



MAX FARE/POLICY ANALYSIS

DEC 2017

A modified fare equity analysis and look at proposed Madera Area Express policy changes

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INTRODUCTION

Introduction

PURPOSE

The City of Madera, Transit Division also known as Madera Area Express or **MAX** has proposed changes to its fare table to improve the accessibility of curb-to-curb transit services for low-income seniors, the disabled, and those on Medicare, while expanding available fixed-route services to all riders. **MAX** intends to implement the proposed changes only after they have been evaluated by the public, through a public hearing, public comment, and approved by the Transit Advisory Board and the Madera City Council.

BACKGROUND

MAX is always interested in exploring route enhancements and on time performance improvements on an on-going basis, which over the years has resulted in expansion of services. **MAX** has been able to do this without increasing fares for Dial-A-Ride or fixed-route services since inception over 25 years ago. Understanding that a potential change in fare policy structures may receive resistance, **MAX** will make the process as transparent and engaging as possible. Further, a number of opportunities to collect/share information have been in the works leading up to this report, these include:

- 2010 **MAX** Onboard Passenger Survey

City of Madera conducted a survey onboard all MAX fixed-route and Dial-A-Ride buses in the region in November 2010 in order to inform transit planning. Study results of the 202 respondents are in the attached Appendix A and utilized as part of this analysis report.

- 2015 Student Transportation Survey

In the spring of 2015, Madera County Transportation Commission (MCTC) conducted a survey among students at the Madera Community College Center. MCTC collected 490 completed surveys. The results from the transit questions have been and continue to be used in consideration of a new direct transit route to the campus. A blank survey as well as the complete study report can be found in Appendix B or online here <http://www.maderactc.org/wp-content/uploads/2015/09/Final-Student-Transportation-Survey-Results.pdf>.

- 2017/18 – 2021/22 Short Range Transportation Development Plan

In March 2017, MCTC completed a four-year short range plan that included onboard surveys in City of Madera, development of a transit financial plan as well as operational goals and objectives. The complete Plan can be found online here <http://www.maderactc.org/wp-content/uploads/2017/03/FINAL-SRTDP-MARCH-2017.pdf>

- 2017 Transit Advisory Board Meetings

The Transit Advisory Board (TAB) host quarterly public meetings and serve in an advisory capacity to the City Council and staff on transit matters. One of their primary duties is to provide oversight and make recommendations regarding the operation of the transit system; including projects, programs, and special studies. The April 2017 meeting, featured discussion on DAR and fixed-route fares and the need for an

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increase. TAB came back in the July 2017 meeting having researched other community fare structures and policies.

- 2017 Unmet Transit Needs Hearing

The May 2017 Unmet Transit Needs process identified one unmet transit need that is reasonable to meet within the City of Madera. All other unmet transit needs within the jurisdiction are not reasonable to meet at this time. The one unmet transit need is the need for more routes to the Madera Community College Center. The full unmet needs report can be found online here <http://www.maderactc.org/wp-content/uploads/2013/06/UTN-Report-6.30.16.pdf>

A common theme among each of these reports has been that passengers acknowledge the affordability of the service; however, they also demonstrate the public may be undervaluing the service because it is such a low cost compared to other areas, and a lack of awareness of actual operational costs for **MAX**.

METHODOLOGY AND RECOMMENDATION PROCESS

Methodology

The data used for this analysis were derived from the 2010 U.S. Census and the reports listed in the background section, with the 2010 MAX Onboard Passenger Survey as a primary passenger reference. The 2010 onboard surveys did not gather data regarding fare payment methods, so a monthly MAX/DAR Fare Type Summary Report by Route was used to estimate percentage of usage by fare types. The onboard surveys were conducted during the month of November 2010 as such a summary for the same month was used.

The 2010 survey did not ask specifically about race. Given that Madera is a majority minority area, assumptions for ridership race were made using 2010 Census for City of Madera.

The proposed fare changes for the MAX and DAR premium fare structures are for services currently in place. Analysis conducted was predominantly on the existing \$.75 (general fixed-route fare), which impact and include the MAX fixed route half-fare for seniors/disabled/Medicare. Analysis was also conducted on the existing \$2.00 DAR fare which is proposed to be increased to \$4.00. Analysis was not conducted on the increase of the General Public 20 book of DAR tickets, which currently are sold at a 50% discount, because this particular fare-type was not surveyed. The new proposed price will continue selling the book of 20 DAR tickets to the general public, but at a 25% discount.

Proposed fare structure include the elimination of using a DAR ticket on MAX and of the DAR Student Fare. The analysis assumes a conservative approach in that the latter two populations would not only have a reduction in use, but would most likely use the least expensive option, which would be a MAX monthly pass (\$26.00). For the purpose of this report, the analysis presents a range of fare change impacts including if the population only used MAX passes or if the population chose to not ride public transit at all.

Recommendation Process

City of Madera City Council is the recognized authority for making any policy or fare structure changes to MAX. An augmentation to the convenings mentioned in the Background Section above, City staff will engage three public opportunities to pull information together; formulate a consensus recommendation, and present a recommendation to the City Council for implementation:

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- | | |
|------------------------------|--|
| 1. January 5, 2018 | 30-day Public Comment Period Opens |
| 2. January 17, 2018 | Transit Advisory Board Meeting |
| 3. February 7, 2018 | Staff Presentation and Public Hearing at City Council Meeting |
| 4. On/before August 15, 2018 | Recommendation to City Council of proposed fare/policy structure changes, and rollout schedule |

PROPOSAL OF CHANGES

MAX looks to make the following primary changes. The first is an increase to the regular **MAX** fare by \$0.25. This would impact the **MAX** half-fare discount for Seniors/Disabled/Medicare riders and increase their fares by \$0.15. The second is a premium fare structure on DAR for the general public. Fares for seniors age 60+, those obtaining an American Disability Act (ADA) Certification or presenting a Medicare card will see no change on DAR with the premium fare structure. General Public (those who do not have the aforementioned status) will see an increase to ride the DAR system. The proposed increase amount is \$2.00 in both the City and County Service Areas for DAR. The DAR increase would impact General Public DAR ticket books, which in the past have been sold at a 50% discount. With the new fare structure the ticket books will be sold at a 25% discount.

Staff recommends that any DAR increases be phased in over a 2 year period.

CHART A

FARE PROPOSAL

FARE Type	Current	Proposed	% Change
MAX Cash (regular)	\$.75	\$1.00	33%
MAX Cash (senior/disabled/Medicare) 10AM – 2PM	\$.35	\$.50	42.8%
MAX Monthly Pass	\$26.00	\$26.00	0%
MAX Transfers	Free	Free	-
MAX Children Under 3 (max 2 w/ fare paying adult)	Free	Free	-
MAX Single DAR Ticket Accepted	Yes	No	-
DAR – City Area General Public	\$2.00	\$4.00¹ by 2020	100% (over 2 years)
DAR – County Area General Public	\$2.00	\$4.00² by 2020	100% (over 2 years)
DAR – General Public Book of 20 tickets	\$20.00	\$60.00² by 2020	200% (over 2 years)
DAR – City Area Senior/Disabled	\$1.00	\$1.00	0%

¹ Proposed change would happen over 2 years with half the approved increase in 2018 and the other half of the approved increase in 2020

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DAR – County Area Senior/Disabled	\$2.00	\$2.00	0%
DAR – Madera Community College Student	\$1.00	n/a	-
DAR – Children Under 1 (max 2 w/ fare paying adult)	Free	Free	0%
DAR – ADA Certified Companion Rider	Free	Free	0%

TITLE VI REGULATORY BACKGROUND AND REQUIREMENTS

Title VI Regulatory Background and Requirements

Title VI is a Federal statute and provides that no person shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. Federal Transit Administration's Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients" provides service and fare equity guidance to transit agencies with 50 more fixed route vehicles in peak service in large urbanized areas (over 200,000 in population).

MAX operates Madera Area Express Fixed Route in the Madera city limits (approximately 16.6 sq. mi) and Dial-A-Ride transit services in the Greater Madera region (approximately 18.4 sq. mi) that serve a population of approximately 78,000. **Due to its size and service population, the City of Madera is not subject to FTA Circular 4702.1B or required to comply with its direction.**

The City of Madera is a minority majority city, meaning that the largest part of population (85.5%²) is comprised of residents who are American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander. The proposed fare changes will impact the ridership of all **MAX** services, which are overwhelmingly minority (71%, 2010 Census & Onboard Survey) and low-income (63%, 2010 Onboard Survey). Because, the new fare types proposed for **MAX** will have some impact on minority and low-income riders, staff has prepared this Fare Equity Analysis for its proposed new **MAX** fare structure and premium fare structure and policy changes to the Dial-A-Ride system. Unless required by FTA, this analysis will not be included in the City's next Title VI Plan, but may serve as a baseline fare analysis for future changes carried out by the department.

At this time there are no proposed service changes; however, it should be noted that discussions have been documented at TAB meetings regarding conducting an analysis to determine if a Dial-A-Ride service that served solely as a paratransit operation would better serve City residents. As such this report does not include a Service Equity Analysis, but may be updated to include the study in a future version.

