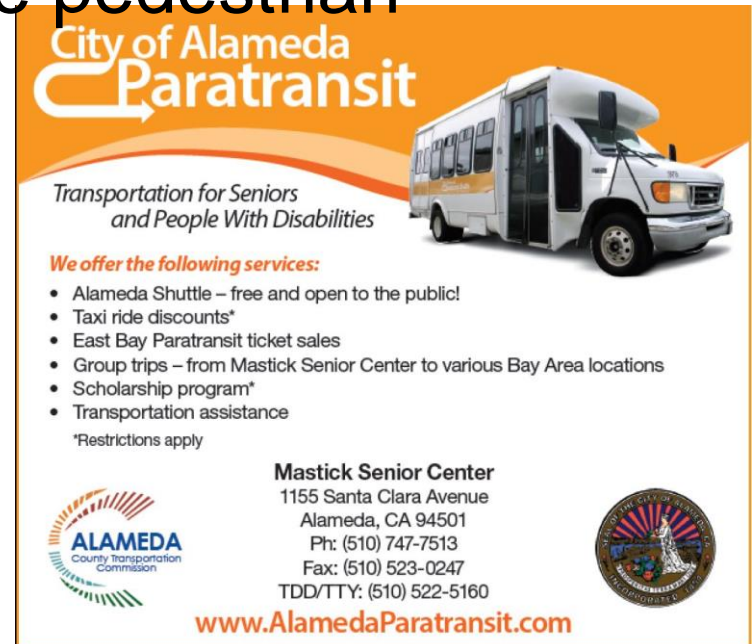
Program Changes (cont.)

■ Capital Program

- Bus benches, poles, signs at shuttle stops
- Curb ramps, accessible on-street parking spaces, accessible pedestrian signals, etc.

■ Outreach/Marketing

- Website
- Advertisements
- Cross-street banners
- Brochures/mailings
- Orientations



The brochure features an orange header with the text "City of Alameda Paratransit" and a white arrow graphic. Below this, a white shuttle bus is shown. The text "Transportation for Seniors and People With Disabilities" is centered. A list of services is provided, followed by contact information for the Mastick Senior Center and the Alameda County Transportation Commission. A seal of the City of Alameda is in the bottom right corner.

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

ALAMEDA
County Transportation Commission

www.AlamedaParatransit.com

Budget



Revenues

Measure B/BB	\$358,237 (+ \$300,000 balance)
East Bay Paratransit tickets	\$6,000
Taxi vouchers Total	\$8,000
revenues	\$672,237

Expenditures

Management	\$44,400
Customer Service	\$61,600
Trip Provision	\$287,000
Capital	\$200,000
Total expenditures	\$608,000
(Reserves	\$64,000)

Planning Process Overview

- Survey (December 2016/January 2017)
- Outreach to Commissions (Feb 2017)
 - Commission on Disability Issues
 - Recreation and Park Commission
 - Transportation Commission
- Social Service Human Relations Board
- Submit Program Plan (March 2017)



Survey Results

- Respondents: 115
- Taxi Program
 - Reason do not use program: 33% stated did not know about it
 - Prefer Lyft/Uber over taxis: 24%
 - Prefer shared Lyft/Uber ride with other passengers: 61%
- Shuttle Service
 - Reason do not use program: 27% stated did not know about it
 - Preferred name: Alameda Loop





City of Alameda Paratransit Program Fiscal Year 2017/2018

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