



Meeting Date: July 31, 2019

Agenda Item: # 8

AGENDA SUMMARY REPORT

SUBJECT:

Discussion and Possible Adoption of Resolution No. 2019-13 Dial-A-Ride Fare Revision and Service Area

SUMMARY:

As mandated by federal law, MTA is required to offer complimentary paratransit service the same hours per day as fixed-route service. MTA is also required by the Transit Development Act of California to meet required performance measures as established by the designated Regional Transportation Agency (MCOG).

Over the last decade, in an effort to meet the 'farebox' performance measures MTA has had to raise passenger fares two times, forcing many MTA riders to move to Senior Center transportation provided at a lower cost. As a result, while MTA is now exceeding the mandated 'farebox' performance measure, due to loss of ridership, MTA is no longer meeting the 'passenger per hour' performance measure.

Earlier this year, MCOG lowered MTA's farebox performance requirement from 14.6% to the state mandated 10%. MTA proposes to pass that savings onto its current and former riders by expanding its Dial-A-Ride service area (meeting an annually requested Unmet Need) and establishing fare consistency throughout county transportation services. In addition, this provision will also offer earlier and later service to seniors and disabled passengers on fixed income.

Ukiah Current Dial-A-Ride Service Area: See Attachment 'A'

Current Ukiah Zone Fares:

- Zone #1: \$3.00
- Zone #2: \$9.00
- Zone #3: \$15.00
- Zone #4: \$21.00
- Zone #5: \$27.00

Proposed Ukiah Proposed Dial-A-Ride Service Area: See Attachment 'B'

Proposed Ukiah Fares:

- Local Ukiah \$3.00
- Forks, Mendocino Drive, Calpella, Rogina Heights, Deerwood and Talmage \$4.00
- Redwood Valley \$6.00

The current Ukiah MTA Dial-A-Ride fares are the most expensive I have encountered in my 27-year career in public transportation. As has been noted in several past Short-Range Transit Plans, the fare structure for MTA has resulted in less ridership and prevented MTA from being able to meet its required performance measure of 4.5 passengers per hour. Implementation of the expanded service area and reduction of fares is recommended by staff to begin September 1, 2019 with the transition from General Public Dial-A-Ride to Paratransit/Senior service.

Staff Recommendation

Adopt Resolution No. 2019-13 Dial-A-Ride Fare Revision and Service Area Expansion



MENDOCINO TRANSIT AUTHORITY
RESOLUTION 2019-13

Approval of Expansion of Dial-A-Ride Service Area
And
Reduction of Dial-A-Ride Fares

WHEREAS:

1. MTA is committed to providing the best ADA/Senior transportation possible, and
2. The MCOG lowered the farebox performance measure from 14.6% to 10%, and
3. MTA is dedicated to its commitment to expanding service to meet identified MCOG Unmet Needs;

NOW, THEREFORE, BE IT RESOLVED that the MTA Board of Directors hereby:

1. Approves the expansion of the Ukiah ADA/Senior Dial-A-Ride service area, and
2. Reduces the Ukiah area Dial-A-Ride passenger fares to provide continuity with all county transportation services, to be effective September 1, 2019;

ADOPTION of this RESOLUTION was MOVED by Director _____ and
SECONDED by Director _____ at a regular meeting of the MTA Board of
Directors on July 31, 2019 by the following roll call vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: _____