² U.S. Census Bureau; Madera (city) QuickFacts, Census 2010

RATIONALE FOR THE PROPOSED FARE/POLICY CHANGES

Rationale for the Proposed Fare/Policy Changes

FARE BOX RECOVERY

The fare box recovery ratio of a passenger transportation system is the proportion of the amount of revenue generated through fares by its paying customers as a fraction of the cost of its total operating expenses. Most systems aren't self-supporting. Transportation Development Act funding assistance requires small urban transit operators to maintain a 20% fare box ratio. Since at least 2010, **MAX** has requested a waiver of this requirement due to an inability to meet the required minimum. Transit operators that do not meet their fare box recovery ratios are at risk of losing Transportation Development Act funds. While a decline in fare paying ridership has been the primary contributing factor, more recently this has been coupled with a loss of ticket sales to community organizations that have received grants in the past to purchase fares for their clients. Additionally increasing operating costs, while maintain the same fare structure has further degraded the fare box recovery ratio to it worst percentage yet. Fiscal Year 2017 saw a 10-year low in fare revenue for DAR at \$22,732, yielding a fare box ratio of just 3% for DAR.

In the past fares from the fixed-route system had been able to balance out the system as a whole, bringing the fare box recovery ratio closer to the required minimum (but still short). The last two years, the fixed-route system has seen a decline in fare paying ridership as well.

DIAL-A-RIDE AVAILABILITY AND PERFORMANCE FOR PRIORITY PASSENGERS/MADERA COLLEGE

The City's public transportation service began as a Dial-A-Ride (DAR) service for the general public with a priority focus on seniors and the disabled. Today, anywhere from 30 – 40% of the monthly DAR ridership consist of students traveling to and from Madera Community College Center (MCCC). Which means approximately 35% of the weekly subscription rides are dedicated to students traveling to and from MCCC, and only one weekly subscription rider (or 10 rides per week) identified as an ADA Certified passenger. A closer look at weekly subscriptions shows that 75 – 85% of trips to MCCC are by students from within the City limits. While the City's contracted transit operator has managed to maintain on-time performance goals, by far the biggest complaint among all passengers has been scheduling and wait times for DAR. This is followed closely by the lack of customer service when passengers communicate with Dispatch to schedule a DAR ride. DAR trips to MCCC are taxing the system especially during peak hours; limiting ride availability for seniors and ADA riders as well as serving as a stressor to Dispatch.

INDUSTRY FARE AND POLICY BEST PRACTICES FOR DAR

City staff looked at ten other California communities to better understand how Madera Dial-A-Ride fares and structures compared. It should be noted that of the 10 communities reviewed only two (2) offered demand-response bus service to the general public like Madera, two (2) offered general public access to demand-response only during certain hours of the day, and the majority (6) did not offer demand-response to the general public at all. A complete spreadsheet of the comparisons can be found in Appendix C.

RATIONALE FOR THE PROPOSED FARE/POLICY CHANGES

As the chart below (and Appendix C) illustrates, Madera has the lowest demand-response fares. They have not kept up with increases in operating costs. But increases to fares alone are not going to address the decline in fare revenue. In addition, staff are looking at projects to incorporate electronic fare boxes, mobile pay systems, and other tools that help to improve efficiency in fare collection. Some communities have been able to lower mobile fares or provide discounts to those using electronic means and increase ridership. Strategies to improve the efficiency and quality of the service are being reviewed for immediate implementation in an effort to increase ridership, which is what ultimately will assist in reaching the fare box ratio goals.

The City may want to consider advertising on the **MAX** system for revenue generation. Visalia is an example of a community that utilizes advertising on its system, which affords it the ability to meet its fare box recovery ratio requirement. In terms of current operational changes, staff have recently instituted use of a contract agreement with Madera Unified School District to fuel the City's Compressed Natural Gas (CNG) buses at MUSD fueling station at a savings of over 40%. It is anticipated these savings will be realized to a greater degree by the end of next fiscal year.

While this report does not provide a service equity analysis, it should be noted that some operational policies are being discussed and should be incorporated in future considerations for transit policy. The biggest of which is should Madera's DAR service transition to a paratransit system. Paratransit systems typically are recognized as special transportation services for people with disabilities, often provided as a supplement to fixed-route bus systems by public transit agencies. Paratransit services may vary considerably on the degree of flexibility they provide their customers.

CHART B

FARES OF CITIES OFFERING DEMAND RESPONSE TO THE GENERAL PUBLIC

City	General	Senior/ADA	Fare Revenue Per Unlinked Passenger Trip ^{3,4}	DAR Fare Recovery Ratio ³
Madera	\$2.00	\$1 in City \$2 in County	\$.71	3%
Visalia	\$4.00	\$4 Senior \$2.25 ADA	\$4.80	20%
Porterville	\$5.00	\$2.50	\$3.30	6%

³ Source: [Federal Transportation Administration 2016 Metrics](#)

⁴ Passenger Fares Received per Unlinked Passenger Trip is "Passenger Fares" divided by "Unlinked Passenger Trips."

MAX RIDERSHIP PROFILE

MAX Ridership Profile

The FTA defines a minority person as anyone who is American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander. Though not a Title VI protected class, the FTA defines a low-income person as a person whose median household income is at or below the U.S. Department of Health and Human Services (HHS) [poverty guidelines](#)⁵, and requires evaluation of impacts on low-income persons by those agencies required to evaluate. The HHS definition varies by year and household size. For 2017, poverty guidelines ranged from \$12,060 for a single-person household to \$41,320 for a household of eight. The poverty guideline for a household of four was \$24,600. The locally developed threshold for low-income households will be based on the State of California Department of Housing Community Development's State Income Limits, which defines the poverty level in California as an annual household income of \$29,950 for a family of four⁶. The 2010 Onboard Surveys conducted on MAX/DAR services included an income question that offered riders options of household income in increments of less than \$20,000 or more than \$20,000". For the purpose of this analysis, the data collected in the category of "less than \$20,000," will be considered low-income.

WHO IS OUR RIDERSHIP?

The most recent onboard survey, completed in November 2010, was used to develop the minority and low-income profiles used for this analysis. However, it is important to note that the 2010 survey did not ask specifically about race and the income information collected was limited. Given that Madera is a majority minority area, assumptions for ridership race were made using 2010 Madera/Madera County census percentages.

Chart C below depicts the overall ridership for November 2010, the percentages of minority and low-income riders, and finally, the estimated number of trips made by each group.

CHART C					
Mode	Nov 2010 Ridership	% Minority Ridership	% Low-Income Ridership	Nov 2010 Minority Trips	Nov 2010 Low-Income Trips
MAX	9989	71%	49%	7,092	4,895
DAR	3066	71%	72%	2,177	2,208
TOTAL	13,055	71%	61%	9,269	7,133

⁵ FTA Circular 4702.1B; Chapter I, Section 5

⁶ State of California-Department of Housing Community Development-Income Limits 2017

MAX RIDERSHIP PROFILE

The two tables below depict the race makeup of and household income levels for **MAX** riders by service type as reported from 2010 Onboard Survey Results and based on 2010 Madera City Census Demographic Profile Data.

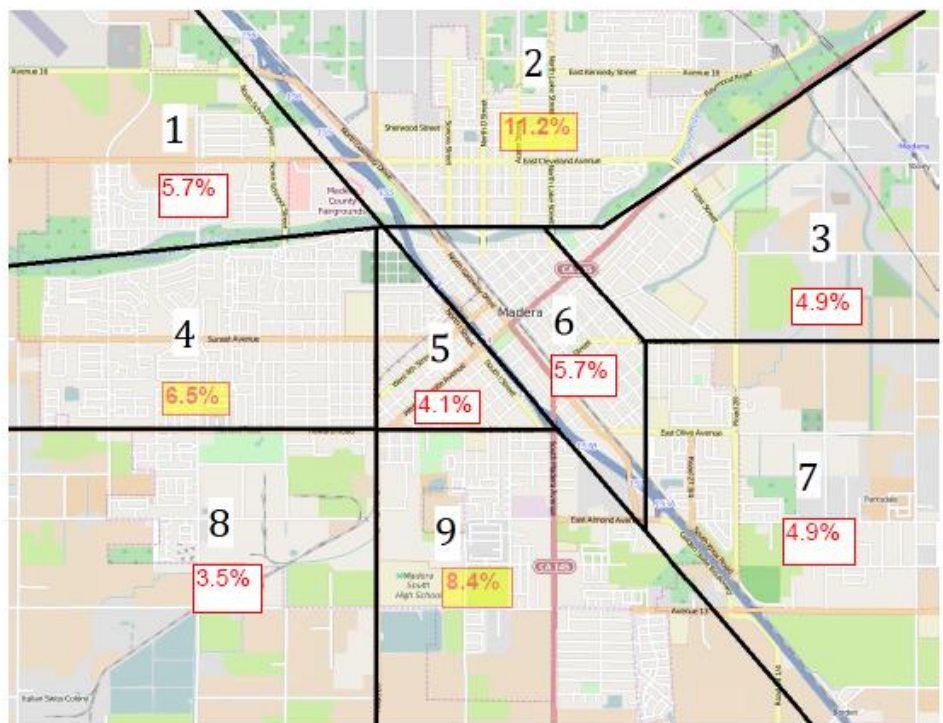
Race Ethnicity	MAX	DAR
African-American (3.4%)	2.01%	0.92%
Asian American (2.3%)	1.36%	0.62%
Latino (76.7%)	45.25%	20.71%
Native American (3.1%)	1.83%	0.84%
Total Minority Population	72.16%	33.02%
White (49.9%)	29.44%	13.47%
Other/2 or more races (36.8%)	21.71%	9.94%

Household Income Level	MAX	DAR
Less than \$20,000	63%	63%
More than \$20,000	6%	6%
No Response	31%	31%

Low-income
Threshold

WHAT NEIGHBORHOODS DO MCCC STUDENTS LIVE?

