



**Short Range
Transit Plan
FY 2022/23 to 2026/27**



Madera County Transportation Commission
2001 Howard Road, Suite 201
Madera, CA 93637
(559) 675-0721
www.maderactc.org

MADERA COUNTY
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Chapter 1 – Executive Summary

Madera County is located in California’s San Joaquin Central Valley. Encompassing 2,147 square miles, the County is situated in the geographic center of the State of California along State Route (SR) 99, approximately 18 miles north of Fresno. The County has an average altitude of 265 feet ranging from 180 to 13,000 feet above sea level. The San Joaquin River forms the south and west boundaries with Fresno County. To the north, the Fresno River forms a portion of the boundary with Merced County. Mariposa County forms the remainder of the northern boundary. The crest of the Sierra Nevada Mountains forms the eastern boundary with Mono County. Generally, the County can be divided into three broad geographic regions – the Valley area on the west; the foothills between Madera Canal and the 3,500-foot elevation contour; and the mountains from the 3,500-foot contour to the crest of the Sierra Nevada Mountains.

Madera County is served by a variety of human service organizations, senior centers, private transportation companies and three public transit operators. Transit funding is limited at the State, federal, and local levels. Therefore, it is important for these small organizations and transit operators to coordinate transportation services to maximize mobility for residents and eliminate duplication of services.

Report Overview

This plan reflects Madera County’s “Short-Range Transit Plan” (SRTP) for the five-year period, FY 2022/23 through FY 2026/27. This plan responds to State, federal, and local requirements to ensure public transit services are effective in meeting the needs within the Madera region.

The SRTP is intended to serve as a guide for improving public transit agencies within Madera County. The plan reviews recent progress evaluates existing operations and conditions and recommends future strategic actions to effect positive changes. A key component of the SRTP is the development of realistic operating and capital projections based on present and future performance of the existing systems over the next five years. In summary, the primary objectives of the SRTP are to:

1. Assess the efficiency and effectiveness of existing transit services throughout Madera County.
2. Develop cost-effective recommendations and a five-year service plan to improve transit services based upon rider and community input.
3. Provide marketing and outreach strategies to promote services based on an understanding of the needs of current and potential riders.
4. Develop financially feasible capital and operating plans that support the five-year service plan and address existing and future transit needs in Madera County.

There are eight different public transit services offered in Madera County by three different jurisdictions. Many social service agencies within the County as well as private providers, such as Greyhound, charter bus, and taxi companies also provide transportation. This plan focuses primarily on public transit operations but addresses how all transportation services should be coordinated to the maximum extent possible. The public transit operations include:

City of Madera

Madera Metro

Madera Dial-A-Ride (DAR)

City of Chowchilla

Chowchilla Area Transit Express (CATX)

Madera County

Madera County Connection (MCC)

MCC Madera Dial-A-Ride

MCC Chowchilla Dial-A-Ride

Eastern Madera County Senior Bus

Medical Escort Program

Transit operators in Madera County should use the SRTP as an important planning tool as they evaluate their existing systems and seek ways to improve their services. The increase in transit demand over the next five years will require that public transit operators closely collaborate and coordinate their services to provide effective, affordable, and seamless public transportation throughout the Madera County region.

An outline of this report's contents is as follows:

1. Executive Summary
2. Existing Conditions
3. Transit Goals, Objectives, and Performance Standards
4. Existing Transit Services
5. Performance Evaluation
6. Needs Analysis
7. Funding Sources
8. Financial Plan
9. Transit Marketing Strategies
10. Public Participation

Appendix A - On-Board Survey Results

Chapter 2 - **Existing Conditions** describes Madera's population characteristics, with a focus on those population groups most relevant to transit planning. The existing setting forms the basis for transportation demand that is anticipated to grow as the community's population and employment base expands. This demand will provide the impetus and direction for both the public and private sectors to cooperatively develop effective transportation options.

Chapter 3 - **Transit Goals, Objectives, and Performance Standards** presents goals, objectives, and performance standards that will serve as a guide to public transit operators in Madera County. Clear and attainable goals and objectives, as presented in this section, are important in ensuring efficient and effective transit services. Performance standards will provide a means of measuring and comparing operations.

Chapter 4 - [Existing Transit Services](#) provides an overview of existing transit services within Madera County and a summary of recent accomplishments. The Madera County region is served by two fixed routes and six demand-response public transit services. Also included is discussion of other transportation providers and a summary of recent accomplishments.

Chapter 5 - [Performance Evaluation](#) evaluates public transit performance based on operating performance metrics. These performance or productivity indicators are used to evaluate public transit operations and how successful they are at meeting accepted performance standards. They include the following:

- ❖ Passengers Per Hour
- ❖ Passengers Per Mile
- ❖ Cost Per Passenger
- ❖ Cost Per Hour
- ❖ Cost Per Mile
- ❖ Subsidy Per Passenger
- ❖ Farebox Return

Chapter 6 - [Needs Analysis](#) addresses transit needs throughout Madera County and forms an important basis for developing short-range transit plans. These needs must be identified to develop meaningful and realistic transportation solutions. This needs analysis also is based on a variety of inputs, including ridership surveys, public feedback, and the MCTC Unmet Transit Needs process.

Chapter 7 - [Financial Plan](#) presents a five-year operating and capital plan for the period FY 2022/23 to FY 2026/27. Operating and capital budgets are based on projected revenue, projected ridership, and service levels, and key recommended service improvements. The capital plan projects the cost of new and replacement vehicle purchases and transit-related amenities, including benches and shelters. These improvements respond to the findings from the needs assessment and identification of specific issues by each transit operation.

A county-wide total of \$43.0 million in public transit operating and capital expenditures is projected over the next five years. The City of Madera expenditures during this period are estimated at \$24.7 million or 57.4% of the total, the City of Chowchilla \$3.0 million or 7.0% of the total, and Madera County \$15.2 million or 35.3% of the total. Total operating costs for all Madera County transit systems are projected at \$26.5 million from FY 2022/23 to FY 2026/27. County-wide capital costs are estimated at \$16.5 million during this period.

Chapter 8 – [Funding Sources](#) provides an overview of key funding sources for public transit operators. A variety of funding is available at the State, federal, and local levels for operating and capital projects. Many grant programs provide unique opportunities to develop projects that will enhance their operations beyond typical funds used by a transit agency.

Chapter 9 - [Transit Marketing Strategies](#) describes marketing and how it plays an integral role in increasing public awareness of transit services and attracting and maintaining ridership. Key marketing objectives are to:

- ❖ Promote an understanding of services being offered

- ❖ Increase public acceptance
- ❖ Provide quality services
- ❖ Developing effective ongoing outreach and targeted marketing tools

Chapter 10 - [Public Participation](#) describes the process that includes outreach efforts to a broad representation of groups within the community, including low-income, minority populations, elderly, disabled, Native Americans, community-based organizations, and those with limited English proficiency. The approach utilized by the MCTC is comprehensive, collaborative, and well documented, as described in this chapter.

[Appendix A](#) includes On-Board Survey Results.

Chapter 2 – Existing Conditions

This chapter provides an overview of Madera County’s population, income and employment trends, and travel characteristics. The existing setting forms the basis for transportation demand that is anticipated to grow as the community’s population and employment base expands. This demand will provide the impetus and direction for both the public and private sectors to cooperatively develop effective transportation options.

CURRENT LAND USES

Generally, Madera County can be divided into three broad geographic regions – the valley area on the west; the foothills between Madera Canal and the 3,500-foot elevation contour; and the mountains from the 3,500-foot contour to the crest of the Sierra Nevada Mountains. The Valley area is generally flat and ranges in elevation from 45 to 1,000 feet. This area contains approximately two-thirds of the County’s population and includes the cities of Chowchilla and Madera, as well as the unincorporated communities of Fairmead, Madera Ranchos, and Bonadelle Ranchos. A well-developed agricultural economic base characterizes this area. The foothill area contains the remaining one-third of the County population residing in the unincorporated communities of Oakhurst, Ahwahnee, North Fork, Coarsegold, Raymond, and Yosemite Lakes Park. The agricultural base in this area is primarily grazing. Much of the area’s employment base is in tourist-related services with a significant commuter component going to Fresno, Madera, and other valley employment and service centers. The mountain area is primarily uninhabited with much of the land located in the Sierra National Forest, Yosemite National Park, Devils Postpile National Monument, and the Ansel Adams and John Muir Wilderness Areas. Historically, the national forest area has supported a strong lumber-based economy; however, this has been seriously curtailed by environmental actions.

POPULATION TRENDS

As shown in Table 2-1, Madera County’s 2020 population was 156,255. The table shows the distribution of the total population from 1990 to 2020 among the incorporated areas and the unincorporated areas. The County’s population rose from 88,090 in 1990 to 156,255 in 2020. In 2020, the unincorporated county area accounted for 46% of the County population compared to 42% for the City of Madera and 12% for the City of Chowchilla.

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Table 2-1 MADERA COUNTY POPULATION TRENDS 1990 – 2020

LOCATION	1990		2000		2010		2020	
	POPULATION	% OF TOTAL	POPULATION	% OF TOTAL	POPULATION	% OF TOTAL	POPULATION	% OF TOTAL
City of Madera	29,281	33%	43,207	35%	61,416	41%	66,224	42%
City of Chowchilla*	5,930	7%	11,129	9%	18,720	12%	19,039	12%
Unincorporated Area	52,879	60%	68,775	56%	70,729	47%	70,992	45%
Total County	88,090	100%	123,109	100%	150,865	100%	156,255	100%

*2000, 2010 and 2020 includes population from two women’s prisons
Source: U.S. Census

In 2020, 30.3% of Madera County’s population was under 20 years old, 55.4% between 20 and 64 years, and 14.3% over 65 years of age or older. In terms of racial breakdown, 55.3% of the population was Hispanic, 33.2% white (not Hispanic or Latino), 4.2% African-American, 4.4% American Indian, and 2.9% Asian or Pacific Islander.

Table 2-2 reflects the population of Madera County rising from 158,794 in 2020 to a projected 213,456 in 2050. This is an annual increase of 54,662 persons or 1,822 persons. These projections will be greatly impacted by changing demographics and migration patterns and the degree of service and infrastructure improvements throughout the County, including public transit, streets and roads, sewer, and water.

Table 2-2 MADERA COUNTY POPULATION PROJECTIONS 2020-2050

JURISDICTION				
City of Madera	65,415	73,009	84,886	87,517
Average annual increase from 2020	---	1.1%	1.0%	1.0%
City of Chowchilla	18,196	21,368	24,845	25,615
Average annual increase from 2020	---	1.6%	1.0%	1.1%
Unincorporated Area	77,706	83,693	97,308	100,324
Average annual increase from 2020	---	0.7%	1.0%	0.9%
Total County	158,794	178,070	207,038	213,456
Average annual increase from 2020	---	1.2%	1.0%	1.0%

Source: California Department of Finance

EMPLOYMENT

Madera County has experienced a relatively stable civilian labor force comprising 61,700 workers in 2010, rising to 62,400 in 2012 and 61,700 in 2020 as shown in Table 2-3. Over the past 11 years, the labor force averaged 61,500. However, like most of the nation, the County experienced increasing unemployment rates starting in 2020 due to the Covid-19 pandemic, of which the effects are yet to be fully realized. The unemployment rate soared from 7.0% in 2019 to 10.8% in 2020.

Table 2-3 MADERA COUNTY EMPLOYMENT 2010 – 2020

YEAR	MADERA COUNTY LABOR FORCE	UNEMPLOYMENT RATES	
		MADERA COUNTY	STATE OF CALIFORNIA
2010	61,700	17.0%	12.5%
2011	62,000	16.4%	11.9%
2012	62,400	14.7%	10.5%
2013	62,100	12.7%	9.0%
2014	61,700	11.3%	7.6%
2015	59,800	10.6%	6.3%
2016	61,100	9.3%	5.5%
2017	61,000	8.2%	4.8%
2018	61,300	7.1%	4.3%
2019	62,100	7.0%	4.2%
2020	61,700	10.8%	10.1%

Source: California Employment Development Department

MAJOR EMPLOYERS

As seen in Table 2-4, the largest private employers in Madera County are Children’s Hospital, Chukchansi Gold Resort Casino, and Madera Community Hospital. The largest public employers in Madera County are Madera Unified School District, the State of California (mainly through the Valley State Prison for Women), and County of Madera. The largest employers not served by public transit are Lion Raisins Inc., San Joaquin Wine Co., and Lamanuzzi & Pantaleo Cold Storage all of which are in unincorporated areas of the County. Other large employers such as hospitals and retail businesses are served by various transit agencies in the County.

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Table 2-4 MAJOR EMPLOYERS IN MADERA COUNTY

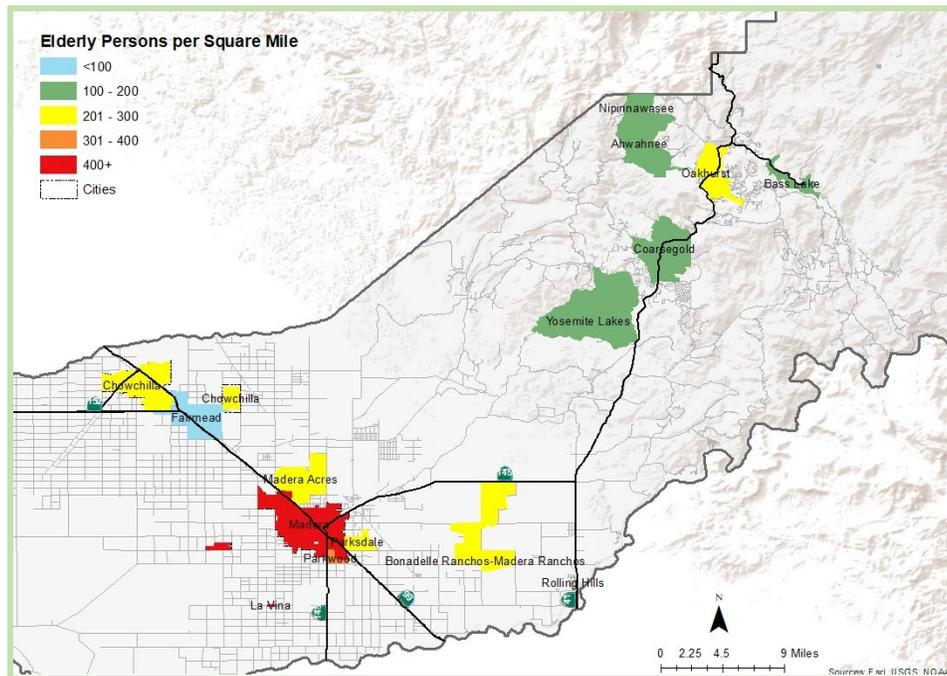
EMPLOYER	TYPE	NUMBER OF EMPLOYEES	LOCATION	SERVED BY TRANSIT
Madera Unified School District ❖ Madera High School ❖ Madera South High School ❖ Matilda Torres High School	Public	3,500	Madera	Yes Yes Yes
State of California ❖ Valley State Prison for Women	Public	2,600	Chowchilla	Yes Yes
Children’s Hospital	Private	2,500	County	Yes
County of Madera ❖ Madera County Mental Health	Public	1,700	County	Yes Yes
Chukchansi Gold Resort & Casino	Private	1,400	Coarsegold	Yes
Madera Community Hospital	Private	936	Madera	Yes
City of Madera ❖ Madera City Hall	Public	400	Madera	Yes
Ardagh Group	Private	350	Madera	Yes
Constellation Brands	Private	350	Madera	Yes
Walmart	Private	350	Madera	Yes
U.S. Government	Public	300	Madera	Yes
Lion Raisins, Inc.	Private	250-499	County	No
San Joaquin Wine Co.	Private	250-499	County	No
Lamanuzzi & Pantaleo Cold Storage	Private	250-499	County	No
Cherokee Freight Lines	Private	250-499	Madera	Yes
Baltimore Aircoil Co.	Private	242	Madera	Yes
Community Action Partnership of Madera County	Private	235	Madera	Yes
CertainTeed Corp.	Private	185	Chowchilla	Yes
JBT Food Tech	Private	165	Madera	Yes
EVAPCO, Inc.	Private	140	Madera	Yes
Warnock Food Products	Private	130	County	No
Georgia-Pacific Corp-Madera	Private	125	Madera	Yes
Home Depot	Private	100-249	Madera	Yes
Lowe’s Home Improvement	Private	100-249	Madera	Yes
Sierra Tel	Private	100-249	Oakhurst	Yes
Span Construction, Inc.	Private	100-249	Madera	Yes
Madera Rehab Center	Private	100-249	Madera	Yes
Azteca Milling	Private	100	Madera	Yes
Oldcastle Enclosure Solutions	Private	100	Madera	Yes

Source: Madera County Economic Development Commission

TRANSIT-DEPENDENT POPULATION

Madera County has made notable progress in addressing many public transit needs throughout the region. MCTC’s “Unmet Transit Needs” process annually determines whether transit needs within Madera County exist and must ensure that these needs have been reasonably met by County transit systems. These transit systems provide vital transportation services while reducing single-occupancy vehicle trips and improving air quality. Madera County’s future population growth, combined with an increase in transit-dependent residents, rising fuel costs, changing demographics, and travel patterns, undoubtedly will impact the demand for transit services. While public transit will continue to play an important role in the mobility of those who are dependent on transit as a lifeline service and increasingly for those residents seeking transportation options, delivery of transit services must be reliable, convenient, and cost-effective.

Figure 2-1 TRANSIT DEPENDENT POPULATIONS: ELDERLY PERSONS

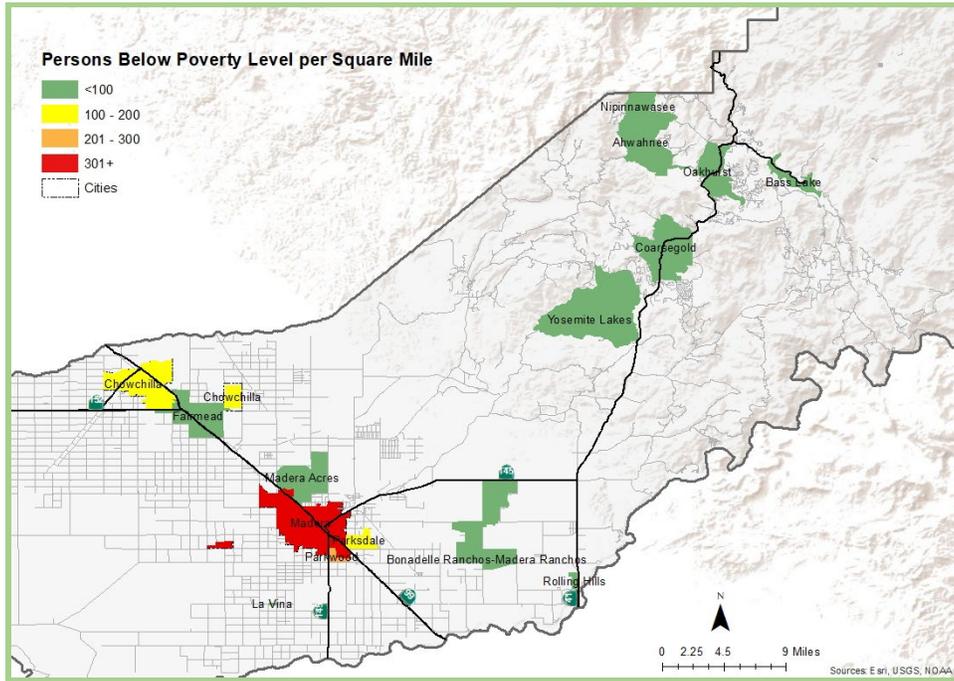


Source: US Census

For a longer range perspective, MCTC’s Regional Transportation Plan for Madera County forecasts planned transit improvements over a 24-year timeframe. These future transit improvements reflect continued funding of transit services for all systems in the County and initiation of enhanced transit service in core growth areas. These areas are identified through population and household growth derived from the MCTC transportation model enhancing the overall quality of life for residents throughout the County.

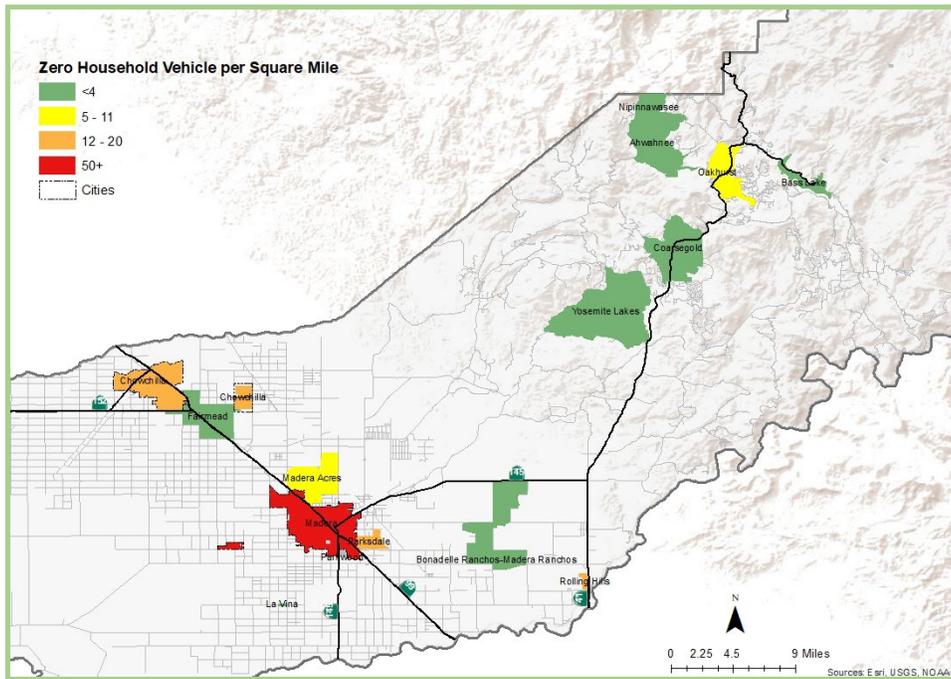
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Figure 2-2 TRANSIT DEPENDENT POPULATIONS PERSONS: BELOW POVERTY



Source: US Census

Figure 2-3 TRANSIT DEPENDENT POPULATIONS ZERO HOUSEHOLD VEHICLES



Source: US Census

Chapter 3 – Transit Goals, Objectives, and Performance Standards

This section presents goals, objectives, and performance standards that will serve as a guide to public transit operators in Madera County. Clear and attainable goals and objectives, as presented below, are important in ensuring efficient and effective transit services. Performance standards will provide a means of measuring and comparing operations.

GOALS AND OBJECTIVES

Goal I: Provide safe, reliable, high quality, and economical public transportation.

Objectives:

- A. Provide safe transit services.
- B. Provide reliable transit services.
- C. Provide service when and where it is needed.
- D. Operate transit efficiently and economically.
- E. Coordinate transit services with other regional transit operations.
- F. Increase the level of public information about transit services.

Goal II: Operate an efficient and effective system that maximizes service and minimizes cost impacts.

Objectives:

- A. Provide productive transit service.
- B. Maximize operating and capital funding.
- C. Maximize farebox recovery.
- D. Maximize available State, federal, and local transit funding.

Goal III: Evaluate, monitor, and improve transit systems on an on-going basis.

Objectives:

- A. Implement a sound data collection process.
- B. Undertake on-board ridership surveys on a regular basis.
- C. Develop up-to-date management information.
- D. Undertake regular monitoring of system data and management information.
- E. Undertake on-going performance evaluation.
- F. Initiate service improvements, as warranted.

Goal IV: Undertake effective marketing, outreach, and public participation.

Objectives:

- A. Implement proactive marketing, outreach, and public participation strategies.
- B. Coordinate with other regional transit systems, social service agencies, and other interested parties to ensure wide dissemination of transit information.
- C. Present information directly to existing and potential riders through public presentations, participation at special community events, and social media.

Goal V: Coordinate transit system development with community planning and development efforts and land use policy.

Objectives:

- A. Encourage new facilities that promote bicycle and pedestrian access and enhance the community.
- B. Coordinate with appropriate jurisdictions to accommodate public transit, including provision for bus turnouts and other passenger amenities.
- C. Encourage transit usage to reduce vehicle trips, particulate matter, and greenhouse gas emissions.

PERFORMANCE STANDARDS

Transit performance standards can vary significantly depending upon the type of service – (fixed-route versus demand-response), ridership characteristics (general public versus seniors and disabled), vehicle type and capacity, trip lengths, urban versus rural densities, geographic dispersion of origins and destinations, and intra-city versus inter-city. The following standards shown on Table 3-1 represent recommended performance standards that Madera County transit operators should strive to achieve. These standards can and should be refined and expanded by agency as the systems evolve. A manual also can be developed to formally document system standards for operating performance, capital amenities, and on-street requirements.

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Table 3-1 KEY PERFORMANCE STANDARDS

PERFORMANCE MEASURE	
System Accessibility	Fixed-route: 85% of population of urban area within ¼ mile of the bus route
Miles between Preventable Accidents	>60,000 miles
Passenger Injuries per 100,000 Miles	<2 injuries
Demand-Response: <ul style="list-style-type: none"> ❖ Maximum wait time ❖ Average wait time ❖ Percent pickups within 15-minute window of scheduled time 	<ul style="list-style-type: none"> <40 minutes <30 minutes 80% pickups
Fixed-Route: <ul style="list-style-type: none"> ❖ % scheduled departures on time (0-5 min. late) ❖ No buses should depart time point early 	<ul style="list-style-type: none"> 95% on time 0% depart early
Minimum Service Frequency <ul style="list-style-type: none"> ❖ Local fixed routes ❖ Inter-city fixed routes 	<ul style="list-style-type: none"> 60 minutes 8-10 trips per week
Passenger per Revenue Vehicle Hour	<ul style="list-style-type: none"> Urban demand-response: >4.0 Rural demand-response: >2.5 Urban local fixed-route: >8.0 Rural inter-city fixed-route: >5.0
Farebox Recovery Ratio	<ul style="list-style-type: none"> Urban demand-response: >15% Rural demand-response: >10% Urban local fixed-route: >15% Rural/Inter-city fixed-route: >10%
Demand-Response Service Refusals	<1 per day
Percent of Capacity in Any Hour for Subscription	<50% capacity
Minimum Useful Life of Vehicles: <ul style="list-style-type: none"> ❖ Large, heavy-duty (approx. 35'-40') ❖ Medium size, heavy-duty (approx. 30') ❖ Medium size, medium-duty (approx. 30') ❖ Medium size, light-duty (approx. 25'-35') ❖ Light-duty (small buses and vans) 	<ul style="list-style-type: none"> 12 years or 500,000 miles 10 years or 350,000 miles 7 years or 200,000 miles 5 years or 150,000 miles 4 years or 100,000 miles
Spare Bus Ratio: <ul style="list-style-type: none"> ❖ Demand-response ❖ Fixed-route 	<ul style="list-style-type: none"> 20% spare bus ratio 20% spare bus ratio

Chapter 4 – Existing Transit Services

This section provides an overview of existing transit services within Madera County, how transit services are part of an integrated multi-modal network, challenges and opportunities, and a summary of recent transit accomplishments.

A variety of transportation services are available in Madera County, including Madera Metro, City of Madera Dial-A-Ride, Chowchilla Area Transit Express (CATX), Madera County Connection (MCC), MCC Madera Dial-A-Ride, MCC Chowchilla Dial-A-Ride, Eastern Madera Senior Bus, Medical Escort Program, specialized social service transportation services, Greyhound, and taxi service. Transportation network companies (TNCs) also have recently been providing services in Madera County. TNCs are taxi-like services in which reservations and payments are enabled by smart phone applications (e.g., Uber or Lyft) with one paying customer. Public transportation is provided by fixed-route and demand-response transit systems, as described below.

CITY OF MADERA

The City of Madera and its environs are served by a number of public and private transportation providers. The City operates the Madera Metro fixed-route system and Madera Dial-A-Ride, a general public demand-responsive system. Both services are operated under contract with MV Public Transportation. The fixed-route system is operated weekdays from 7:00 a.m. to 6:30 p.m. and Saturdays from 9:00 a.m. to 4:00 p.m. Service operates primarily within the city limits, as shown in Figure 4-1. The system transported over 55,700 riders in FY 20/21. The City completed the construction of the new Madera Transit Center located at 1951 Independence Drive. The facility opened in the fall of 2020 and provides facilities for fueling, washing, maintenance, parking, and administrative functions.

Madera Dial-A-Ride is a general public system primarily serving the elderly and disabled. The service operates weekdays from 7:00 a.m. to 6:30 p.m., Saturdays from 9:00 a.m. to 4:00 p.m. and Sundays from 8:30 a.m. to 2:30 p.m. The system operates within the Madera urban area covering a five-mile radius from the downtown area, as depicted on Figure 4-2, and transported 4,300 riders in FY 20/21.

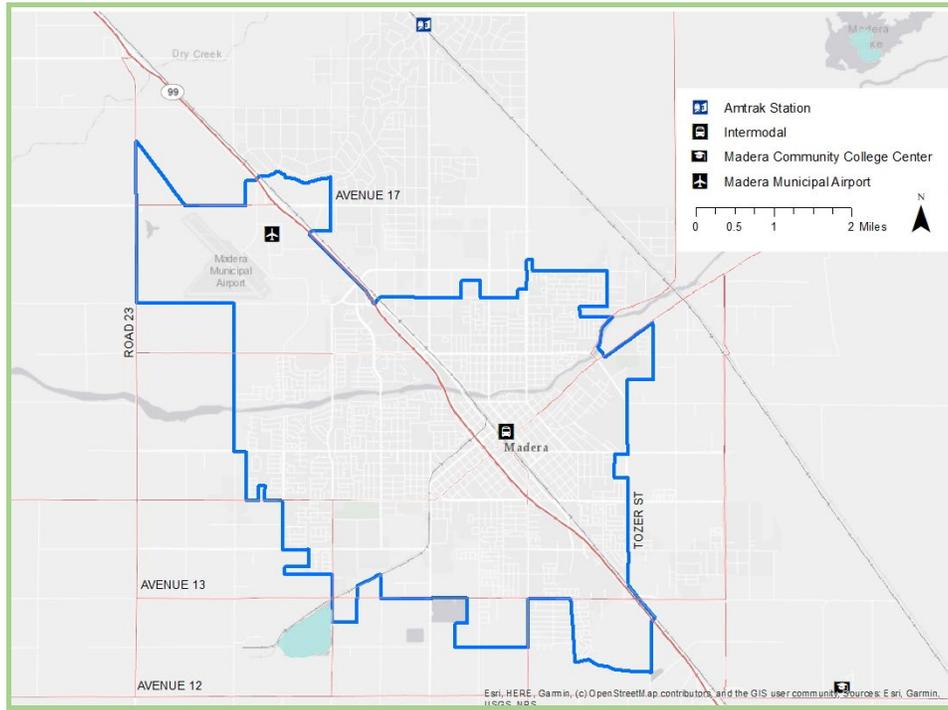
Madera Metro and Dial-A-Ride Vehicle Fleet

The City of Madera currently has a fleet of 26 vehicles, as shown in Table 4-1. Twelve vehicles are used to operate Madera Metro, and 7 vehicles are used to operate Dial-A-Ride. Seven vehicles serve as backup to both systems. Vehicles are maintained by the City's Public Works Department.

Madera Metro and Dial-A-Ride Fare Structure

Madera Metro's one-way cash fare is \$0.75 with free transfers. Seniors, riders with disabilities, and Medicare cardholders are eligible for a \$0.35 fare Monday through Friday from 10:00 a.m. to 2:00 p.m. and Saturday 9:00 a.m. to 4:00 p.m. Children under three years old may ride free. Dial-A-Ride's one-way cash fare is \$2.00 for riders who are not senior or disabled. Seniors over 60 years old and disabled persons may ride for \$1.00 within the city limits; and \$1.00 to \$2.00 within the County area. Additionally, community college students may ride for \$1.00.

Figure 4-2 DIAL-A-RIDE SERVICE AREA



Since the onset of the pandemic, Madera Metro and Dial-A-Ride have been operating without fare revenue, relying on funds from the Coronavirus Aid, Relief, and Economic Security Act (CARES Act). These funds, however, are expected to be depleted soon.

Madera Metro intends to reinstate fares in the coming years at reduced rates. The loss in revenue is intended to be offset by introducing advertisements on buses. The intention of lowering fares is to incentivize more ridership.

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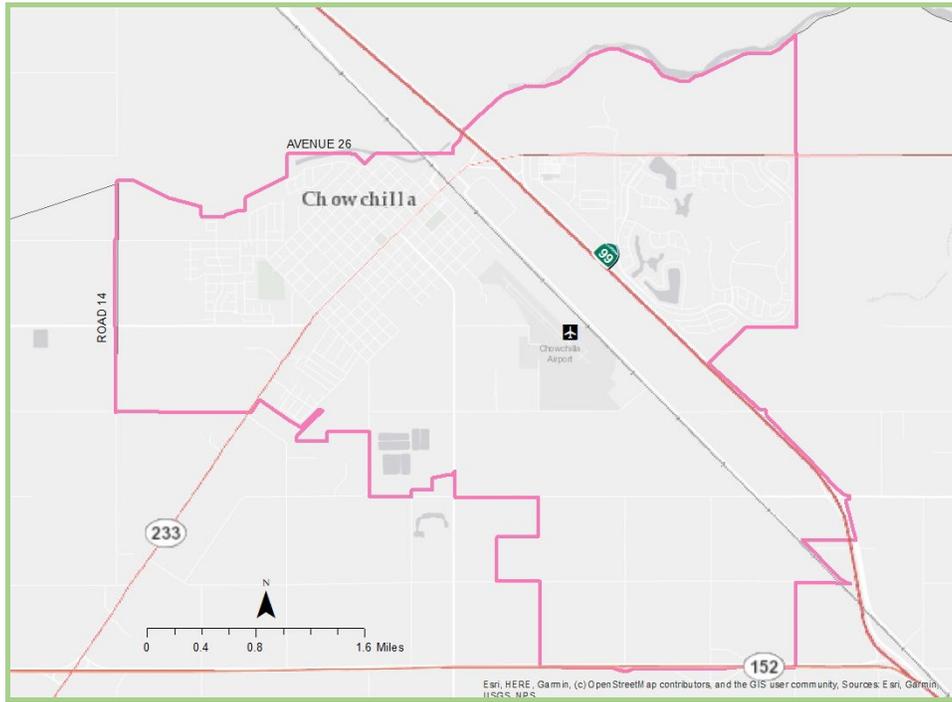
Table 4-1 MADERA METRO AND DIAL-A-RIDE VEHICLE FLEET

BUS No.	MANUFACTURED YEAR	SYSTEM	SEATING CAPACITY	LIFT EQUIPPED	STATUS	FUEL TYPE	USEFUL LIFE YEARS REMAINING
30	2008	Metro	18/2	Yes	Backup	CNG	-5
31	2008	Metro	18/2	Yes	Backup	CNG	-5
32	2009	Metro	18/2	Yes	Backup	CNG	-5
33	2009	Metro	22/2	Yes	Backup	Gas	-4
34	2009	Metro	22/2	Yes	Backup	Gas	-4
35	2009	Metro	22/2	Yes	Backup	Gas	-5
36	2009	DAR	18/2	Yes	Backup	Gas	-5
37	2012	Metro	18/2	Yes	Active	CNG	-1
38	2012	Metro	18/2	Yes	Active	CNG	-1
39	2012	DAR	18/2	Yes	Active	Gas	-1
40	2012	DAR	18/2	Yes	Active	CNG	-1
41	2012	DAR	18/2	Yes	Active	CNG	-1
42	2013	DAR	18/2	Yes	Active	CNG	0
43	2013	DAR	18/2	Yes	Active	CNG	0
44	2013	Metro	18/2	Yes	Active	CNG	0
45	2013	Metro	18/2	Yes	Active	CNG	0
46	2013	DAR	18/2	Yes	Active	CNG	0
47	2019	Metro	17	Yes	Active	Gas	9
48	2019	DAR	17	Yes	Active	Gas	6
49	2019	Metro	17	Low Floor	Active	Gas	9
50	2019	Metro	17	Low Floor	Active	Gas	9
51	2019	Metro	17	Low Floor	Active	Gas	9
52	2020	Metro	27	Yes	Active	Diesel	10
53	2020	Metro	27	Yes	Active	Diesel	10
54	2019	Metro	27	Yes	Inactive	CNG	NA
55	2019	Metro	27	Yes	Inactive	CNG	NA

CITY OF CHOWCHILLA

The City of Chowchilla operates Chowchilla Area Transit Express (CATX), a general public, demand-responsive service within the service area shown in Figure 4-3. CATX service was initiated in 1995 and incorporated a senior bus program. Service is offered weekdays from 7:30 a.m. to 5:00 p.m.

Figure 4-3 CATX SERVICE AREA



CATX Vehicle Fleet

CATX has a fleet of three wheelchair lift-equipped paratransit buses that are maintained by the City’s Public Works Department. Two are active, and one serves as backup, as shown below in Table 4-2.

Table 4-2 CATX VEHICLE FLEET

MANUFACTURED YEAR	TYPE	SEATING CAPACITY	LIFT EQUIPPED	STATUS	FUEL TYPE	USEFUL LIFE YEARS REMAINING
2010	Ford F-350 Star Trans	16	Yes	Backup	Gas	-4
2011	Ford F-350 Star Trans	14	Yes	Backup	Gas	-3
2017	Ford Transit 350 HD	8	Yes	Active	Gas	1
2017	Ford E-450	12	Yes	Active	Gas	2

CATX Fare Structure

CATX charges \$2.00 for one-way trips within the city limits and \$3.00 for the Chowchilla Gold Line which ends outside city limits. Children three years old and younger may ride free with an accompanying paid adult. CATX offers a 10-ride Senior Pass for people 60 years or older for \$15. CATX also offers a 20-ride Student Pass for \$34.

COUNTY OF MADERA

Madera County operates a general public, fixed-route system, and demand-response services. The Madera County Connection (MCC) is an inter-city fixed-route bus service. MCC Madera Dial-A-Ride and MCC Chowchilla Dial-A-Ride are general public, demand-response services.

The County operates two specialized services. The Eastern Madera County Senior Bus Program, an intra-community demand-response bus service, serves seniors and disabled residents, and the Eastern Madera County Escort Service is an intercity demand-response van service. County services are operated by a third-party contractor, Fresno Economic Opportunities Commission (Fresno EOC).

Madera County Connection (MCC)

MCC is a general public, inter-city, fixed-route weekday service. As shown in Figure 4-4, the system operates three fixed-routes. The Eastern Madera route serves the communities of North Fork, Oakhurst, and Coarsegold, extending to the Madera Ranchos and the Children's Hospital of Central California via the City of Madera. The Chowchilla/Fairmead route provides service between the City of Madera, Fairmead, and the City of Chowchilla. The Eastin Arcola/Ripperdan/La Vina route provides service from the City of Madera to the communities of La Vina, Ripperdan, and Eastin Arcola every Wednesday and Friday.

MCC operates weekdays from about 6:00 a.m. to 9:00 p.m. on the Eastern Madera County route and from 7:00 a.m. to 7:00 p.m. on the Chowchilla/Fairmead route. The Eastin Arcola/Ripperdan/La Vina route is scheduled on Wednesday and Friday from 8:45 a.m. to 2:00 p.m. with the addition of Monday service planned in FY 2020/21. In FY 2020/21, MCC transported a total of 13,695 riders.