Chair Rodriguez

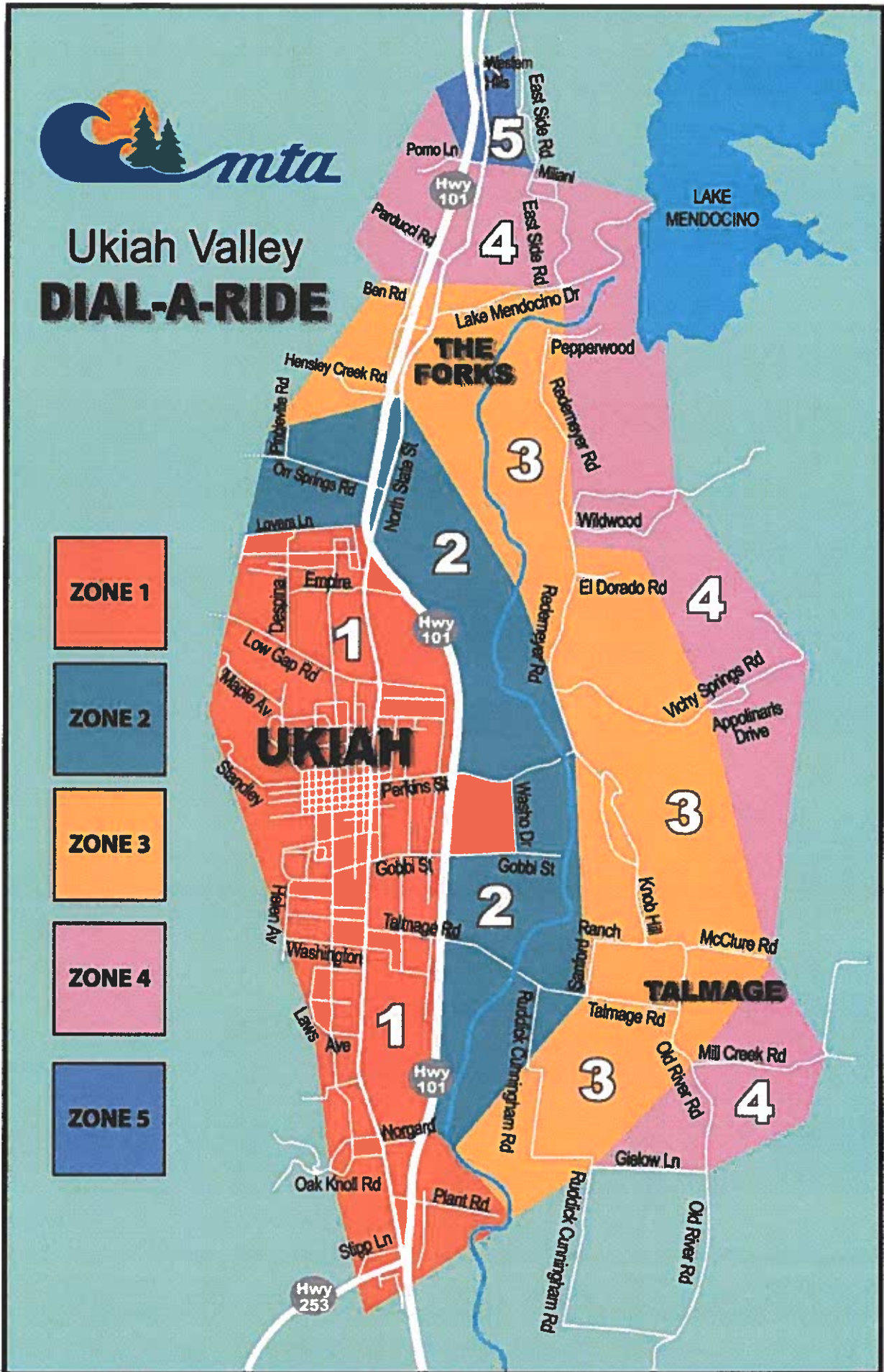
General Manager Meyer

ATTACHMENT 'A'