A question from the 2015 MCTC Student Transportation Survey, helps to identify where students (30–40% of DAR riders) live. Zones for the city of Madera were selected using natural boundaries such as rivers and highways, and students were asked to identify where they live. Over 50% identified living in the City limits. About 20% identified living in a County area, 13% did not respond, 6% outside of the County (mostly Fresno), and 2% in Chowchilla.



FARE EQUITY ANALYSIS

Fare Equity Analysis

All "Counts" are derived from November 2010 ridership (see Appendix D) and calculated using percentages from identified low-income population of the 2010 Onboard Survey, and 2010 Madera City Census Demographic Profile percentages to calculate minority population.

CHART D CURRENT FARES

TRANSIT FARE	RIDER'S PRICE	MINORITY		NON-MINORITY		LOW-INCOME		HIGHER-INCOME	
		Count	Total	Count	Total	Count	Total	Count	Total
MAX Cash (regular)	\$.75	3759	\$2819.25	1535	\$1151.25	2594	\$1945.50	2700	\$2025.00
MAX Cash (senior/disabled/Medicare) 10AM – 2PM	\$.35	489	\$171.15	200	\$70.00	338	\$118.30	352	\$123.20
MAX Tickets (social services)	\$0.00	312	\$0.00	128	\$0.00	215	\$0.00	224	\$0.00
MAX – DAR Tickets	\$1.00	1972	\$1,972.00	805	\$805.00	1361	\$1361.00	1416	\$1416.00
DAR – City General Public	\$2.00	261	\$522.00	107	\$214.00	265	\$530.00	103	\$206.00
DAR – College Student	\$1.00	653	\$653.00	267	\$267.00	662	\$662.00	257	\$257.00
DAR – County General Public	\$2.00	87	\$174.00	36	\$72.00	88	\$176.00	34	\$68.00
Total		7533	\$6,311.40	3078	\$2,579.25	5523	\$4,792.80	5086	\$4,095.20
Average Fare Calculation			\$0.84		\$0.84		\$0.87		\$0.81

CHART E PROPOSED FARES

TRANSIT FARE	RIDER'S PRICE	MINORITY		NON-MINORITY		LOW-INCOME		HIGHER-INCOME	
		Count	Total	Count	Total	Count	Total	Count	Total
MAX Cash (regular)	\$1.00	3759	\$3759	1535	\$1535	2594	\$2594	2700	\$2700
MAX Cash (senior/disabled/Medicare) 10AM – 2PM	\$.50	489	\$171.15	200	\$70.00	338	\$118.30	352	\$123.20
MAX Tickets (social services)	\$0.00	312	\$0.00	128	\$0.00	215	\$0.00	224	\$0.00
MAX – DAR Tickets	\$1.00	1972	\$1,972.00	805	\$805.00	1361	\$1361.00	1416	\$1416.00
DAR – City General Public	\$4.00	261	\$1044.00	107	\$428.00	265	\$1060.00	103	\$412.00
DAR – College Student	\$1.00	653	\$653.00	267	\$267.00	662	\$662.00	257	\$257.00
DAR – County General Public	\$4.00	87	\$348.00	36	\$144.00	88	\$352.00	34	\$136.00
Total		4908	\$5,322.15	2006	\$2,177.00	4861	\$4,124.30	4829	\$3,371.20
Average Fare Calculation			\$1.08		\$1.09		\$1.18		\$.99

FARE EQUITY ANALYSIS

Proposed fares include the increase to the DAR general public fares and the elimination of using a DAR ticket on **MAX** and of the DAR Student Fare. The chart above assumes the most conservative approach in that the latter two populations would not only have a reduction in use, but are using the least expensive option, which would be a **MAX** monthly pass (\$26.00/monthly or about \$0.50/ride if used twice daily) For the purpose of the average fare calculation these fare types are excluded (crossed out). Since the excluded fare types remove a significant portion of non-minority and higher income riders, the result is a disproportionate percentage of low-income riders bare a higher burden to meet the fare changes (see Chart F below).

What is a Threshold Range? Industry standard provides that a fare equity analysis establish a policy stating threshold of X% to be used to determine disparate impact on minority populations, meaning that if the burden of any fare change on minority populations is X% more than the impact on non-minority populations, the change will be considered a disparate impact. Secondly, transit operators identify if a fare adjustment results in low-income populations bearing a rate increase of more than X% of the increase for the overall rider population, the resulting impact will be considered a disproportionate burden. Developing a threshold policy involves an elaborate and extensive study as defined by FTA Circular 4702.1B and is required for larger transit operators. For the purpose of this analysis, a range of between 6% and 15% for City of Madera was identified from the low and high threshold policies established in other [communities](#)^[11].

CHART F

AVERAGE FARE	CURRENT	PROPOSED	CHANGE	% CHANGE	% DIFFERENCE	THRESHOLD RANGE
Minority Non-Minority	\$ 0.84	\$ 1.08	\$ 0.25	29.4%	0.08%	6% - 15%
Low Income	\$ 0.84	\$ 1.09	\$ 0.25	29.5%		
Higher Income	\$ 0.87	\$ 1.18	\$ 0.31	35.8%	13.1%	
	\$ 0.81	\$ 0.99	\$ 0.18	22.7%		

Chart G in comparison, illustrates if the City maintained the fare structure to allow DAR tickets to be utilized on **MAX**, but reduced usage by 25%.

CHART G

AVERAGE FARE	CURRENT	PROPOSED	CHANGE	% CHANGE	% DIFFERENCE	THRESHOLD RANGE	
Minority	\$0.84	\$1.06	\$0.23	27.1%	0.10%	6% - 15%	
Non-Minority	\$0.84	\$1.07	\$0.23	27.2%			
Low Income	\$0.87	\$1.14	\$0.27	31.1%	8.1%		
Higher Income	\$0.81	\$0.99	\$0.19	23.0%			

FARE EQUITY ANALYSIS

MAX is making every effort to only implement fare adjustments on the basis of substantial legitimate justifications demonstrating that the need to raise fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than raising fares.

CONCLUSION

In summary, the results above when measuring the change in the current and proposed average fare cost, the analysis indicates the minority fare will increase by 29.4%, non-minority by 29.5%, low-income by 35.8% and higher-income by 22.7%. The net differential between minority and non-minority is 0.08%, and between low income and higher-income is 13.1%. These percentages, 0.08% and 13.1%, are below or within the acceptable threshold set at between 6% to 15% differential. Therefore the results indicate the effects of the fare change will not be borne disproportionately by minority and low-income populations, since the percentages do not exceed the acceptable threshold range of 6% to 15% differential. Based on the analysis above and the criteria set forth for measuring disparate impact and low-income disproportionate burden, **MAX** would be in compliance with the terms (if they were required to be developed in line with FTA Circular 4701. 1B) and placed in the Title VI Plan with regard to fare equity from a proposed fare change.

The alternative to the proposed fare increases is to continue and amplify the risk that the City will lose federal and regional transportation funding due to poor fare box recovery ratios. The loss of any funds, would have a dramatic effect on revenues that support all **MAX** services. Additionally, the City faces a real possibility of being forced to reduce Dial-A-Ride services as a means to reduce operational costs. It would be much more advantageous for the City, our transit partner County of Madera, and especially for the passengers of the **MAX** system, if any service changes were the result of strategically thought out opportunities implemented with an intentional timeframe.

APPENDICES

Appendices

Appendix A	2010 MAX Onboard Passenger Survey
Appendix B	2015 Student Transportation Survey
Appendix C	Dial-A-Ride City/System Overview Spreadsheet
Appendix D	FY 2010 MAX/DAR Ridership Counts

APPENDICES

APPENDIX A

2010 MAX ONBOARD PASSENGER SURVEY

**City of Madera On-Board Survey Results
November 2010
(202 Respondents)**

1. WHAT SERVICE ARE YOU CURRENTLY RIDING?

MAX:	119;	59%
Dial-A-Ride:	54;	27%
Both:	27;	13%
No Response:	2;	<1%

2. WHAT IS THE MAIN PURPOSE OF YOUR TRIP?

Shopping/Errands:	111;	55%
Medical/Dental:	92;	46%
School	66;	33%
Work:	38;	14%
Social/Recreational:	22;	11%
Other:	1;	<1%
No Response:	5;	2%

(Note: In this question, Respondents were not limited to one choice.)