Figure 4-4 MCC SERVICE AREA



MCC Madera Dial-A-Ride and MCC Chowchilla Dial-A-Ride

MCC also provides general public demand-response service to County areas surrounding the cities of Madera and Chowchilla., as reflected in Figures 4-5 and 4-6. MCC Madera Dial-A-Ride service is provided Monday through Friday from 7:00 a.m. to 6:30 p.m., Saturday from 9:00 a.m. to 4:00 p.m., and Sunday from 8:30 a.m. to 2:30 p.m. MCC Chowchilla Area Dial-A-Ride service is provided Monday through Friday from 8:30 a.m. to 3:30 p.m. Each of these services is operated with one 16-passenger bus. Reservations can be made a day in advance or up to two hours prior to the time of pick up. In FY 2020/21, MCC Madera Dial-A-Ride and MCC Chowchilla Dial-A-Ride transported 2,479 riders and 214 riders, respectively.

Figure 4-5 MCC MADERA DIAL-A-RIDE SERVICE AREA

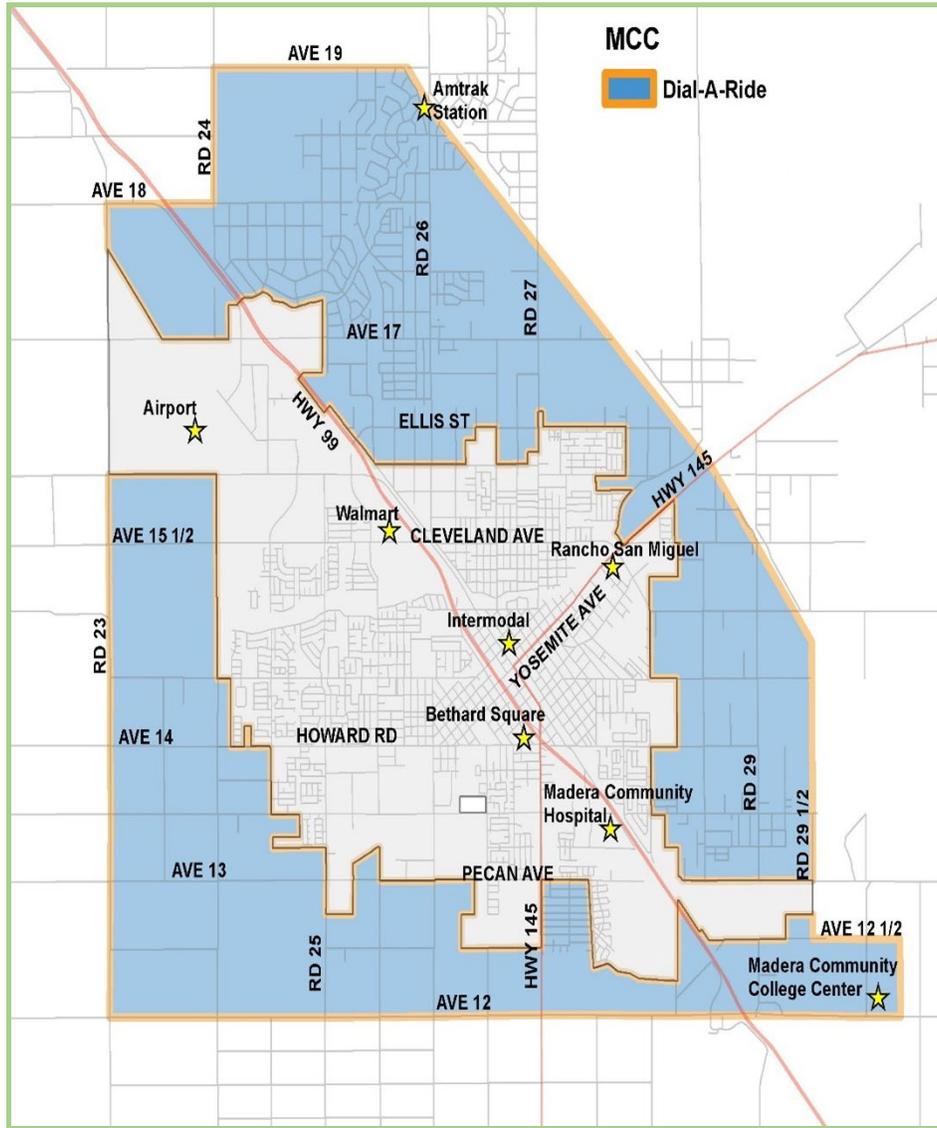
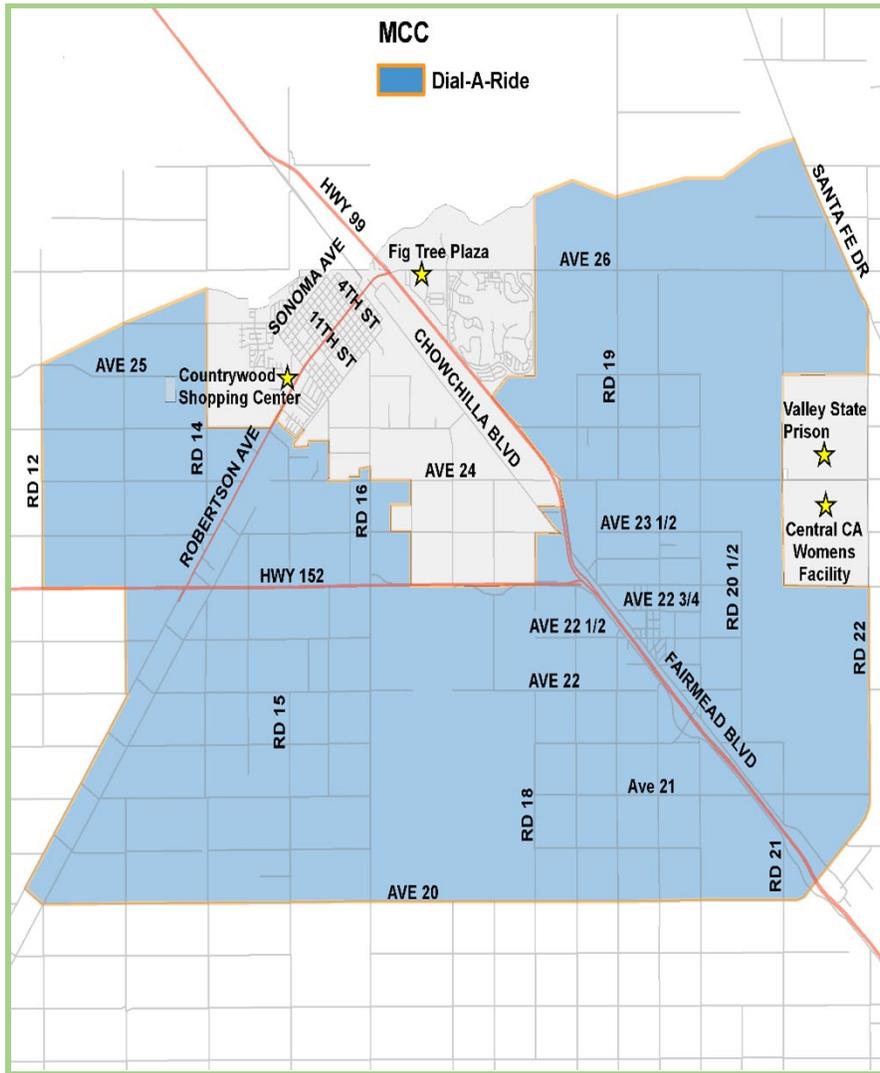


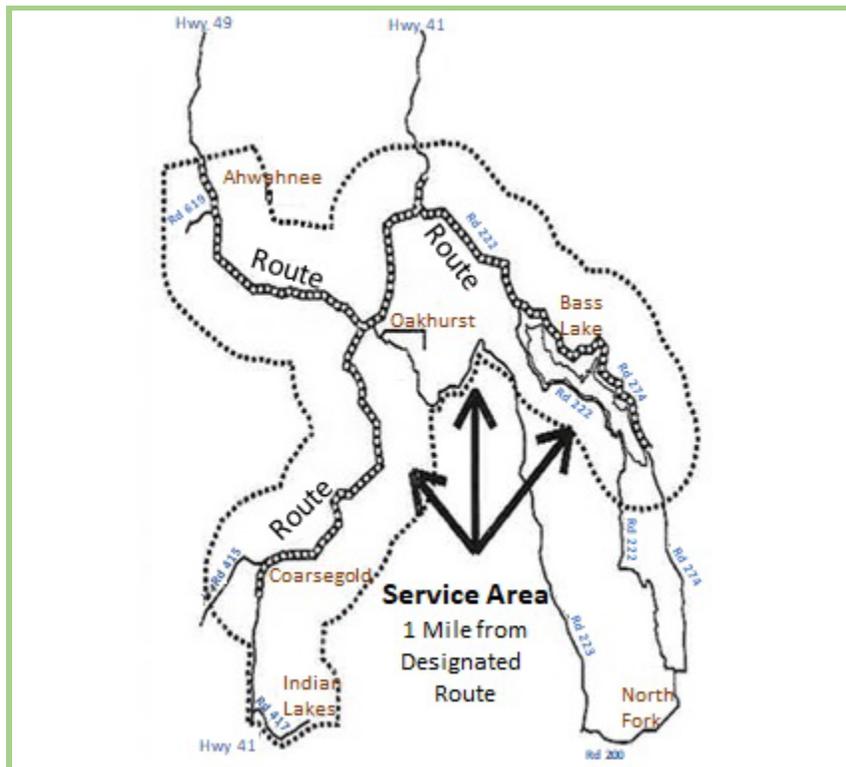
Figure 4-6 MCC CHOWCHILLA DIAL-A-RIDE SERVICE AREA



Eastern Madera County Senior Bus

The Eastern Madera County Senior Bus has been in operation since 1983. It is a demand-response service operating Monday through Friday (except holidays) from 9:00 a.m. to 4:00 p.m. This program serves Eastern Madera County seniors 60 years and older and disabled residents. As shown on Figure 4-7, the service area encompasses a large region, including Oakhurst, Bass Lake, Coarsegold, and Ahwahnee. The system utilizes two 18-passenger lift-equipped buses. Each bus is fully air conditioned, accommodates two wheelchairs and has front and rear running signs. This service is reserved for seniors and disabled individuals and requires an approved application to use this service. The one-way fare on the Senior Bus is \$1.50. A 24-hour advance reservation is required, except for medical emergencies. The service had a ridership of 1,923 in FY 2020/21.

Figure 4-7 EASTERN MADERA COUNTY SENIOR BUS SERVICE AREA



Eastern Madera County Medical Escort Service

The Medical Escort Service has been in operation since 1988 as a demand-response, general public transportation service. The system provides transportation to medical-related appointments in Madera and Fresno Counties. It serves Eastern Madera County general public residents with an emphasis on serving senior residents 60 years and older and the disabled.

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Service is provided on Tuesdays and Thursdays from 8:30 a.m. to 4:30 p.m. A 24-hour advanced reservation is required, except for medical emergencies. Individual requests for a ride are coordinated through a contracted exchange service. The Escort Service serves the area covered by the Senior Bus, but also serves the community of North Fork and offers trips beyond the Eastern Madera County region as far as the Cities of Madera, Fresno, and Clovis. The system utilizes two vehicles (one active and one backup). The five-passenger vans may carry one wheelchair. The service transported 287 riders in FY 2020/21.

Madera County Transit Vehicle Fleet

Madera County’s public transit fleet is comprised of thirteen vehicles, as shown on Table 4-3. Vehicles are maintained by the County’s third-party service contractor, the Fresno Economic Opportunities Commission.

Madera County Transit Fare Structure

The one-way cash fare for MCC riders over five years old is \$2.00. Children five years and under ride free with an adult. Exact fare is required. A book of ten tickets is offered for \$20.00. A monthly unlimited pass is offered for \$40.00. The Eastern Madera County Senior Bus one-way fare is \$1.50. The cost is \$10.00 for a round-trip with the Eastern Madera County Escort Program.

Table 4-3 MADERA COUNTY TRANSIT VEHICLE FLEET

MANUFACTURED YEAR	SYSTEM	TYPE	SEATING CAPACITY	LIFT EQUIPPED
2015	MCC	Starcraft Allstar 25	15/2	Yes
2015	MCC	Starcraft Allstar 25	15/2	Yes
2015	MCC	Starcraft Allstar 25	15/2	Yes
2019	MCC	Starcraft Allstar 25	15/2	Yes
2019	MCC	Starcraft Allstar 25	15/2	Yes
2020	MCC	Starcraft Allstar 25	15/2	Yes
2020	MCC	Starcraft Allstar 25	15/2	Yes
2020	MCC	Starcraft Allstar 25	15/2	Yes
2020	MCC	Starcraft Allstar 25	15/2	Yes
2015	Senior Bus	Starcraft Allstar 25	15/2	Yes
2019	Senior Bus	Starcraft Allstar 25	15/2	Yes
2011	Escort Program	Dodge Grand Caravan	5/1	Ramp
2018	Escort Program	National Amerivan	5/1	Ramp

OTHER TRANSPORTATION PROVIDERS

CalVans (California Vanpool Authority)

CalVans is a ridesharing program with safe, affordable vans that allow employees to drive themselves and others to work. The service encompasses the agricultural industry, general labor, and student vanpooling.

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CalVans is sponsored by the California Vanpool Authority and currently serves the Counties of Madera, Fresno, Imperial, Kern, Kings, Merced, Monterey, Riverside, San Benito, San Joaquin, San Luis Obispo, Santa Barbara, Santa Cruz, Stanislaus, Tulare, and Ventura.

All CalVans vanpools base the cost per trip on the number of passengers and distance traveled. The more riders, the less each rider pays. The fare could be as little as \$2.00 per day. CalVans bills the driver on a monthly basis to recover all costs. The driver then divides the bill among the passengers, gathers the payments from each rider, and forwards them to CalVans every month.

Yosemite Area Regional Transportation System (YARTS)

YARTS provides public transit in the Yosemite region, with buses entering Yosemite Valley from Merced, Mammoth Lakes, Sonora, and Fresno – as well as many different towns along the way. YARTS began service in May 2000, and now provides an alternative to driving. YARTS is managed by the Merced County Association of Governments. YARTS offers rides to all visitors to Yosemite.

YARTS fares vary based on distance; all fares to the park include the entrance fee to Yosemite National Park. Round trip fares for the Highway 41 route range from \$5.00 to \$34.00. YARTS service on Highway 41 is seasonal, providing service through the summer months.

Social Service Transportation Providers

As shown in Table 4-4, five social service agencies provide transportation in Madera County. These agencies largely provide service to their clients and to specific sites.

Table 4-4 SOCIAL SERVICE TRANSPORTATION PROVIDERS IN MADERA COUNTY

SOCIAL SERVICE AGENCY	TRANSPORTATION PROVIDED
Heartland Opportunity Center	<ul style="list-style-type: none"> ❖ Demand-response service ❖ Weekdays from 8 a.m. to 4 p.m. ❖ Serves disabled persons over 18 years old
Davita Dialysis	<ul style="list-style-type: none"> ❖ Demand-response service ❖ Monday – Saturday from 5 a.m. to 9 p.m. ❖ Serves dialysis patients
American Cancer Society	<ul style="list-style-type: none"> ❖ Volunteer driver program using private vehicles ❖ Serves ambulatory cancer patients ❖ Suspended during the pandemic
Madera County Public Health Department	<ul style="list-style-type: none"> ❖ Anthem Blue Cross, Cal Viva and MediCal offer transportation services for insurance holders
Camarena Health	<ul style="list-style-type: none"> ❖ Provides patients with free bus tickets on Metro, MCC and DAR services

Private Providers

Several private carriers provide inter-city services, including Greyhound and Madera Cab Company. Greyhound operates seven days per week from the City of Madera’s Downtown Intermodal Center on

North “E” Street to cities throughout the valley. Madera Cab Company provides service in Madera County seven days per week, 24 hours per day.

Lyft and Uber operate in the greater Fresno area, including parts of Madera County. These ridesharing companies provide customized person-to-person travel solutions, smart phone reservations and payments, with fares established by the companies and will travel to a requested destination within designated boundaries.

Passenger Rail/Support Facilities

Madera County is served by the Burlington Northern Santa Fe (BNSF) and the Union Pacific (UP) Railroads. Normally, Amtrak operates seven days per week with fourteen daily stops in Madera along the BNSF Railroad alignment. However, during the pandemic, Amtrak operated with ten daily stops. As of September 24, 2021, service was restored on two trips. The nearest stop to the north is Merced and to the south, Fresno.

The San Joaquin Amtrak route provides passenger rail service to Oakland and Bakersfield four times per day and Sacramento twice per day. Amtrak also provides thruway bus service from various rail stations along the San Joaquin route to cities that are not accessible by rail, such as Los Angeles, San Francisco and San Jose. The Amtrak station was relocated in November 2010 and is off Road 26 north of Madera, as shown on Figure 4-8. The station recorded one of the lowest ridership numbers of any station on the San Joaquin line. As of July 2021, the San Joaquin Joint Powers Authority voted to begin engineering for a new Amtrak station to be built on Avenue 12, as shown on Figure 4.9, sharing a parking lot with potential future California High Speed Rail service.

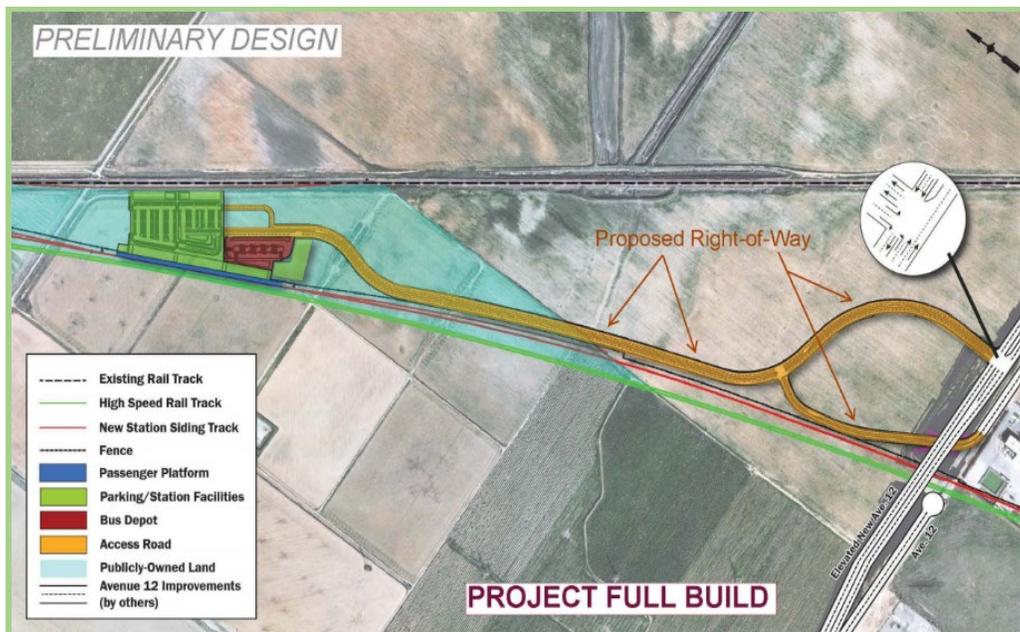
The construction of the California High-Speed Rail continues. As of May 2021, Construction Package 1, the segment from south of Fresno to north of Madera, is estimated to be completed December 2023. The Merced to Bakersfield segment of High-Speed Rail is estimated to be operational by 2028-2029.

Figure 4-8 MADERA AMTRAK STATION RELOCATION



Source: San Joaquin Joint Powers Authority presentation, July 23, 2021

Figure 4-9 MADERA STATION FULL BUILD



Source: San Joaquin Joint Powers Authority presentation, July 23, 2021

PUBLIC TRANSIT INTERFACE

Using various types of transportation modes is sometimes necessary to complete a trip whether for commuting, medical, shopping, recreational or social purposes. Transit operators in Madera County strive to deliver a seamless and expeditious trip as their systems interface with other modes, including transit, the personal automobile, carpooling, rail, bicycling and walking.

The Madera Intermodal Center, located at 123 “E” Street in Downtown Madera, serves as a hub for travelers and transit providers and link commuters to other forms of transportation. Direct connections and transfers can be made to Metro, Madera Dial-A-Ride, MCC, MCC Madera Dial-A-Ride, Greyhound, and Madera Cab Company. Dial-A-Ride and taxi services are available to the Madera Amtrak station. The station also provides public telephones, snacks, and restroom facilities.

Park-and-ride lots also are facilities that provide important connections with various transportation modes, whether carpooling or using public transportation. There are three existing park-and-ride lots in Madera County at the intersections of SR 41 and Road 200, SR 41 and SR 145, and at SR 41 and Avenue 10 interchange. A new County park-and-ride lot also is located adjacent to the Oakhurst library.

Facilities that can help transit commuters combine transportation modes include bike racks on buses, park-and-ride lots, bike lockers and racks at transit stops, intermodal stations, and multi-modal parking facilities that can accommodate bikes, vans, buses, motorcycles, and automobiles.

CHALLENGES AND OPPORTUNITIES FACING PUBLIC TRANSPORTATION

Transit and Impact of Covid-19 Pandemic

The transit industry worldwide has experienced an unprecedented ridership decline due to the pandemic. Beginning in the latter half of FY 2019/20, the COVID-19 pandemic resulted in significant declines in ridership and farebox revenue. In many instances, transit operators strove to retain operations staff despite adopting a reduced schedule, resulting in significant changes to many cost-related performance metrics. While infusion of funding through the CARES Act and other actions have mitigated some of the lost revenues, most transit programs have yet to return to pre-pandemic ridership and farebox levels. Madera County transit operators will be challenged to ensure safe, reliable, and quality services can be provided to return to pre-pandemic ridership levels.

Farebox Recovery

Prior to the Covid-19 pandemic, many operators faced significant challenges in meeting the State farebox recovery ratio requirement, calling into question whether it remains the best measure for compliance with the Transportation Development Act. AB 90 offers much-needed relief from requirements for these years affected by the COVID-19 pandemic while TDA reform continues to be discussed.

AB 90, passed by the State legislature in June 2020, includes the following provisions specific to transit operator funding through the TDA:

1. It prohibits the imposition of the TDA revenue penalty on an operator that does not maintain the required ratio of fare revenues to operating cost during FY 2019/20 or FY 2020/21.

2. It requires the Controller to calculate and publish the allocation of transit operator revenue-based funds made pursuant to the State Transit Assistance (STA) Program for FY 2020/21 and FY 2021/22 based on the same individual operator ratios published by the Controller in a specified transmittal memo and would authorize the Controller to revise that transmittal memo, as specified. It requires the Controller to use specified data to calculate those individual operator ratios. Upon allocation of the transit operator revenue-based funds to local transportation agencies pursuant to this provision, the Controller will publish the amount of funding allocated to each operator.
3. It exempts an operator from having to meet either of the STA efficiency standards for FY 2020/21 and FY 2021/22 and authorizes the operator to use those funds for operating or capital purposes during that period requires the Controller to allocate State of Good Repair (SGR) program funding for FY 2020/21 and FY 2021/22 to recipient transit agencies pursuant to the individual operator ratios published in the above-described transmittal memo.
4. It requires the Controller to allocate Low Carbon Transit Operations Program (LCTOP) funding for FY 2020/21 and FY 2021/22 to recipient transit agencies pursuant to the individual operator ratios published in the above-described transmittal memo.

AB 90 included provisions from FY 2019/20 through FY 2020/21. AB 149 was subsequently passed in July 2021 that includes provisions to extend the farebox recovery exemptions and specified relief from STA eligibility standards through July 1, 2026.

[Transition to Electric Vehicles and Electric Infrastructure](#)

A technology revolution is underway as public transit operators transition to clean electric vehicles and develop supporting infrastructure. The number of battery-electric transit buses is estimated to have grown over 112% from 2018 to 2021, and California leads the nation with almost 1,400 vehicles. The California Air Resources Board's Innovative Clean Transit regulation adopted in December 2018 mandates that all transit buses be zero emission by 2040. Purchase requirements for this transition began in 2023 for large operators. For small operators with under 100 buses, 25% of new purchases must be electric starting in 2026 reaching 100% by 2029.

Madera County transit operators must prudently plan for the transition to electric vehicle purchases and electric infrastructure development. Most importantly, adequate funding must be secured as the cost of electric vehicles is notably higher than gas and diesel vehicles.

[Emerging Transit Technologies](#)

The public transit industry has unique opportunities to look to future trends and their potential impacts on transit. Transit must recognize and be aligned with new technologies and the private sector to remain competitive.

Microtransit or flexible routing, first/last mile connections, shared electric vehicle programs, autonomous vehicles, and optimized services through public-private partnerships, including transportation network companies, are examples of rapidly changing mobility alternatives. Future advancements in fare and scheduling technologies, electric vehicles and infrastructure, and multi-modal mobility hubs are further examples of changes that will contribute to new transit opportunities and an evolving transportation network.

SUMMARY OF RECENT ACCOMPLISHMENTS

A number of major public transit milestones have been reached in Madera County, changing the way in which transit services are delivered in the region. Key accomplishments are described below.

City of Madera

Madera Metro inaugurated its new Transit Facility in the fall of 2020. Metro is also completing a Madera Transit Plan by Spring 2022. The Plan evaluates Metro's fixed-route and demand-response services and propose changes to streamline and reorient existing routes and increase service frequencies.

This past year, the City of Madera improved its bus shelters and amenities. New reflective signage was added at stops throughout the City detailing the route number, direction, bus stop ID, and accessibility of the stop, as well as promoting new Metro branding.

City of Chowchilla

CATX continues to maintain a reliable fleet of vehicles with none older than five years old. CATX also updated its dispatch software system, installed its own dedicated server and installed a repeater tower for cameras and radios.

Madera County

The County consolidated its transit services under one third-party contractor, Fresno EOC, in FY 2019/20. This is resulting in greater operating and maintenance efficiencies and cost savings. The contractor now operates in the County's renovated Transit Administration office located at the County Road Yard with ample office space and parking for vehicles, employees, and visitors.

The County improved its fleet with the procurement of six new MCC buses, one Senior Bus, and one Escort van. Bus stop signs were improved with updated logos. A new park-and-lot was developed in Oakhurst near Oakhurst Community College and the Oakhurst library. The County also completed both Phases 1 and 2 of improvements to the Bus Maintenance Shelter or "Bus Barn" located adjacent to the Transit Administration Office in 2017. The enclosed bus shelter with bathroom facilities has a capacity for three buses.

All County transit services responded quickly to new Covid-19 restrictions. Strict safety measures were implemented, including driver testing, multiple daily cleaning of vehicles and office space, and limiting the seating and distancing of passengers.

The County updated its transit website at mcctransit.com to General Transit Feed Specification (GTFS) that allows publishing of MCC data to be accessed for a variety of software applications.

Chapter 5 – Performance Evaluation

This section reviews the performance of Madera County’s transit operators to ensure services are being provided efficiently and effectively. Transit operators must continually monitor service performance and be responsive to community mobility needs.

PERFORMANCE INDICATORS

Key performance or productivity indicators are used to evaluate public transit operations and how successful they are at meeting accepted performance standards. These indicators allow transit operators to evaluate specific routes and services and overall operations and promote informed decisions. They include the following:

- ❖ Passengers per Revenue Hour
- ❖ Passengers per Revenue Mile
- ❖ Cost per Passenger
- ❖ Cost per Revenue Hour
- ❖ Cost per Revenue Mile
- ❖ Subsidy Per Passenger
- ❖ Farebox Recovery Ratio

Acceptable levels of performance depend on a number of operating factors. These include the type of service, ridership characteristics, vehicle capacity, trips lengths, urban or rural service area, geographic, dispersion of origins and destinations, and intra-city versus inter-city. Increases in passengers per hour, passengers per mile, and farebox return indicate positive productivity while decreases in cost indicators show increased efficiency.

RIDERSHIP AND PERFORMANCE TREND

Madera Metro (Metro)

As shown on Table 5-1 and Figure 5-1, Metro transported a total of 55,734 riders in FY 2020/21 and 143,710 in FY 2013-14. This represents a 61.2% decrease in ridership primarily due to the pandemic. In FY 2018/19, Metro transported a total of 126,868 riders, only a 11.7% decrease from FY 2013/14. Additionally, ridership increased by over 8,000 riders in FY 2017/18 and 15,000 in FY 2018/19.

As of FY 2020/21, Metro carried 3.45 passengers per hour and 0.26 passengers per mile. The operating cost per hour was \$82.13. The system did not have a farebox recovery rate as fares have been waived since the onset of the pandemic. The cost per passenger was \$23.83.

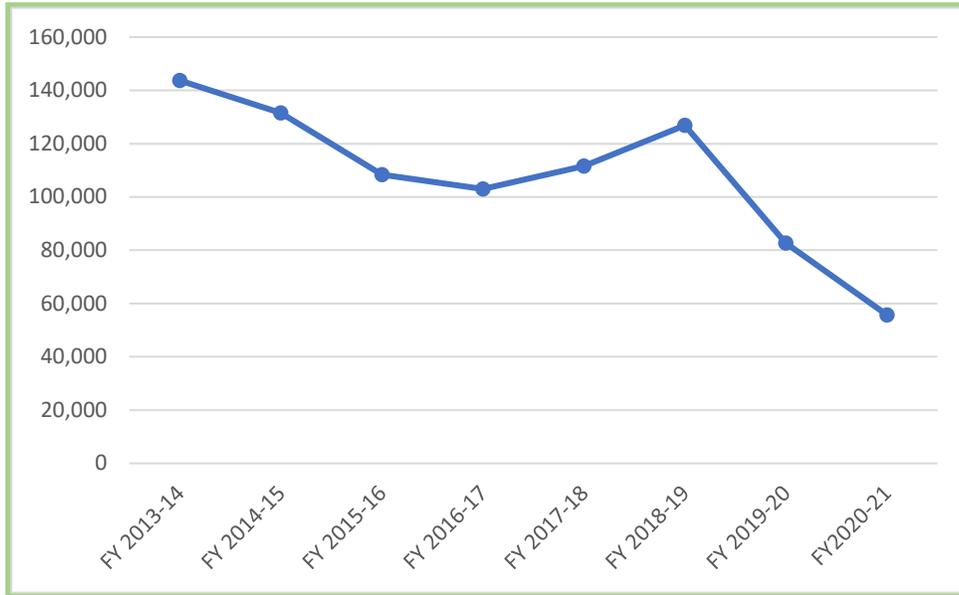
Short-Range Transit Plan FY 2022/23 to 2026/27

Table 5-1 MADERA COUNTY TRANSIT RIDERSHIP FY 2013/14 – FY 2020/21

SYSTEM	FISCAL YEAR								% CHANGE 13/14 - 18/19	% CHANGE 18/19 - 20/21
	13-14	14-15	15-16	16-17	17-18	18-19	19-20	20-21		
Madera Metro	143,710	131,493	108,391	103,002	111,564	126,868	82,716	55,734	-11.7%	-56.1%
Madera Dial-A-Ride	36,662	40,505	39,146	35,661	32,224	43,860	12,755	4,345	19.6%	-90.1%
CATX	13,962	14,851	11,855	11,442	15,337	17,027	12,079	7,563	22.0%	-55.6%
MCC	23,763	22,063	20,409	22,986	26,532	27,010	19,885	13,695	13.7%	-49.3%
MCC Madera Dial-A-Ride	NA	NA	NA	NA	NA	NA	2,714	2,479	NA	NA
MCC Chowchilla Dial-A-Ride	NA	NA	NA	NA	NA	NA	196	214	NA	NA
Senior Bus & Escort Service	4,486	3,949	3,707	4,145	4,504	4,348	2,295	2,210	-3.1%	-49.2%
TOTAL	222,583	212,861	183,508	177,236	190,161	219,113	132,640	86,240	-1.6%	-60.6%

Short-Range Transit Plan FY 2022/23 to 2026/27

Figure 5-1 MADERA METRO RIDERSHIP FY 2013/14 – FY 2020/21



Madera Dial-A-Ride

Dial-A-Ride carried a total of 43,860 riders in FY 2018/19 compared to 36,662 riders in FY 2013/14, as shown in Figure 5-2. This represents a 19.6% increase in passengers. In FY 2020/21, Dial-A-Ride carried a total of 4,345 riders, representing a decrease in passengers of 90.1% from FY 2018/19 primarily attributable to the pandemic. Table 5-3 shows that in FY 20/21 Dial-A-Ride transported 1.45 passengers per hour at an operating cost of \$249.97 per hour. Demand-response services typically are more costly to operate than fixed-route systems, and this is reflected in the DAR cost per passenger of \$172.36. It also should be noted that this is significantly higher than pre-pandemic levels.

Short-Range Transit Plan FY 2022/23 to 2026/27

Figure 5-2 MADERA DAR RIDERSHIP FY 2013/14 – FY 2020/21

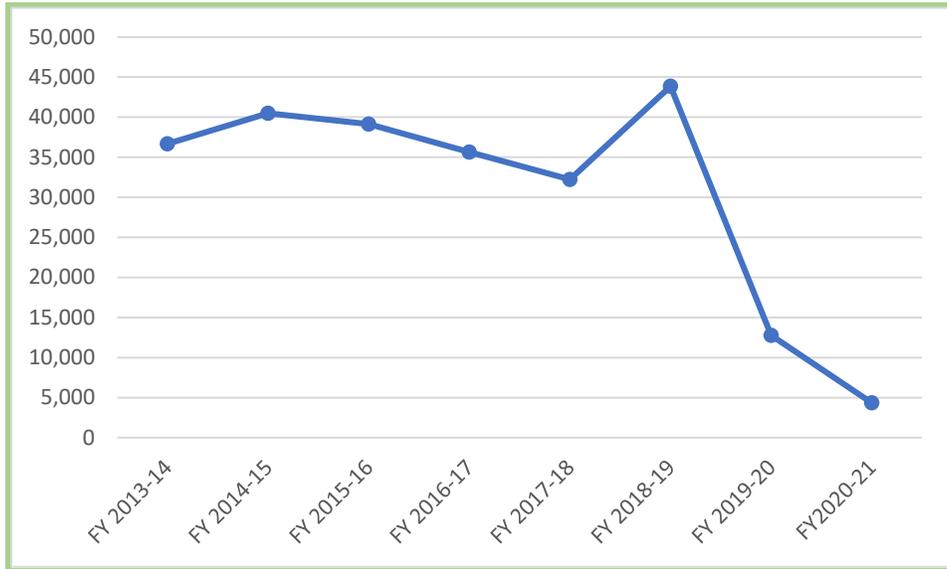
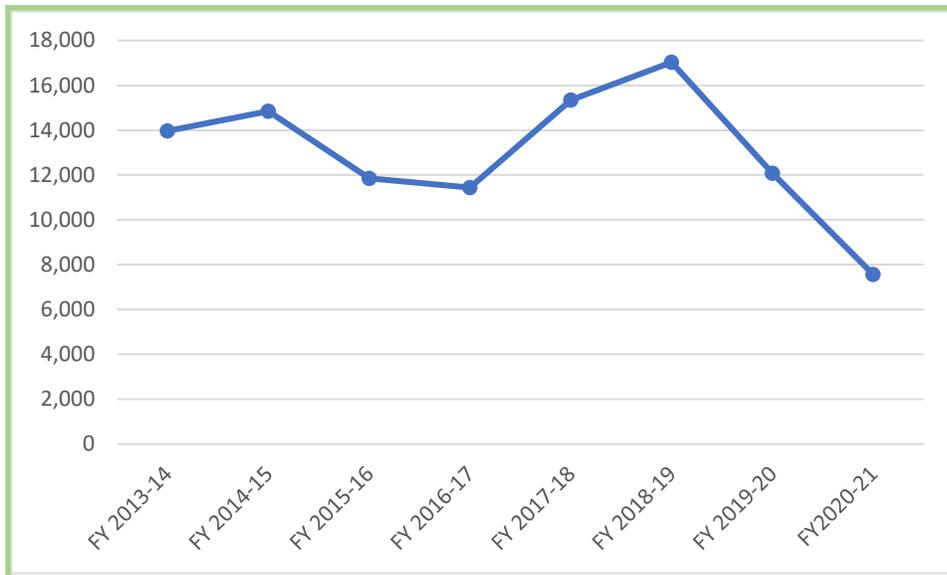


Figure 5-3 CATX RIDERSHIP FY 2013/14 – FY 2020/21



Chowchilla Area Express (CATX)

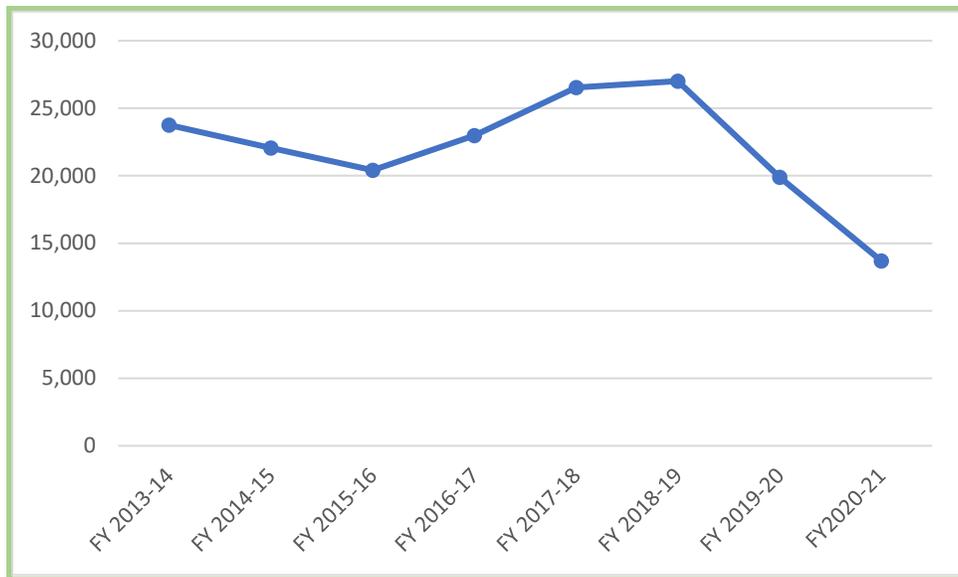
CATX transported 17,027 riders in FY 2018/19 compared to 13,962 in FY 2013/14. This represents a 22.0% increase in ridership. In FY 2020/21, CATX carried a total of 7,563 riders, representing a decrease in passengers of 55.6% from FY 2018/19. Figure 5-3 reflects the CATX annual ridership from FY 2013/14

through FY 2020/21. In FY 2020/21, CATX transported 5.27 passengers per hour at an operating cost of \$247.23 per hour. Cost per passenger was \$46.88 and farebox recovery was 4%.

Madera County Connection (MCC)

Madera County Connection transported 27,010 riders during FY 2018/19 compared to 23,763 passengers during FY 2013/14, as shown in Figure 5-4. This represents an increase of 13.7% ridership. In FY 2020/21, MCC transported 13,695 passengers, a decrease of 49.3%. Ridership statistics for FY 2020/21 show that MCC is transporting 1.79 passengers per hour. Table 5-3 indicates that the cost per passenger is \$48.51 and the operating cost per mile is \$3.06. The MCC farebox return rate is 4%.