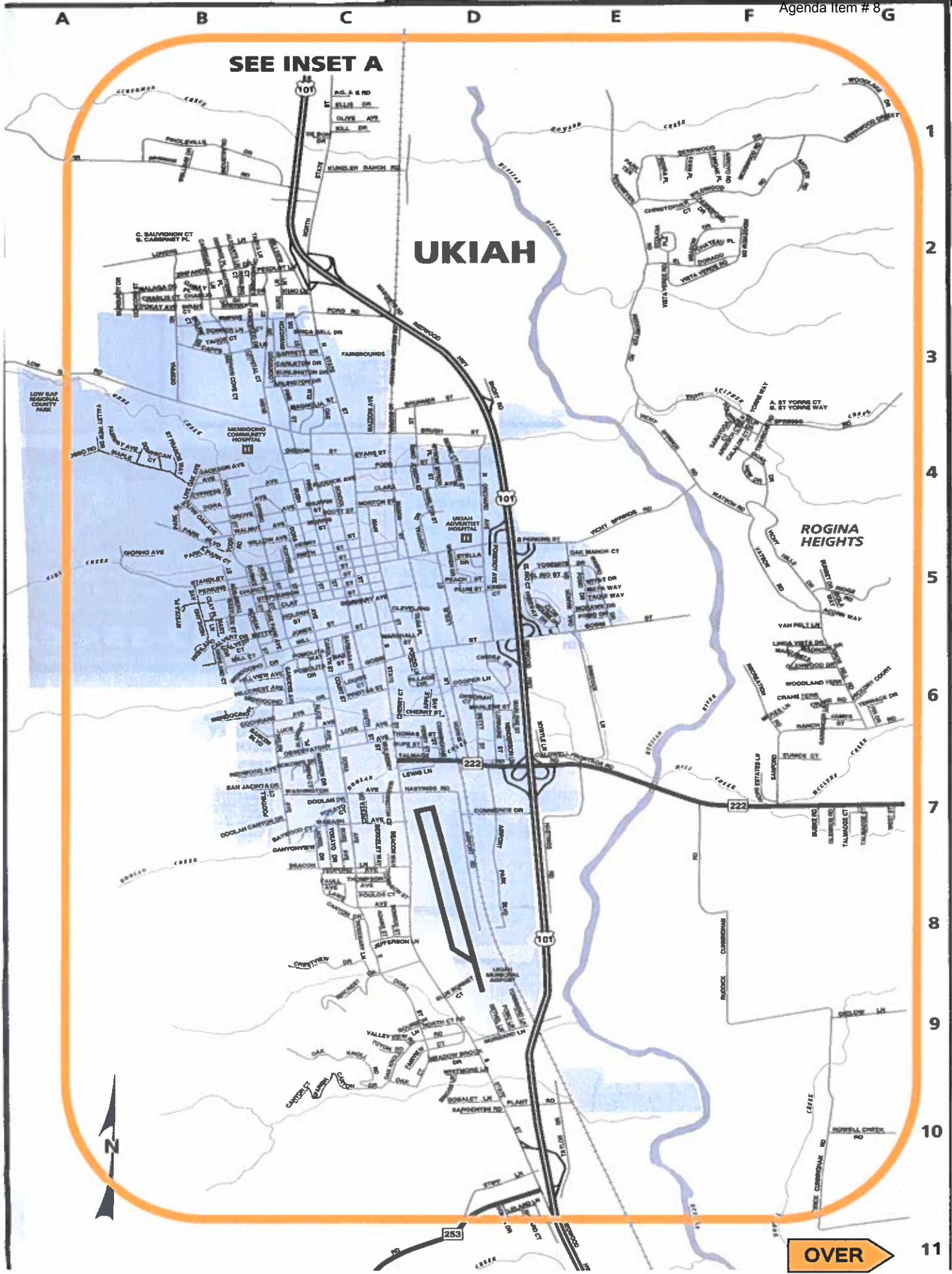


Ukiah Valley DIAL-A-RIDE

- ZONE 1**
- ZONE 2**
- ZONE 3**
- ZONE 4**
- ZONE 5**



ATTACHMENT 'B'



SEE INSET A

UKIAH

OVER

1
2
3
4
5
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9
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11