3. COULD YOU HAVE MADE THIS TRIP BY ANOTHER MEANS?

No:	99;	49%
Yes, walking or other means:	46;	23%
Yes, as passenger:	34;	17%
Yes, as driver:	12;	6%
No Response:	11;	5%

4. HOW OFTEN DO YOU USUALLY USE MAX OR DIAL-A-RIDE?

Less than 1 day per month:	6;	3%
1-2 days per week:	42;	22%
3-5 days per week:	101;	50%
6-7 days per week:	26;	14%
1-3 days per month:	9;	6%
No Response:	8;	5%

City of Madera On-Board Survey Results - November 2010
(202 Respondents)

5a. BUS COMFORT RATING

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	77;	38%
6; Satisfied ++:	25;	12%
5; Satisfied +:	27;	13%
4; Satisfactory:	47;	23%
3; Dissatisfied -:	6;	3%
2; Dissatisfied --:	1;	<1%
1; Very Dissatisfied:	9;	5%
No Response:	10;	5%

5b. DRIVER COURTESY RATING

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	105;	52%
6; Satisfied ++:	24;	12%
5; Satisfied +:	18;	9%
4; Satisfactory:	30;	15%
3; Dissatisfied -:	7;	4%
2; Dissatisfied --:	2;	<1%
1; Very Dissatisfied:	5;	3%
No Response:	11;	6%

5c. DISPATCH SERVICES RATING

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	54;	27%
6; Satisfied ++:	18;	9%
5; Satisfied +:	16;	8%
4; Satisfactory:	37;	18%
3; Dissatisfied -:	19;	9%
2; Dissatisfied --:	18;	9%
1; Very Dissatisfied:	19;	9%
No Response:	21;	11%

City of Madera On-Board Survey Results - November 2010
(202 Respondents)

5d. BUS SAFETY RATING

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	95; 47%
6; Satisfied ++:	33; 16%
5; Satisfied +:	21; 10%
4; Satisfactory:	32; 16%
3; Dissatisfied -:	3; 1%
2; Dissatisfied --:	2; <1%
1; Very Dissatisfied:	7; 4%
No Response:	9; 5%

5e. BUS CLEANLINESS RATING

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	90; 45%
6; Satisfied ++:	27; 13%
5; Satisfied +:	12; >5%
4; Satisfactory:	28; 14%
3; Dissatisfied -:	6; 3%
2; Dissatisfied --:	9; <5%
1; Very Dissatisfied:	16; 8%
No Response:	14; 7%

5f. BEHAVIOR OF PASSENGERS RATING

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	77; 38%
6; Satisfied ++:	33; 16%
5; Satisfied +:	23; 11%
4; Satisfactory:	36; 18%
3; Dissatisfied -:	7; 4%
2; Dissatisfied --:	4; 2%
1; Very Dissatisfied:	7; 4%
No Response:	15; 7%

City of Madera On-Board Survey Results - November 2010
(202 Respondents)

5g. ON-TIME ARRIVAL

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	56; 28%
6; Satisfied ++:	21; 10%
5; Satisfied +:	22; 11%
4; Satisfactory:	37; 18%
3; Dissatisfied -:	26; 13%
2; Dissatisfied --:	14; 7%
1; Very Dissatisfied:	18; 9%
No Response:	8; 4%

5h. AVAILABILITY OF BUS TICKETS/PASSES

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	73; 36%
6; Satisfied ++:	28; 14%
5; Satisfied +:	20; 10%
4; Satisfactory:	29; 14%
3; Dissatisfied -:	7; 4%
2; Dissatisfied --:	6; 3%
1; Very Dissatisfied:	14; 7%
No Response:	25; 12%

5i. CLEANLINESS OF BUS STOP AREA

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	67; 33%
6; Satisfied ++:	24; 12%
5; Satisfied +:	19; 9%
4; Satisfactory:	28; 14%
3; Dissatisfied -:	24; 12%
2; Dissatisfied --:	9; 5%
1; Very Dissatisfied:	13; 6%
No Response:	18; <9%

City of Madera On-Board Survey Results - November 2010
(202 Respondents)

5j. OVERALL SATISFACTION

(On a Scale of 1-7, with 7 being Very Satisfied)

7; Very Satisfied:	87; 43%
6; Satisfied ++:	43; 21%
5; Satisfied +:	25; 12%
4; Satisfactory:	24; <12%
3; Dissatisfied -:	7; 3%
2; Dissatisfied - -:	3; 1%
1; Very Dissatisfied:	6; 2%
No Response:	12; 6%

DEMOGRAPHICS

6a. GENDER

Female:	133; 66%
Male:	47; 23%
No Response:	22; 11%

6b. EMPLOYMENT STATUS

Student:	60; 30%
Employed:	60; 30%
No Response:	47; 23%
Retired:	35; 17%

6c. AGE RANGE

Under 17:	6; 3%
17-24:	55; 27%
25-39:	50; 25%
40-64:	46; 23%
65+:	16; 8%
No Response:	29; 14%

6d. PRIMARY LANGUAGE

English:	128; 63%
Spanish:	65; 32%
Punjabi:	1; <1%
No Response:	8; 4%

City of Madera On-Board Survey Results - November 2010
(202 Respondents)

6e. ANNUAL INCOME

Less than 20K:	128; 63%
More than 20K:	11; 6%
No Response:	61; 31%

7. CHECK ANY IMPROVEMENTS THAT YOU WOULD LIKE TO SEE ON CITY OF MADERA TRANSIT SERVICES:

Extended hours on Saturday:	95; 47%
Earlier Morning Service:	93; 46%
Extended hours on Sunday:	91; 45%
More Frequent Service:	89; 44%
Extended Areas of Service:	79; 39%
Express Route to Children's Hospital and FAX:	79; 39%
Express Route to College:	65; 32%
Later Evening Service:	45; 22%
More trips to Senior Center:	32; 16%
No Response:	18; 9%

(Note: In this question, Respondents were not limited to one choice.)

8. SUGGESTIONS OR COMMENTS SUMMARY

Of the 202 respondents, 93 (46 percent) chose to offer written comments or suggestions. In many cases, the respondents offered comments or suggestions in more than one area. The comment and suggestions were divided into 11 categories:

Total Overall Respondents:	202; 100%
Total Written Respondents:	93; 46%
A) Compliments about transit staff	25; 12%
B) Additional stops (Total):	19; 9%
Rancho San Miguel	9; 5%
New Apartments at Rd. 28 ½ & Ave. 13 ½	4; 2%
Olive Ave. & Roosevelt St.	1; <1%
Catholic Church Stop	1; <1%
Cleveland and Magnolia	1; <1%
Parkwood Shopping Center	1; <1%
More bus stops along Tozer Ave.	1; <1%
Lake Ave. and Ellis St.	1; <1%

City of Madera On-Board Survey Results - November 2010
(202 Respondents)

C) Increased frequency of service	19; 9%
D) Rude dispatchers	16; 8%
E) More bus shelters and benches at bus stops	11; 6%
F) Better timeliness of MAX and DAR services	11; 6%
G) More weekend MAX and DAR services	8; 4%
H) Buses driving past passengers at bus stops	5; 3%
I) Rude drivers	3; >1%
J) Better disabled passenger access at bus stops	3; >1%
K) Better bus and bus stop cleanliness	1; <1%

APPENDICES

APPENDIX B

2015 STUDENT TRANSPORTATION SURVEY

Student Transportation Survey Results

Madera County Transportation Commission

September 2015



Introduction

In the spring of 2015, Madera County Transportation Commission (MCTC) conducted a survey among students at the State Center Community College District - Madera Center. MCTC collected 490 completed surveys, 81 by MCTC staff at the Spring Extravaganza and 409 from teachers in their classrooms.

The purpose of the survey is to understand student transportation habits, specifically walking, bicycling, and public transit. Students were asked about what obstacles exist to using those modes, and how likely they were to use those modes more if the obstacles they stated were removed. Some questions provided a place to write in a response or additional comments, and many students added additional comments where prompted to and throughout the survey. Write-in comments that closely matched a provided answer were added to that answer's count. For example, if "too far" was written in, it was added to Distance. Write-in answers that didn't fit a provided answer but were relevant were included in the table in gray.

Students were not asked any demographic information although some may be inferred by their student status. The survey was not conducted in Spanish even though there is a high rate of limited English proficiency in Madera County. It was assumed that students proficient enough to take classes in English could complete the survey in English.

The results from the walking and bicycling questions will be used in MCTC's upcoming Regional Active Transportation Plan, and the answers to the transit questions can be used in future consideration of a new direct transit route to the campus. The complete blank survey can be found in Appendix A.

Results and Discussion

1. How often do you ride a bike or walk to school?		
	Count	Percent
Never	388	79.2%
Rarely	36	7.3%
Sometimes	36	7.3%
Often	19	3.9%
Always	10	2.0%
No answer given or write-in	1	0.2%

2. What prevents you from riding or walking more often? (Circle all that apply)		
	Count	Percent
Distance	354	72.2%
No bike	96	19.6%
No sidewalk	79	16.1%
No bike lane	73	14.9%
Weather	65	13.3%
Lack of bike racks	22	4.5%
Concern about bike theft	21	4.3%
Bike in poor condition	15	3.1%
Physical Disability	13	2.7%
Write-in: Safety	4	0.8%
Write-in: Time	4	0.8%
Write-in: No showers at school	1	0.2%
Write-in: Don't know how to ride bike	1	0.2%
Other	51	10.4%
No answer given	4	0.8%

Most of the “Other” responses for this question were that the respondent owned or had access to a car. Car ownership was not listed as a reason for not cycling or walking because in other parts of the state, many people who own a car still choose other modes for a variety of reasons. Students seemed confused why anyone would choose another mode if a vehicle was available to them. The complete list of “Other” responses can be found in Appendix B.