Figure 5-4 MCC RIDERSHIP FY 2013 – 2020/21



Eastern Madera County Senior Bus and Escort Service

The Senior Bus and Escort Service transported a combined 4,348 riders in FY 2018/19 compared to 4,486 riders in FY 2013/14. This reflects a 3.1% decrease in Senior Bus and Escort Service ridership from FY 2013/14 to FY 2018/19, as shown in Figure 5-5. The Senior Bus and Escort Service transported a combined 2,210 riders in FY 2020/21, reflecting a ridership decrease of 49.2% from FY 2018/19 to FY 2020/21.

The FY 2020/21 comparative system indicators on Table 5-3 show that the Senior Bus carried approximately 1.81 passengers per hour at a cost of \$129.20 per hour. The Medical Escort Service carried approximately 0.89 passengers per hour at a cost of \$164.25 per hour. The Senior Bus and Escort Service farebox return in FY 2020/21 was 2% and 3%, respectively.

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Figure 5-5 SENIOR BUS AND ESCORT PROGRAM FY 2013/14 – FY 2020/21

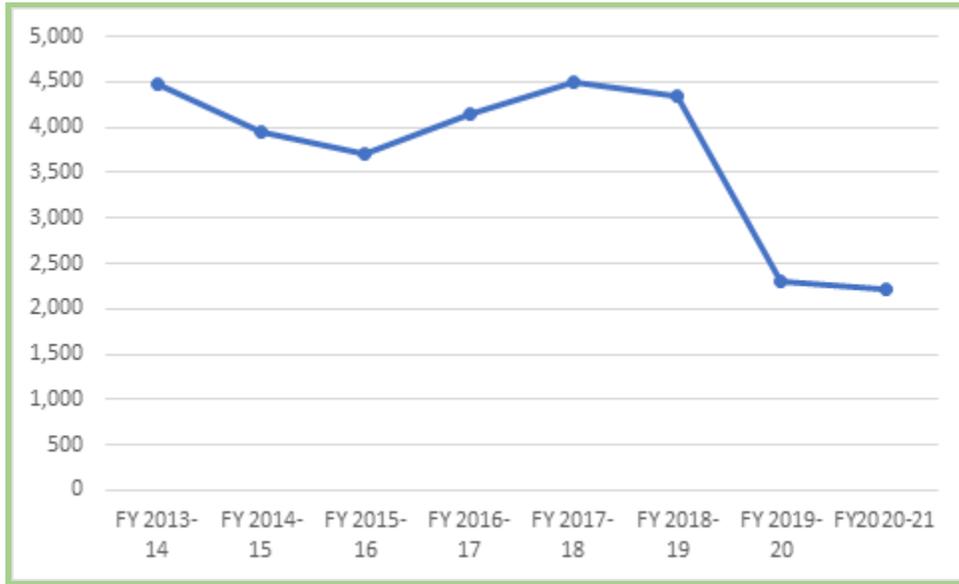


Table 5-2 SUMMARY OF TRANSIT SYSTEM STATISTICS FY 2020/21

INDICATOR	MADERA METRO	MADERA DAR	CATX	SENIOR BUS	ESCORT SERVICE	MCC FR	MCC DAR MADERA	MCC DAR CHOWCHILLA
PASSENGERS	55,734	4,345	7,563	1,923	287	13,695	2,479	214
REVENUE HOURS	16,171	2,996	1,434	1,061	321	7,665	1,487	74
REVENUE MILES	212,951	30,721	12,563	12,824	6,966	217,048	15,319	887
OPERATING COST	\$1,328,093	\$748,906	\$354,534	\$137,080	\$52,723	\$664,312	\$189,804	\$10,545
FARE REVENUE	\$0	\$0	\$14,192	\$2,885	\$1,440	\$23,304	\$1,121	\$429

Short-Range Transit Plan FY 2022/23 to 2026/27

Table 5-3 COMPARATIVE SYSTEM INDICATORS FY 2020/21

INDICATOR	MADERA METRO	MADERA DAR	CATX	SENIOR BUS	ESCORT SERVICE	MCC FR	MCC DAR MADERA	MCC DAR CHOWCHILLA
PASSENGERS / HOUR	3.45	1.45	5.27	1.81	0.89	1.79	1.67	2.89
PASSENGERS / MILE	0.26	0.14	0.60	0.15	0.04	0.06	0.16	0.24
OPERATING COST / HOUR	\$82.13	\$249.97	\$247.23	\$129.20	\$164.25	\$86.67	\$127.64	\$142.50
OPERATING COST / MILE	\$6.24	\$24.38	\$28.22	\$10.69	\$7.57	\$3.06	\$12.39	\$11.89
FAREBOX RECOVERY	N/A	N/A	4%	2%	3%	4%	1%	4%
COST / PASSENGER	\$23.83	\$172.36	\$46.88	\$71.28	\$183.70	\$48.51	\$76.56	\$49.28
SUBSIDY / PASSENGER	\$23.83	\$172.36	\$45.00	\$69.78	\$178.69	\$46.81	\$76.11	\$47.27

Chapter 6 – Needs Analysis and Future Actions

This section identifies transit needs throughout Madera County. These needs must be identified to develop meaningful, realistic transportation solutions. This needs analysis is based on several studies and a variety of input, including:

- ❖ On-Board Ridership Surveys
 - Madera Metro On-Board Ridership Surveys
 - Chowchilla Area Transit Express On-Board Ridership Surveys
 - Madera County Connection On-Board Ridership Surveys
- ❖ MCTC Unmet Transit Needs Workshops and Public Hearings
- ❖ Public Feedback/Input
- ❖ Input from Key Agencies and Administrative and Transit Staff
- ❖ Madera County 2018 Regional Transportation Plan
- ❖ MCTC 2015 Human-Services Public Transit Coordinated Transportation Plan

Based on findings from the On-Board Surveys, transit workshop, administrative and transit staff input, the MCTC Unmet Transit Needs process, and technical studies, this section also summarizes countywide transit needs and issues, and recommends key actions to be taken over the next five years.

ON-BOARD RIDERSHIP KEY SURVEY FINDINGS

In 2021, MCTC in collaboration with its member agencies, conducted a series of on-board ridership surveys on Madera Metro (Metro), Chowchilla Area Transit Express (CATX), Madera County Connection (MCC), MCC Madera Dial-A-Ride, Senior Bus, and Escort Service. Metro had a total of 35 responses, CATX collected 20, and MCC collected 39.

Metro conducted the survey from September 29 through October 13, 2021. During that time, there were 35 responses out of a total of 2,660 riders, giving a response rate of 1.32%. Specifically, there were 33 responses out of 2,526 riders on the fixed-route system, giving a response rate of 1.31%, and there were 2 responses out of 134 riders on the DAR system, giving a response rate of 1.49%.

CATX conducted the survey from October 11 through 15, 2021. During that time, there were 20 responses out of a total of 280 riders, giving a response rate of 7.14%.

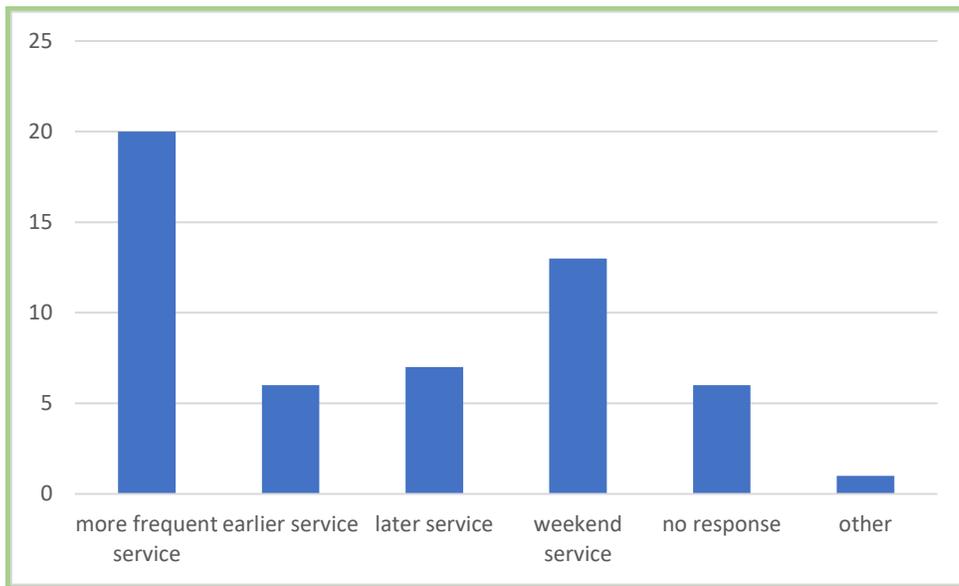
County services conducted the survey from September 29 through October 13, 2021. During that time, there were 39 responses out of a total 898 riders, giving a response rate of 4.34%.

The on-board survey findings generally indicate that the majority of riders are satisfied with the existing services. On a scale of one to five (with five representing the highest level of satisfaction), Metro received an overall satisfaction score of 4.1, CATX service received an overall satisfaction score of 4.6, MCC received an overall satisfaction score of 4.9, MCC Dial-A-Ride received an overall satisfaction score 4.9, and Senior Bus and Escort Service received an overall satisfaction score of 4.7.

Madera Metro “On-Board Ridership Survey” Findings

Madera Metro surveys show an overall satisfaction score of 4.1 (out of 5). Metro’s highest performing category was “Driver Courtesy” at 4.38. Metro’s lowest performing category was “On-Time Arrival” at 3.52. Additionally, the categories with the highest response rates were “Bus Comfort” and “On-Time Arrival” with 80% and 81% responding respectively. This implies that riders are most concerned in these categories, if only marginally. 24% of trips was for shopping, 22% for education, and 20% for work. When asked how they would have made the trip if Metro were unavailable, 37% indicated they would walk to their destination, and 34% indicated they would ride as a passenger. 60% of respondents use Metro daily, an increase from 52% from 2017. When asked which service improvement they would like to see implemented (Figure 6-1), 38% requested more frequent service and 25% indicated weekend service is needed. It should be noted individuals were allowed to select multiple improvements.

Figure 6-1 METRO DESIRED SERVICE IMPROVEMENTS

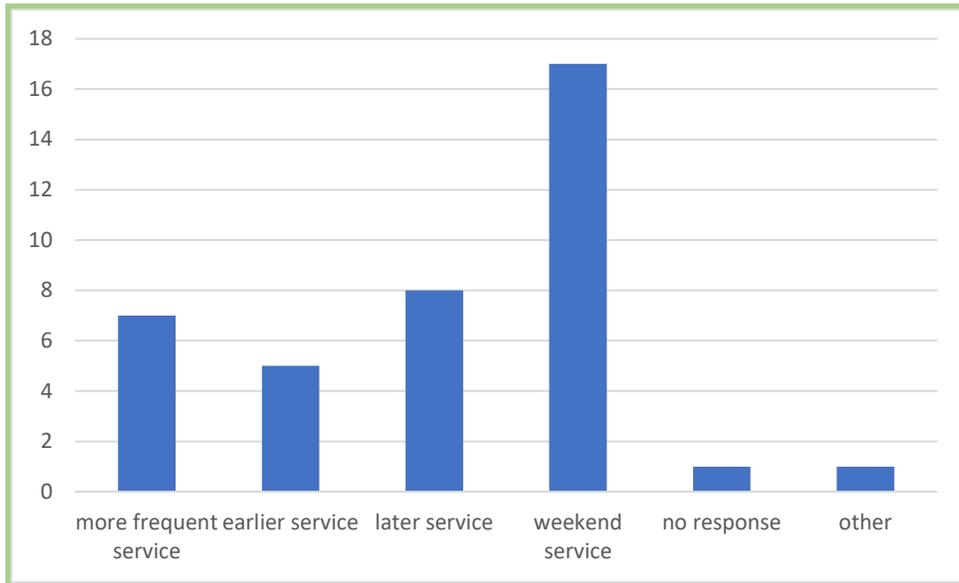


CATX “On-Board Ridership Survey” Findings

CATX surveys show an overall satisfaction score of 4.64 (out of 5). CATX’s highest performing category was “Information on Transit” at 4.94. CATX’s lowest performing category was “On-Time Arrival” at 4.28. Additionally, the categories with the highest response rates were “Bus Comfort” and “Driver Courtesy” with 95% responding for each. This implies that riders are most concerned for these categories, if only marginally. 35% of trips was for medical, and 35% was for shopping. When asked how they would have made the trip if CATX were unavailable, 48% indicated they would walk to their destination. 63% of respondents use CATX daily, an increase from 29% from 2017. When asked which service improvement

they would like to see implemented (Figure 6-2), 44% requested weekend service. It should be noted individuals were allowed to select multiple improvements.

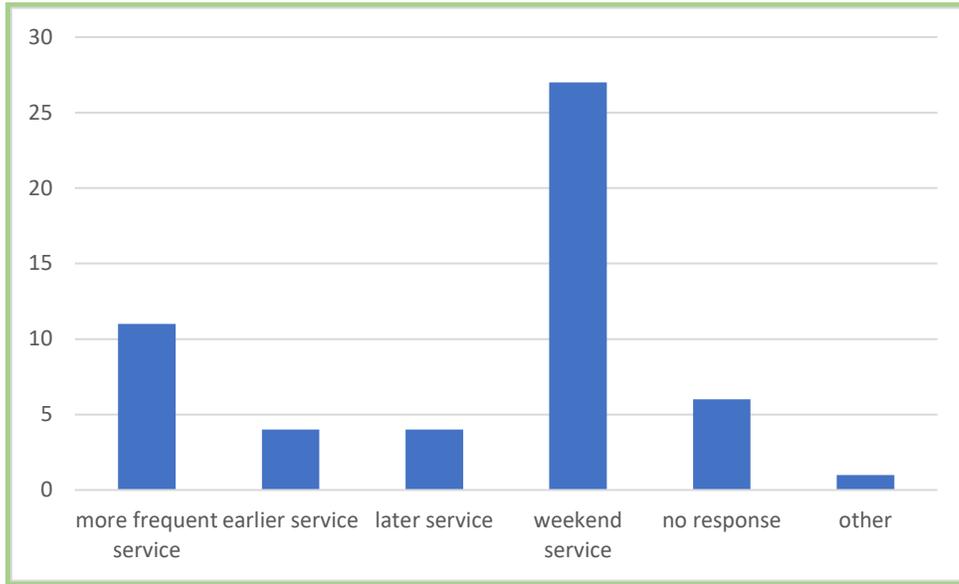
Figure 6-2 CATX DESIRED SERVICE IMPROVEMENTS



MCC Fixed-Route “On-Board Ridership Survey” Findings

MCC surveys show an overall satisfaction score of 4.91 (out of 5). MCC’s highest performing category was “Driver Courtesy” and “On-Time Arrival” with both at 4.94. MCC’s lowest performing category was “Bus Comfort” at 4.66. Additionally, the categories with the highest response rates were “Bus comfort,” “Safety” and “On-Time Arrival” with 89%, 90% and 89% responding respectively. This implies that riders are most concerned for these categories, if only marginally. 28% of trips was for recreation, and 23% was for other purposes. When asked how they would have made the trip if MCC were unavailable, 43% indicated they would ride as a passenger. 54% of respondents use MCC weekly. When asked which service improvement they would like to see implemented (Figure 6-3), 51% requested weekend service. It should be noted individuals were allowed to select multiple improvements.

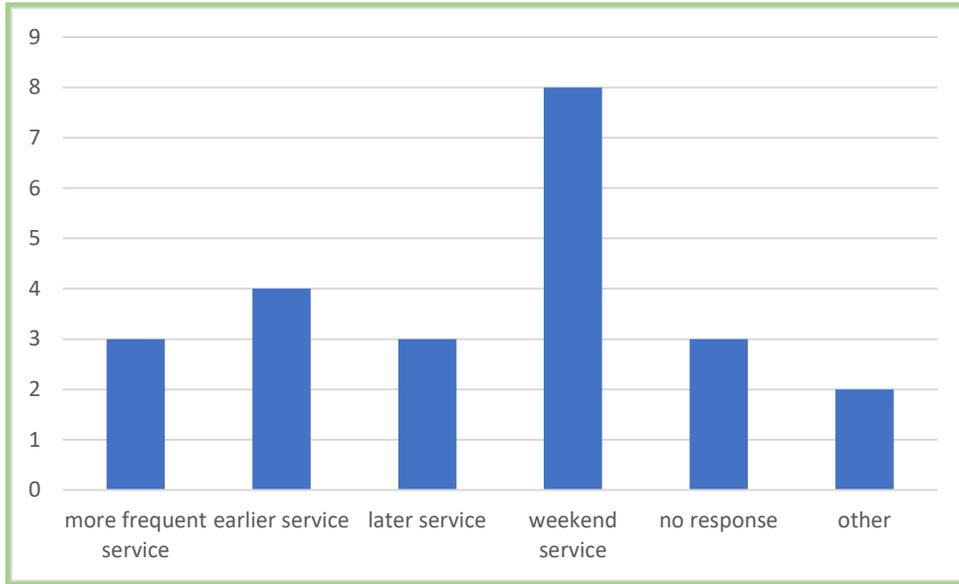
Figure 6-3 MCC FIXED-ROUTE DESIRED SERVICE IMPROVEMENTS



MCC Madera Dial-A-Ride “On-Board Ridership Survey” Findings

MCC Madera Dial-A-Ride surveys show an overall satisfaction score of 4.94 (out of 5). MCC Madera DAR’s highest performing category was “On-Time Arrival” at 4.95. MCC Madera DAR’s lowest performing category was 4.85 shared between four categories. All categories had a 100% response rate. 40% of rides was for education, and 25% was for shopping. When asked how they would have made the trip if MCC Madera DAR were unavailable, 44% indicated they would take a taxi, and 31% indicated they would ride as a passenger. 60% of respondents use MCC Madera DAR daily, and 35% of respondents use MCC Madera DAR weekly. When asked which service improvement they would like to see implemented (Figure 6-4), 35% requested weekend service. It should be noted that individuals were allowed to select multiple improvements.

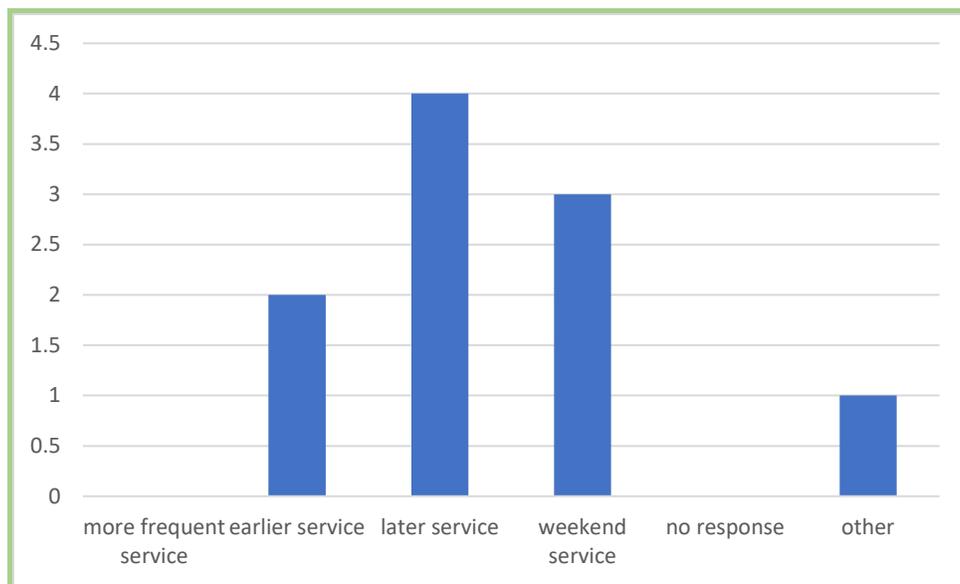
Figure 6-4 MCC MADERA DAR DESIRED SERVICE IMPROVEMENTS



Senior Bus and Escort Service “On-Board Ridership Survey” Findings

Senior Bus and Escort Service surveys show an overall satisfaction score of 4.67 (out of 5). Senior Bus and Escort Service’s highest performing category was “Driver Courtesy” and “Cleanliness” at 5.00. Senior Bus and Escort Service’s lowest performing category was “Dispatch” at 4.00. Inversely, all categories had a 100% response rate except “Dispatch.” Fifty percent of rides was for shopping, and 33% was for medical. When asked how they would have made the trip if Senior Bus or Escort Service were unavailable, answers were spread evenly across taxi, riding as a passenger, and walking. Notably, the most frequent response was “Would Not Go.” Fifty percent of respondents use Senior Bus or Escort Service weekly, and 33% of respondents use Senior Bus or Escort Service monthly. When asked which service improvement they would like to see implemented (Figure 6-5), 40% requested later service, and 30% requested weekend service. It should be noted individuals were allowed to select multiple improvements.

Figure 6-5 SENIOR BUS & ESCORT SERVICE DESIRED SERVICE IMPROVEMENTS



SUMMARY OF SURVEY FINDINGS

- ❖ **Overall Satisfaction is High Across All Transit Services:** The highest-ranking service was MCC Madera DAR at 4.94 followed closely by MCC fixed route at 4.91. Next was Senior Bus and Escort services at 4.67 with CATX at 4.64 and Metro at 4.1.
- ❖ **Most Common Trip Purposes:** Trip purpose varied depending on the service used: Metro’s main purposes were shopping, education, and work; CATX’s main purposes were medical and shopping; MCC Fixed Route’s main purposes were recreation and other purposes; MCC Madera DAR’s main purpose was education; and Senior Bus and Escort Service was mainly for shopping and medical.
- ❖ **Greatest Concerns when Riding:** The assumption made is that the higher the response rate for a specific service element, the greater the concern for it, good or bad, if only marginally. Metro’s relative greatest concerns were Bus Comfort and On-Time Arrival. CATX’s relative greatest concerns were Bus Comfort and Driver Courtesy. MCC fixed route’s relative greatest concerns were Bus Comfort, Safety, and On-Time Arrival. All elements of MCC Madera DAR were of equal concern. Senior Bus and Escort Service’s relative least concern was dispatch.
- ❖ **Improvements for Each Service:** Metro’s most desired improvements were more frequent service and weekend service. CATX’s most desired improvement was weekend service. MCC fixed route’s most desired improvement was weekend service. MCC Madera DAR’s most desired improvement was weekend service. Senior Bus and Escort Service’s most desired improvements were later service and weekend service.

Additional detailed survey findings by transit service are included in Appendix A.

UNMET TRANSIT NEEDS WORKSHOPS AND PUBLIC HEARING

Unmet transit needs within Madera County are evaluated annually through the MCTC Social Services Transportation Advisory Council (SSTAC), as required by section 99401.5 of the Transportation Development Act (TDA). The purpose of the process is to solicit comments from the public on unmet transit needs that might be reasonable to meet within the City of Madera, City of Chowchilla, and the County of Madera. Recent requests, comments, and testimony provide invaluable citizen input in the development of this short-range transit plan.

The following summarizes comments received through the 2021 MCTC Unmet Transit Needs process:

City of Madera

- ❖ Additional bus stops
- ❖ Additional shelters for bus stops
- ❖ Increased frequency

County of Madera

- ❖ Increased frequency between La Vina and the City of Madera
- ❖ Installation of second bus stop in Fairmead

Madera County Transportation Commission Findings

Based on recommendations from the SSTAC, the MCTC found that there are no unmet transit needs that are reasonable to meet in FY 2021/22 within the County of Madera and the Cities of Madera and Chowchilla.

TRANSIT NEEDS AND ISSUES

City of Madera

Since the previous SRTP, the City of Madera has made considerable progress in providing higher quality transit services to its residents. The City is exploring redesigning the Metro fixed-route system. It will be a two-part phase. The first phase will attempt to streamline all routes to increase frequency and coverage area. These routes will serve as a foundation or blueprint for designing phase two. The second phase will determine whether the streamlined routes will act as a satisfactory skeleton to add routes and services to or to redesign the entire fixed-route system.

The City of Madera should continue its efforts to improve its fixed-route system to ensure that public transit is accommodated, where possible, in existing and new developments. The City also should work to attract, hire, and retain staff to ensure full staff levels are achieved to operate planned system expansions.

A plan to smoothly transition to electric vehicles and electric infrastructure must be developed to address CARB Innovative Clean Transit requirements. This transition effort will require sound fiscal planning, identification of funding resources, and a phased approach.

As reflected in the MCTC's Unmet Transit Needs process, there is a need for continual improvements in frequency and increasing coverage. The City should ensure that its existing transit policies, including hiring

of bilingual personnel, driver sensitivity training, and compliance with the Americans with Disabilities Act (ADA) are enforced.

Growth in transit demand and the resulting expansion of the City's transit services has translated into an increasing need for a reliable transit fleet. Fares and transfers should be coordinated with other transit operations, specifically MCC and CATX. Growing transit demand also will require that the City maximize all potential funding sources through prudent planning and operations. As part of an air quality non-attainment area, the City of Madera should continue to coordinate with the MCTC in efforts to promote public transit as a key transportation control measure.

Before the pandemic, Metro was struggling to meet the required 15% farebox recovery threshold. However, during the pandemic, fares were eliminated. Removal of fares was supplemented by temporary federal COVID relief funds. The City of Madera is intending to reintroduce fares at a reduced cost to incentivize ridership. Advertisements will be introduced to offset the costs of reduced fares. The goal is to increase ridership and, with it, farebox revenue. The City of Madera should continue to improve rider experience and target new riders in order to achieve the 15% farebox recovery threshold.

Recommendations

Madera Metro

- ❖ Install additional bus shelters at key locations.
- ❖ Undertake service evaluation on an ongoing basis.
- ❖ Increase service frequency when warranted.
- ❖ Reevaluate current fare structure and consider fare increases.
- ❖ Coordinate fares and transfers with other public transit operations.
- ❖ Implement the Metro Fleet Plan and undertake updates on a regular basis.
- ❖ Develop a plan to transition to electric vehicles and electric infrastructure.
- ❖ Coordinate with City Development Department for transit accommodations.
- ❖ Update transit information on City of Madera website on a regular basis.
- ❖ Undertake outreach and marketing on a regular basis to encourage mode choice ridership.
- ❖ Coordinate services with Madera Unified School District, businesses and organizations, and residents.

Madera Dial-A-Ride

- ❖ Improve on-time performance to reduce wait times.
- ❖ Reduce no-shows and late cancellations.
- ❖ Continue to promote the hiring of bilingual staff.
- ❖ Coordinate fares and transfers with other public transit operations.
- ❖ Update the Dial-A-Ride Fleet Plan on a regular basis.
- ❖ Coordinate with City Development Department for transit accommodations.
- ❖ Update transit information on City of Madera website on a regular basis.
- ❖ Collaborate with MCTC to develop countywide transit marketing information.
- ❖ Pursue consolidation of transit services, where feasible.

TRANSIT NEEDS AND ISSUES

City of Chowchilla

From the findings identified in the On-Board Ridership Survey, most CATX riders continue to desire more frequent service and weekend service. The City of Chowchilla is considering initiation of fixed-route service in the near future to streamline operations and increase frequency. While the ability to implement this has been greatly impacted by the pandemic, the City should continue to move forward with this plan and implement the required infrastructure changes to achieve this as much as they are able to.

The City of Chowchilla should assess the cost of initiating a Saturday service and more frequent days of operation. The CATX Fleet Plan should be updated to reflect any new changes and ensure expeditious fleet replacements and expansion. A plan to smoothly transition to electric vehicles and electric infrastructure must be developed to address CARB Innovative Clean Transit” requirements. This transition effort will require sound fiscal planning, identification of funding resources, and a phased approach. CATX should be marketed both within the City and comprehensively with other transit services on a regular basis. The City should coordinate with the MCTC to develop County-wide transit marketing information.

Recommendations

Chowchilla Area Transit Express

- ❖ Evaluate potential for initiating Saturday service.
- ❖ Consider increased capacity to provide a higher level of service.
- ❖ Update the CATX Fleet Plan on a regular basis.
- ❖ Develop a plan to transition to electric vehicles and electric infrastructure.
- ❖ Develop and implement a marketing plan on a regular basis.
- ❖ Collaborate with MCTC to develop countywide transit marketing information.
- ❖ Pursue consolidation of transit services, where feasible.

TRANSIT NEEDS AND ISSUES

Madera County

Madera County has greatly improved its user accessibility with new online maps detailing routes and real-time schedules. Demand for transit services in rural pockets of the County continue to grow. The County must weigh this growing demand for transit service against actual need that translates to acceptable levels of performance.

Providing seamless service for County riders will require close coordination with Metro, Madera Dial-A-Ride, CATX and FAX operations. Transfers must be convenient, and fares must be reasonable. The County’s transit services also should be marketed comprehensively with other transit services. The County should coordinate with MCTC to develop countywide transit marketing information.

The County should continue to evaluate the need for bus stop and other capital improvements throughout its transit service areas. Based on projected ridership demand and identified capital needs, a multi-phased approach should be undertaken combined with identified funding. A plan to smoothly transition to electric vehicles and electric infrastructure must be developed to address CARB Innovative Clean Transit

requirements. This transition effort will require sound fiscal planning, identification of funding resources, and a phased approach. The County must ensure that requests for new transit service are carefully evaluated, given the long distances between key origins and destinations and the related high costs to implement these services. The potential for achieving economies of scale through the consolidation and/or coordination of services must be considered to prevent ineffective disparate services. For example, there may be potential to coordinate MCC, Senior Bus and Escort Program trips with connections at key transfer points.

Recommendations

Madera County Connection

- ❖ Evaluate the feasibility of initiating weekend service as a priority in the County's Service Improvement Plan.
- ❖ Expand service to underserved areas, as feasible.
- ❖ Implement the County's Bus Stop Improvement Plan.
- ❖ Coordinate fares and transfers with other public transit operators in Madera County and Fresno County.
- ❖ If MCC does not meet the 10% State Transportation Development Act (TDA) requirement, consider raising fares or restructuring with other Madera County transit services.
- ❖ Maintain the County's Transit Fleet Replacement Plan.
- ❖ Develop a plan to transition to electric vehicles and electric infrastructure.
- ❖ Install a bus washing system.
- ❖ Undertake fare media/payment improvements.
- ❖ Develop park-and-ride lots.
- ❖ Undertaken improvements to the Administration Office.
- ❖ Construct covered bus parking facilities with electric charging and solar enhancements.
- ❖ Consider implementation of ITS improvements.
- ❖ Provide transit information on the Madera County website and update on a regular basis.
- ❖ Implement the County's Transit Marketing Plan.
- ❖ Maintain an updated capital plan consistent with projected funding.
- ❖ Undertake incremental service growth based on defined criteria.
- ❖ Pursue consolidation of transit services, where feasible.

Eastern Madera County Senior Bus, Escort Service, MCC Madera and Chowchilla Dial-A-Ride

- ❖ Expand service to underserved areas as feasible.
- ❖ Improve trip scheduling and dispatching procedures.
- ❖ Evaluate potential opportunities to reduce operating costs.
- ❖ Coordinate fares and transfers with other public transit operations.
- ❖ Maintain the County's Fleet Replacement Plan.
- ❖ Provide transit information on the Madera County website and update on a regular basis.
- ❖ Develop and implement a coordinated marketing plan on a regular basis.
- ❖ Collaborate with MCTC to develop countywide transit marketing information.
- ❖ Consider implementation of ITS improvements.

Madera County Transportation Commission (MCTC)

The MCTC plays an important role in the implementation of public transit services, including allocating funding, transit planning, monitoring, public participation, and federal, state, and local compliance. As a regional transportation planning agency (RTPA), MCTC provides planning expertise and coordinates major transit planning efforts, public participation through its Social Services Transportation Advisory Council (SSTAC), and the annual unmet transit needs process. As an air quality non-attainment area, Madera County also must ensure that appropriate transportation control measures (TCM's), such as public transit, are promoted to reduce greenhouse gas emissions.

Recommendations

- ❖ Update the Short-Range Transit Plan, Human-Services Public Transit Coordinated Transportation Plan, and Unmet Transit Needs process for Madera County as needed.
- ❖ Maintain existing mass transportation services and social service transportation as cost effectively as possible while meeting the demand for new services and identification of sufficient future funding.
- ❖ Collaborate with jurisdictions to develop countywide transit marketing information.
- ❖ Prepare claimant audits, fiscal and compliance audits, and Triennial Performance Audits.
- ❖ Attend local rail committee meetings to increase rail safety and ridership of Amtrak services.
- ❖ Attend Transit Advisory Board (TAB) meetings, as needed, to evaluate the public transit system and encourage public participation.
- ❖ Facilitate transit interface with other transit properties, park-and-ride lots, and other transportation modes, including passenger rail, bicycling, carpooling, etc., to encourage mass transportation usage.
- ❖ Encourage mass transportation as a method of minimizing traffic congestion and an environmental control measure to reduce emissions.
- ❖ Seek funding for transportation control measures as they pertain to mass transportation.
- ❖ Participate in high-speed rail planning.
- ❖ Continue to explore the expansion of vanpool services in Madera County.

Chapter 7 – Financial Plan

This section presents a five-year operating and capital plan for Madera County transit operators for the period FY 2022/23 to FY 2026/27. Operating and capital budgets are based on projected revenue, service levels, and key recommended operational and capital improvements. The capital plan projects the cost of capital expenditures, including new and replacement vehicle purchases, transit-related amenities, such as benches and shelters, and infrastructure projects. These improvements respond to the findings from the Needs Assessment and identification of specific issues by each transit operation.

The Infrastructure Investment and Jobs Act (IIJA) was signed into law on November 15, 2021. A total of \$39 billion is programmed for public transit. Final distribution of IIJA funds to Madera County have not yet been published and therefore are not reflected as revenue for County transit operators.

PROJECTED REVENUE AND EXPENDITURES

A countywide total of \$43.0 million in public transit operating and capital expenditures is projected over the next five years. The City of Madera expenditures during this period are estimated at \$24.7 million or 57.4% of the total, the City of Chowchilla \$3.0 million or 7.0% of the total, and Madera County \$15.2 million or 35.3% of the total. Approximately 15.3% of transit revenue will be from State TDA funds and 41.5% from federal funds, and the balance of 43.2% will be from local, other State and regional funds, and fares.

CAPITAL PLAN

Table 7-1 reflects the capital requirements of each public transit operator based on current fleets and planned improvements over the next five years. A total of thirteen buses and five bus shelters are planned for Metro, and five buses for Madera Dial-A-Ride to maintain and improve service. Another capital expenditure is installation of electric fleet infrastructure.

The City of Chowchilla plans to purchase one new bus, replace four buses, and three bus shelters. Madera County plans to purchase a total of twelve vehicles for MCC and the Senior Bus/Escort Service, including electric vehicles. Other improvements include bus stop improvements, bus yard and administration office improvements, electric infrastructure, bus washing facilities, park-and-ride lots, ITS and fare payment improvements, and security enhancements.

Projected capital costs for Metro and Madera Dial-A-Ride from FY 2022/23 to FY 2026/27 is \$9,585,000. During this same period, capital costs are estimated at \$680,000 for the City of Chowchilla, and \$6,215,000 for the County of Madera.

Short-Range Transit Plan FY 2022/23 to 2026/27

Table 7-1 CAPITAL PLAN FY 2022/23 – FY 2026/27

		FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	FY 2026/27	Total
CITY OF MADERA							
Metro							
	Replacement Buses		5	6	2		13
	Bus Shelters	5					5
DAR							
	Replacement Buses	1	2	1		1	5
Misc. Capital Projects							
	Installation of EV Infrastructure		X				
CITY OF CHOWCHILLA							
CATX							
	Replacement Buses	2		1		1	4
	New Buses	1					1
	Bus Shelters	2				1	3
	Installation of EV Infrastructure				X		
COUNTY OF MADERA							
MCC							
	Replacement Buses			3	3		6
	New Buses				1		1
	Bus Shelters	11	1				12
	Solar Bus Parking Structure		X				
Senior Bus/Escort							
	Replacement Buses	1	1	1		1	4
	New Buses				1		1

Short-Range Transit Plan FY 2022/23 to 2026/27

CITY OF MADERA FINANCIAL PLAN

The City of Madera Financial Plan, as shown on Table 7-2, reflects a FY 2022/23 combined Metro and Dial-A-Ride operating and capital budget of \$4,790,000. Five-year total operating and capital costs are projected at \$24,725,000.

This plan addresses fleet expansion and replacement, and the need for additional bus shelters for Metro passengers. Over the next five years, a total of 13 Metro replacement buses and five Dial-A-Ride replacement buses are projected.

CITY OF CHOWCHILLA FINANCIAL PLAN

As shown on Table 7-3, the CATX operating and capital budget in FY 2022/23 is estimated at \$630,000 reaching a five-year total of \$3,010,000. A total of five vehicles are projected over the next five years (four replacement and one new).

MADERA COUNTY FINANCIAL PLAN

Madera County's Financial Plan, shown on Table 7-4, includes the operating expenses of MCC, the Senior Bus and Escort Program, MCC Madera DAR, and MCC Chowchilla DAR. The combined FY 2022/23 operating budgets of these systems is projected at \$1,095,000 for MCC, \$165,000 for the Senior Bus and Escort Program, \$175,000 for MCC Madera DAR, and \$10,000 for MCC Chowchilla DAR. Total operating and capital costs for County transit services are estimated at \$15,235,000 over the next five years.

SUMMARY OF COUNTY-WIDE OPERATING AND CAPITAL BUDGETS

Table 7-5 shows that total operating costs for all Madera County transit systems are projected at \$26,490,000 from FY 2022/23 to FY 2026/27. Countywide capital costs are estimated at \$16,480,000 for a total five-year operating and capital expenditure of \$42,970,000.