Distance was by far the most cited obstacle to walking or bicycling to school. This is not surprising considering the campus is located more than five miles from downtown Madera and more than six miles from Madera Ranchos, the two closest population centers. Unfortunately, this is the most difficult obstacle to overcome. The campus is a permanent location and most new growth in the county is planned for the southeast growth area along the 41 corridor and the San Joaquin River. Housing is moving away from the campus which will continue to ensure car dependence among students.

3. Would you consider riding or walking to school more often if the above issues were resolved?		
	Count	Percent
Yes	178	36.3%
Maybe	166	33.9%
No	139	28.4%
No answer given or write-in	7	1.4%

Students were split among their willingness to consider choosing active transportation modes if the obstacles they reported were resolved. This question reveals students general attitude towards these modes and shows that students have a somewhat favorable attitude towards active transportation.

Likelihood of walking or biking if issue was resolved							
	No	% No	Maybe	% Maybe	Yes	% Yes	Total
Distance	97	27.32%	127	35.77%	131	36.90%	355
No bike	25	26.60%	31	32.98%	38	40.43%	94
No sidewalk	12	14.29%	32	38.10%	40	47.62%	84
No bike lane	11	15.07%	27	36.99%	35	47.95%	73
Weather	17	26.15%	23	35.38%	25	38.46%	65
Lack of bike racks	2	9.09%	10	45.45%	10	45.45%	22
Concern about bike theft	1	5.00%	10	50.00%	9	45.00%	20
Bike in poor condition	3	20.00%	5	33.33%	7	46.67%	15
Physical Disability	4	28.57%	4	28.57%	6	42.86%	14
Other/Write-in							
Safety	1	25.00%	1	25.00%	2	50.00%	4
Time	1	25.00%	1	25.00%	2	50.00%	4
No showers at school	0	0.00%	0	0.00%	1	100.00%	1
Don't know how to ride bike	0	0.00%	0	0.00%	1	100.00%	1

When willingness to choose active transportation was looked at by obstacle, we see that resolving some issues yield a higher likelihood of resulting in increased active transportation. More than 47% of respondents who selected lack of sidewalk or bike lane as an obstacle to walking or biking indicated that they would be likely to choose active transportation if those facilities existed.

4. Do you ride a bike or walk for fitness or recreation?		
	Count	Percent
Never	74	15.1%
Rarely	67	13.7%
Sometimes	181	36.9%
Often	121	24.7%
Always	42	8.6%
No answer given or write-in	5	1.0%

5. Would you consider a 6 mile (about 30 min) bicycle commute to be reasonable?		
	Count	Percent
Yes	287	58.6%
No	193	39.4%
No answer given or write-in	10	2.0%

This question was asked to gauge if students would be willing cycle to school along a canal that is a candidate for a mixed use trail. Nearly 60% of respondents would consider 6 miles to be a reasonable commute to school.

5. Would you consider a 6 mile (about 30 min) bicycle commute to be reasonable?											
Zone 2			Zone 3			Zone 6			Zone 7		
	Count	Percent		Count	Percent		Count	Percent		Count	Percent
Yes	33	60.0%	Yes	15	62.5%	Yes	19	67.9%	Yes	16	66.7%
No	21	38.2%	No	9	37.5%	No	9	32.1%	No	8	33.3%
No ans.	1	1.8%	No ans.	0	0.0%	No ans.	0	0.0%	No ans.	0	0.0%

Respondents who live in zones adjacent to the canal were more likely (from 60% to 68%) than all respondents (59%) to consider 6 miles to be a reasonable bicycle commute to school.

6. How often do you take transit to school?		
	Count	Percent
Never	345	70.4%
Rarely	47	9.6%
Sometimes	36	7.3%
Often	29	5.9%
Always	33	6.7%
No answer given or write in	2	0.4%

7. What prevents you from taking transit more often?		
	Count	Percent
Pick up/drop off times	186	38.0%
Distance to bus stop	126	25.7%
Cost	85	17.3%
Length of ride	83	16.9%
Personal safety	60	12.2%
Condition of bus stop	33	6.7%
Lack of bench/shelter	23	4.7%
Weather	18	3.7%
Physical disability	5	1.0%
Write-in: Problems with transit operator	5	1.0%
Write-in: Didn't know was available	5	1.0%
Write-in: Multiple stops	2	0.4%
Other	155	31.6%
No answer given	11	2.2%

As with question 2, most of the “Other” responses were that the respondent owned or had access to a car. Car ownership was not listed as a reason for not using transit because in other parts of the state, many people who own a car still choose other modes for a variety of reasons. Students seemed confused why anyone would choose another mode if a vehicle was available to them. The complete list of “Other” responses can be found in Appendix B.

Pick up/drop off times was the most cited reason for not taking transit to school. Many students reported that existing service does not run early enough, late enough, or frequently enough to accommodate class schedules. Distance to bus stop was also cited as a significant obstacle to taking transit. In many cases, respondents who chose this reason live in areas not served by transit at all.

8. Would you consider taking transit to school more often if the above issues were resolved?		
	Count	Percent
No	184	37.6%
Maybe	152	31.0%
Yes	146	29.8%
No answer given or write in	8	1.6%

More than 37% of students indicated they were unlikely to consider choosing transit if the obstacles they reported were resolved. This question reveals students general attitude towards transit and shows that students have a mostly unfavorable attitude towards transit.

Likelihood of taking transit if issue was resolved							
	No	% No	Maybe	% Maybe	Yes	% Yes	Total
Pick up/drop off times	27	14.06%	65	33.85%	100	52.08%	192
Distance to bus stop	37	28.68%	48	37.21%	44	34.11%	129
Cost	23	27.71%	25	30.12%	35	42.17%	83
Length of ride	25	28.41%	33	37.50%	30	34.09%	88
Personal safety	25	40.98%	17	27.87%	19	31.15%	61
Condition of bus stop	6	18.18%	15	45.45%	12	36.36%	33
Lack of bench/shelter	5	20.83%	8	33.33%	11	45.83%	24
Weather	5	26.32%	5	26.32%	9	47.37%	19
Physical disability	1	20.00%	2	40.00%	2	40.00%	5
Other/Write-in							
Didn't know was available	0	0.00%	2	40.00%	3	60.00%	5
Problems with operator	1	20.00%	0	0.00%	4	80.00%	5
Multiple stops	1	50.00%	0	0.00%	1	50.00%	2

When willingness to choose transit was looked at by obstacle, we see that resolving some issues yield a higher likelihood of resulting in increased transit ridership. More than 52% of respondents who selected "Pick up/drop off times" as an obstacle to transit indicated that they would be likely to choose transit if the times worked better with their class schedule.

9. What is the farthest distance you would be willing to walk or bike to a bus stop?

	Count	Percent
1/4 mile	161	32.9%
1/2 mile	150	30.6%
1 mile	165	33.7%
No answer given or write in	14	2.9%

10. What is the longest amount of time you would be willing to ride on the bus?

	Count	Percent
10 min	127	25.9%
20 min	188	38.4%
30 min	108	22.0%
40 min	58	11.8%
No answer given or write in	9	1.8%

11. What is the most you would pay for a one way bus ride?

	Count	Percent
\$1.00	330	67.3%
\$2.00	117	23.9%
\$3.00	31	6.3%
No answer given or write in	12	2.4%

Students' perception of the value of a bus ride is clear in this question. More than 67% of students would not pay more than \$1.00 and several students wrote in smaller amounts including \$.75, \$.50, and \$0.

12. What neighborhood do you live in?		
	Count	Percent
Madera 1	28	5.7%
Madera 2	55	11.2%
Madera 3	24	4.9%
Madera 4	32	6.5%
Madera 5	20	4.1%
Madera 6	28	5.7%
Madera 7	24	4.9%
Madera 8	17	3.5%
Madera 9	41	8.4%
Madera Other	15	3.1%
North Fork	1	0.2%
Oakhurst	3	0.6%
Ahwahnee	1	0.2%
Coarsegold	2	0.4%
Chowchilla	10	2.0%
Fairmead	4	0.8%
Madera Ranchos	43	8.8%
Madera Acres	50	10.2%
Outside Madera County Write-ins	29	5.9%
Fresno	22	4.5%
Kerman	2	0.4%
Selma	2	0.4%
Sanger	1	0.2%
Merced	1	0.2%
Mariposa	1	0.2%
No answer given/other	63	12.9%

Zones for the city of Madera were selected using natural boundaries such as rivers and highways.

Many respondents who selected “Other” wrote in where they lived. The majority of respondents who provided a location indicated that they lived in Fresno. It was unexpected that despite having two large campuses in the Fresno/Clovis area, many students must commute to the Madera campus.

Additional Comments

Below are a few that stood out. A complete list of additional comments is included in Appendix B.

Many of the additional comments were related to transit, and the overwhelming majority of them were positive:

"More transit is essential"

"A bus route to MCC would be very beneficial to students"

"This would be a great asset to all students here, and more would be willing to attend, and not drop out"

"I would use public transportation at least sometimes, if it were available. It would allow us to only have one car, so it would save us money, even if it cost \$2-3 a ride."

"I think if I did not have reliable transportation this is a very good idea and yes I would use this transportation"

Many students showed solidarity with their transit-dependent classmates, supporting transit even if they felt they couldn't personally benefit from it.

"Although I do not need the bus transportation I believe that others who do should be entitled to get public transportation."

"I don't need the bus transport because I have my own transportation, and there is no bus stop nearby anyway But, I know there are others who need bus transport, and it would be nice for them to have it."

"Personally, I don't need the transportation however I do know that many of the students on Campus do and that they have difficulties in getting here or having to wait for the next bus to pick them up and take them back home"

"Please do put buses in the college to help the students that don't have rides to school. Doesn't matter if you charge."

"I know many people who require transportation to school and home fixing routes maybe having our own personal bus route/bus would solve a lot of complications of missing school."

"I think it would be helpful, maybe not for me but for other students."

A few comments were related to a lack of information about transportation options available to students:

"I think more people would ride the bus if it was advertised more. I would actually ride it if I knew more about it."

"More Information should be given to students about transportation"

There were several requests for transit connectivity between the Madera Center and Fresno.

There were several comments regarding problems with existing transit:

"Transit never works out for students class times."

"I don't ride the bus but I have seen numerous students waiting a long time to get home I think this should be shorter of a wait."

A few comments were related to bicycling:

"Please - more bike lanes needed thru-out Madera!"

"Bike lanes on Ave 12 would be amazing. There is a couple of us that ride from the ranchos to school, yet it is always scary ridding on 12. Not safe for us."

Multiple comments involving conditions of roads were received.

Recommendations

Active Transportation

Because more than 47% of respondents who selected lack of sidewalk or bike lane as an obstacle to walking or biking indicated that they would be likely to choose active transportation if those facilities existed, MCTC staff recommends:

- Enhanced pedestrian and bicycle facilities in the vicinity of the campus.

Because respondents who live in zones adjacent to the canal were more likely (from 60% to 68%) than all respondents (59%) to consider 6 miles to be a reasonable bicycle commute to school, MCTC staff recommends:

- Exploration of a trail project to connect the City of Madera to the campus.

Because so many students wrote in that they would not choose bicycle or pedestrian modes because they owned or had access to a vehicle, MCTC staff recommends:

- Any effort to increase active transportation among students should include encouragement programs that help students understand the value and benefits of active transportation, even for those with access to a vehicle.

Even though only one student commented on the need for showers on campus, MCTC staff recommends:

- Madera Center should consider installing showers on campus which may benefit not only cyclists, but also students enrolled in PE classes and homeless students.

Transit

Because more than 52% of respondents who selected “Pick up/drop off times” as an obstacle to transit indicated that they would be likely to choose transit if the times worked better with their class schedule, MCTC staff recommends:

- Transit operators and campus administration should collaborate on a schedule that better accommodates class schedules.
- Transit operators and campus administration should explore the creation of an express route between residential centers and the campus.

Because a number of students wrote in that they didn't know transit was available or that they didn't know where to find information about transit, MCTC staff recommends:

- Madera campus should install a wall mount brochure rack for transportation related brochures to provide students with information on all available transportation options in Madera County.

Because more than 67% of students indicated they would not pay more than \$1.00 and several students wrote in smaller amounts including \$.75, \$.50, and \$0, MCTC staff recommends:

- Future transit outreach should focus on comparing fares to cost of vehicle operation.

Because so many students wrote in that they would not consider transit because they owned or had access to a vehicle, MCTC staff recommends:

- Any effort to increase ridership among students should include encouragement programs that help students understand the value and benefits of transit, even for those with access to a vehicle.

1. How often do you ride a bike or walk to school?

Never Rarely Sometimes Often Always

2. What prevents you from riding or walking more often? (circle all that apply)

Distance

No bike

No bike lane

Weather

Bike in poor condition

No sidewalk

Physical disability

Concern about bike theft

Lack of bike racks

Other (please specify) _____

3. Would you consider riding or walking to school more often if the above issues were resolved?

No

Maybe

Yes

4. Do you ride a bike or walk for fitness or recreation?

Never

Rarely

Sometimes

Often

Always

5. Would you consider a 6 mile (about 30 min) bicycle commute to be reasonable?

Yes

No

6. How often do you take transit to school?

Never

Rarely

Sometimes

Often

Always

7. What prevents you from taking transit more often? (circle all that apply)

Distance to bus stop

Condition of bus stop

Cost

Weather

Lack of bench/shelter

Pick up/drop off times

Physical disability

Personal safety

Length of ride

Other (please specify) _____

8. Would you consider taking transit to school more often if the above issues were resolved?

No

Maybe

Yes

9. What is the farthest distance you would be willing to walk or bike to a bus stop?

$\frac{1}{4}$ mile

$\frac{1}{2}$ mile

1 mile

10. What is the longest amount of time would you be willing to ride on the bus?

10 minutes

20 minutes

30 minutes

40 minutes

11. What is the most you would pay for a one way bus ride?

\$1.00

\$2.00

\$3.00

12. What neighborhood do you live in?

North Fork

Oakhurst

Ahwahnee

Coarsegold

Chowchilla

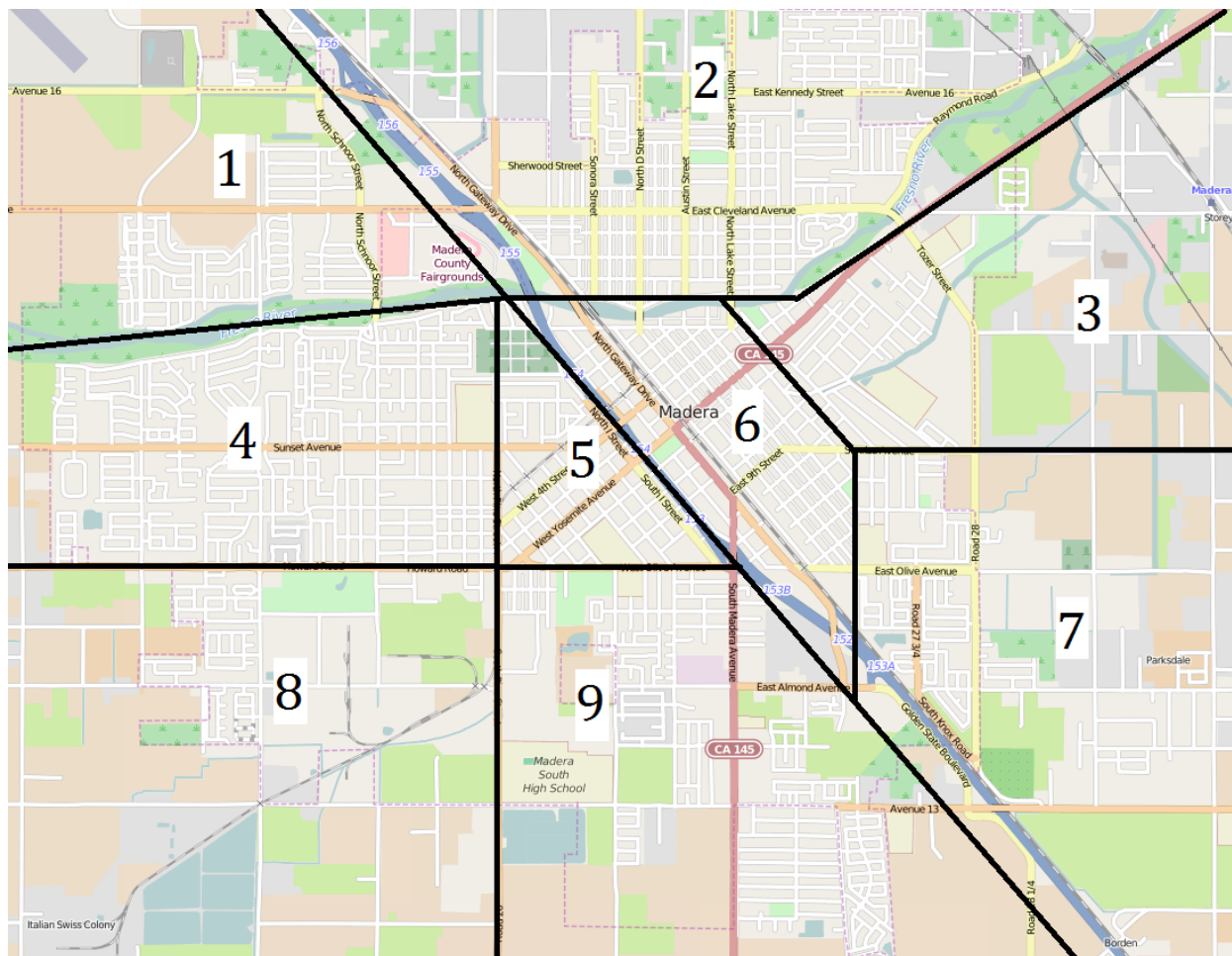
Fairmead

Madera Ranchos

Madera Acres

Other

Madera (circle number of neighborhood on map)



13. Additional Comments

Thank you for your participation!