Short-Range Transit Plan FY 2022/23 to 2026/27

Table 7-2 CITY OF MADERA FINANCIAL PLAN FY 2022/23 – FY 2026/27

	PROJECTED					
	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	FY 2026/27	Total (5 years)
EXPENSES						
Operating	\$2,850,000	\$2,880,000	\$2,960,000	\$3,110,000	\$3,265,000	\$15,065,000
Metro						
DAR						
Marketing & Outreach			\$75,000			\$75,000
Total Operating	\$2,850,000	\$2,880,000	\$3,035,000	\$3,110,000	\$3,265,000	\$15,140,000
Capital						
Metro Buses	\$1,485,000	\$380,000	\$1,885,000	\$1,695,000	\$1,810,000	\$7,255,000
DAR Buses	\$455,000	\$420,000		\$255,000		\$1,130,000
EV Infrastructure		\$1,200,000				\$1,200,000
Other Capital						
Total Capital	\$1,940,000	\$2,000,000	\$1,885,000	\$1,950,000	\$1,810,000	\$9,585,000
Total Expenses	\$4,790,000	\$4,880,000	\$4,920,000	\$5,060,000	\$5,075,000	\$24,725,000
REVENUE						
State LTF	\$1,940,000	\$1,990,000	\$1,985,000	\$2,070,000	\$2,045,000	\$10,030,000
State STA	\$570,000	\$570,000	\$575,000	\$580,000	\$580,000	\$2,875,000
SB-1 State of Good Repair (SGR)	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$500,000
LCTOP	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$400,000
FTA – Section 5307	\$1,835,000	\$1,875,000	\$1,910,000	\$1,950,000	\$1,990,000	\$9,560,000
FTA – Section 5339	\$155,000	\$155,000	\$160,000	\$165,000	\$165,000	\$800,000
FTA – CARES Act						
Fares						
Metro	x	x	x	x	x	x
DAR	x	x	x	x	x	x
Measure T Transit Enhancement	\$110,000	\$110,000	\$110,000	\$115,000	\$115,000	\$560,000
Total Revenue	\$4,790,000	\$4,880,000	\$4,920,000	\$5,060,000	\$5,075,000	\$24,725,000

Short-Range Transit Plan FY 2022/23 to 2026/27

Table 7-3 CITY OF CHOWCHILLA FINANCIAL PLAN FY 2022/23 – FY 2026/27

	PROJECTED					
	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	FY 2026/27	Total (5 years)
EXPENSES						
Operating						
CATX	\$440,000	\$450,000	\$455,000	\$480,000	\$505,000	\$2,330,000
Total Operating	\$440,000	\$450,000	\$455,000	\$480,000	\$505,000	\$2,330,000
CAPITAL						
CATX Buses	\$100,000	\$150,000	\$150,000		\$30,000	\$430,000
EV Infrastructure				\$115,000		\$115,000
Other Capital Projects	\$90,000	\$10,000			\$35,000	\$135,000
Total Capital	\$190,000	\$160,000	\$150,000	\$115,000	\$65,000	\$680,000
Total Expenses	\$630,000	\$610,000	\$605,000	\$595,000	\$570,000	\$3,010,000
REVENUE						
State LTF	\$350,000	\$330,000	\$325,000	\$310,000	\$275,000	\$1,590,000
State STA	\$135,000	\$135,000	\$135,000	\$135,000	\$140,000	\$680,000
SB-1 State of Good Repair (SGR)	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
LCTOP	\$15,000	\$15,000	\$15,000	\$15,000	\$20,000	\$80,000
FTA - Section 5311	\$70,000	\$70,000	\$70,000	\$70,000	\$70,000	\$350,000
FTA - CRRSAA						
Fares						
CATX	\$20,000	\$20,000	\$20,000	\$25,000	\$25,000	\$110,000
Measure T Transit Enhancement	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
Total Revenue	\$630,000	\$610,000	\$605,000	\$595,000	\$570,000	\$3,010,000

Short-Range Transit Plan FY 2022/23 to 2026/27

Table 7-4 COUNTY OF MADERA FINANCIAL PLAN FY 2022/23 – FY 2026/27

	PROJECTED					
	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	FY 2026/27	Total (5 years)
EXPENSES						
Operating						
MCC	\$1,095,000	\$1,335,000	\$1,440,000	\$1,550,000	\$1,670,000	\$7,090,000
MCC – Madera DAR	\$175,000	\$185,000	\$195,000	\$205,000	\$215,000	\$975,000
MCC – Cho DAR	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
Senior Bus	\$125,000	\$130,000	\$140,000	\$145,000	\$155,000	\$695,000
Medical Escort	\$40,000	\$40,000	\$40,000	\$45,000	\$45,000	\$210,000
Total Operating	\$1,445,000	\$1,700,000	\$1,825,000	\$1,955,000	\$2,095,000	\$9,020,000
CAPITAL						
Vans	\$55,000		\$185,000	\$190,000	\$195,000	\$625,000
Buses		\$715,000	\$1,225,000			\$1,940,000
Bus Shelters	\$395,000					\$395,000
Other Capital Projects	\$2,255,000	\$500,000	\$500,000			\$3,255,000
Total Capital	\$2,705,000	\$1,215,000	\$1,910,000	\$190,000	\$195,000	\$6,215,000
Total Expenses	\$4,150,000	\$2,915,000	\$3,735,000	\$2,145,000	\$2,290,000	\$15,235,000
REVENUE						
State LTF	\$520,000	\$220,000	\$330,000	\$205,000	\$255,000	\$1,530,000
State STA	\$550,000	\$575,000	\$605,000	\$635,000	\$670,000	\$3,035,000
LCTOP	\$290,000	\$310,000	\$85,000			\$685,000
FTA – Section 5307		\$1,080,000	\$1,950,000	\$620,000	\$650,000	\$4,300,000
FTA – Section 5311	\$390,000	\$410,000	\$430,000	\$450,000	\$475,000	\$2,155,000
FTA – Section 5339		\$45,000	\$45,000	\$50,000	\$50,000	\$190,000
Fares	\$35,000	\$35,000	\$40,000	\$40,000	\$40,000	\$190,000
Prop 1B Transit Capital						
PTMISEA	\$1,925,000					\$1,925,000
SB1-GR	\$440,000	\$130,000	\$135,000	\$145,000	\$150,000	\$1,000,000
Measure T Transit Enhancement		\$110,000	\$115,000			\$225,000
Total Revenue	\$4,150,000	\$2,915,000	\$3,735,000	\$2,145,000	\$2,290,000	\$15,235,000

Short-Range Transit Plan FY 2022/23 to 2026/27

Table 7-5 COUNTYWIDE OPERATING AND CAPITAL BUDGETS FY 2022/23 – FY 2026/27

		PROJECTED					
		FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	FY26/27	Total (5 years)
OPERATING							
City of Madera		\$2,850,000	\$2,880,000	\$2,960,000	\$3,110,000	\$3,265,000	\$15,065,000
	Metro						
	DAR						
	Intermodal Operating						
	Service to College						
	New Transit Facility Operating						
	Marketing & Outreach			\$75,000			\$75,000
	Total	\$2,850,000	\$2,880,000	\$3,035,000	\$3,110,000	\$3,265,000	\$15,140,000
Chowchilla/CATX		\$440,000	\$450,000	\$455,000	\$480,000	\$505,000	\$2,330,000
County of Madera							
	MCC	\$1,095,000	\$1,335,000	\$1,440,000	\$1,550,000	\$1,670,000	\$7,090,000
	MCC – Madera DAR	\$175,000	\$185,000	\$195,000	\$205,000	\$215,000	\$975,000
	MCC – Cho DAR	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
	Senior Bus	\$125,000	\$130,000	\$140,000	\$145,000	\$155,000	\$695,000
	Medical Escort	\$40,000	\$40,000	\$40,000	\$45,000	\$45,000	\$210,000
	Total	\$1,445,000	\$1,700,000	\$1,825,000	\$1,955,000	\$2,095,000	\$9,020,000
TOTAL OPERATING		\$4,735,000	\$5,030,000	\$5,315,000	\$5,545,000	\$5,865,000	\$26,490,000
CAPITAL							
City of Madera							
	Metro Buses	\$1,485,000	\$380,000	\$1,885,000	\$1,695,000	\$1,810,000	\$7,255,000
	DAR Buses	\$455,000	\$420,000		\$255,000		\$1,130,000
	EV Infrastructure		\$1,200,000				\$1,200,000
	Other Capital						
	Total	\$1,940,000	\$2,000,000	\$1,885,000	\$1,950,000	\$1,810,000	\$9,585,000
City of Chowchilla							
	CATX Buses	\$430,000					\$430,000
	Other Capital Projects	\$100,000			\$115,000	\$35,000	\$250,000
	Total	\$530,000			\$115,000	\$35,000	\$680,000
County of Madera							
	MCC Vehicles	\$55,000	\$715,000	\$1,410,000	\$190,000	\$195,000	\$2,565,000
	Other Capital Projects	\$2,650,000	\$500,000	\$500,000			\$3,650,000
	Total	\$2,705,000	\$1,215,000	\$1,910,000	\$190,000	\$195,000	\$6,215,000
TOTAL CAPITAL		\$5,175,000	\$3,215,000	\$3,795,000	\$2,255,000	\$2,040,000	\$16,480,000
TOTAL OPERATING AND CAPITAL		\$9,910,000	\$8,245,000	\$9,110,000	\$7,800,000	\$7,905,000	\$42,970,000

Chapter 8 –Transit Funding Sources

This section presents an overview of existing and potential key transit funding sources that support Madera County transit services.

Public transit services in Madera County are supported by a variety of funding sources, including:

- ❖ Federal Transit Administration (FTA)
 - Sections 5310, 5311, 5339 and 5307 Funds
 - Bus and Bus Facilities Grants
 - Coronavirus Aid, Relief, and Economic Security (CARES) Act
 - Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA)
 - Infrastructure Investment and Jobs Act
- ❖ Congestion Mitigation and Air Quality (CMAQ) Program
- ❖ State Transportation Development Act Funds
 - Local Transportation Funds (LTF)
 - State Transit Assistance (STA)
- ❖ State of Good Repair (SGR)
- ❖ Public Transportation Modernization, Improvement and Service Enhancement Account (PTMISEA)
- ❖ Low Carbon Transit Operations Program (LCTOP)
- ❖ Measure T – Local Sales Tax
- ❖ San Joaquin Valley Air Pollution Control District (SJVAPCD)
- ❖ Farebox Revenue

Other sources of funds have or are being used to enhance public and social service transit services in the County, including federal Congestion Mitigation and Air Quality (CMAQ) funds and Federal Transit Administration Section 5310 funds earmarked for special needs of elderly and disabled persons.

FEDERAL

Federal Transit Administration (FTA)

The FTA provides federal funds for improvements in rural and urban transit operations. These funds may be used for operations and maintenance, including preventive maintenance, paratransit service, leasing of equipment or facilities, safety equipment and facilities, facilities that incorporate community services such as daycare and health care, and transit enhancements.

FTA Section 5307 is a formula grant program providing capital and operating assistance and transportation related planning to urbanized areas, including the City of Madera and Madera County. A total of \$2,282,000 in Section 5307 funds is available during FY 2021/22.

FTA Section 5311 funds are available annually to public transportation projects in non-urbanized areas. The County of Madera and City of Chowchilla annually submit a Regional Program of Projects to the MCTC to reflect eligible projects. This list is then compiled at the State level into a Statewide Program of Projects. A total of \$455,000 in Section 5311 funds is available to public transit agencies during FY 2021/22.

FTA Section 5310 assists private non-profit organizations in the purchase of vehicles and related equipment to provide transportation services that meet the special needs of elderly and disabled persons. MCTC assists local non-profit agencies seeking these funds. County public transit operators also may apply for these funds if they meet the grant eligibility requirements.

FTA Section 5339 makes federal resources available to states and direct recipients to replace, rehabilitate and purchase buses and related equipment. The City of Madera, City of Chowchilla, and County of Madera are all eligible for this funding type. The rural Section 5339 Discretionary program is administered by Caltrans through a competitive process and requires a fifteen percent local match for buses and a twenty percent local match for other bus and bus facilities related projects. A total of \$193,000 in Section 5339 urban area formula funds is available in FY 2021/22.

FTA Bus and Bus Facilities Program makes funding available to states, designated recipients, and local governmental entities that operate fixed route bus service to replace, rehabilitate, and purchase buses and related equipment and to construct bus-related facilities including technological changes or innovations to modify low- or no-emission vehicles or facilities. Funding is provided through formula allocations and competitive grants. A sub-program, the Low- or No-Emission Vehicle Program, provides competitive grants for bus and bus facility projects that support low and zero-emission vehicles. Eligible activities include capital projects to replace, rehabilitate and purchase buses, vans, and related equipment, and to construct bus-related facilities, including technological changes or innovations to modify low or no emission vehicles or facilities.

[Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#)

The Coronavirus Aid, Relief, and Economic Security (CARES) Act provides emergency assistance and health care response for individuals affected by the pandemic. The FTA allocated \$25 billion to recipients of urbanized area and rural area formula funds, with \$22.7 billion to large and small urban areas and \$2.2 billion to rural areas. Funding will be provided at a 100% federal share, with no local match required, and will be available to support capital, operating, and other expenses generally eligible under those programs to prevent, prepare for, and respond to the pandemic.

Operating expenses incurred beginning on January 20, 2020, for all rural and urban recipients, even those in large urban areas, are also eligible, including operating expenses to maintain transit services as well as paying for administrative leave for personnel due to reduced operations during an emergency.

CARES funds were disbursed through FTA apportionments to its Urbanized Area (Section 5307) and Rural Formula (Section 5311) programs.

[Coronavirus Response and Relief Supplemental Appropriations Act \(CRRSAA\) of 2021](#)

On December 27, 2020, President Trump signed the Coronavirus Response and Relief Supplemental Appropriations (CRRSAA) Act (Pub. L. No. 116-260) into law. The CRRSAA Act authorizes \$900 billion in supplemental appropriations for pandemic relief, \$14 billion of which will be allocated to support the transit industry during the health emergency. The \$14 billion in supplemental funds were distributed as follows:

- ❖ \$13.26 billion for urbanized areas (Section 5307 formula grants)
- ❖ \$678.2 million for rural areas and tribes (Section 5311 formula grants)

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- ❖ \$50 million for Enhanced Mobility of Seniors and Individuals with Disabilities (Section 5310 formula grants)

The supplemental funding will be provided at 100% federal share, with no local match required.

Infrastructure Investment and Jobs Act (IIJA)

On November 15, 2021, President Biden signed the Infrastructure Investment and Jobs (IIJA) Act (Pub. L. No. 117-58) into law. The IIJA authorizes \$1.2 trillion over a decade. Of that, about \$550 billion is new spending on the following:

- ❖ \$110 billion on roads and bridges
- ❖ \$73 billion on power infrastructure
- ❖ \$66 billion on passenger/freight rail
- ❖ \$65 billion on broadband
- ❖ \$55 billion on drinking water
- ❖ \$50 billion on western water storage
- ❖ \$39 billion on public transit
- ❖ \$25 billion on airports
- ❖ \$21 billion on purification of water & soil
- ❖ \$17 billion on port infrastructure
- ❖ \$15 billion on electric vehicles
- ❖ \$11 billion on transportation safety programs

The remaining amount is regularly authorized spending. As of January 2022, there has been no appropriations or guidance released yet. MCTC staff will monitor developments and respond accordingly.

Congestion Mitigation and Air Quality (CMAQ) Program

The CMAQ program funds transportation projects or programs that will contribute to attainment of national ambient air quality standards, with a focus on ozone, PM-10, and their precursors. Project planning or other development activities that lead directly to construction of facilities, alternative fuel vehicles, or new services and programs that have a positive air quality impact qualify for CMAQ funding.

Historically, CMAQ funds have been used by Madera County public transit operators to fund vehicles and start-up operations. The amount of CMAQ funds programmed annually fluctuates depending upon specific operating and capital needs. It is assumed that CMAQ will continue to remain a viable funding source under the new Infrastructure Investment and Jobs Act federal transportation authorization bill.

STATE

State Transportation Development Act (TDA)

The Transportation Development Act has been a stable source of public transit funding since 1972. The TDA provides funding for transit through Local Transportation Funds (LTF) and State Transit Assistance Funds (STA). LTF funds, derived from a ¼ cent of the general sales tax collected statewide, are available for transit operations and street and road purposes. The LTF has been in existence since 1972. STA, created in 1979, is generated from statewide sales tax on diesel fuel.

The LTF is distributed to each city and the unincorporated areas based on population. In Madera County, LTF may be used for both transit and street and road purposes, if transit needs are reasonably met. The fluctuation in annual LTF generally reflects economic conditions. STA must be used for transit purposes

only and generally are more unpredictable than LTF. In FY 2021/22, the countywide LTF allocation is just over \$4.55 million while the STA allocation is \$1.38 million.

State of Good Repair (SGR) – Senate Bill 1

Senate Bill (SB) 1, the Road Repair and Accountability Act of 2017, was signed into law on April 28, 2017, and created the State of Good Repair transit program.

Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA)

Voters passed Proposition 1B in 2006 authorizing the issuance of \$19.925 billion in State general obligation bonds for specific transportation purposes over ten years. Several programs were created, including two for public transportation projects, including the Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA) and the Transit System Safety, Security and Disaster Response Account (TSSDRA) for allocation to eligible public transportation projects.

Caltrans administers PTMISEA funds which can be used for transit capital projects for rehabilitation, safety, or modernization improvement; capital service enhancement or expansion; new capital projects; bus rapid transit improvement; or rolling stock procurement, rehabilitation, expansion, or replacement. The PTMISEA program will close out projects in June 2023. The TSSDRA program now closed out, provided funds for projects that increase protection against a security and safety threat and was managed by the California Office of Emergency Services (Cal OES).

Low Carbon Transit Operations Program (LCTOP)

LCTOP was created to provide capital and operating assistance to transit agencies with the goal of reducing Greenhouse Gas (GHG) emissions and improving mobility. Service areas in the Madera Region serve Disadvantaged Communities (DAC) which means at least 50% of the total monies received shall be expended on projects that provide a direct, meaningful, and assured benefit to DACs. Senate Bill 862, which established the Transit, Affordable Housing, and Sustainable Communities Program, continuously appropriates five percent of annual auction proceeds in the Greenhouse Gas Reduction Funds for LCTOP.

The amount awarded for the FY 2020-21 Low Carbon Transit Operations Program for the Madera Region is \$168,166.

LOCAL

Measure T - Local Sales Tax for Transportation

Local sales tax revenues provide the largest single source of funding to most state and local governments. In 2006, Madera County voters approved Measure T, a 20-year half-cent transportation sales tax measure which is projected to raise over \$200 million in revenue through 2027. Besides Madera County, a number of other counties have implemented sales tax increases for transportation purposes.

Two percent of Measure T proceeds are allocated to the Transit Enhancement Program. The program provides supplemental support to public transit systems in the County. The measure is scheduled to sunset in 2027. Efforts to renew the sales tax measure are underway.

San Joaquin Valley Air Pollution Control District (SJVAPCD)

The SJVAPCD is the designated air district for the eight-county non-attainment area that includes San Joaquin, Stanislaus, Merced, Madera, Kings, Kern (Valley portion), Fresno, and Tulare Counties. SJVAPCD makes funds available for projects that reduce vehicles trips and improve air quality.

Fare Revenue

Fares collected by transit services in Madera County are used to help offset operating expenses. The City of Madera Metro service must meet a minimum fare box recovery ratio of 15% to comply with TDA regulations. Other operators in Madera County strive to recover a minimum of ten percent of their operating expenses from fares to comply with State TDA farebox requirements and maintain eligibility. However, since the onset of the pandemic, fares have not been collected by Madera Metro, and the State TDA farebox requirements have been temporarily suspended.

There has been discussion about modifying or removing the State farebox requirements. After a year-long effort, the California Transit Association's Transportation Development Act Reform Task Force unveiled a draft concept framework for possible legislative revisions to the 1971 law. They are as follows:

1. Retains TDA's current farebox recovery requirements as an important data set for policymakers at all levels. The ratios would be targets that all transit agencies should strive to hit.
2. Removes financial penalties associated with missing farebox recovery requirements for all agencies.
3. Adjusts some aspects of the farebox recovery ratio definitions for the numerator and denominator; and lowers the basic targets to better reflect current goals and objectives for public transit; and to more realistically accommodate today's most pressing transit challenges and unfunded mandates.
4. Requires that agencies that miss their required farebox recovery for three years in a row be given the option in year four to either: 1) develop and submit an action plan to its regional transportation planning agency (RTPA) that details the steps it will take to meet its farebox recovery requirement; or, 2) develop new targets, in collaboration with its RTPA, that monitor the transit agency's contribution to local, community, regional, or statewide goals.

OTHER FUNDING SOURCES

Other funding opportunities are available through programs described above and other agencies that support public transportation. Caltrans, for example, provides funding for a variety of regional and agency planning grants.

Specifically, the Caltrans Sustainable Transportation Planning Grant program provides funding through two programs--Sustainable Communities Grants for local and regional planning, and Strategic Partnership Grants to address statewide, interregional, or regional transportation deficiencies on the State highway system with sub-category planning funds to address multimodal transportation deficiencies. Training, technical assistance, and research grants also are available through the Rural Transit Assistance Program (RTAP).

Chapter 9 – Transit Marketing Strategies

Marketing plays an integral role in increasing public awareness of transit services and attracting and maintaining ridership. Madera County transit operators must ensure that their services are effectively marketed on a continuous basis. A transit system’s ability to inform riders of available services and to provide incentives to ride by offering dependable service will result in loyalty and increased patronage. Key marketing objectives therefore are to:

- ❖ Promote an understanding of services being offered
- ❖ Increase public acceptance
- ❖ Provide quality services
- ❖ Developing effective ongoing outreach and targeted marketing tools

Transit systems must recognize their target market and environs and design appropriate marketing tools to fit their needs. Like many other rural counties, transit systems in Madera County have limited staff and marketing budgets and contract out many of its services. This frequently means less effort is spent on marketing. Marketing and outreach activities in Madera County are conducted independently by each transit system. Given the variety of transit services offered in the County, however, there is a growing need to integrate marketing concepts and collaborate on outreach efforts. While marketing and public outreach is particularly important when implementing new services and/or changing existing services, marketing should be undertaken on a regular basis.

MARKETING STRATEGIES

Transit marketing encompasses a number of key elements. As described below, these include system identity, passenger information, advertising, targeted marketing and outreach, and special promotions. Effective marketing must combine these elements to attract both non-choice (those who have no other transportation mode) and choice riders, to convey how to use transit services, and to maintain ridership.

System Identity

- ❖ Name and Logo
- ❖ Buses
- ❖ Bus Stop Signage
- ❖ Shelter Signage
- ❖ Marketing Materials

A system identity is important in establishing a “product brand name” that is easily recognized. Transit systems have the advantage of using their buses to advertise throughout the community. Bus stop signs and shelters provide opportunities to advertise through consistent use of a system’s name, logo, route information, and telephone number. All marketing materials also should integrate the same logo and color scheme.

Passenger Information

Passenger information can be conveyed by a variety of means, as listed below. All passenger transit information should reflect the transit agency name and logo for easy recognition by the general public. This includes carrying the system's color scheme throughout the printed materials and electronic media.

- ❖ Updated Website(s) and Apps
- ❖ Wide Distribution Network
- ❖ Telephone Information
- ❖ System Schedules
- ❖ Bus Stops and Key Locations

All transit operators in Madera County currently provide information about transit services on their websites and with printed system schedules. Further, Madera County MCC schedules are provided in real-time at mcctransit.com and comprehensive user-friendly information and rider alerts about its transit services are provided. Telephone information should be consistent. Bus stops and other key locations are being used by Madera County operators to assist riders and to advertise services.

The nationwide 511 Traveler Information Service is available in the Madera County region, providing cellular phone users with direct access to information on local transit options. MCTC staff will continue to coordinate with local agency staff and the Valley-wide 511 group as the system continues to evolve.

Advertising

There are a number of methods that can be used to advertise transit services, as shown below. Many of these approaches can be costly (i.e., newspaper, radio, and direct mail) while some (social media pages, newsletters, bulletin boards, utility bill inserts, public service announcements) are free.

- ❖ Paid Advertising (newspaper, radio)
- ❖ Non-Paid Advertising (social media pages, community newsletters, community bulletin boards, utility bill insert/message)
- ❖ Radio Public Service Announcements
- ❖ Direct Mail Distribution

Transit agencies in Madera County have used many of the above methods but not on a regular basis. Each agency, at a minimum, should develop a plan to regularly schedule specific low-cost marketing efforts, including ads in the local newspapers, free public service announcements, and distribution of fliers in utility bills. New and expanding transit services will require separate advertising campaigns and more frequent efforts.

Targeted Marketing and Outreach

Targeted marketing and outreach focus an agency's effort on reaching its appropriate audience. An agency that understands its existing rider composition can begin to reach out to similar patrons, but also can target new riders as well. Marketing efforts and campaigns should be designed to reach specific targeted audiences. For example, commuters will be interested in making trips to and from work on time and learning about potential employee/employer tax deductions. Social service agencies and their clients

may be more interested in accessing social service sites and the cost of transit trips. Marketing and outreach should be maximized to attract these potential “targeted” clients.

- ❖ Commuters
- ❖ Major employers
- ❖ Seniors
- ❖ Disabled persons
- ❖ Social Service Agencies and Client
- ❖ Disadvantaged persons
- ❖ College/Adult Students
- ❖ Elementary/Secondary/High School Students

Special Promotions

Transit agencies can implement special promotions at any time during the year to promote new services, changes in existing services, and special events, or to simply boost public awareness. These special promotions can be marketed and advertised using any of the advertising methods discussed above.

- ❖ Transit Week Free Ride Promotion
- ❖ Try Transit Free Ride Promotions
- ❖ Joint Promotion with Businesses and Major Employers
- ❖ Special Events Promotion
- ❖ Ticket and Pass Sales Promotions

Transit services have been promoted at various special events, including health and library fairs throughout the County and school district events, parades, etc. All Madera County transit systems should continue to take advantage of these types of special promotions.

Coordinated Approach

The growth of public transportation in Madera County has resulted in the need for coordination between transit operators to ensure seamless trips for County residents and to ensure a consistent message is delivered. This in turn means that marketing can be maximized not only through individual transit system efforts but through joint efforts as well. For example, transit materials, such as schedules, brochures, fliers, etc. can provide telephone numbers and route information and transfers times for connecting transit systems.

As the systems evolve, more comprehensive joint marketing and outreach efforts can be undertaken. The MCTC web site currently provides a comprehensive listing of public transit services in Madera County, with key links and additional information on Amtrak, Greyhound, and taxicab services. MCTC has also developed a Coordinated Transportation Plan, which includes an extensive list of both public and private transportation providers.

Chapter 10 – Public Participation

MCTC PUBLIC PARTICIPATION PROCESS

The SRTP is specifically designed to respond to diverse public transportation needs throughout Madera County. This effort is undertaken using an effective public participation process that includes outreach efforts to a broad representation of groups within the community, including disadvantaged and low-income, minority populations, elderly, disabled, Native Americans, community-based organizations, and those with limited English proficiency. The approach utilized by the MCTC is comprehensive, collaborative, continuous, and well documented, as described below.

Unmet Transit Needs Process

Local Transportation Funds in Madera County may be expended on both public transportation and streets and roads projects. Priority for these projects, however, must first be given to public transportation. Once public transportation projects have been reasonably met, available LTF may then be used for streets and roads projects. As a regional transportation planning agency, the MCTC must comply with Section 99401.5 of the California Public Utilities Code regarding unmet transit needs. The MCTC must make a finding after holding a public hearing that there are no unmet public transportation needs within Madera County that can be reasonably met before it may approve Local Transportation Fund claims for streets and roads.

The MCTC definition of the term “unmet transit needs” includes all essential trip requests by transit-dependent persons for which there is no other convenient means of transportation. The MCTC definition of the term “reasonable to meet” is applied to all related public or specialized transportation services that:

- ❖ Are feasible
- ❖ Have community acceptance
- ❖ Serve a significant number of the population
- ❖ Are economical
- ❖ Can demonstrate cost effectiveness by having a ratio of fare revenues to operating cost at least equal to 10%.

The term “reasonable to meet” also applies to all service requests that do not abuse or obscure the intent of such transportation services once they are established. MCTC is in the process of updating its definition of “unmet transit needs” to improve its identification of County-wide transit needs.

Social Service Transportation Advisory Council

The Social Service Transportation Advisory Council’s (SSTAC) role is to aid the MCTC Policy Board in the review of transit issues with an emphasis on the annual identification of unmet transit needs within Madera County. These may include the needs of transit dependent and transit-disadvantaged persons, persons with disabilities, and persons of limited means. The SSTAC was established consistent with State Law (SB 498, Chapter 673, 1987) that mandates the purpose and minimum membership of this body.

The purpose of the SSTAC is to:

1. Annually participate in identification of transit needs (Unmet Transit Needs Public Hearing Process)
2. Annually review and recommend actions by the MCTC Policy Board for the area within Madera
3. County, which finds by resolution:
 - a. There are no unmet transit needs,
 - b. There are no unmet transit needs that are reasonable to meet, or
 - c. There are unmet transit needs that are reasonable to meet.
4. Advise MCTC on any other major transit issues, including the coordination and consolidation of specialized transportation services.

MCTC staff and the SSTAC work together in a cooperative effort to present its recommendation to the Policy Board concerning the “unmet transit needs” in Madera County. MCTC collaborates with SSTAC in the update of the SRTP. The needs identified at the MCTC public hearing, particularly those that may be reasonable to meet, are addressed in the SRTP and a recommended timeline developed to address the needs.

TRANSIT ADVISORY BOARD (TAB)

A citizen TAB meets on a quarterly basis to evaluate the City of Madera’s public transit services. The TAB helps monitor and makes recommendations to the Madera City Council to improve existing transit services. Public opinion concerning the transit system is routinely elicited at the TAB meetings. Membership of the Committee is as follows:

- ❖ Representatives from the general public (transit service consumers)
- ❖ Representatives from the operations/management
- ❖ MCTC staff representative
- ❖ Representative from the business community
- ❖ City of Madera management staff

GENERAL PUBLIC PARTICIPATION PROCESS

MCTC is committed to public involvement in transportation planning activities. MCTC encourages public input in the planning process to ensure that the community’s needs are met. Engaging the public early and often in the process of planning and decision making is critical to the success of any transportation plan or program.

In 2020, MCTC amended the Public Participation Plan (PPP) consistent with the requirements of the Fixing America’s Surface Transportation (FAST) Act. The PPP details MCTC’s public participation policy with respect to FAST Act, the Brown Act, the Americans with Disabilities Act, and Environmental Justice considerations. A copy of the Public Participation Plan is available upon request from the MCTC offices or on MCTC’s website.

Appendix A – On-Board Survey Results

English



Please help improve transit services by answering this survey and returning the form as you leave the bus. If you have already filled out this form, you do not need to fill out another. You can also take the online version by scanning the QR code in the corner or typing in the link <https://www.surveymonkey.com/r/5L2MXW9> All responses are confidential. Thank you!

1. Which transit service are you using today?

<input type="checkbox"/> Madera Metro (Metro)	<input type="checkbox"/> MCC Madera Dial-A-Ride (DAR)
<input type="checkbox"/> City of Madera Dial-A-Ride (DAR)	<input type="checkbox"/> MCC Chowchilla Dial-A-Ride (DAR)
<input type="checkbox"/> Madera County Connection (MCC)	<input type="checkbox"/> Eastern Madera Senior Bus (Senior Bus)
<input type="checkbox"/> Chowchilla City Bus (CATX)	<input type="checkbox"/> Eastern Madera County Medical Escort Van (Escort Service)
2. Which city or area of the county do you currently reside in? _____
3. If applicable, what stop did you board this bus today? _____
4. If applicable, what stop will you be getting off this bus? _____
5. What is the main purpose of your trip?

<input type="checkbox"/> Work	<input type="checkbox"/> School/College	<input type="checkbox"/> Shopping
<input type="checkbox"/> Medical	<input type="checkbox"/> Recreation	<input type="checkbox"/> Other _____
6. How often do you ride the bus?

<input type="checkbox"/> Daily (3-6 days/week)	<input type="checkbox"/> Weekly (1-2 days/week)
<input type="checkbox"/> Monthly (1-3 days/month)	<input type="checkbox"/> This is my first trip
7. Do you have a car for this trip?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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8. How would you have made this trip if a bus were not available?

<input type="checkbox"/> Drive alone	<input type="checkbox"/> Bike	<input type="checkbox"/> Walk
<input type="checkbox"/> Taxi	<input type="checkbox"/> Get a Ride	<input type="checkbox"/> Other _____
9. Since the pandemic began, do you feel the transit services you use are clean and safe?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------
10. What sanitary improvements would you recommend? _____
11. Please rank on a scale of 1-5 (1 = poor; 5 = excellent) several service elements:

a) Bus Comfort	1	2	3	4	5
b) Driver Courtesy	1	2	3	4	5
c) Dispatch Services	1	2	3	4	5
d) Bus Safety	1	2	3	4	5
e) Bus Cleanliness	1	2	3	4	5
f) On-time Arrival of Bus	1	2	3	4	5
g) Information about Transit	1	2	3	4	5
h) Overall Satisfaction	1	2	3	4	5
12. What improvements would you like to see?

<input type="checkbox"/> More frequent service	<input type="checkbox"/> Earlier service	<input type="checkbox"/> Later service
<input type="checkbox"/> Weekend service	<input type="checkbox"/> Other (specify) _____	
13. Are you a veteran?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------
14. Do you have a disability that limits driving?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------
15. What is your gender?

<input type="checkbox"/> Male	<input type="checkbox"/> Female
-------------------------------	---------------------------------
16. Are you:

<input type="checkbox"/> Employed full-time	<input type="checkbox"/> Employed part-time	<input type="checkbox"/> Student
<input type="checkbox"/> Retired	<input type="checkbox"/> Not employed	
17. What is your ethnicity?

<input type="checkbox"/> White	<input type="checkbox"/> Black/African American	<input type="checkbox"/> American Indian
<input type="checkbox"/> Hispanic	<input type="checkbox"/> Asian/Pacific Islander	<input type="checkbox"/> Other
18. What is the estimated annual income of all members in your household?

<input type="checkbox"/> Less than \$10,000	<input type="checkbox"/> \$10,000-\$19,999	<input type="checkbox"/> \$20,000-\$29,999
<input type="checkbox"/> \$30,000-\$39,999	<input type="checkbox"/> \$40,000-\$49,999	<input type="checkbox"/> More than \$50,000

Spanish



Por favor ayude a mejorar los servicios de tránsito respondiendo esta encuesta y devolviendo el formulario al bajar del autobús. Si ya ha llenado este formulario, no es necesario que complete otro. **Todas las respuestas son confidenciales. ¡Gracias!**

1. ¿Qué servicio de transporte público utiliza hoy?

<input type="checkbox"/> Madera Metro (Metro)	<input type="checkbox"/> MCC Madera Dial-A-Ride (DAR)
<input type="checkbox"/> Ciudad de Madera Dial-A-Ride (DAR)	<input type="checkbox"/> MCC Chowchilla Dial-A-Ride (DAR)
<input type="checkbox"/> Madera County Connection (MCC)	<input type="checkbox"/> Eastern Madera Senior Bus (Senior Bus)
<input type="checkbox"/> Chowchilla City Bus (CATX)	<input type="checkbox"/> Eastern Madera County Medical Escort Van (Escort Service)
2. ¿En qué ciudad o área del condado vive actualmente? _____
3. ¿Si es aplicable, en qué parada subiste a este autobús hoy? _____
4. ¿Si es aplicable, en qué parada se bajará de este autobús? _____
5. ¿Cuál es el propósito principal de su viaje?

<input type="checkbox"/> Trabajo	<input type="checkbox"/> Colegio	<input type="checkbox"/> Compras
<input type="checkbox"/> Medico	<input type="checkbox"/> Recreación	<input type="checkbox"/> Otro _____
6. ¿Con qué frecuencia viaja en autobús?

<input type="checkbox"/> Diario (3-6 días/semana)	<input type="checkbox"/> Semanal (1-2 días/semana)
<input type="checkbox"/> Mensual (1-3 días/mes)	<input type="checkbox"/> Este es mi primer viaje
7. ¿Tiene coche para este viaje?

<input type="checkbox"/> Sí	<input type="checkbox"/> No
-----------------------------	-----------------------------
8. ¿Cómo habrías hecho este viaje si no hubiera un autobús disponible?

<input type="checkbox"/> Conducir solo	<input type="checkbox"/> Bicicleta	<input type="checkbox"/> Caminando
<input type="checkbox"/> Taxi	<input type="checkbox"/> Un aventón	<input type="checkbox"/> Otro _____
9. Desde que la pandemia comenzó, ¿Cree que el servicio de transporte público que usted toma es limpio y seguros?

<input type="checkbox"/> Sí	<input type="checkbox"/> No
-----------------------------	-----------------------------
10. Que mejoras de limpieza recomienda? _____
11. Clasifique en una escala del 1 al 5. (1 = pobre; 5 = excelente) varios elementos del servicio:

	1	2	3	4	5
a) Comodidad del autobús	1	2	3	4	5
b) Cortesía del conductor	1	2	3	4	5
c) Servicios de despacho	1	2	3	4	5
d) Seguridad en el autobús	1	2	3	4	5
e) Limpieza del autobús	1	2	3	4	5
f) Llegada puntual del autobús	1	2	3	4	5
g) Información sobre tránsito	1	2	3	4	5
h) Satisfacción general	1	2	3	4	5
12. ¿Qué mejoras le gustaría ver?

<input type="checkbox"/> Servicio más frecuente	<input type="checkbox"/> Servicio más temprano	<input type="checkbox"/> Servicio más tarde
<input type="checkbox"/> Servicio de fin de semana	<input type="checkbox"/> Otro (especifique) _____	
13. ¿Es un veterano?

<input type="checkbox"/> Sí	<input type="checkbox"/> No
-----------------------------	-----------------------------
14. ¿Tiene alguna discapacidad que le limite el manejar?

<input type="checkbox"/> Sí	<input type="checkbox"/> No
-----------------------------	-----------------------------
15. ¿Cuál es tu género?

<input type="checkbox"/> Masculino	<input type="checkbox"/> Femenino
------------------------------------	-----------------------------------
16. ¿Cuál es tu situación laboral?

<input type="checkbox"/> Empleado de tiempo completo	<input type="checkbox"/> Empleado de medio tiempo	<input type="checkbox"/> Estudiante
<input type="checkbox"/> Jubilado/a	<input type="checkbox"/> Desempleado/a	
17. ¿Cuál es su origen étnico?

<input type="checkbox"/> Blanco	<input type="checkbox"/> Negro / Afroamericano	<input type="checkbox"/> American Indian
<input type="checkbox"/> Hispano	<input type="checkbox"/> Asiático / Isleño del Pacífico	<input type="checkbox"/> Otro
18. ¿Cuál es el ingreso anual estimado de todos los miembros de su hogar?

<input type="checkbox"/> Menos de \$10,000	<input type="checkbox"/> \$10,000-\$19,999	<input type="checkbox"/> \$20,000-\$29,999
<input type="checkbox"/> \$30,000-\$39,999	<input type="checkbox"/> \$40,000-\$49,999	<input type="checkbox"/> Más de \$50 000

Appendix A – On-Board Survey Results

To gain a better understanding of ridership and passenger activity, on-board passenger surveys were conducted through services provided by Madera Metro (Metro), Madera County Connection (MCC), MCC Madera Dial-A-Ride, and Chowchilla Area Transit Express (CATX). Passenger questionnaires were distributed to identify travel characteristics and opinions on each service.

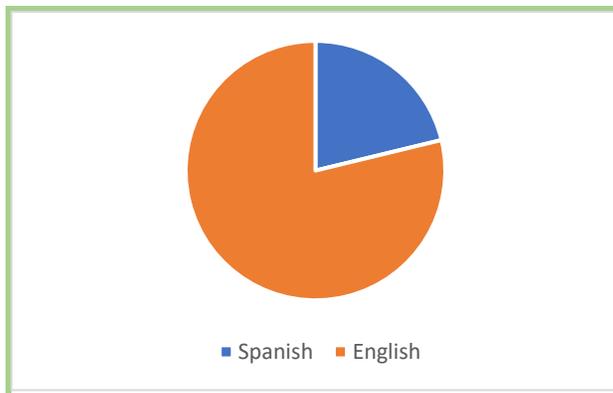
Metro surveyed riders from September 29, 2021 to October 13, 2021. Of 2,660 riders, 35 completed the survey at a response rate of 1.32%. CATX surveyed riders from October 11, 2021 to October 15, 2021. Of 280 riders, 20 completed the survey at a response rate of 7.14%. MCC surveyed riders from September 29, 2021 to October 13, 2021. Of 898 riders, 39 completed the survey at a response rate of 4.34%. Of a total 3,838 riders countywide during the time the survey was available, 94 completed the survey. Combined, this results in a combined response rate of 2.45% across all systems.