Please return completed surveys to the Madera Center office or to the Madera County Transportation Commission booth at the Spring Extravaganza March 19th 10am-1pm

Write-in responses to Question 2:

"Have a car?"

"bc I have a car"

"Don't need to"

"I have a car."

"I don't care too"

"I have a car"

"I have a ride to school always. (car)"

"don't know how to ride a bike"

"Live in Fresno"

"Safety - too Many crazy ppl!"

"iF it's to school it is too Far From home but I walk a lot at work and for P.E. Class"

"Not fast enough, time"

"Parcnis (?) forbid me to wolk that much evan though I'm ok with it."

"I drive to school"

"Drive vehicle"

"I have a car."

"I have a car."

"Get dropped"

"Live too far"

"Not interested in walking through orchards."

"I have an automobile"

"Driving"

"Also have a car"

"have vehicle"

"I have an option of a car ride."

"I have a car."

"to far"

"I have a car"

"I Have a Car"

"Too many miles away"

"I have a car I use for transportation"

"Lazy"

"12 is to fast"

"I have a car"

"Have a car"

"Don't want to"

"Timing"

"my dad brings me"

"I drive"

"I have a car"

"I walk 3 days a week"

"I have a car"

"Car"

"only highway or freeway"

"Too far from home"

"concern over traffic, esp. trucks, on Ave 12"

"convenience"

"I drive to school"

"I have a car"

"Backroads are in poor condition"

"NO SHOWERS ON CAMPUS."

"I have a car"

"Drive a vehicle to school"

"I come from fresno"

"I had my belongings stolen"

"I Drive"

"The car is faster and it's already where I need to go"

"lazy"

"No bike trail"

"time"

"I already walk to most places"

"Skateboard"

"I have a car"

"have car"

"nothing really prevents me"

"The traffic"

Write-in responses to Question 7:

"I can drive to school"
"I always do"
"I have a car"
"CAR"
"I have a car"
"Don't need to"
"I have my own car"
"Own a vehicle"
"There is none in the Ranchoes"
"I go to high school so a school bus takes me already"
"Unknown bus stops"
"I have a car."
"I don't want to"
"have my own transportation"
"I have my own car"
"I have a ride to campus"
"I have a car."
"Limited Availability"
"own car/taken"
"no Bus"
"own car"
"owen car"
"No bus where I live"
"convenience of having own vehicle"
"Distance from home to School"
"have my own vehicle"
"I own my own car"
"personal transportation"
"Already drive a car"
"Able to drive to school"
"I have a car so I don't need transit."
"have my own vehicle"
"I have a car so I drive to school"
"I drive"
"I have a personal car"
"All of the above"
"I have a car"
"Nothing but the No-shows"
"No Bus stop Nearby"
"I own a car"
"have my own car"
"rather use my car"
"Please make a bike lane from Madera Ranchos To school, or have public transportation from the Ranchos to school".
"I Have a CaR"
"I have a car"
"I have my own car???"
"Have own car"
"have a car"
"Have a car"
"own transportation"
"own transportation"
"I own my own vehicle"
"I drive to school"
"Don't want to. I drive!"
"Only use it when I need it. But do need."
"I have a car"
"No need"
"I have a car"
"I own a car"
"Car"
"Live too Far out, buses don't go out there have my own transportation"
"I Don't live in madera County or city"
"I have my own transportation"
"Get dropped"
"already have a car"
"Live too far"

"I prefer to drive my own car"
"Have a car"
"I have a car"
"have own transportation"
"I get picked up by someone"
"I have an automobile"
"I have a car"
"pov"
"have vehicle"
"I have my own transportation"
"have a car"
"nothing"
"I have a ride."
"I am a car owner."
"I have a car"
"Don't need to"
"I have my own car."
"have own way of transportation"
"No need for it, I have a car"
"The time they make you wait"
"I have transportation"
"The fact I have a Car"
"and I have my own car"
"I have a car I use for transportation"
"I have my own car"
"I have a car"
"My classes are all evening classes and no available dial-a-ride at night."
"I have a car"
"No Bus Stop in Rural Areas"
"Have a car"
"Don't live in Madera"
"Don't want to have a car"
"sometimes I have other rides to school"
"have kids to drop off at schools."
"there is no bus from near my home to school or I would use it"

"have my own vehicle"
"I have a car"
"I Drive, I don't Like People"
"no need"
"I can drive myself"
"I have a car"
"the people you call to set up pick up times are rude"
"I have a car"
"Car"
"I have a car"
"I have a car"
"have a car"
"didn't know it was available"
"I'd Rather drive myself"
"Didn't know about bus service/schedule"
"I live in Oakhurst"
"No bus stop at all!"
"Have a car"
"already have own vehicle to drive"
"personal preference"
"I drive my car"
"Rather drive"
"I don't think they're one in Madera Ranchos"
"I drive to school"
"I have a car :)"
"OWN A CAR"
"no need"
"I have a car"
"Live in a town with no bus (unless you call for one)"
"own my own car"
"don't have a bus in my town"
"Not enough Buses"
"I live in Fresno and attend 3 campuses."
"I prefer to drive my car"
"CAB IS TOO EXPENSIVE"

"I have a car."

"Dial-A-ride Sometimes gets full"

"I have a car. I drive from fresno."

"I have a car."

"Dial A Ride Reservations understaffed"

"We don't have any information yet or any need for it"

"I have le car"

"I get dropped off"

"My brother takes me to school"

"don't take the bus"

"Walk"

"wake up late"

"Don't live in city"

"Don't need to"

"own transportation"

"I live one block away from school"

"[illegible] my own Ride"

Write-in responses for Question 13:

"MAX phone service is horrible. We need more pick-up/drop off times."

"I think more people would ride the bus if it was advertised more. I would actually ride it if I knew more about it."

"Why You Do Dis!"

"Does not concern me. I have a car."

"NEED MORE PARKING!"

"I live in Fresno, CA and drive to the Madera Center daily."

"need more option For Fresno"

"need a bus to travel from Fresno to Madera community college."

"Avenue 12 is ugly"

"Roads are in horable condition"

"Needs more access to bus stops in the school compus and neighboring community."

"There is no bus stop around my area"

"Bike lanes on Av 12 would be amazing. There is a couple of us that ride from the ranchos to school, yet it is always scary ridding on 12. Not safe for us."

"I live in another town, I have no need to use the transit."

"Transit never works out for students class times."

"Although I do not need the bus transportation I believe that others who do should be be entitled to get public transportation."

"Parkwood"

"I don't need the bus transport because I have my own transportation, and there is no bus stop nearby anyway But, I know there are others who need bus transport, and it would be nice for them to have it."

"Personally, I don't need the transportation However I do know that many of the students on Campus do and that they have difficulties in getting here or having to wait for the next bus to pick them up and take them back home"

"I think that the school should have a loop bus that always is at the bus stop at a specific time."

"Sometimes its hard to get dial a ride"

"Do Not Apply I Drive"

"I prefer running than walking to school"

"Live to far out from the school live by Berenda Elekentary no bus stops. Lack of bike utilities. Maybe if the book store was bigger and sold bike items. Many people carpool. Because not enough money to pay to come to school everyday of the week alone."

"live in between Madera and Chowchilla and I wouldn't be able to call for a bus transit that's why I carpool with sister."

"on Rd. 19 in between Chowchilla and Madera that's why I have a car."

"Road need to be fixed Please!"

"roads need to be fixed"

"way too far to walk. LOL"

"I love in tRiGo"

"Don't Stock me!"

"I am not telling you exactly Where I Live"

"where is the School on this map Madera Center"

"The bus was not on time and students are not able to ride the bus if student didn't call the day before designated pick-up"

"Please do put buses in the college to help the students that don't have rides to school. Doesn't matter if you charge."

"I Don't Ride the bus but I have Seen Numerous students waiting a long time to get home I think this should be shorter of a wait."

"The Madera Center Needs a fixed bus route".

"This would be a great asset to all students here, and more would be willing to attend, and not drop out"

"Bus with bike rack"

"Dial-A-Ride is an efficient way to be transported to college"

"It would work at night ours."

"I Do not live in Madera."

"More transit is essential"

"I live 3 miles from the college"

"Fresno to Madera would be too long of a transit"

"I think if I did not have reliable transportation this is a very good Idea and yes I would use this transportation"

"I know many people who require transportation to school and home fixing routes maybe having our own personal bus route/bus would solve a lot of coplications of missing school."

"A bus route to MCC would be very beneficial to students"

"I would use public transportation at least sometimes, if it were available. It would allow us to only have one car, so it would save us money, even if it cost \$2-3 a ride."

"More Information should be given to students about transportation"

"Why would we walk when school is in the middle of nowhere."

"I think it would be helpful, maybe not for me but for other students."

"Not All Student are from these list neighborhoods. There are several students That live in Fresno/Clovis as well. Basically none of the question related to a student outside of the listed residence."