MADERA METRO FIXED ROUTE (METRO FR)

Figure A-1-A Metro FR: Completed Form Physically or Online

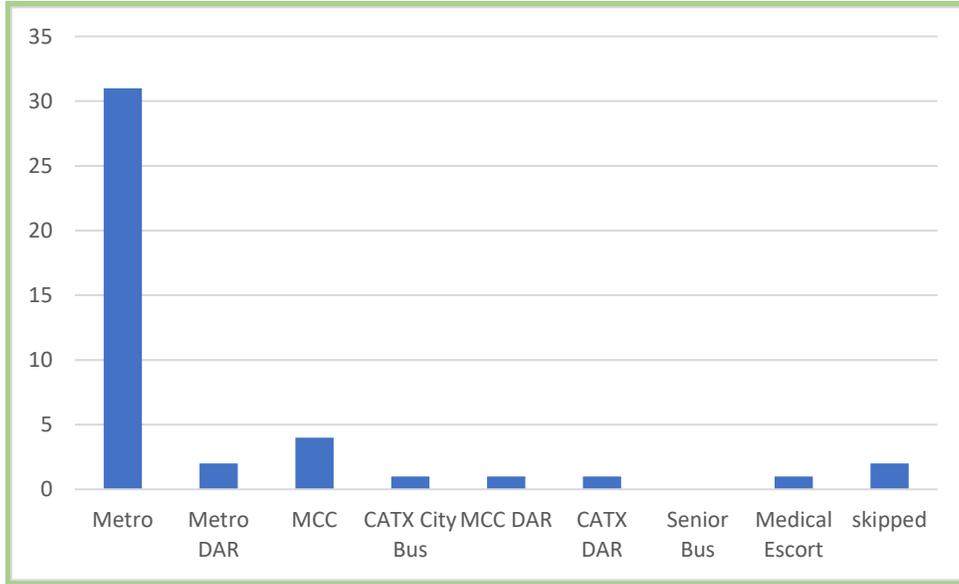


Figure A-1-B Metro FR: Completed Form in English or Spanish



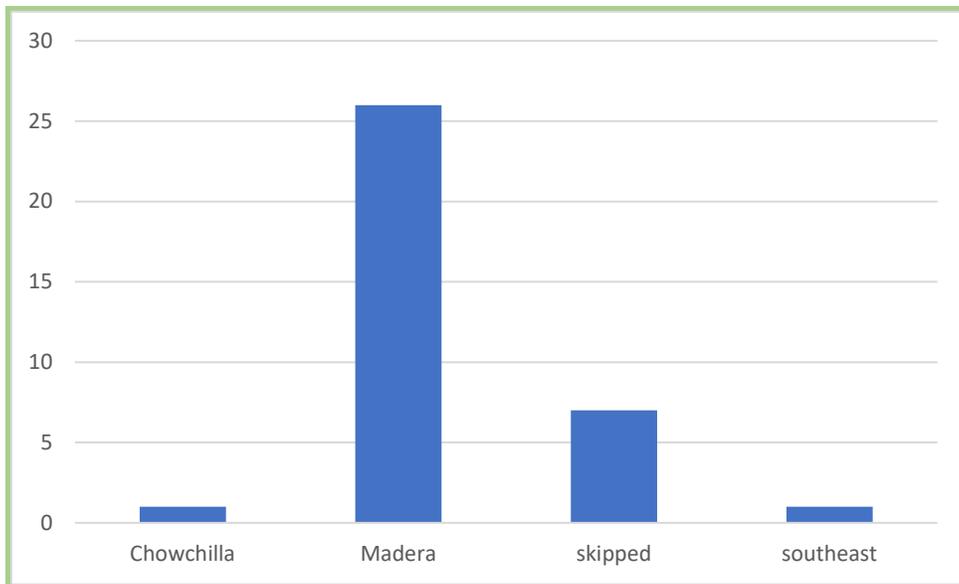
Question 1 – Which transit service are you using today? The overwhelming majority of riders were using Madera Metro Fixed Route. Some riders were using more than one service.

Figure A-1-1 Metro FR: Which transit service are you using today?



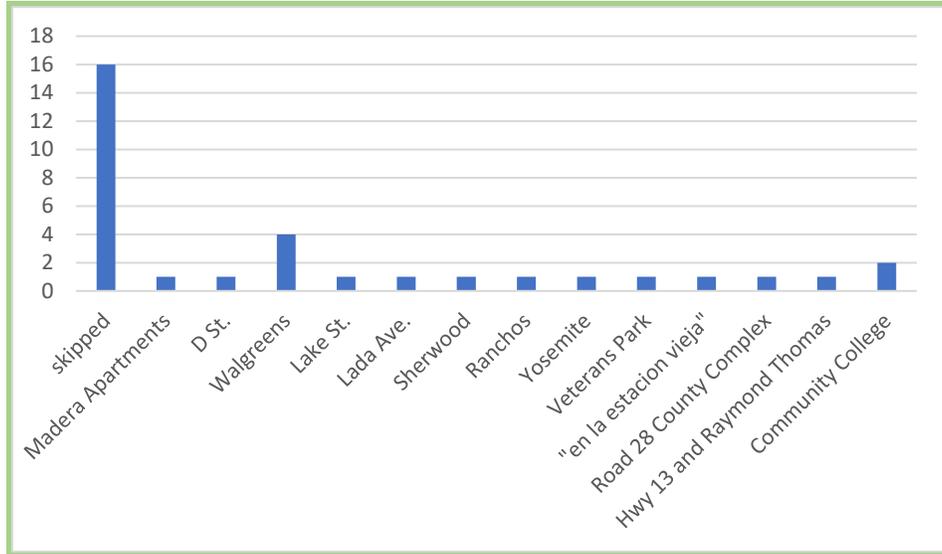
Question 2 – What city or area of the county do you currently reside? The overwhelming majority of riders were from the City of Madera.

Figure A-1-2 Metro FR: What city or area of the county do you currently reside?



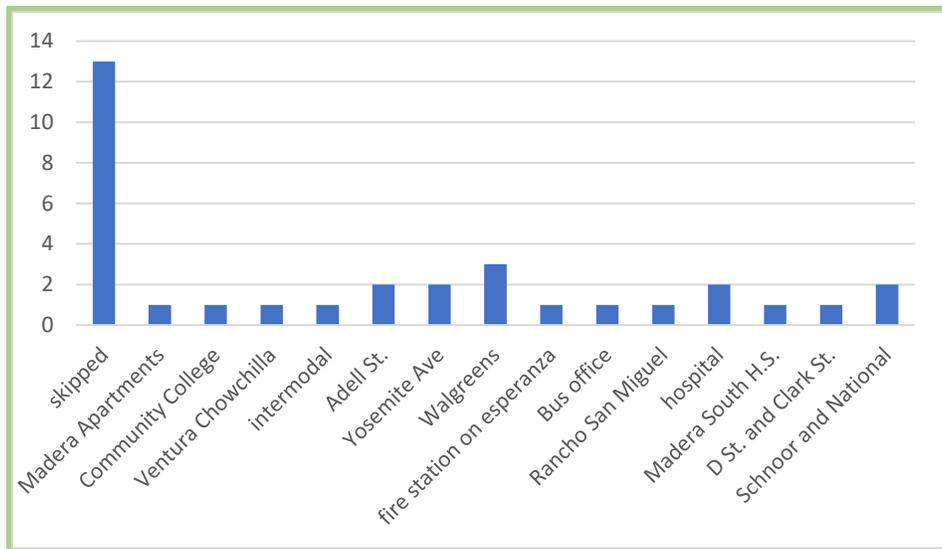
Question 3 – If applicable, what stop did you board this bus today? Walgreens and the Community college had more boardings relative to other locations. Nearly half of respondents skipped this question.

Figure A-1-3 Metro FR: If applicable, what stop did you board this bus today?



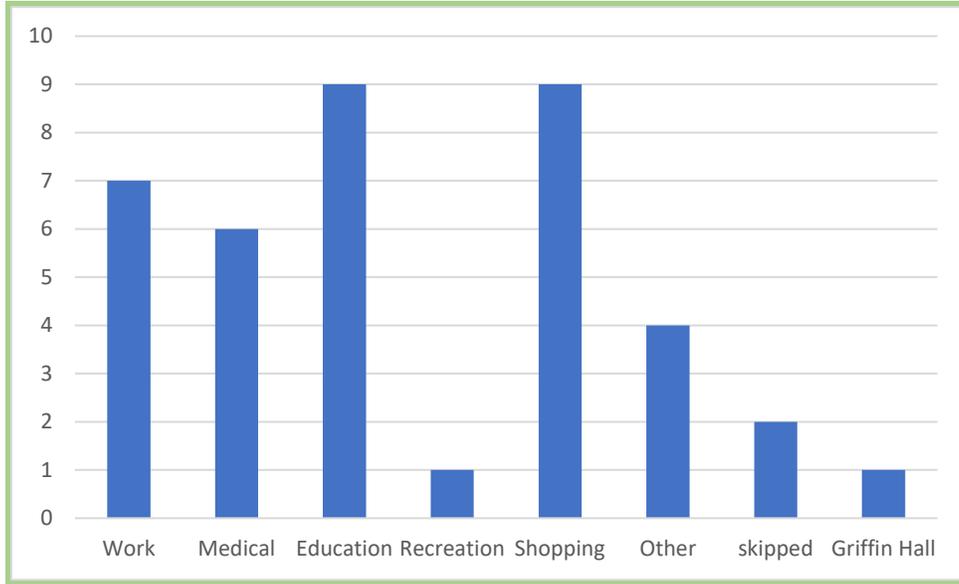
Question 4 – If applicable, what stop will you be getting off this bus? Walgreens, Adell St, Yosemite Ave, the Hospital and Schnoor and National had more departures relative to other locations. About 40% of respondents skipped this question.

Figure A-1-4 Metro FR: If applicable, what stop will you be getting off this bus?



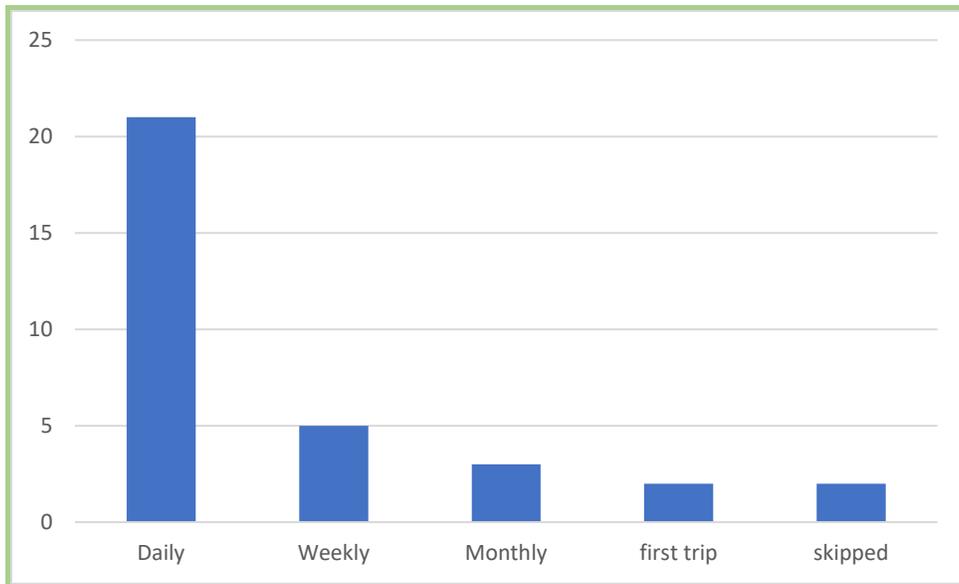
Question 5 – What is the main purpose of your trip? Trip purpose was evenly spread except for recreation, which had only one respondent.

Figure A-1-5 Metro FR: What is the main purpose of your trip?



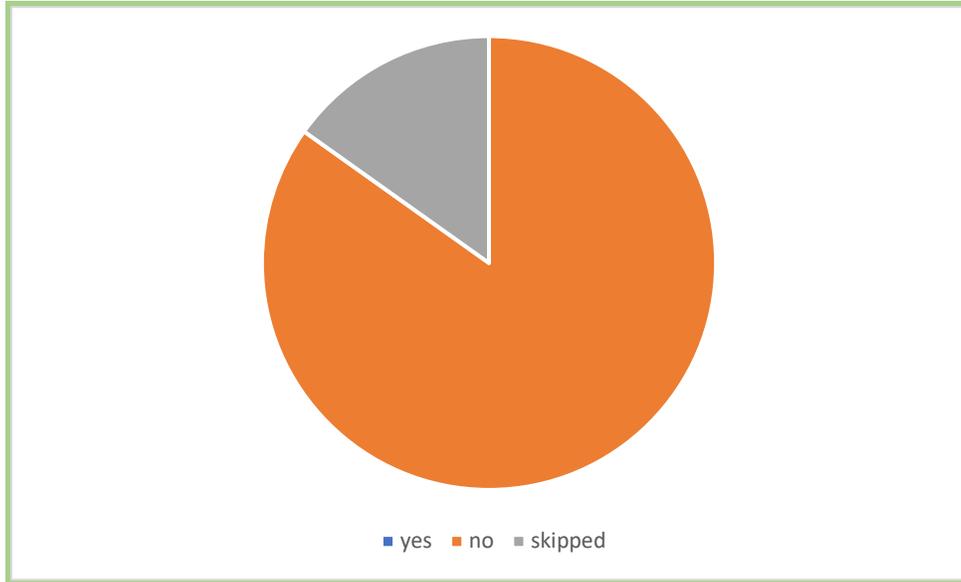
Question 6 – How often do you ride the bus? The overwhelming majority of respondents rode daily.

Figure A-1-6 Metro FR: How often do you ride the bus?



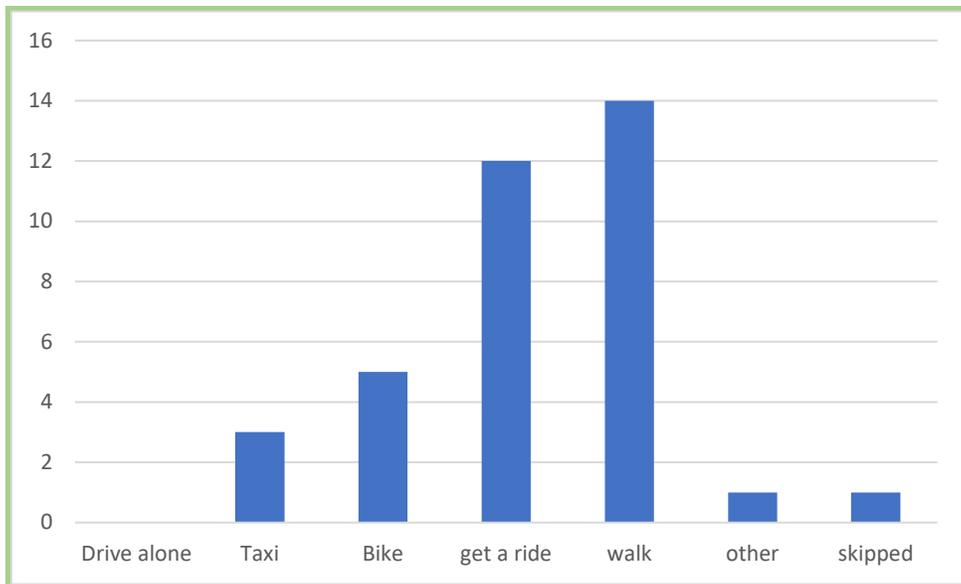
Question 7 – Do you have a car for this trip? The overwhelming majority of respondents did not have a car.

Figure A-1-7 Metro FR: Do you have a car for this trip?



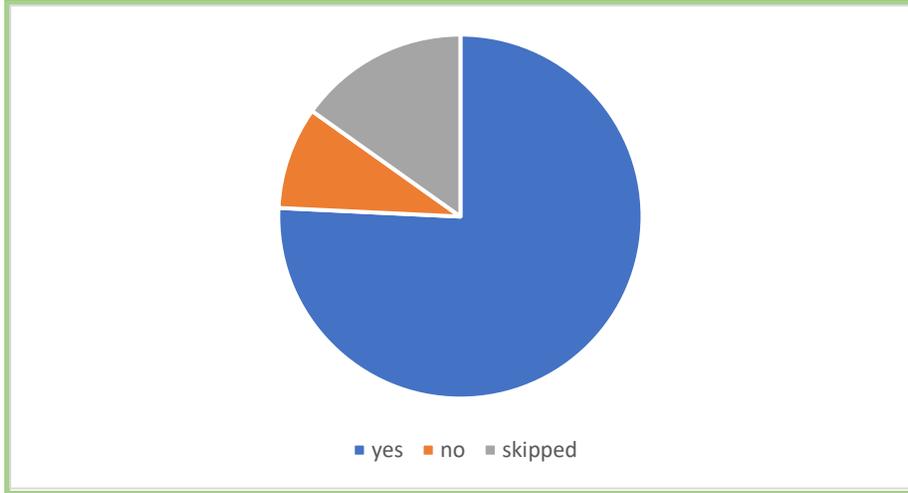
Question 8 – How would you have made this trip if a bus were not available? The majority of respondents would either walk or get a ride.

Figure A-1-8 Metro FR: How would you have made this trip if a bus were not available?



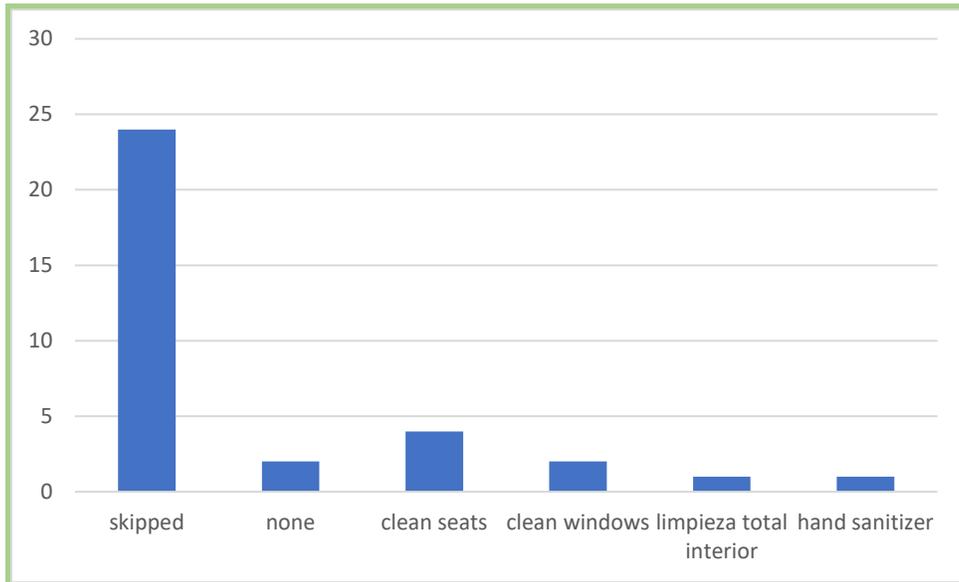
Question 9 – Since the pandemic began, do you feel the transit services you use are clean and safe? The overwhelming majority of respondents felt that transit services are clean and safe.

Figure A-1-9 Metro FR: Since the pandemic began, do you feel the transit services you use are clean and safe?



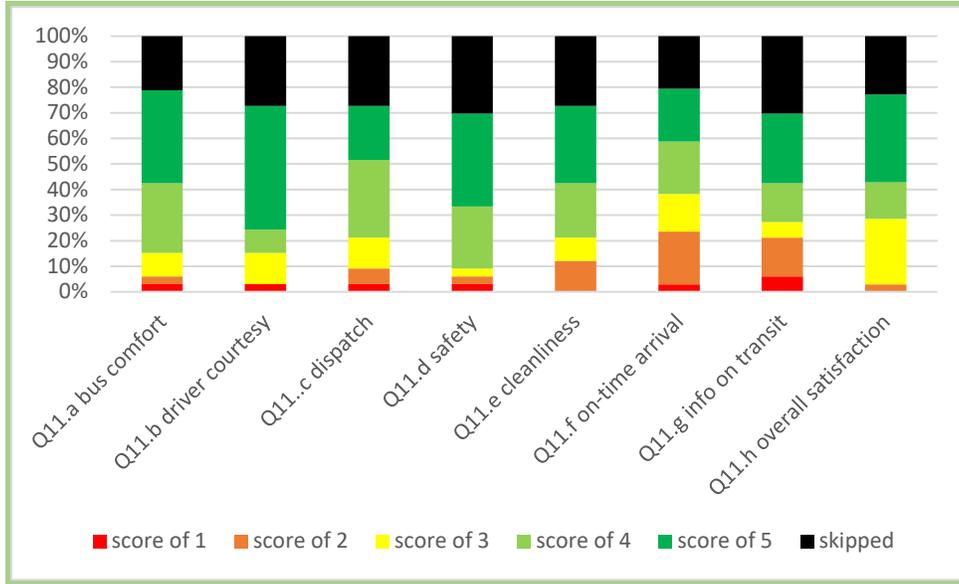
Question 10 – What sanitary improvements would you recommend? The most common recommendation was to clean the seats. The overwhelming majority of respondents skipped this question.

Figure A-1-10 Metro FR: What sanitary improvements would you recommend?



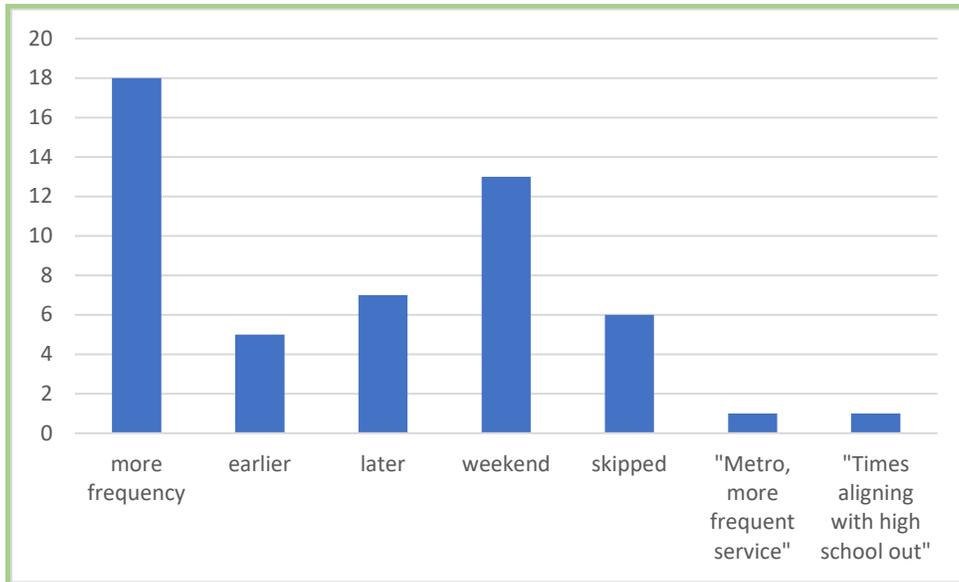
Question 11 – Please rank on a scale of 1-5 (1 = poor; 5 = excellent) several service elements. The lowest performing service elements were on-time arrival and info on transit.

Figure A-1-11 Metro FR: Please rank on a scale of 1-5 several service elements



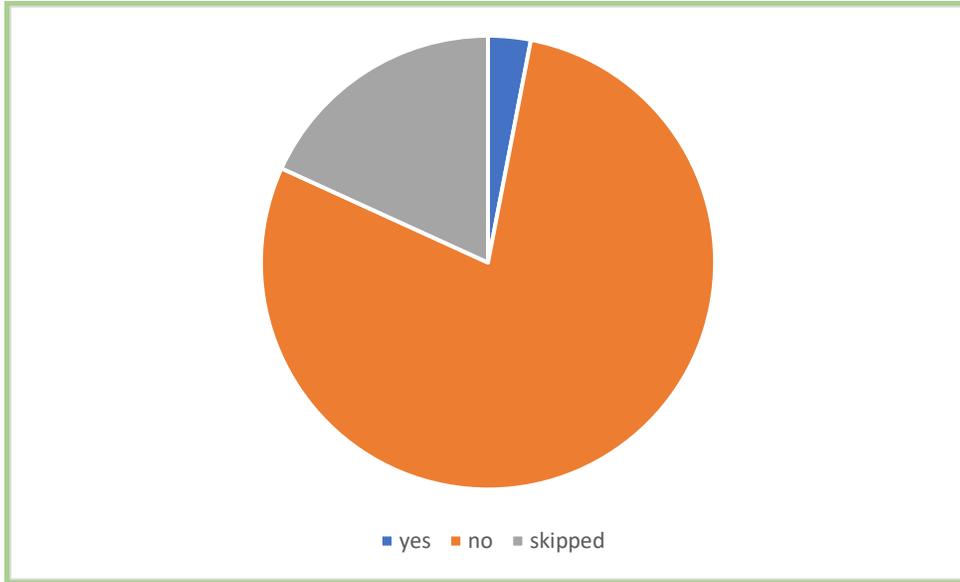
Question 12 – What improvements would you like to see? The most desired recommendations were more frequency and weekend service.

Figure A-1-12 Metro FR: What improvements would you like to see?



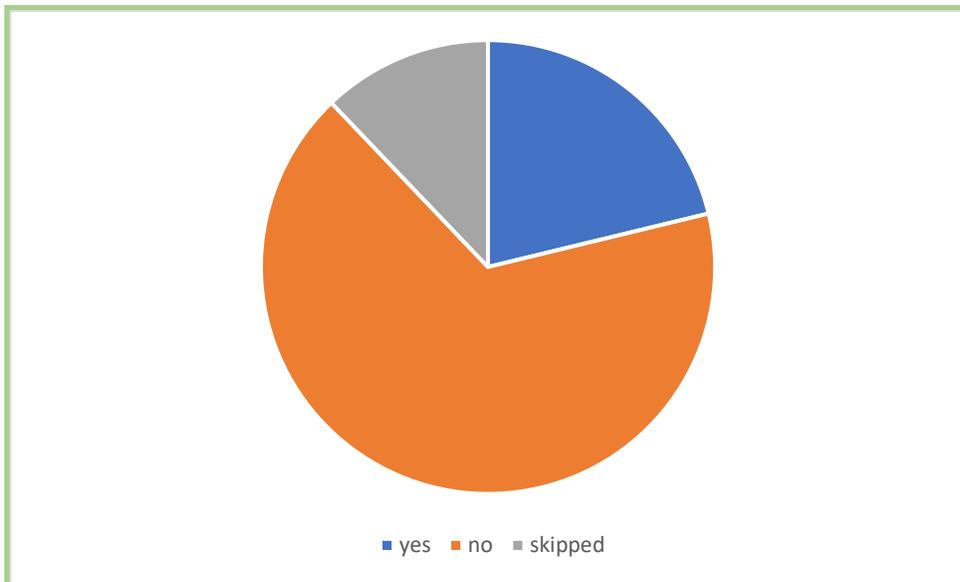
Question 13 – Are you a veteran? The overwhelming majority of respondents were not veterans.

Figure A-1-13 Metro FR: Are you a veteran?



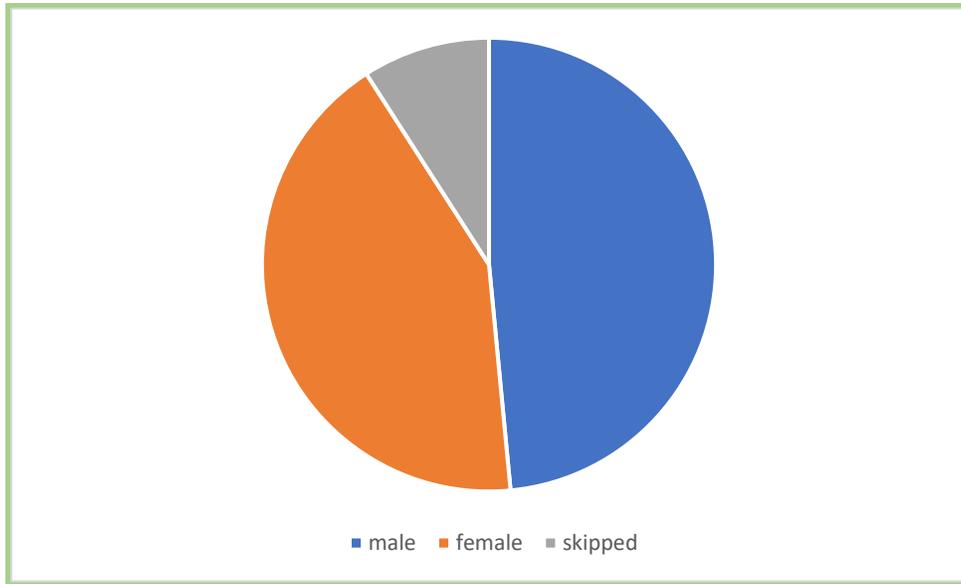
Question 14 – Do you have a disability that limits driving? The overwhelming majority of respondents did not have a disability that limited their driving.

Figure A-1-14 Metro FR: Do you have a disability that limits driving?



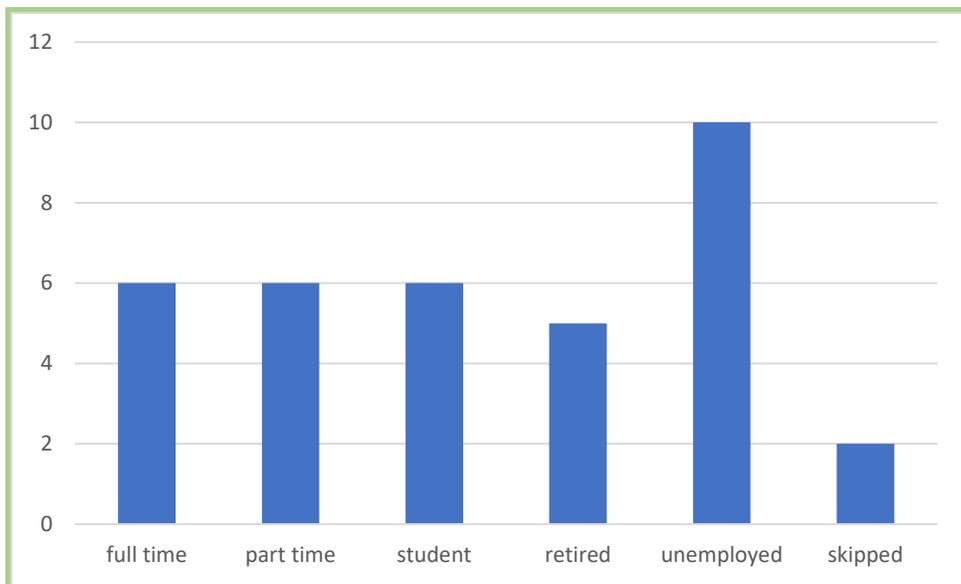
Question 15 – What is your gender? Respondents were about evenly split between male and female.

Figure A-1-15 Metro FR: What is your gender?



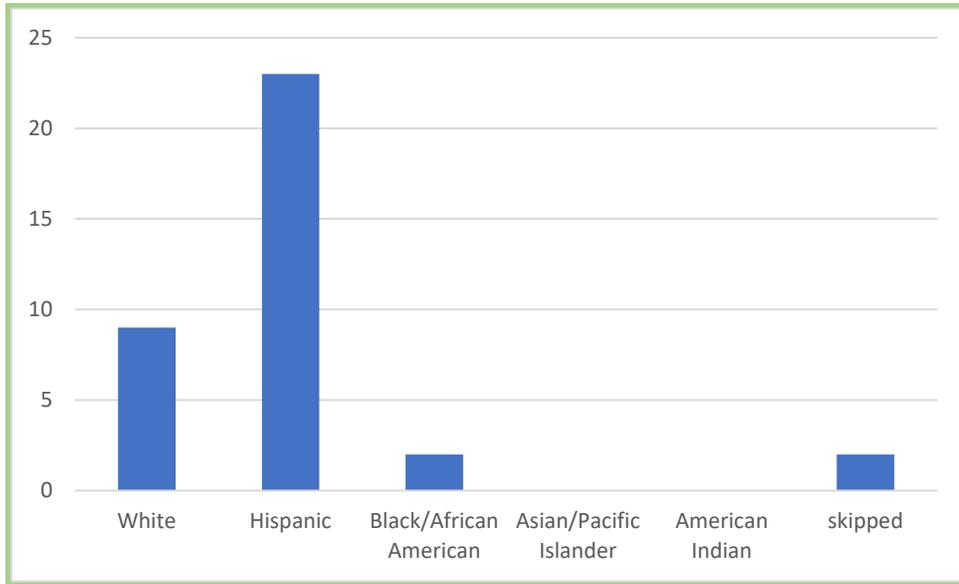
Question 16 – What is your employment status? Employment status was evenly split except for unemployment, which received a plurality.

Figure A-1-16 Metro FR: What is your employment status?



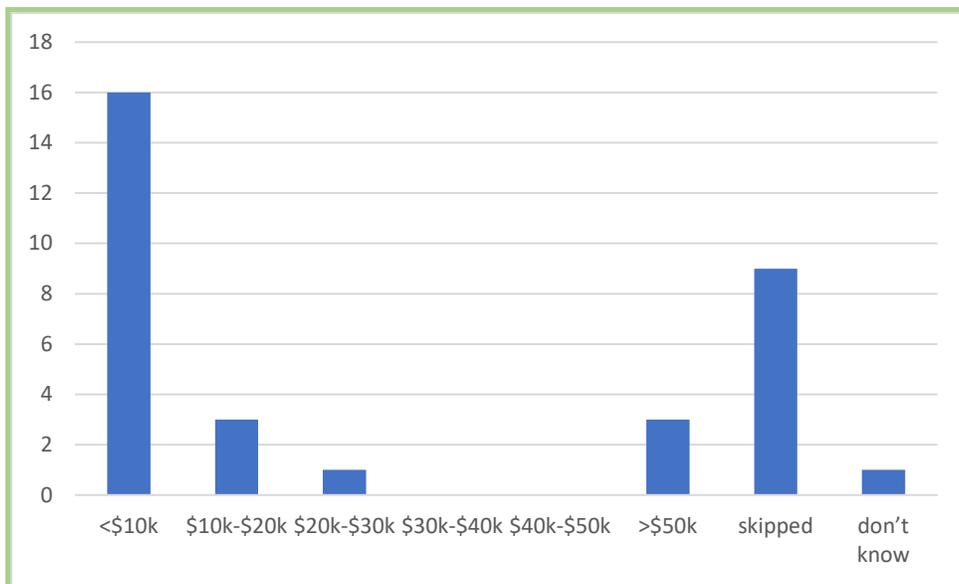
Question 17 – What is your ethnicity? The majority of riders were Hispanic.

Figure A-1-17 Metro FR: What is your ethnicity?



Question 18 – What is the estimated annual income of all members in your household? The overwhelming majority of respondents had less than \$10,000 of annual household income.

Figure A-1-18 Metro FR: What is the estimated annual income of all members in your household?



Additional Comments:

- “The trainer for this ride was great. Don’t know her name but was very helpful!”
- “Keep up the good work!”
- “This service is lousy past six no one answers the phone in office”

MADERA METRO DEMAND RESPONSE (MADERA DAR)

Figure A-2-A Madera DAR: Completed Form Physically or Online

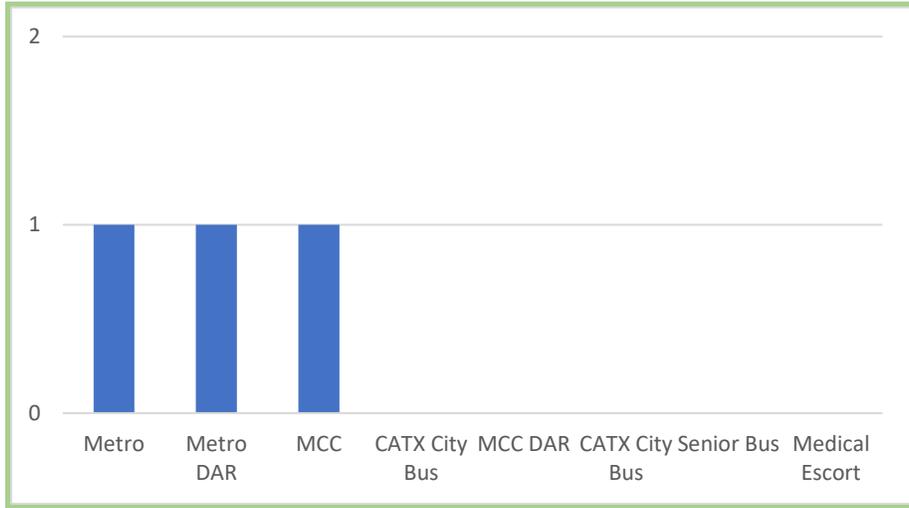


Figure A-2-B Madera DAR: Completed Form in English or Spanish



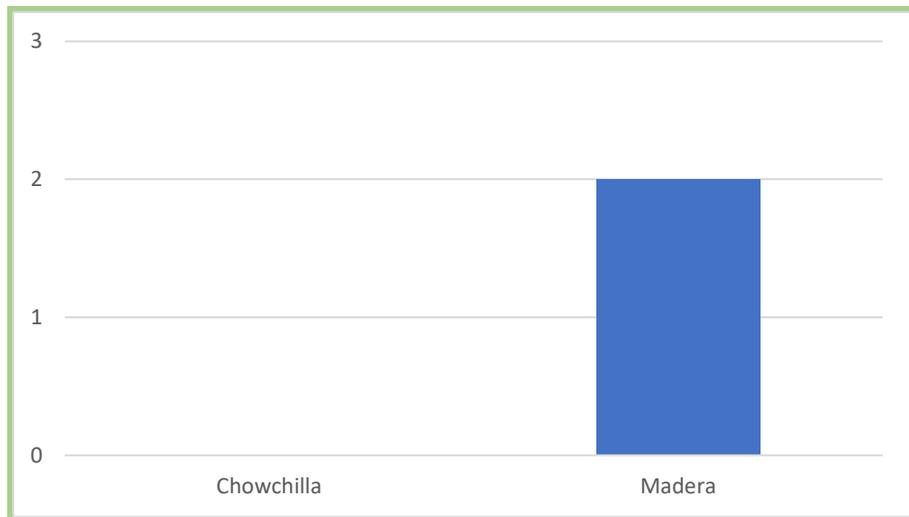
Question 1 – Which transit service are you using today? Respondents were evenly split between Madera Metro Fixed Route, Madera Metro DAR and MCC Fixed Route. One respondent rode more than one service.

Figure A-2-1 Madera DAR: Which transit service are you using today?



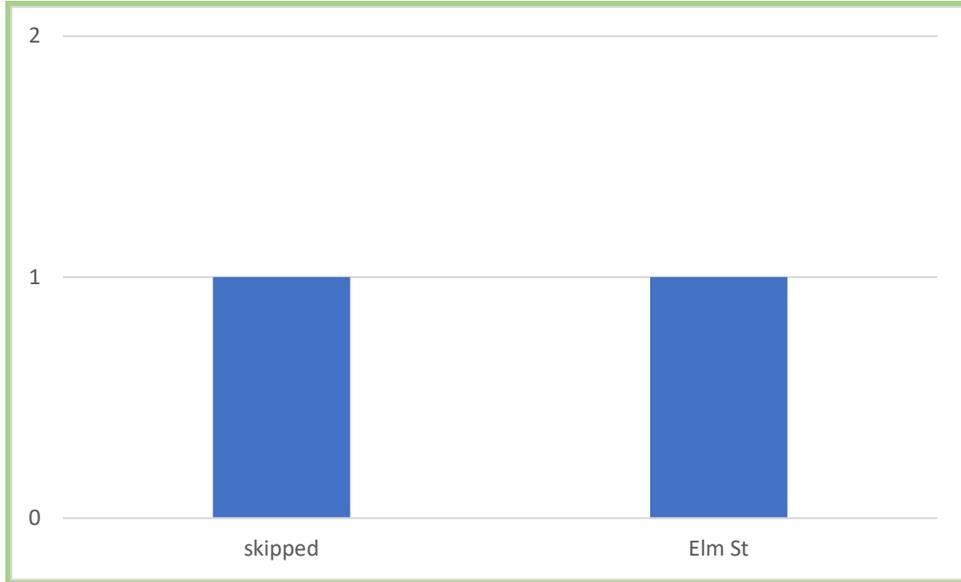
Question 2 – What city or area of the county do you currently reside? All respondents were from the City of Madera.

Figure A-2-2 Madera DAR: What city or area of the county do you currently reside?



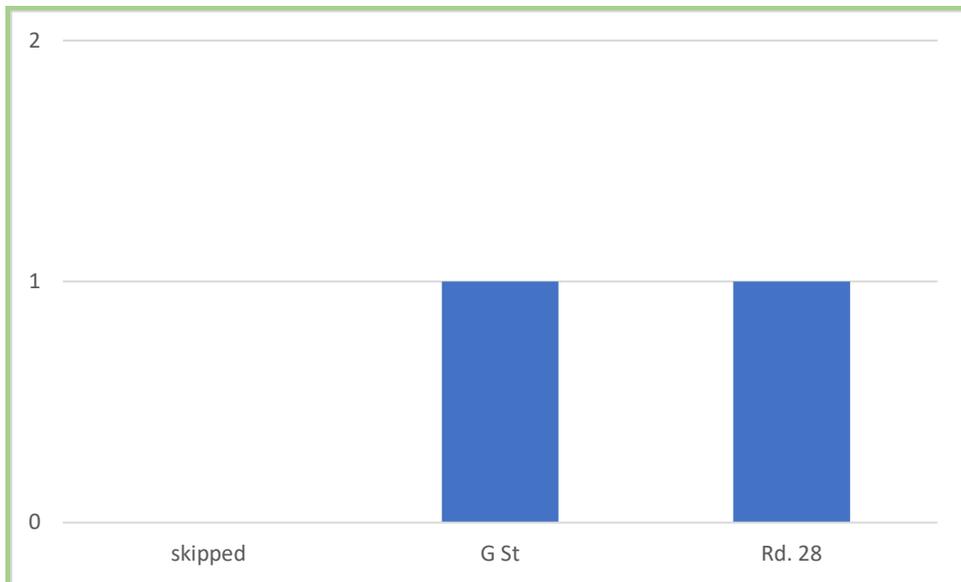
Question 3 – If applicable, what stop did you board this bus today? One respondent boarded at Elm St. One respondent skipped the question.

Figure A-2-3 Madera DAR: If applicable, what stop did you board this bus today?



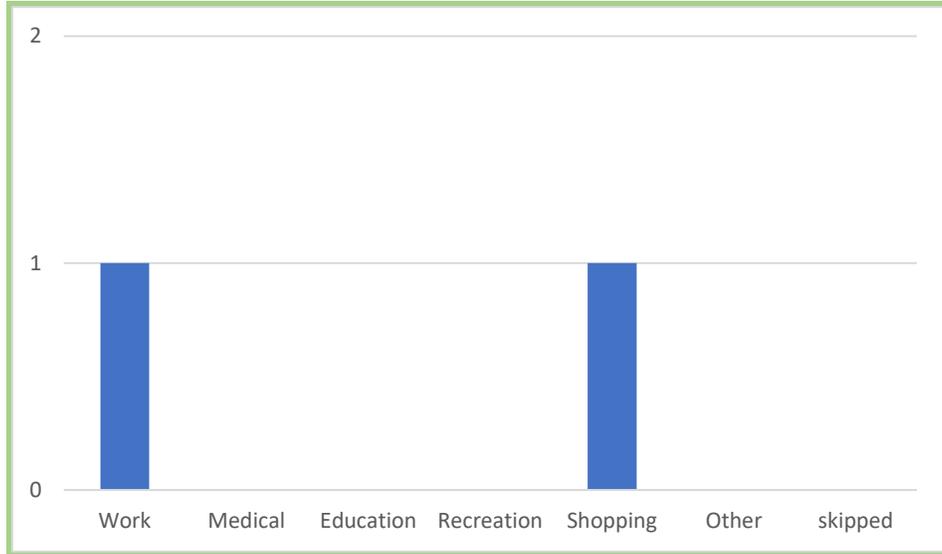
Question 4 – If applicable, what stop will you be getting off this bus? One respondent exited at G St. One respondent exited at Rd. 28.

Figure A-2-4 Madera DAR: If applicable, what stop will you be getting off this bus?



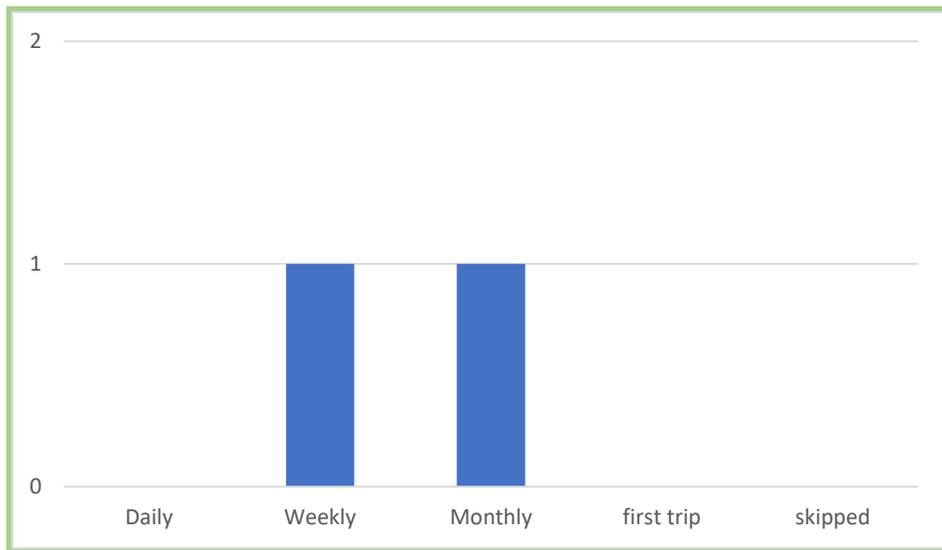
Question 5 – What is the main purpose of your trip? Respondents were evenly split between work and shopping.

Figure A-2-5 Madera DAR: What is the main purpose of your trip?



Question 6 – How often do you ride the bus? Respondents were evenly split between weekly and monthly.

Figure A-2-6 Madera DAR: How often do you ride the bus?



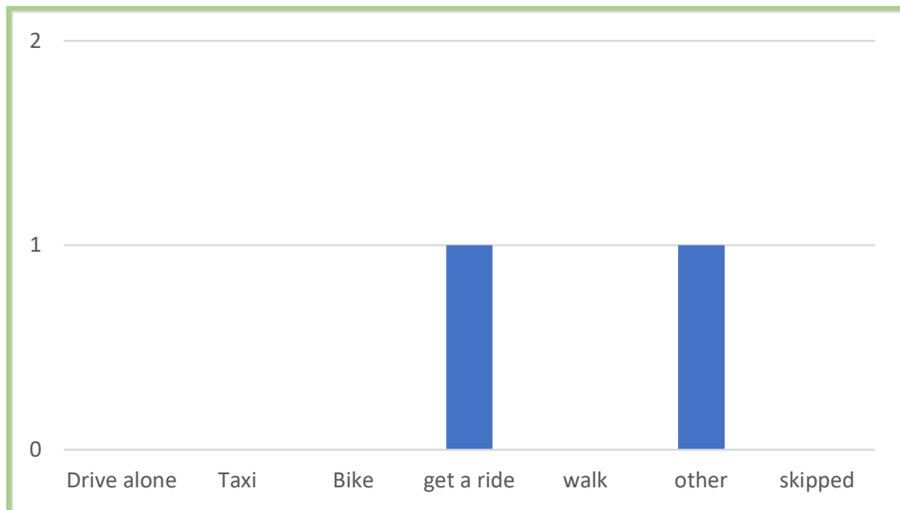
Question 7 – Do you have a car for this trip? Respondents were evenly split between having a car and not having a car.

Figure A-2-7 Madera DAR: Do you have a car for this trip?



Question 8 – How would you have made this trip if a bus were not available? Half of respondents would get a ride. The other half would use other means.

Figure A-2-8 Madera DAR: How would you have made this trip if a bus were not available?



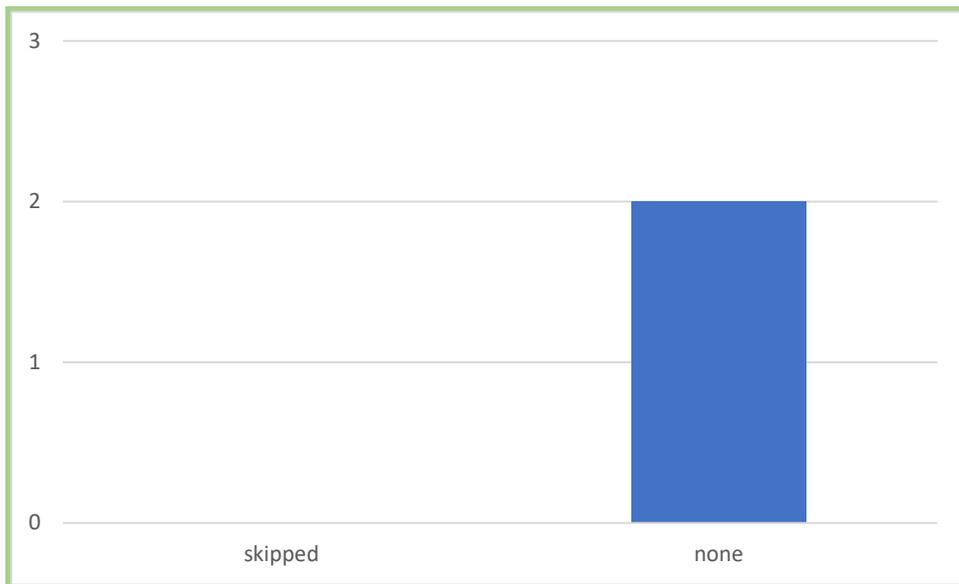
Question 9 – Since the pandemic began, do you feel the transit services you use are clean and safe? All respondents felt that the transit services are clean and safe.

Figure A-2-9 Madera DAR: Since the pandemic began, do you feel the transit services you use are clean and safe?



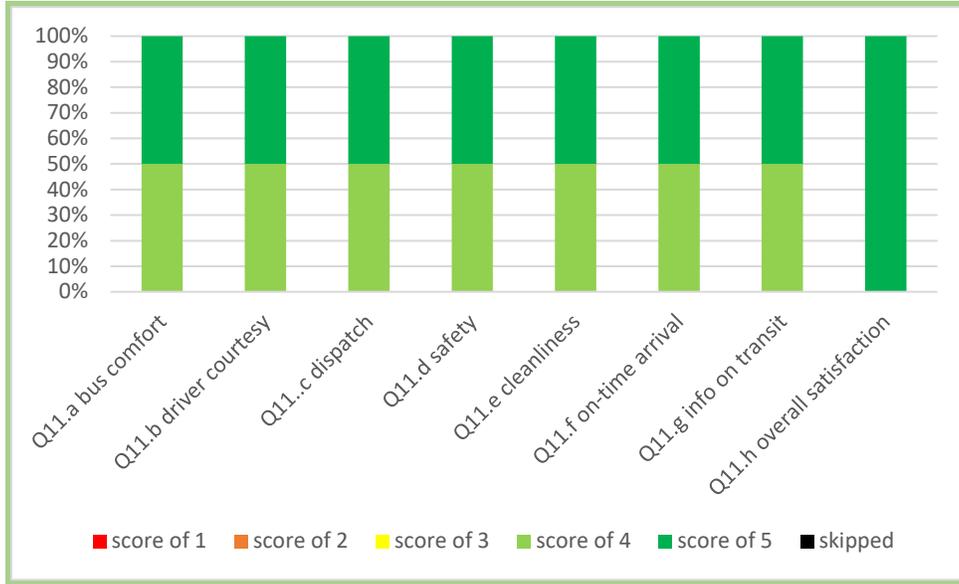
Question 10 – What sanitary improvements would you recommend? All respondents had no sanitary recommendations.

Figure A-2-10 Madera DAR: What sanitary improvements would you recommend?



Question 11 – Please rank on a scale of 1-5 (1 = poor; 5 = excellent) several service elements. No service element scored lower than 4.

Figure A-2-11 Madera DAR: Please rank on a scale of 1-5 several service elements



Question 12 – What improvements would you like to see? Respondents were evenly split between more frequency and earlier service.

Figure A-2-12 Madera DAR: What improvements would you like to see?



Question 13 – Are you a veteran? All respondents were not veterans.

Figure A-2-13 Madera DAR: Are you a veteran?



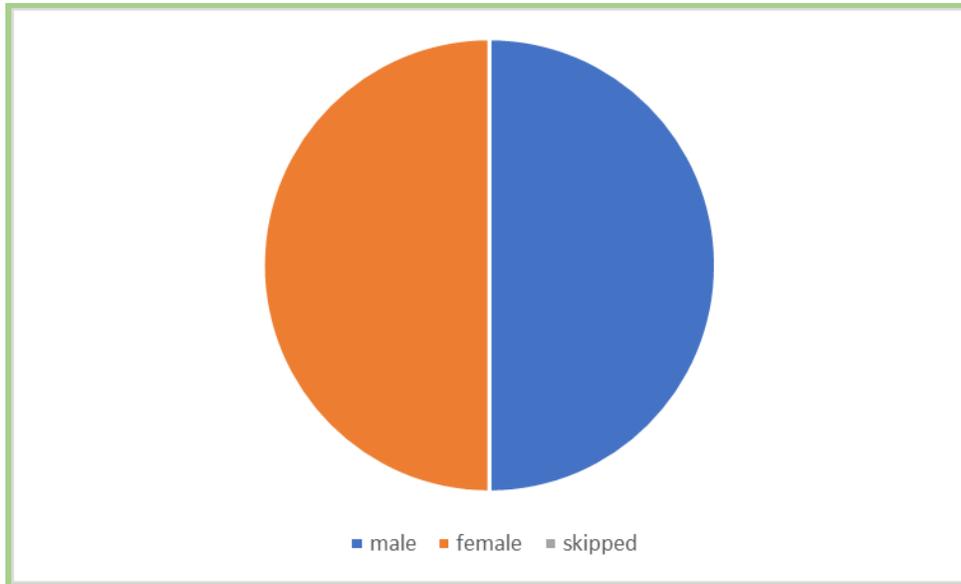
Question 14 – Do you have a disability that limits driving? All respondents did not have a disability that limits driving.

Figure A-2-14 Madera DAR: Do you have a disability that limits driving?



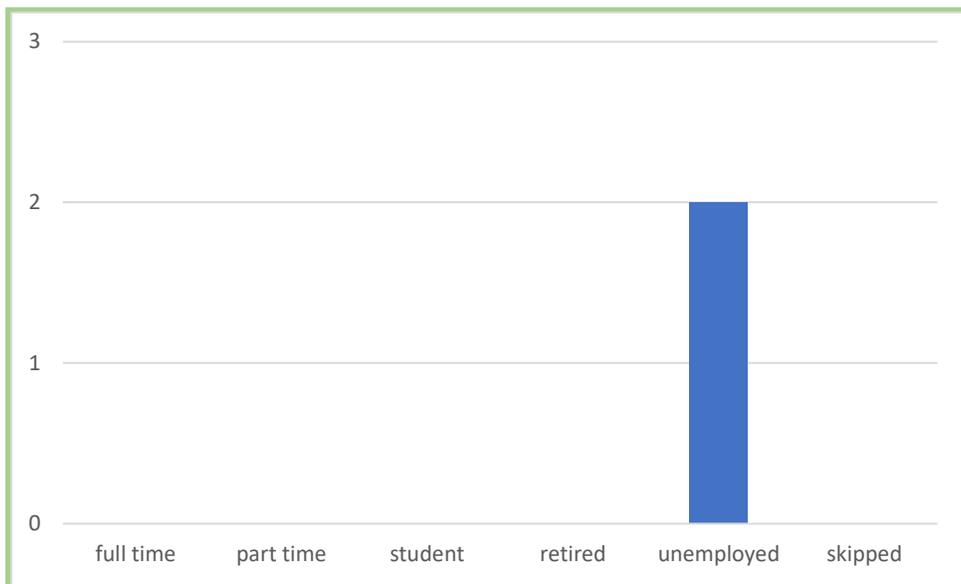
Question 15 – What is your gender? Respondents were evenly split between male and female.

Figure A-2-15 Madera DAR: What is your gender?



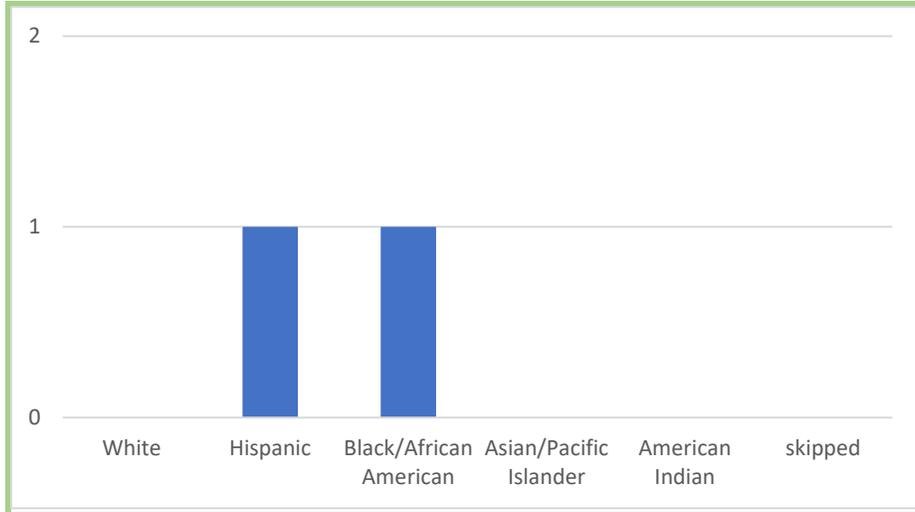
Question 16 – What is your employment status? All respondents were unemployed.

Figure A-2-16 Madera DAR: What is your employment status?



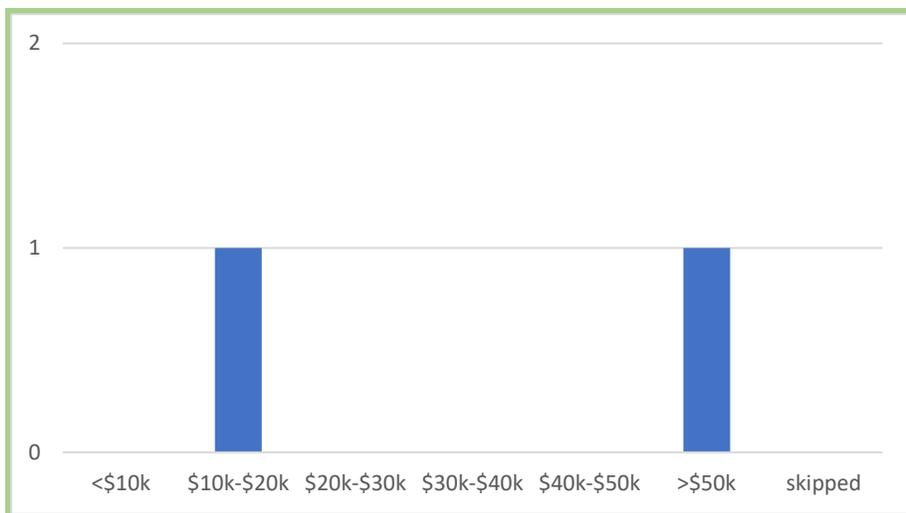
Question 17 – What is your ethnicity? Respondents were evenly split between Hispanic and Black/African American.

Figure A-2-17 Madera DAR: What is your ethnicity?



Question 18 – What is the estimated annual income of all members in your household? Half of respondents had an annual income between \$10,000 and \$20,000, and the other half had an annual income greater than \$50,000.

Figure A-2-18 Madera DAR: What is the estimated annual income of all members in your household?



CHOWCHILLA AREA EXPRESS (CATX)

Figure A-3-A CATX: Completed Form Physically or Online

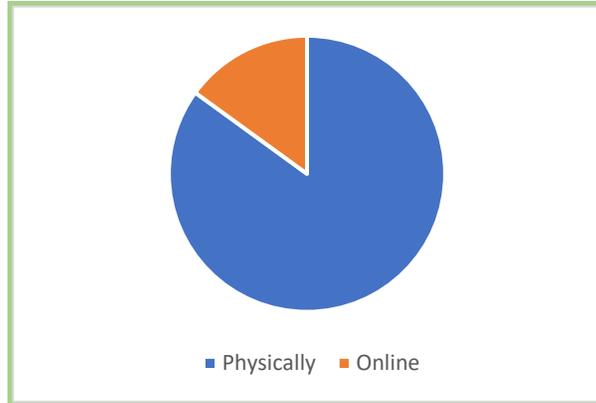
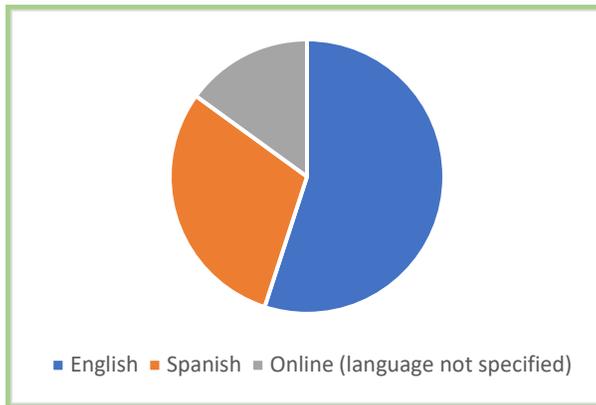
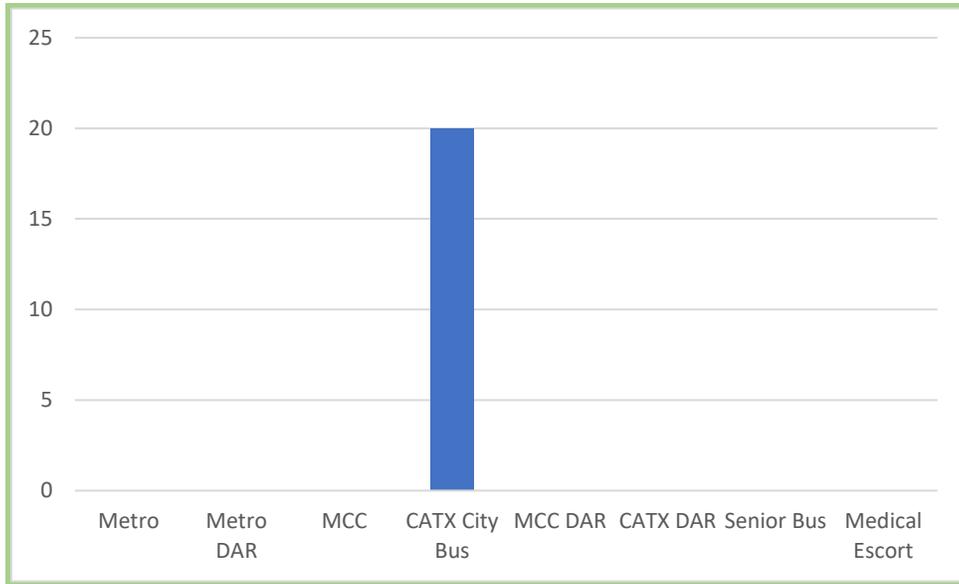


Figure A-3-B CATX: Completed Form in English or Spanish



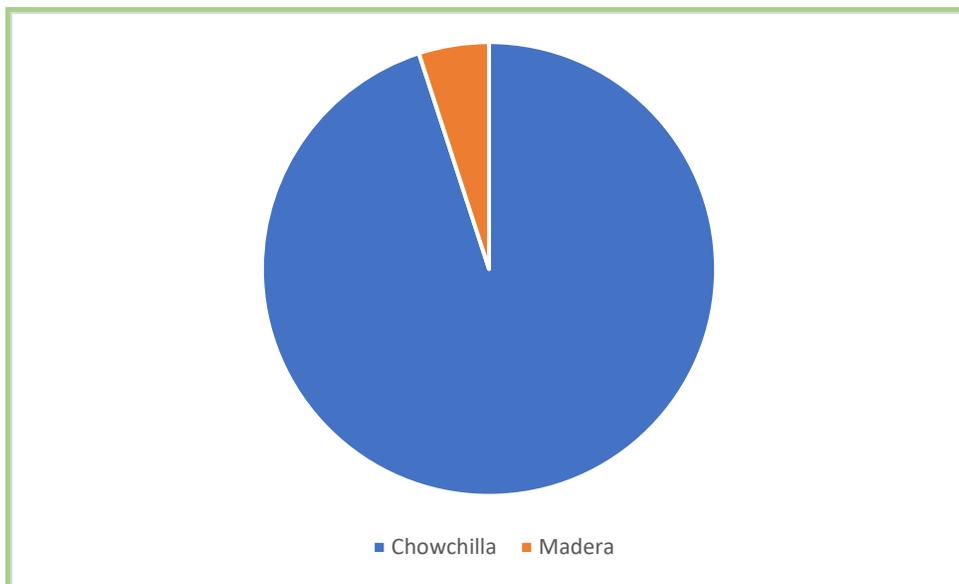
Question 1 – Which transit service are you using today? All respondents were using CATX City Bus.

Figure A-3-1 CATX: Which transit service are you using today?



Question 2 – What city or area of the county do you currently reside? The overwhelming majority of respondents were from Chowchilla.

Figure A-3-2 CATX: What city or area of the county do you currently reside?



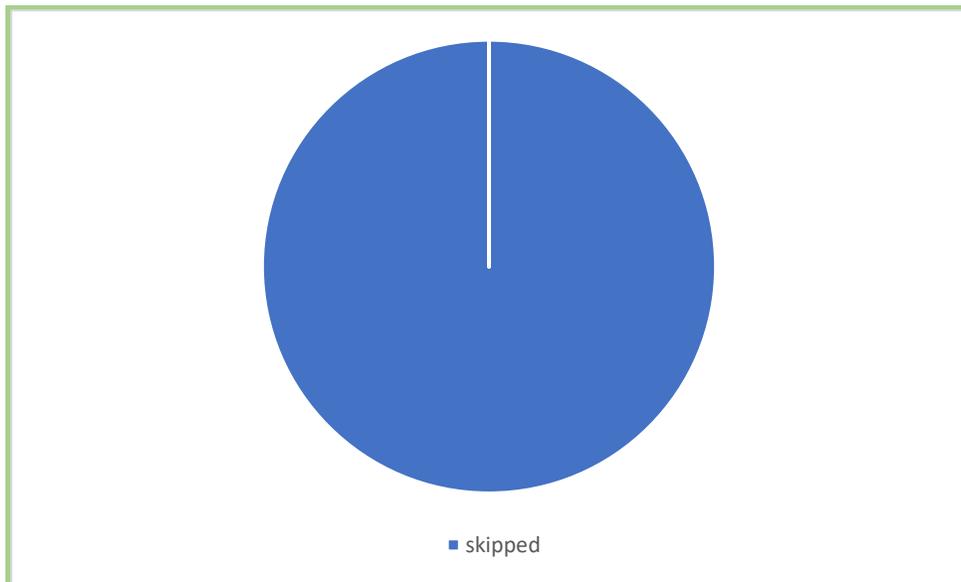
Question 3 – If applicable, what stop did you board this bus today? All respondents skipped this question.

Figure A-3-3 CATX: If applicable, what stop did you board this bus today?



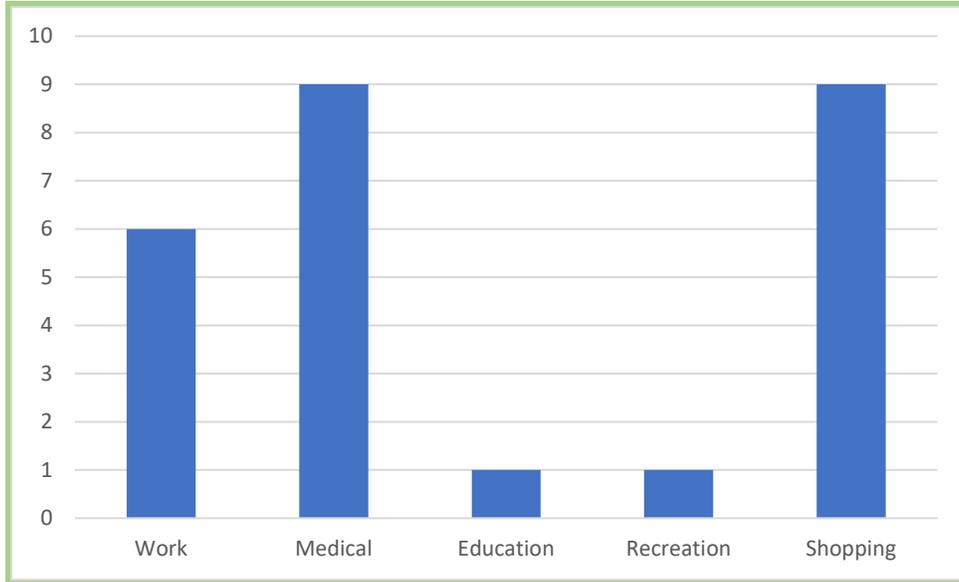
Question 4 – If applicable, what stop will you be getting off this bus? All respondents skipped this question.

Figure A-3-4 CATX: If applicable, what stop will you be getting off this bus?



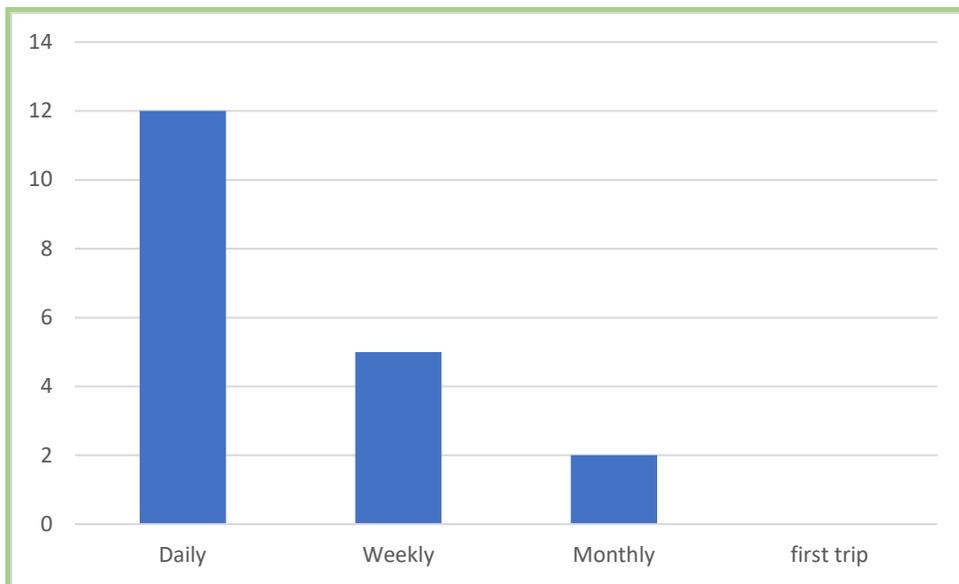
Question 5 – What is the main purpose of your trip? Trip purpose was evenly spread except for education and recreation, which had only one respondent each.

Figure A-3-5 CATX: What is the main purpose of your trip?



Question 6 – How often do you ride the bus? The majority of respondents rode the bus daily.

Figure A-3-6 CATX: How often do you ride the bus?



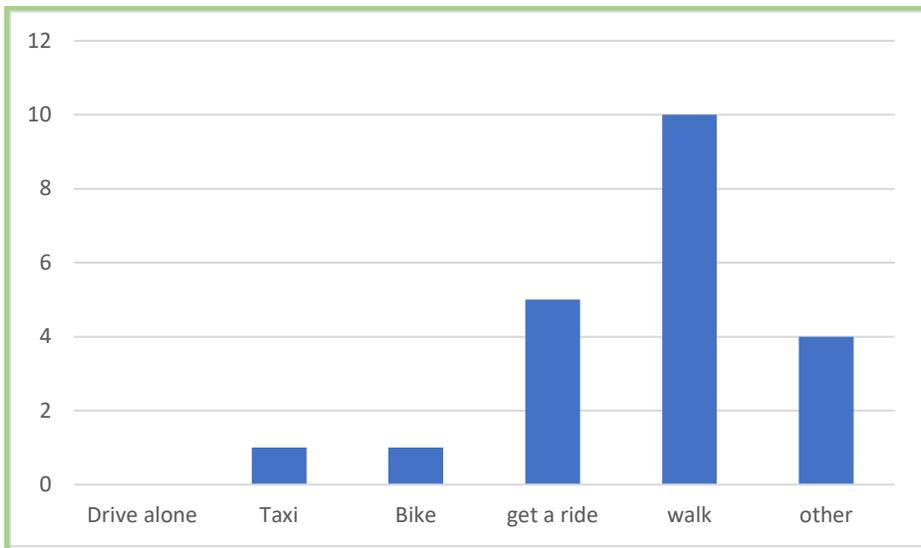
Question 7 – Do you have a car for this trip? The overwhelming majority of respondents did not have a car for this trip.

Figure A-3-7 CATX: Do you have a car for this trip?



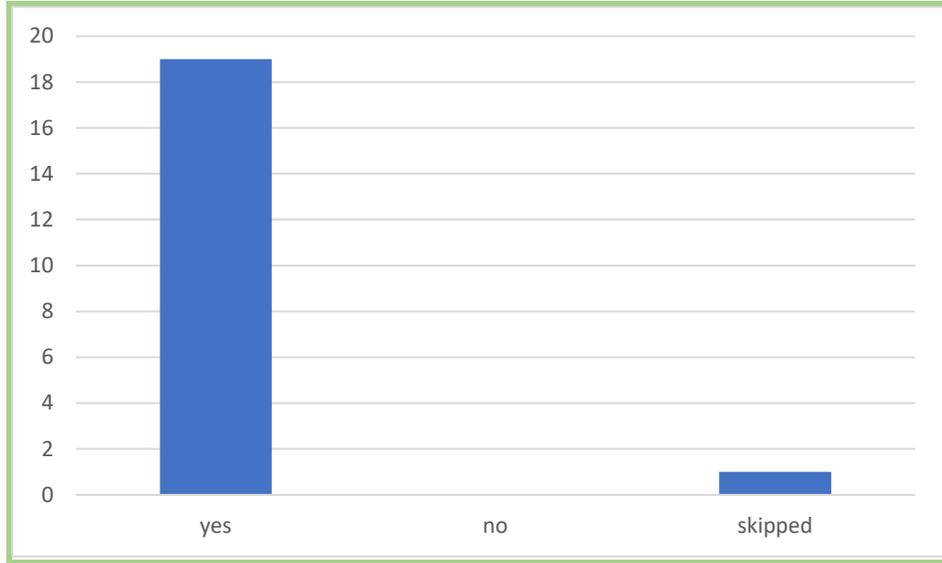
Question 8 – How would you have made this trip if a bus were not available? Almost half of respondents would walk if the bus was not available.

Figure A-3-8 CATX: How would you have made this trip if a bus were not available?



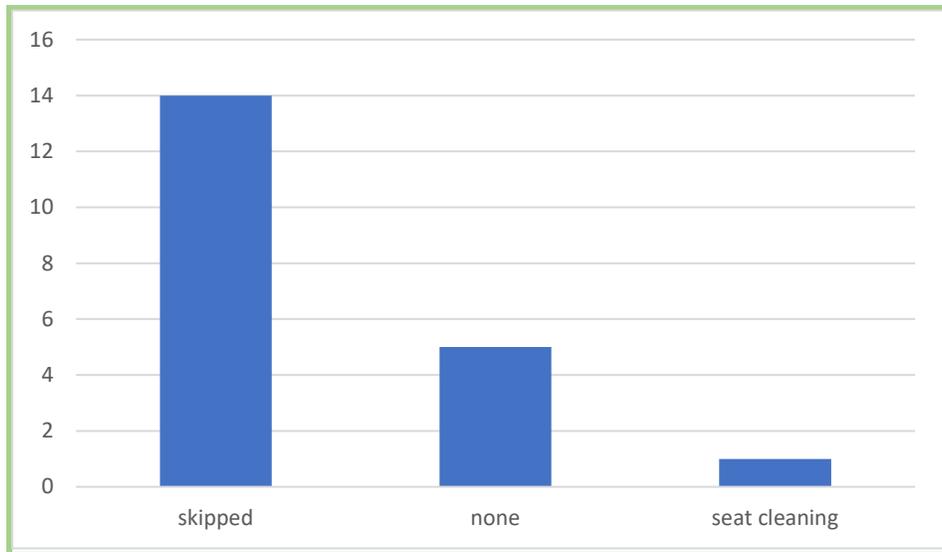
Question 9 – Since the pandemic began, do you feel the transit services you use are clean and safe? The overwhelming majority of respondents felt that the transit services are clean and safe.

Figure A-3-9 CATX: Since the pandemic began, do you feel the transit services you use are clean and safe?



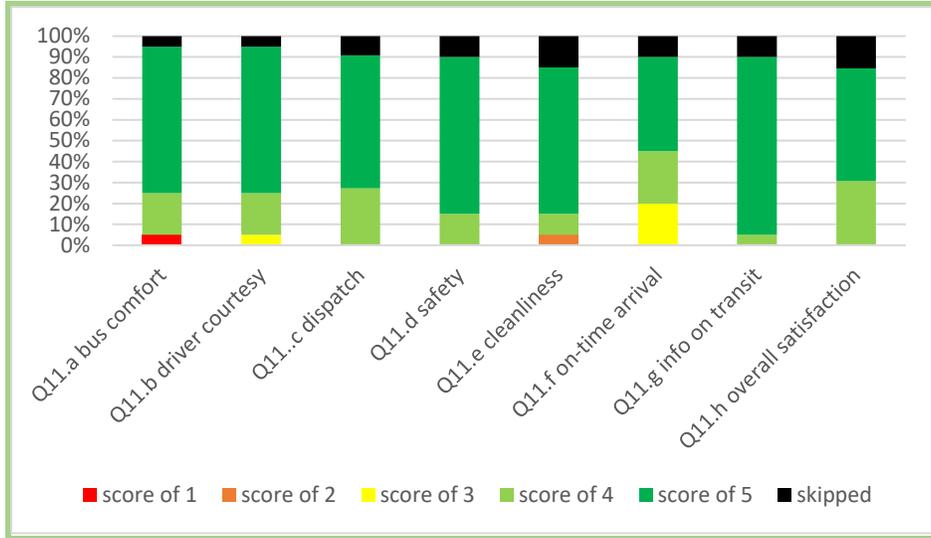
Question 10 – What sanitary improvements would you recommend? The overwhelming majority of respondents skipped this question. The only recommendation was to clean the seats.