"If I didn't have a car I would do whatever it takes to get to school and work."

"BUILD SHOWERS ON CAMPUS."

"Please - more Bike lanes needed thru-out Madera!"

"add more route times"

"would there be more fixed Routes available for dial-a-ride in the future."

"I like dial a ride but I think it would be nice to have bus stops so we wouldn't have to call and reserve every day"

"Please hire more staff for Dial a Ride! Seriously understaffed. Students need to get ot Madera Center. MCC tickets not sold at Bus Station. Knowing a day in advance where I need to be and when."

"length of ride and it is Always late"

"Helpful Survey"

"I'm looking to take transit to the college next year for "enrichment classes." I'll be a junior at STCHS."

"Good"

"rude drivers, rude dispatchers (Lupe & Robert, DAR)"

APPENDICES

APPENDIX C

DIAL-A-RIDE CITY/SYSTEM OVERVIEW SPREADSHEET

City/System	Eligibility				Service Area		Fare				Monthly/30-Day Pass	Reservation Hours	Advance Reservations	Pick up Window & Wait Time	Source
	Gen Public	Seniors	Disabled	ADA Certified	ADA	Non-ADA	Gen Public	Seniors	Disabled	ADA Certified					
Madera \$2.00	Yes	Yes	Yes	Yes	Whole service area	Whole service area	\$2.00	\$1.00 in City; \$2.00 in County	\$1.00 in City; \$2.00 in County	\$1.00 in City; \$2.00 in County	\$26 MAX only	M-F 7:00am - 6:30pm Sat 9:00am - 4:00pm Sun 8:30am - 2:30pm	Recommend 1 day in advance; at least 2 hours in advance	15 min before/after Driver waits 1 minute	Brochure
Fresno \$1.50	No	No	No	Yes	Whole service area	N/A	N/A	N/A	N/A	\$1.50		S-S 8am-5pm	1-2 days advance reservation required. Same-day will-calls for medical trips only and based on availability.		https://www.fresno.gov/transportation/wp-content/uploads/sites/13/2016/10/Handy-Ride-Guide-to-Ride-March-2015-ACCESSIBLE-V2.pdf
Santa Cruz \$6.00	No	No	No	Yes	Within 3/4 mile of a fixed route bus line	N/A	N/A	N/A	N/A	\$4-\$6 for reserved trips; double for will-call trips		8 am - 5 pm	At least 1 day advance reservation. Same day will-calls available but fare is doubled.		https://www.scmtd.com/en/metro-paracruz/general-info
Modesto \$3.00	Yes, during certain times	Yes	Yes	Yes	Whole service area	Whole service area	\$3.00	\$3.00	\$3.00	\$3.00		M-F 5:30am - 8:00pm Sat 8:00am - 6:30pm Sun 8:00am - 6:00pm	ADA: from 7 days in advance to 5 pm the day before; Non-ADA: Same day at least 2 hours in advance (Senior/Disabled medical appointments may be made 7 days to 1 day in advance)		http://www.modestoareaexpress.com/forms/pdfs/dar_consumer_guide.pdf
Merced \$6.00	No	No	No	Yes	Entire county	N/A	N/A	N/A	N/A	\$3.00 local; \$6.00 regional		Not stated	By 5 pm the day before		http://www.mercedthebus.com/171/Reservations
Bakersfield \$N/A	No	No	No	Yes	Within 3/4 mile of a fixed route bus line	N/A	N/A	N/A	N/A	\$3.00		8 am - 5 pm	14 days to 1 day in advance		https://www.getbus.org/get-a-lift/
Santa Maria \$N/A	No	No	No	Yes	Whole service area	N/A	N/A	N/A	N/A	\$1.25		9 am - 4 pm	14 days to 1 day in advance		https://www.cityofsantamaria.org/home/showdocument?id=11826
Yuba-Sutter Transit \$3.00	Yes, weekdays after 6:00 pm	Yes, weekdays after 6:00 pm	Yes, weekdays after 6:00 pm	Yes	Within 3/4 mile of a fixed route bus line	Within 3/4 mile of a fixed route bus line	\$3.00	\$2.00 until 6:00pm; \$1.50 after 6:00pm	\$2.00 until 6:00pm; \$1.50 after 6:00pm	\$2.00 until 6:00pm; \$1.50 after 6:00pm		M-F 5:00am - 10:00pm Sat 8:00am - 6:00pm	Up to 14 days in advance		https://d5brfuzkqskyv.cloudfront.net/64f670dd-cfbb-4bde-a704-9e139315e31f/8bacce9e-dfc1-41b4-b96d-4e601ce28da5/YST_Dial-A-Ride_09-01-
Visalia \$4.00	Yes	Yes	Yes	Yes	Visilia and nearby cities	Visilia and nearby cities	\$4.00	\$4.00	\$4.00	\$2.25		M-F 6am - 6pm Sat-Sun 8am - 6pm	ADA: from 14 days in advance to 6pm the day before; Non-ADA: Same day only		http://www.visalia.city/civicax/filebank/blobdload.aspx?blobid=4771#page=
Hanford \$2.50	No	No	No	Yes	Whole service area	Whole service area	\$2.50	\$2.50	\$2.50	\$2.50	\$100/ Paratransit	M-F 5:00am - 10:00pm Sat 9:00am - 5:30pm	At least 1 day in advance before 5p.m.	15 min before/after Driver waits 1 minute	
Porterville \$5.00	Yes	Yes	Yes	Yes			\$5.00	\$2.50	\$2.50	\$2.50					

APPENDICES

APPENDIX D

FY 2010 MAX/DAR RIDERSHIP COUNTS

MAX (No JET)		HOURS		MILES		cash dep		PASSENGERS PER		
FY2010-11	RIDERS	REV	TOTAL	REV	TOTAL	FARES	DAYS	REV HR	REV MI	DAY
JUL	12,133	1,347	1,546	17,539	18,567	\$5,128	27	9.0	0.69	449
AUG	11,657	1,133	1,184	14,994	16,091	\$5,085	26	10.3	0.78	448
SEP	11,014	1,062	1,193	13,552	15,018	\$4,589	25	10.4	0.81	441
OCT	11,159	1,089	1,163	14,038	15,128	\$5,055	26	10.2	0.79	429
NOV	9,989	1,030	1,132	13,744	14,328	\$4,575	25	9.7	0.73	400
DEC	10,497	1,098	1,208	14,582	15,328	\$5,827	26	9.6	0.72	404
JAN*	10,674	1,031	1,140	13,710	14,427	\$4,623	25	10.4	0.78	427
FEB	10,668	995	1,092	13,208	13,918	\$5,134	24	10.7	0.81	445
MAR	10,942	1,107	1,252	15,039	15,424	\$4,923	27	9.9	0.73	405
APR	11,171	1,060	1,167	14,200	14,989	\$5,174	27	10.5	0.79	414
MAY	11,855	1,028	1,117	13,707	14,287	\$5,607	26	11.5	0.86	456
JUN	12,402	1,064	1,162	14,369	14,842	\$5,849	26	11.7	0.86	477
TOTAL	134,161	13,044	14,358	172,682	182,347	\$61,570	310	10.3	0.78	433

Note: Jul 10-11 incls JET

DAR		HOURS		MILES		cash dep		PASSENGERS PER		
FY2010-11	RIDERS	REV	TOTAL	REV	TOTAL	FARES	DAYS	REV HR	REV MI	DAY
JUL	2,304	774	1,085	11,314	12,788	\$1,888	30	3.0	0.20	77
AUG	2,902	1,003	1,306	14,772	16,259	\$2,173	31	2.9	2.52	107
SEP	3,315	1,052	1,318	17,056	18,453	\$2,472	29	3.1	0.8	116
OCT	3,378	1,015	1,306	16,107	17,606	\$2,530	31	3.3	0.8	99
NOV	3,066	965	1,266	15,605	16,742	\$2,681	29	3.2	0.8	102
DEC	2,966	991	1,344	15,289	16,584	\$2,966	30	3.0	0.7	114
JAN	3,410	984	1,276	16,400	17,507	\$2,848	30	3.5	0.8	105
FEB	3,142	933	1,212	15,676	16,891	\$2,588	28	3.4	0.8	135
MAR	3,783	1,102	1,399	18,847	20,411	\$3,008	31	3.4	0.8	122
APR	3,165	986	1,230	15,165	16,250	\$2,472	30	3.2	0.21	106
MAY	2,993	937	1,214	14,672	15,903	\$2,196	30	3.2	0.20	100
JUN	2,691	928	1,243	12,945	14,202	\$2,277	30	2.9	0.21	90
TOTAL	37,115	11,670	15,198	183,848	199,596	\$30,098	359	3.2	0.19	103
GRAND TOTAL	171,276					\$ 91,667.99				

City of Madera - Transit

Attn: Grants Administration
205 W. 4th Street, Madera CA 93637
Tel 559.661.5400
Fax 559.661.2972
www.cityofmadera.ca.gov/transit

The logo for the City of Madera, featuring the text "The City of" in a smaller font above the word "MADERA" in a larger, bold, sans-serif font, all contained within a dark green square.

The City of
MADERA