Figure A-3-10 CATX: What sanitary improvements would you recommend?



Question 11 – Please rank on a scale of 1-5 (1 = poor; 5 = excellent) several service elements. The worst performing service element was on time arrival.

Figure A-3-11 CATX: Please rank on a scale of 1-5 several service elements



Question 12 – What improvements would you like to see? The most common improvement requested was weekend service.

Figure A-3-12 CATX: What improvements would you like to see?



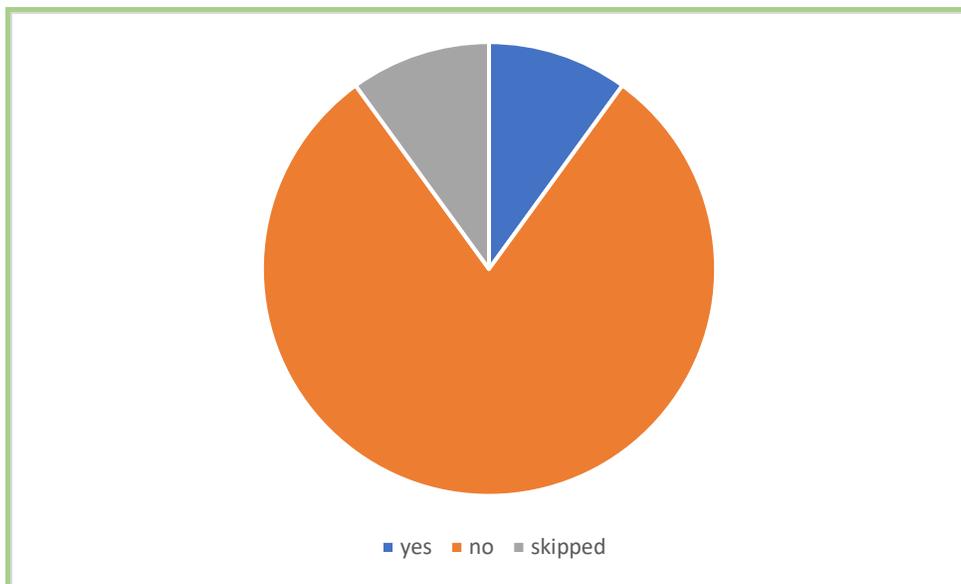
Question 13 – Are you a veteran? The overwhelming majority of respondents were not a veteran.

Figure A-3-13 CATX: Are you a veteran?



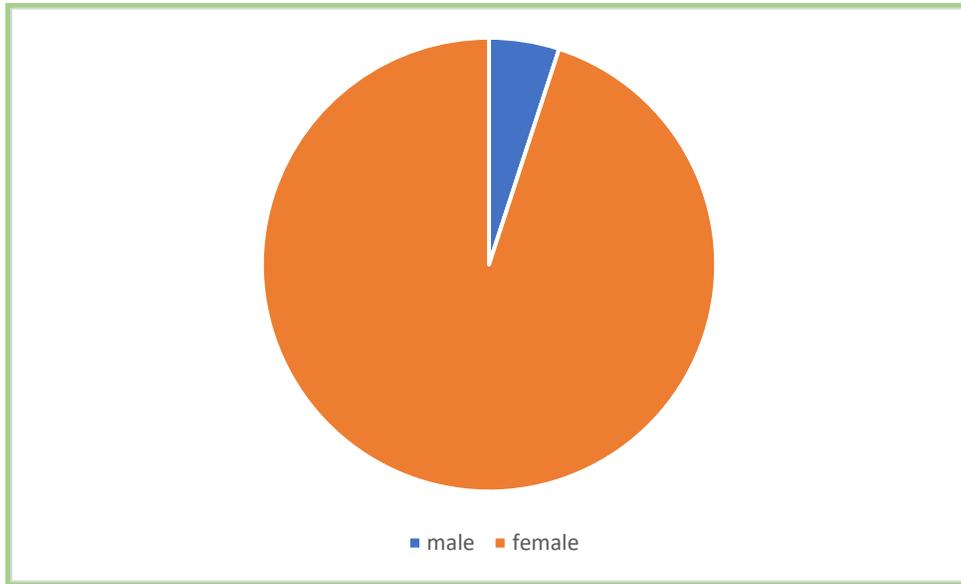
Question 14 – Do you have a disability that limits driving? The overwhelming majority of respondents did not have a disability that limited driving.

Figure A-3-14 CATX: Do you have a disability that limits driving?



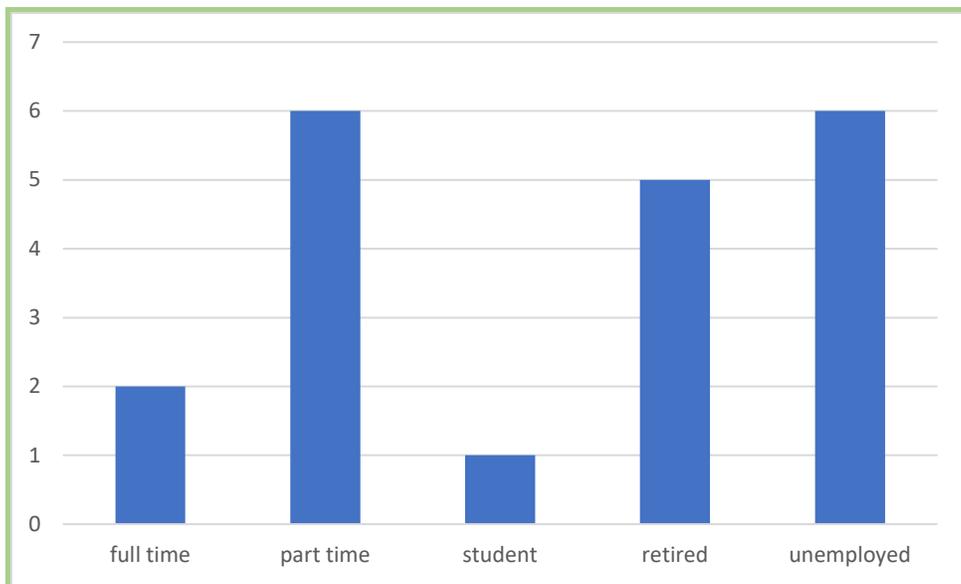
Question 15 – What is your gender? The overwhelming majority of respondents were female.

Figure A-3-15 CATX: What is your gender?



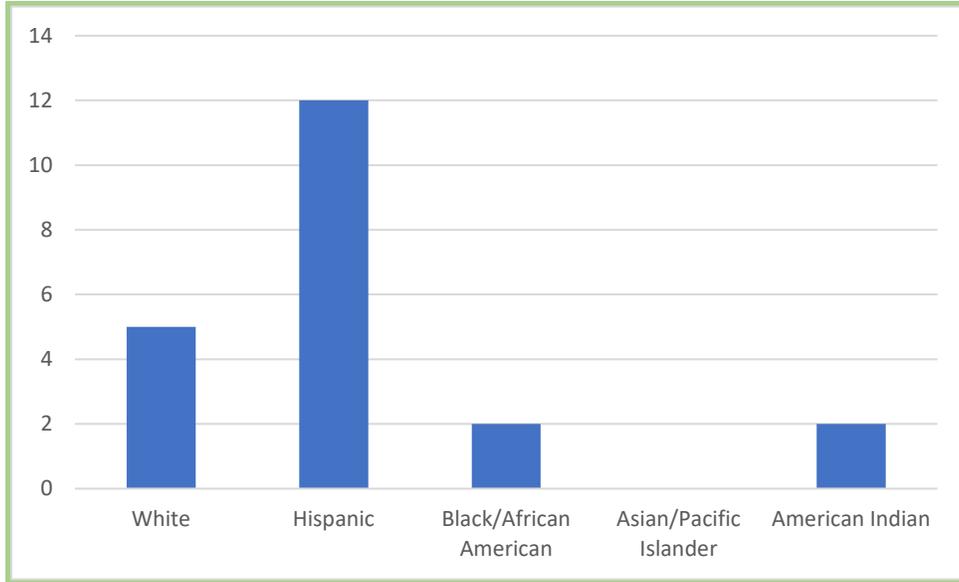
Question 16 – What is your employment status? Respondents were evenly split except for full time and student, which had 2 and 1 respectively.

Figure A-3-16 CATX: What is your employment status?



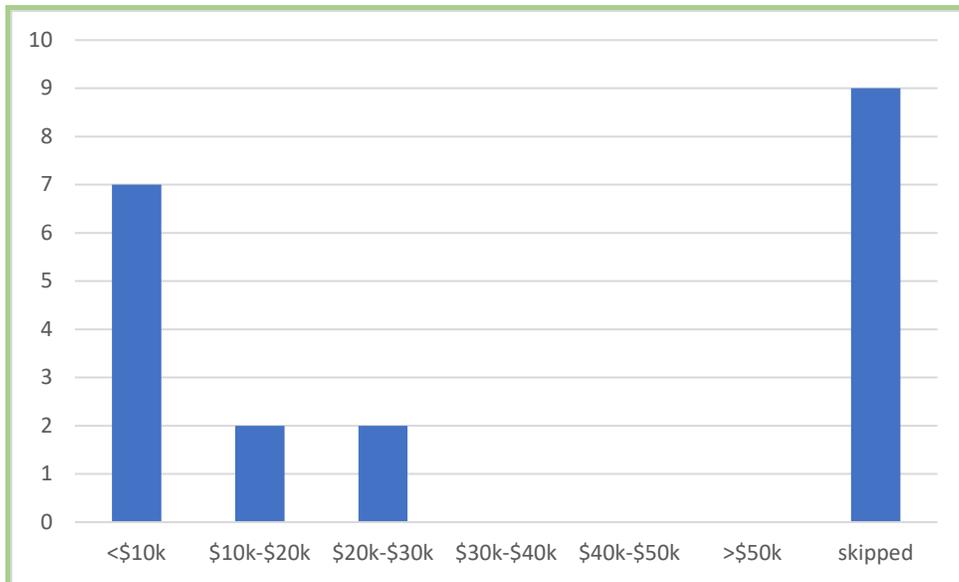
Question 17 – What is your ethnicity? The overwhelming majority of respondents were Hispanic.

Figure A-3-17 CATX: What is your ethnicity?



Question 18 – What is the estimated annual income of all members in your household? A plurality of respondents had an annual income less than \$10,000. Almost half of respondents skipped this question.

Figure A-3-18 CATX: What is the estimated annual income of all members in your household?



MADERA COUNTY CONNECTION FIXED ROUTE (MCC FR)

Figure A-4-A MCC FR: Completed Form Physically or Online

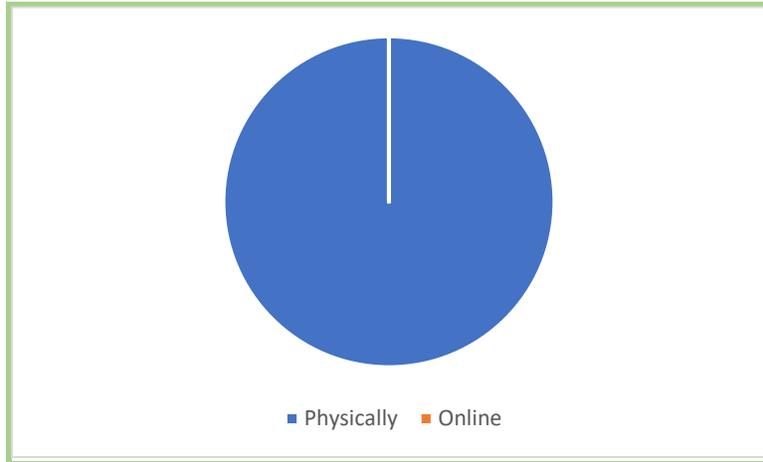
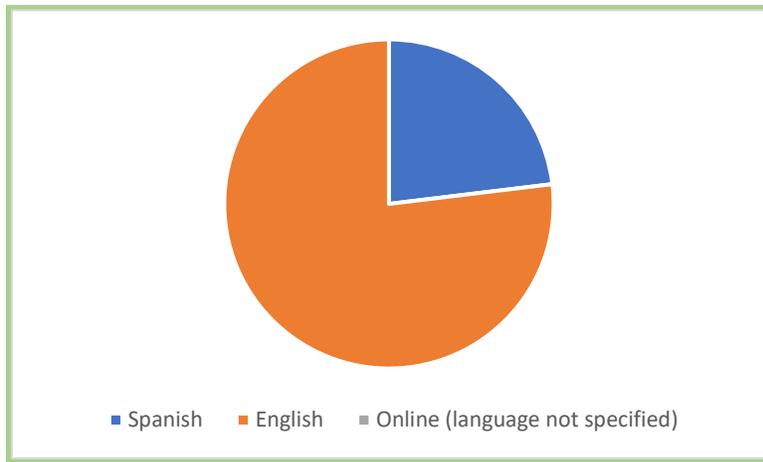
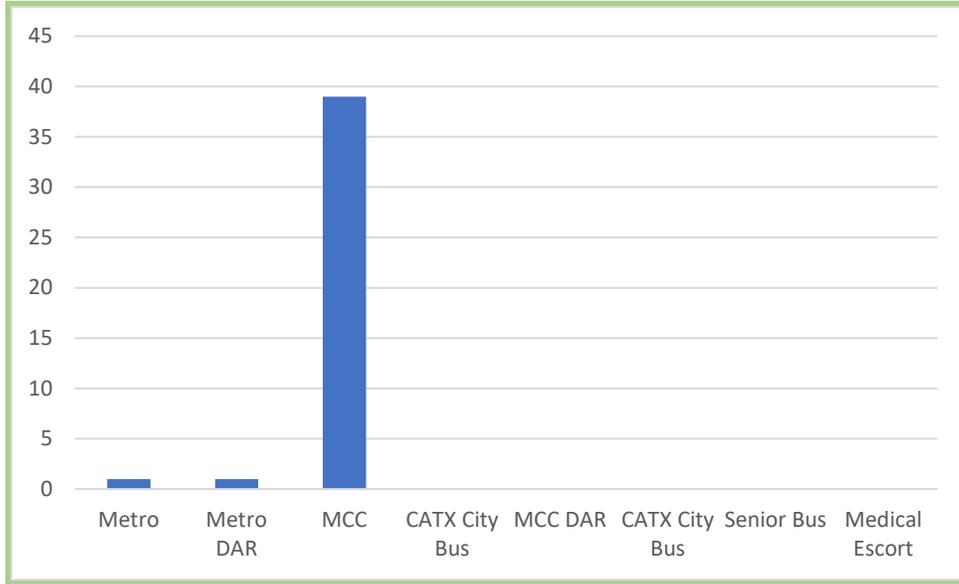


Figure A-4-B MCC FR: Completed Form in English or Spanish



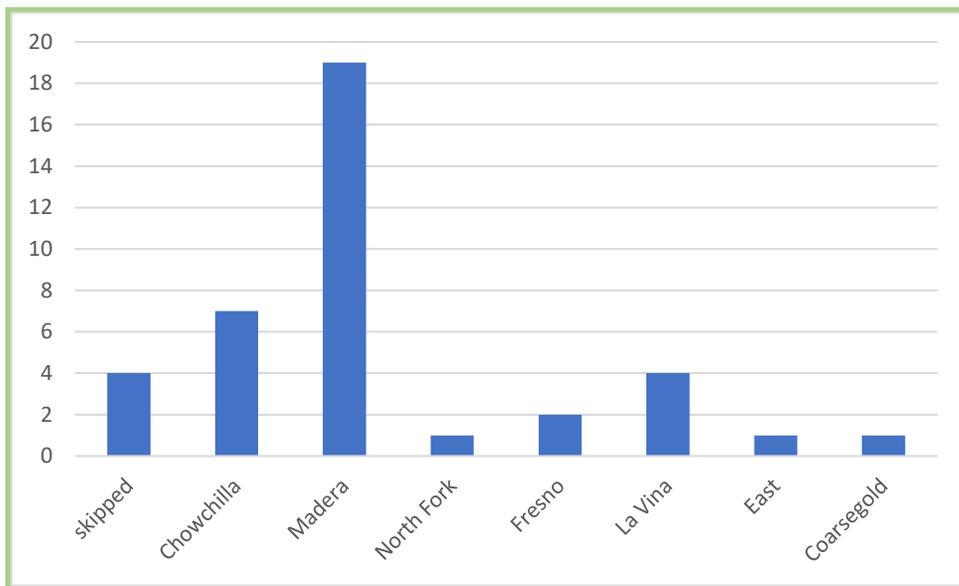
Question 1 – Which transit service are you using today? The overwhelming majority of respondents were using MCC Fixed Route.

Figure A-4-1 MCC FR: Which transit service are you using today?



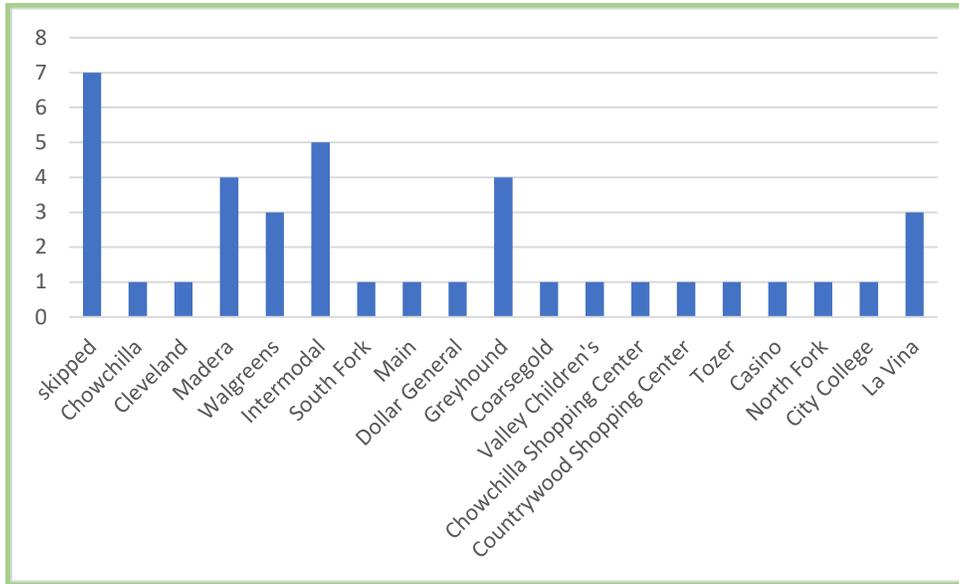
Question 2 – What city or area of the county do you currently reside? Almost half of respondents were from the City of Madera.

Figure A-4-2 MCC FR: What city or area of the county do you currently reside?



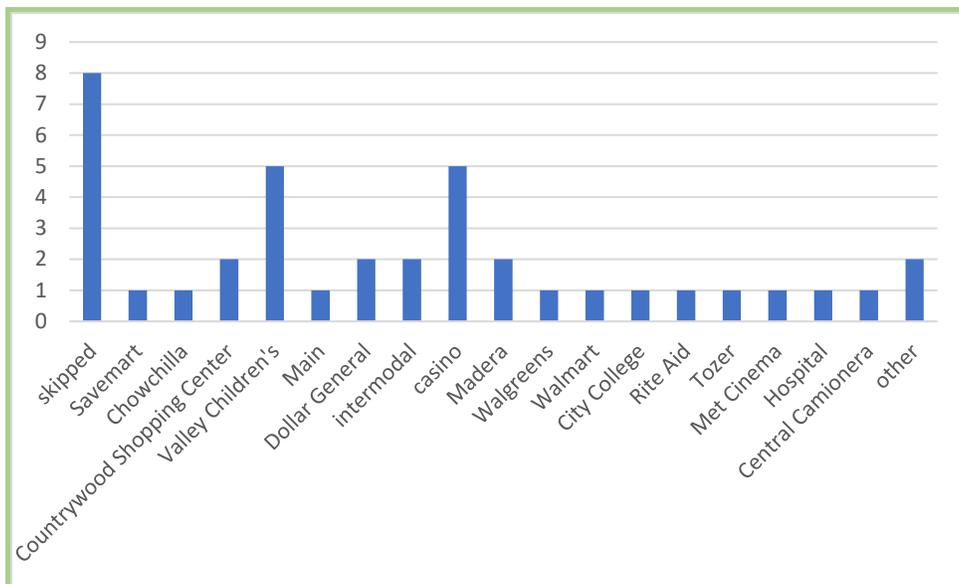
Question 3 – If applicable, what stop did you board this bus today?

Figure A-4-3 MCC FR: If applicable, what stop did you board this bus today?



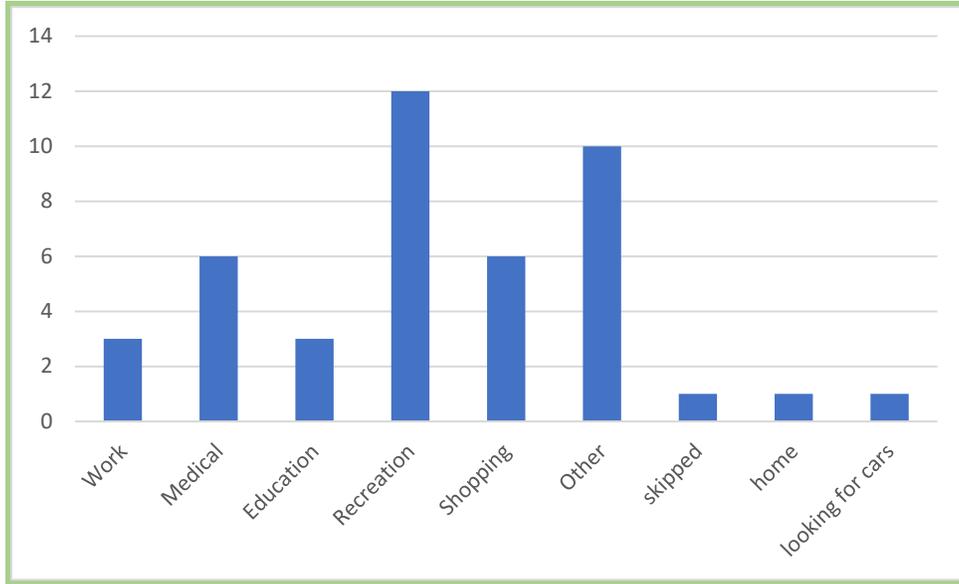
Question 4 – If applicable, what stop will you be getting off this bus? Valley Children’s Hospital and Casino had more boardings relative to other locations.

Figure A-4-4 MCC FR: If applicable, what stop will you be getting off this bus?



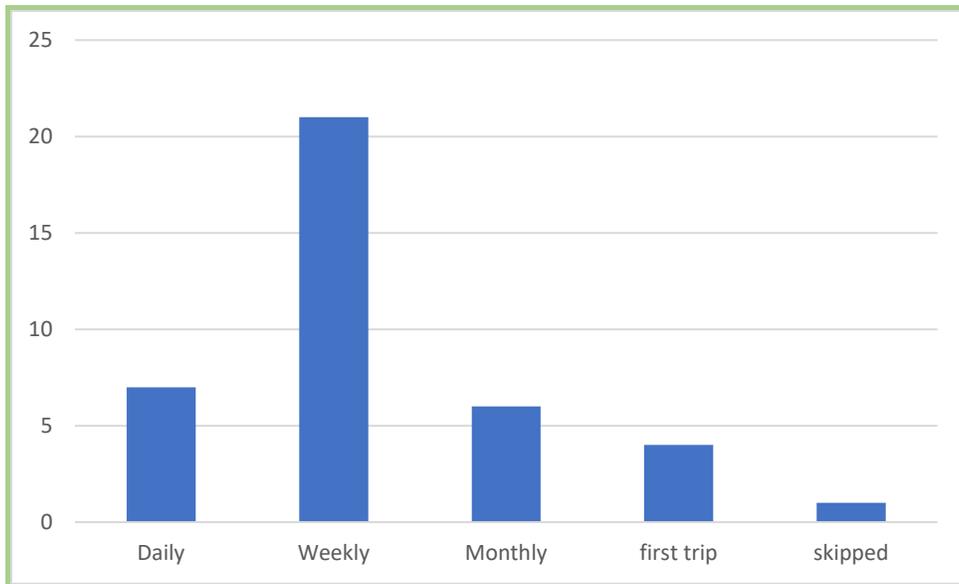
Question 5 – What is the main purpose of your trip? A slight majority of respondents were for recreation and other purposes.

Figure A-4-5 MCC FR: What is the main purpose of your trip?



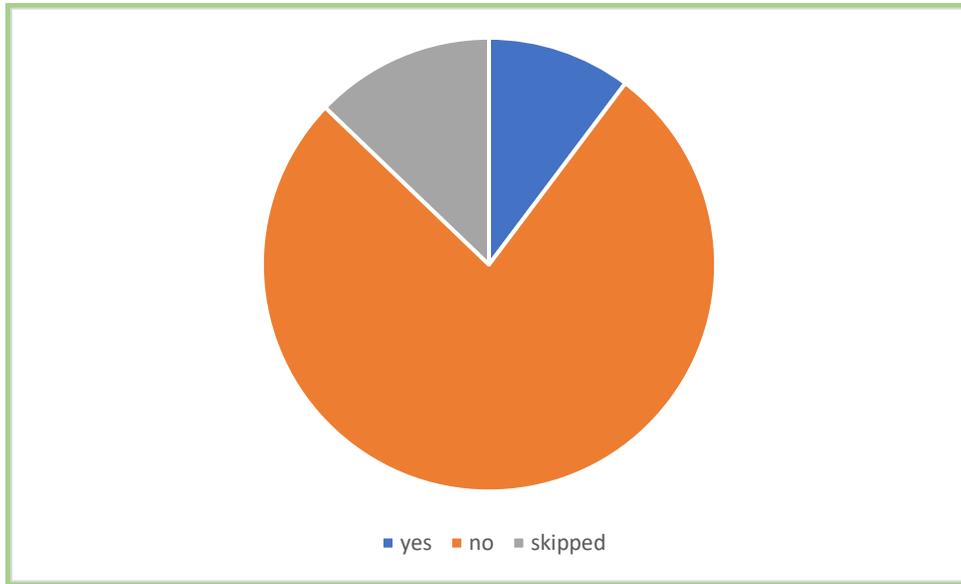
Question 6 – How often do you ride the bus? A majority of respondents rode the bus weekly.

Figure A-4-6 MCC FR: How often do you ride the bus?



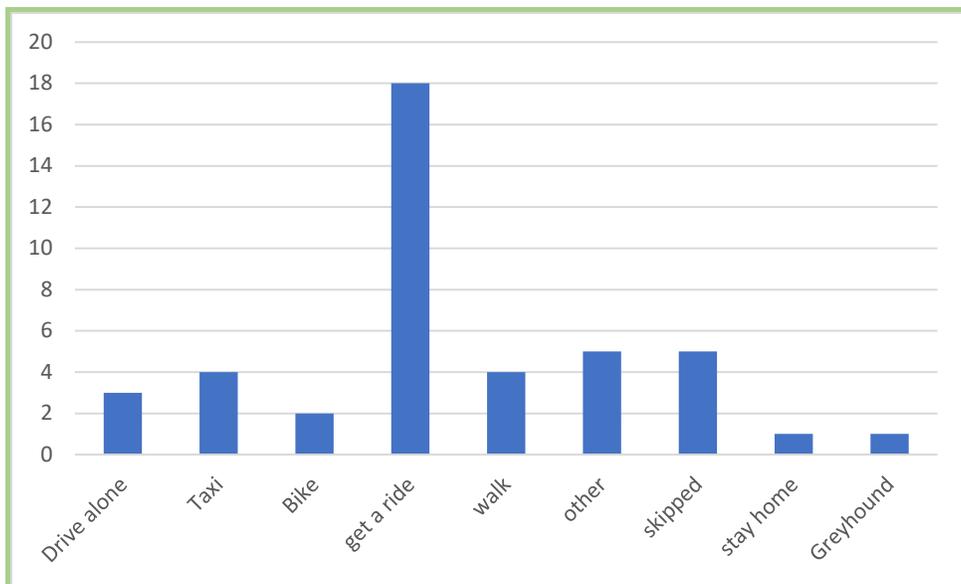
Question 7 – Do you have a car for this trip? An overwhelming majority of respondents did not have a car.

Figure A-4-7 MCC FR: Do you have a car for this trip?



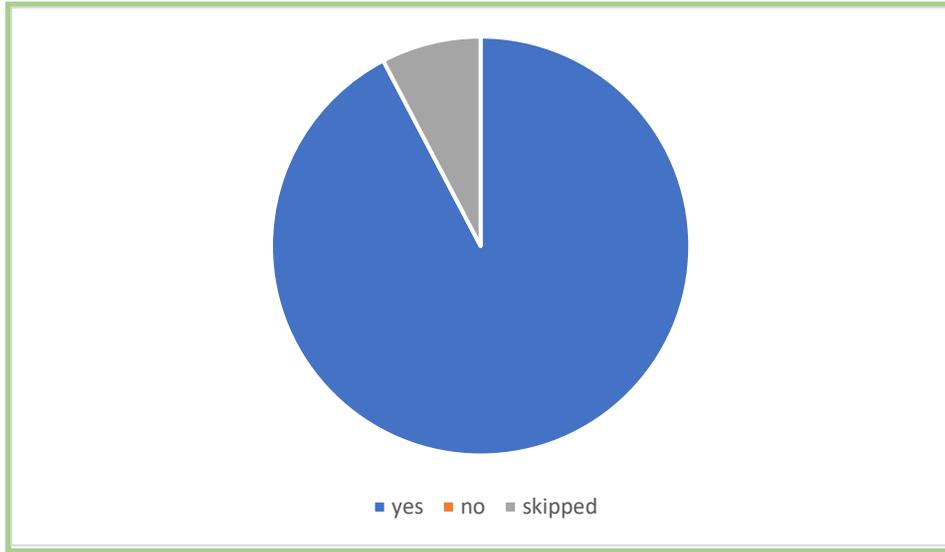
Question 8 – How would you have made this trip if a bus were not available? A plurality of respondents would have gotten a ride.

Figure A-4-8 MCC FR: How would you have made this trip if a bus were not available?



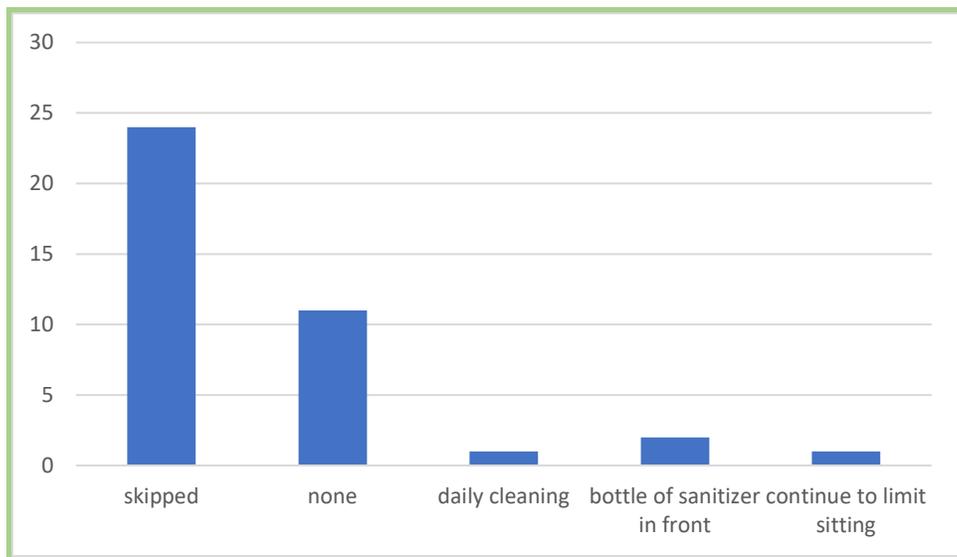
Question 9 – Since the pandemic began, do you feel the transit services you use are clean and safe? An overwhelming majority of respondents felt that the transit services are clean and safe.

Figure A-4-9 MCC FR: Since the pandemic began, do you feel the transit services you use are clean and safe?



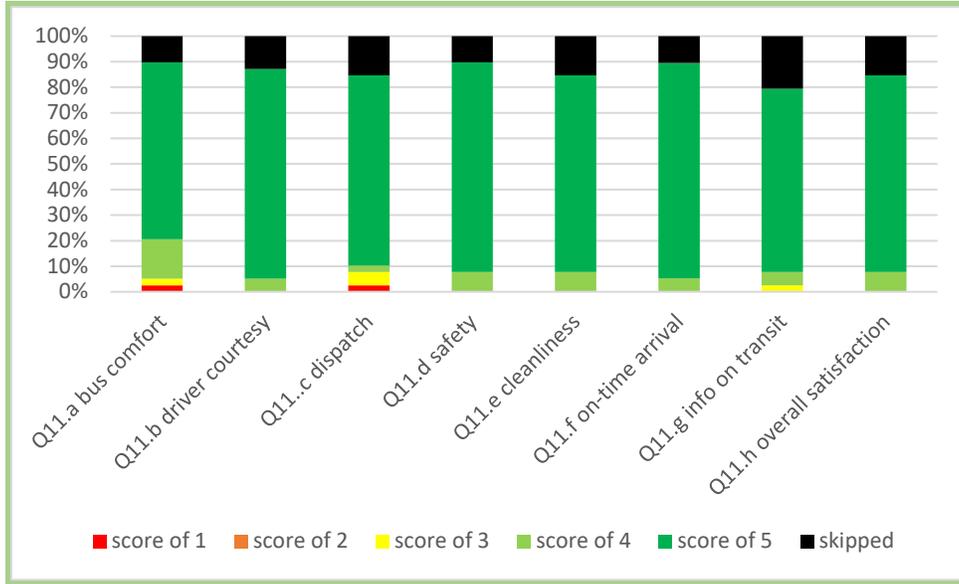
Question 10 – What sanitary improvements would you recommend? The majority of respondents skipped this question. The most common recommendation was to have a bottle of hand sanitizer in front.

Figure A-4-10 MCC FR: What sanitary improvements would you recommend?



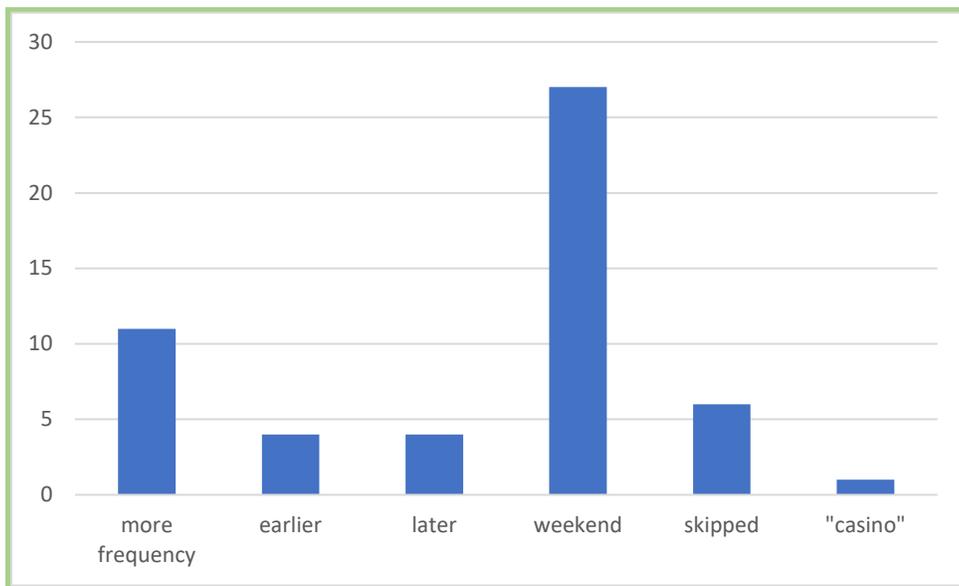
Question 11 – Please rank on a scale of 1-5 (1 = poor; 5 = excellent) several service elements. The worst performing metric was bus comfort.

Figure A-4-11 MCC FR: Please rank on a scale of 1-5 several service elements



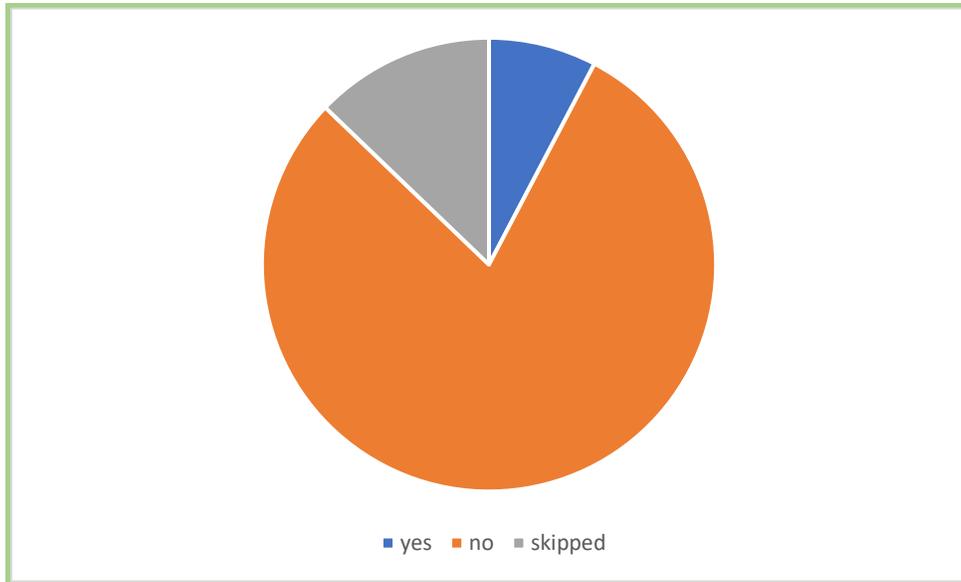
Question 12 – What improvements would you like to see? The most common improvement requested was weekend service.

Figure A-4-12 MCC FR: What improvements would you like to see?



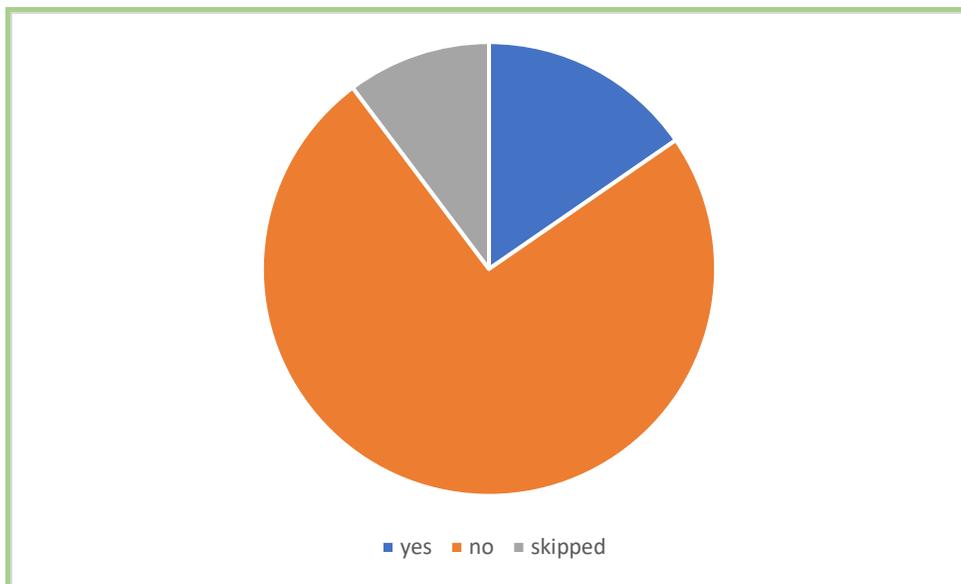
Question 13 – Are you a veteran? The overwhelming majority of respondents were not a veteran.

Figure A-4-13 MCC FR: Are you a veteran?



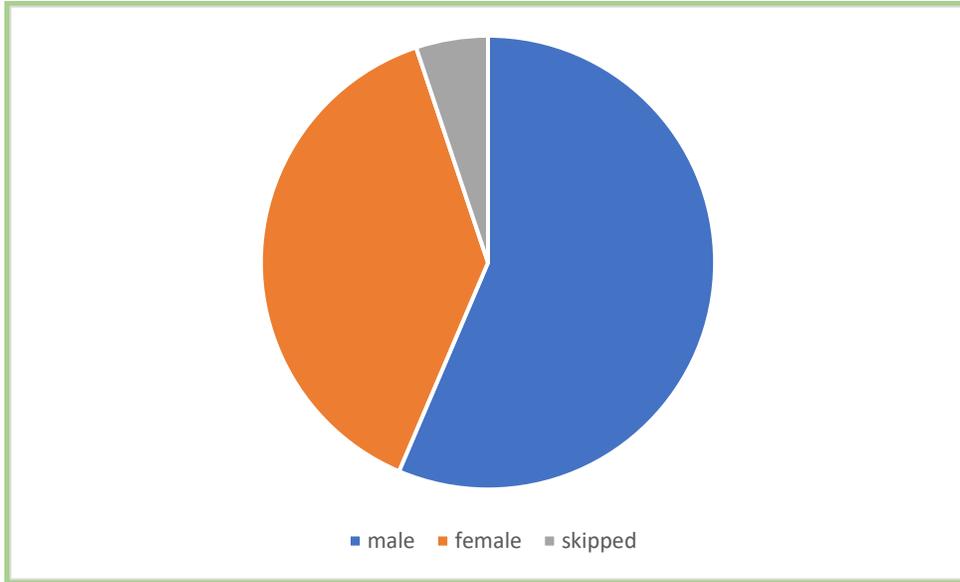
Question 14 – Do you have a disability that limits driving? The overwhelming majority of respondents did not have a disability that limited driving.

Figure A-4-14 MCC FR: Do you have a disability that limits driving?



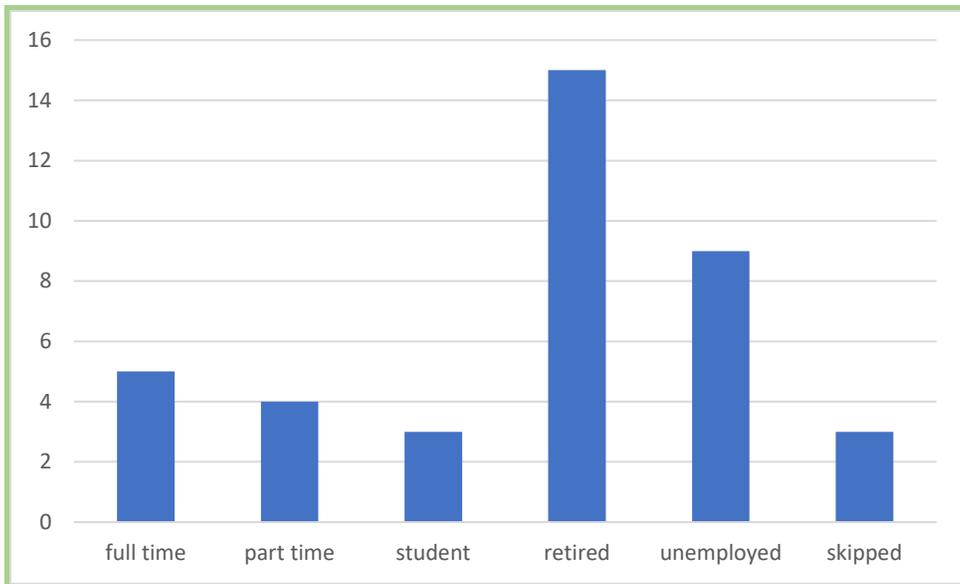
Question 15 – What is your gender? The majority of respondents were male.

Figure A-4-15 MCC FR: What is your gender?



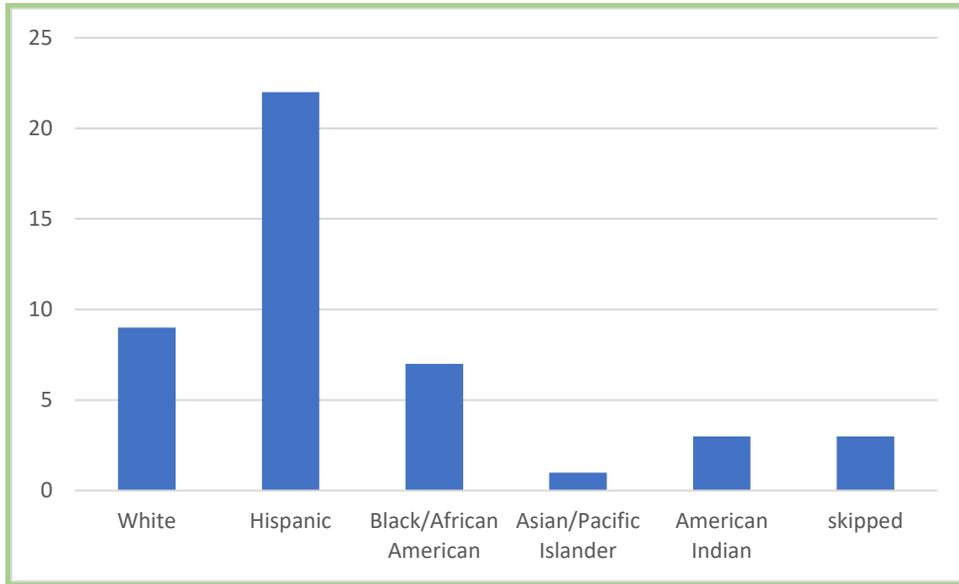
Question 16 – What is your employment status? A plurality of respondents were retired, followed by unemployed.

Figure A-4-16 MCC FR: What is your employment status?



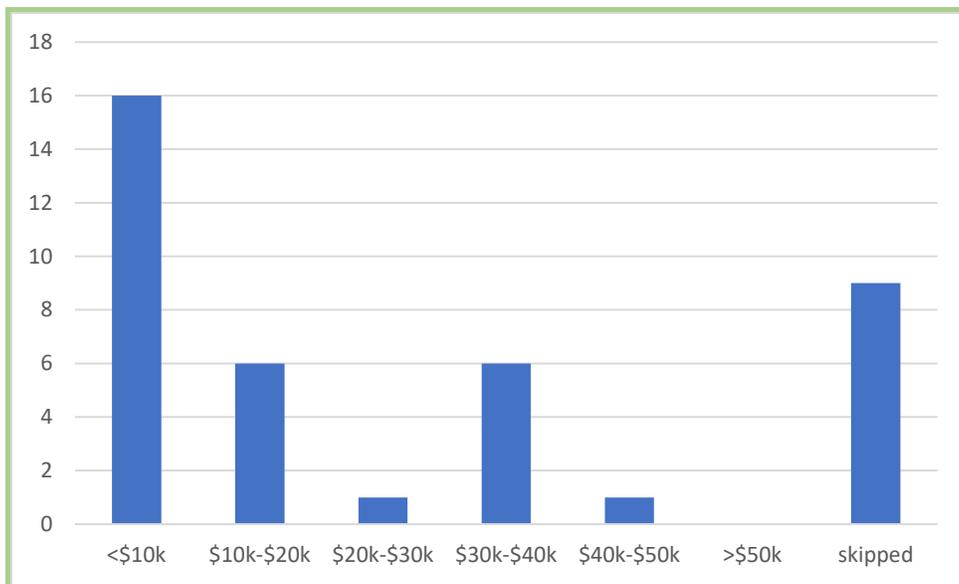
Question 17 – What is your ethnicity? Almost half of respondents were Hispanic.

Figure A-4-17 MCC FR: What is your ethnicity?



Question 18 – What is the estimated annual income of all members in your household? A plurality of respondents had an annual income less than \$10,000.

Figure A-4-18 MCC FR: What is the estimated annual income of all members in your household?



Additional Comments:

- “I would like a bus stop near Vons Market so I don’t have to walk in traffic.”

MCC MADERA DIAL-A-RIDE

Figure A-5-A MCC DAR: Completed Form Physically or Online

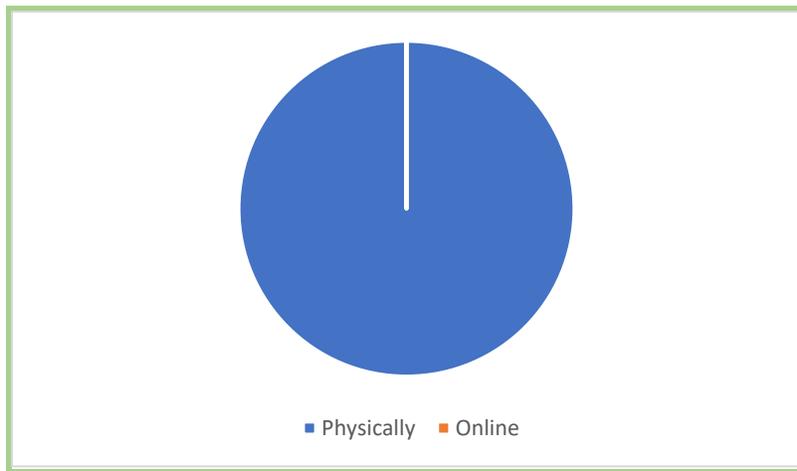
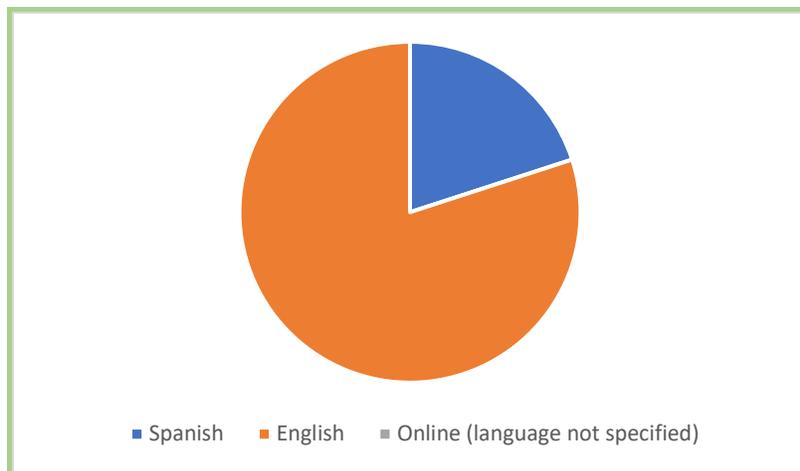
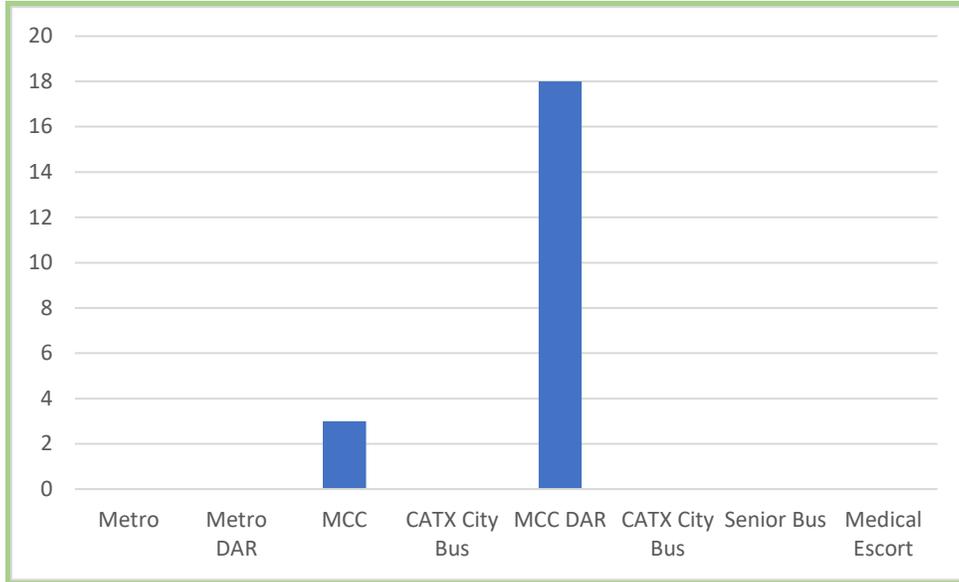


Figure A-5-B MCC DAR: Completed Form in English or Spanish



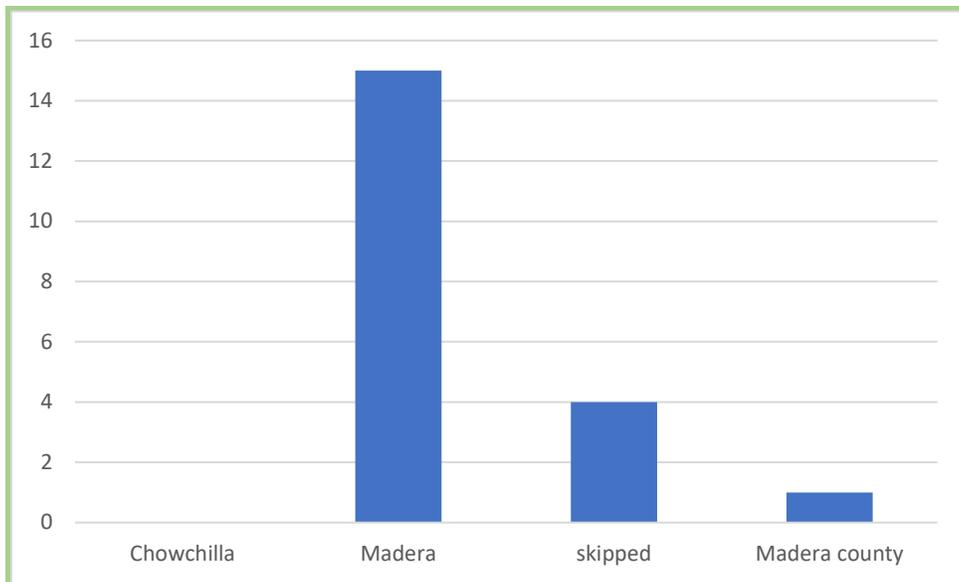
Question 1 – Which transit service are you using today? The overwhelming majority of respondents were using MCC Dial-A-Ride.

Figure A-5-1 MCC DAR: Which transit service are you using today?



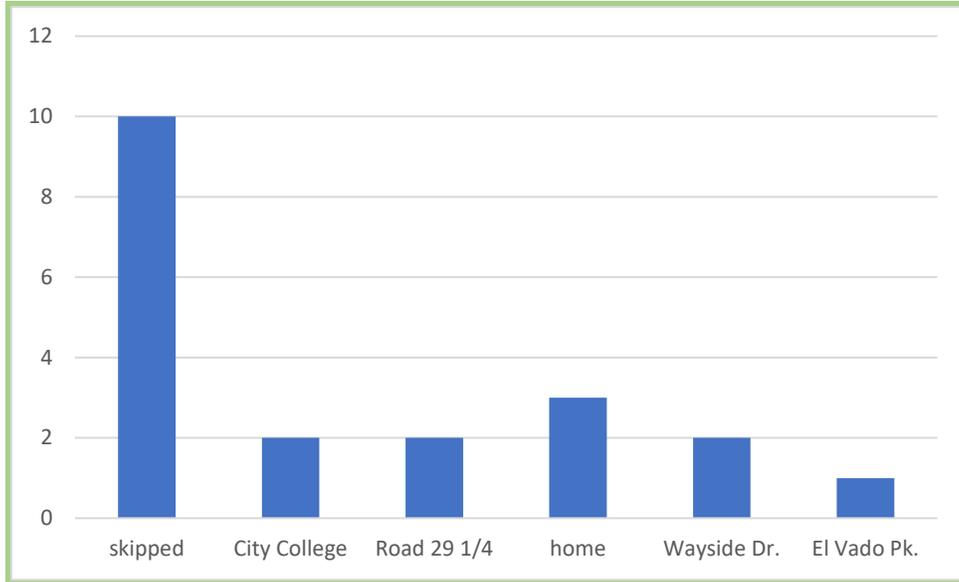
Question 2 – What city or area of the county do you currently reside? The overwhelming majority of respondents were from the City of Madera.

Figure A-5-2 MCC DAR: What city or area of the county do you currently reside?



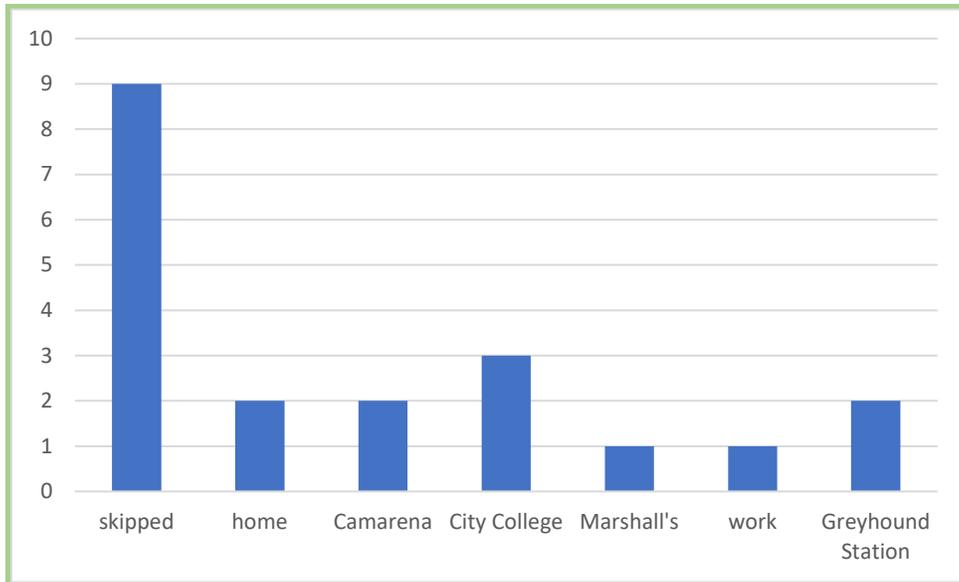
Question 3 – If applicable, what stop did you board this bus today? More respondents answered home relative to other answers. Half of respondents skipped this question.

Figure A-5-3 MCC DAR: If applicable, what stop did you board this bus today?



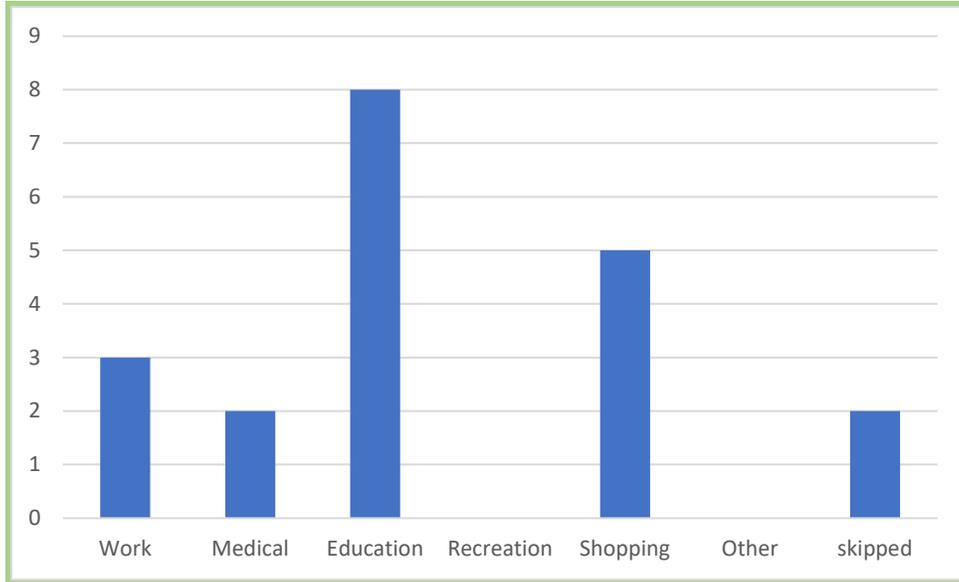
Question 4 – If applicable, what stop will you be getting off this bus? The most common answer was the City College relative to the other answers. Almost half of respondents skipped this question.

Figure A-5-4 MCC DAR: If applicable, what stop will you be getting off this bus?



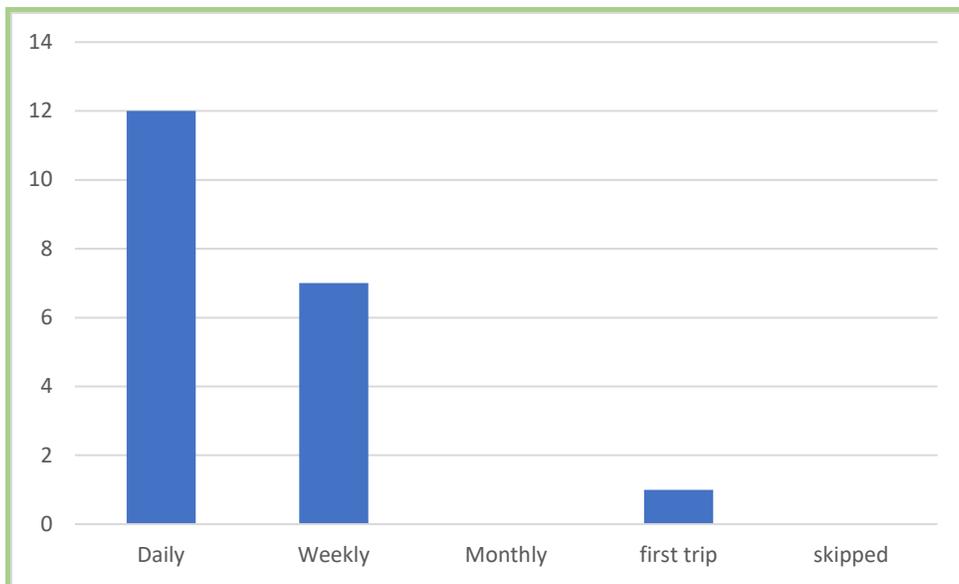
Question 5 – What is the main purpose of your trip? A plurality of respondents answered Education with Shopping close after.

Figure A-5-5 MCC DAR: What is the main purpose of your trip?



Question 6 – How often do you ride the bus? Over half of respondents ride the bus daily.

Figure A-5-6 MCC DAR: How often do you ride the bus?



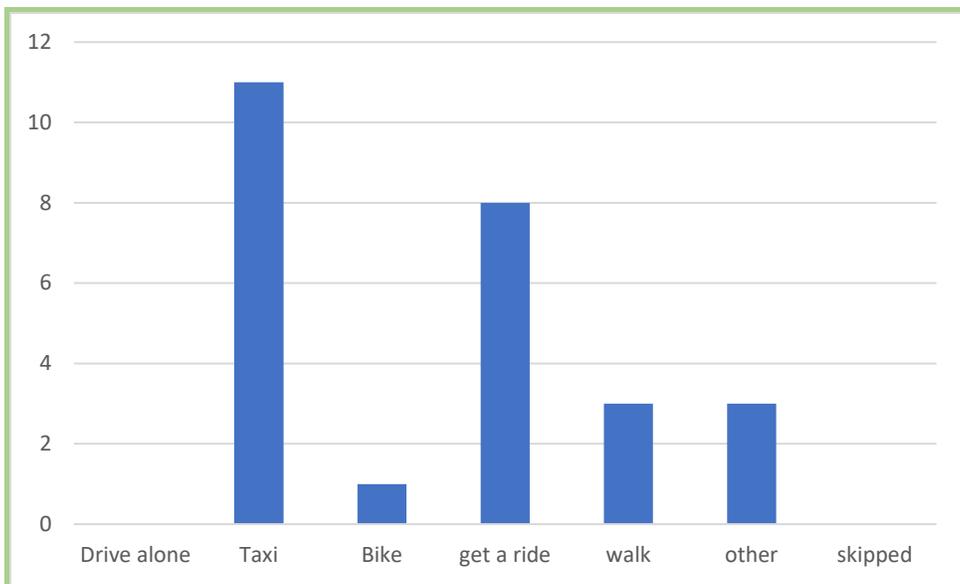
Question 7 – Do you have a car for this trip? All respondents did not have a car for this trip.

Figure A-5-7 MCC DAR: Do you have a car for this trip?



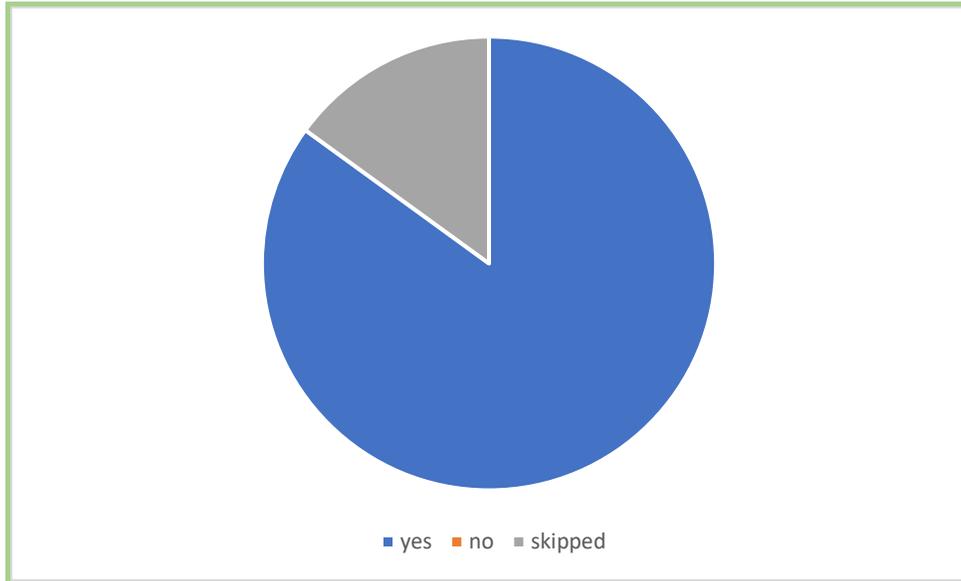
Question 8 – How would you have made this trip if a bus were not available? A plurality of respondents would take a taxi with getting a ride close after.

Figure A-5-8 MCC DAR: How would you have made this trip if a bus were not available?



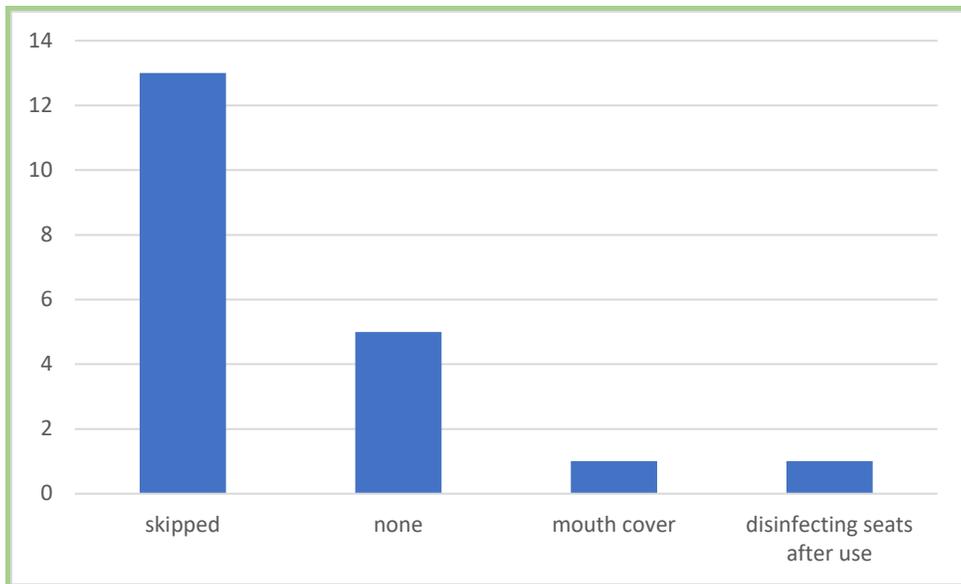
Question 9 – Since the pandemic began, do you feel the transit services you use are clean and safe? The overwhelming majority of respondents felt the transit services are clean and safe.

Figure A-5-9 MCC DAR: Since the pandemic began, do you feel the transit services you use are clean and safe?



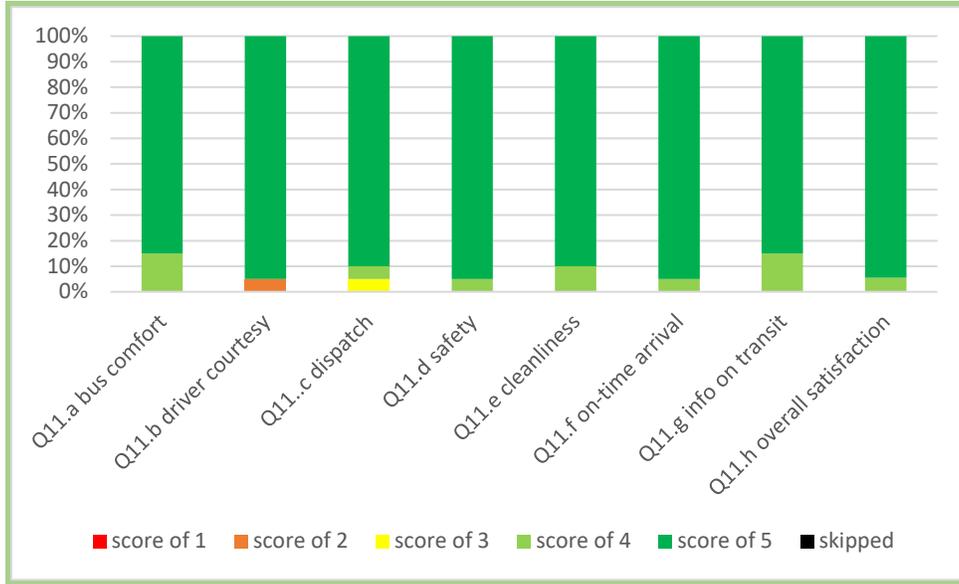
Question 10 – What sanitary improvements would you recommend? The overwhelming majority of respondents had no recommendations. The only two were mouth coverings and disinfecting the seats after use.

Figure A-5-10 MCC DAR: What sanitary improvements would you recommend?



Question 11 – Please rank on a scale of 1-5 (1 = poor; 5 = excellent) several service elements. All service elements had 85% or more of respondents scoring 5.

Figure A-5-11 MCC DAR: Please rank on a scale of 1-5 several service elements



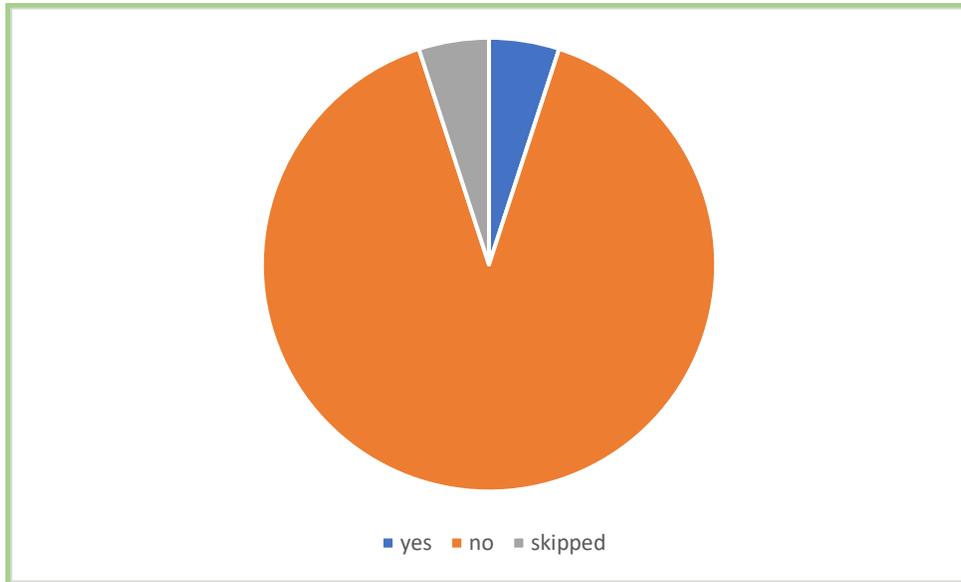
Question 12 – What improvements would you like to see? A plurality of respondents would like weekend service.

Figure A-5-12 MCC DAR: What improvements would you like to see?



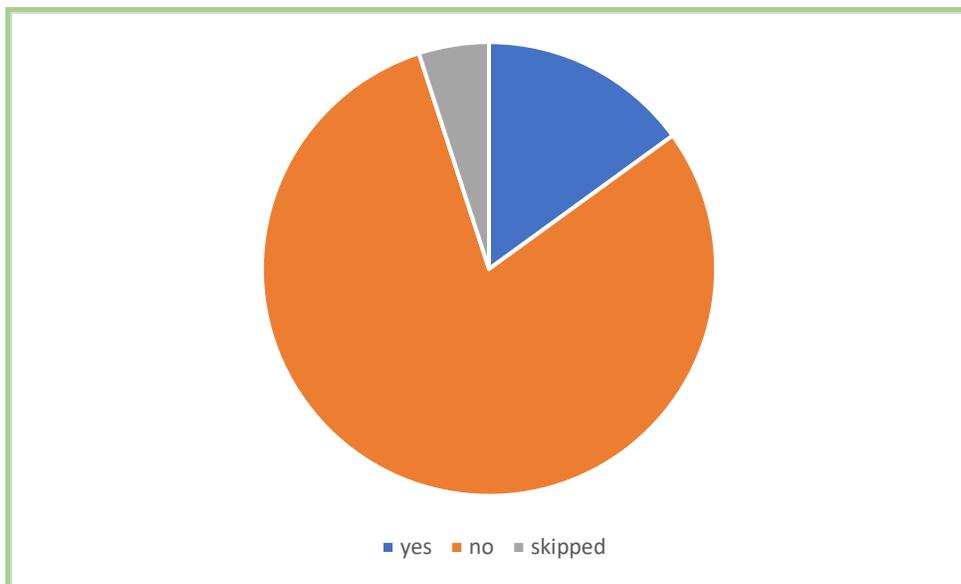
Question 13 – Are you a veteran? The overwhelming majority of respondents were not a veteran.

Figure A-5-13 MCC DAR: Are you a veteran?



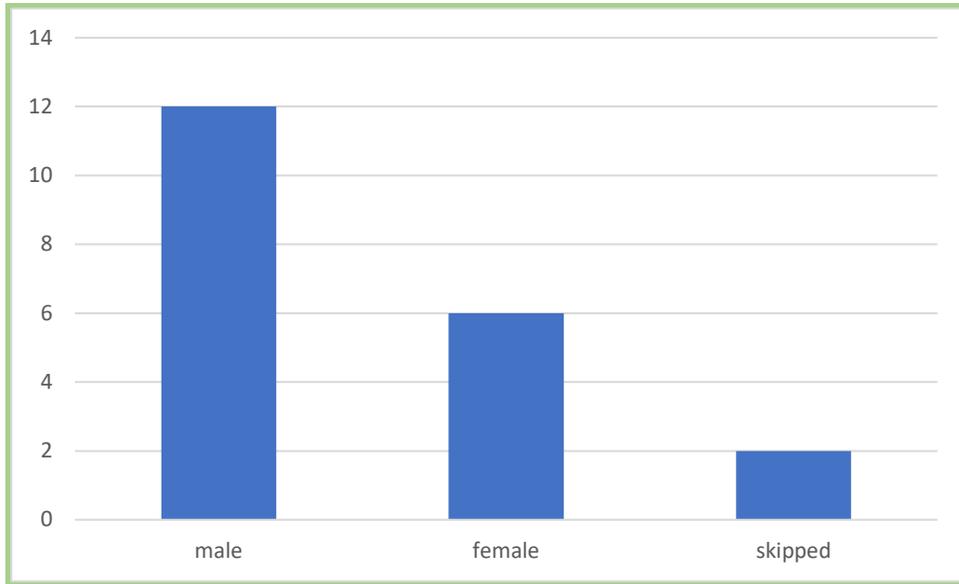
Question 14 – Do you have a disability that limits driving? The overwhelming majority of respondents did not have a disability that limits driving.

Figure A-5-14 MCC DAR: Do you have a disability that limits driving?



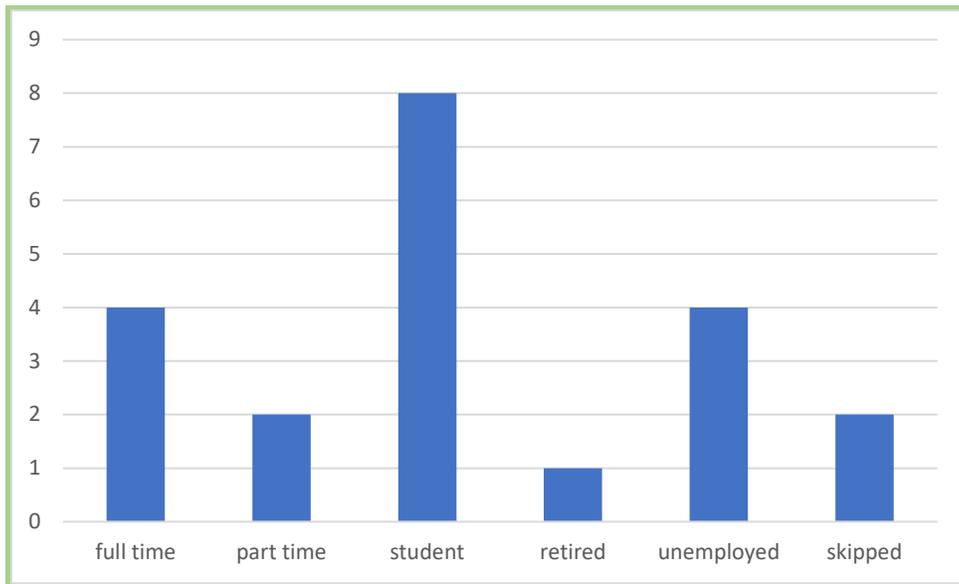
Question 15 – What is your gender? A majority of respondents were male.

Figure A-5-15 MCC DAR: What is your gender?



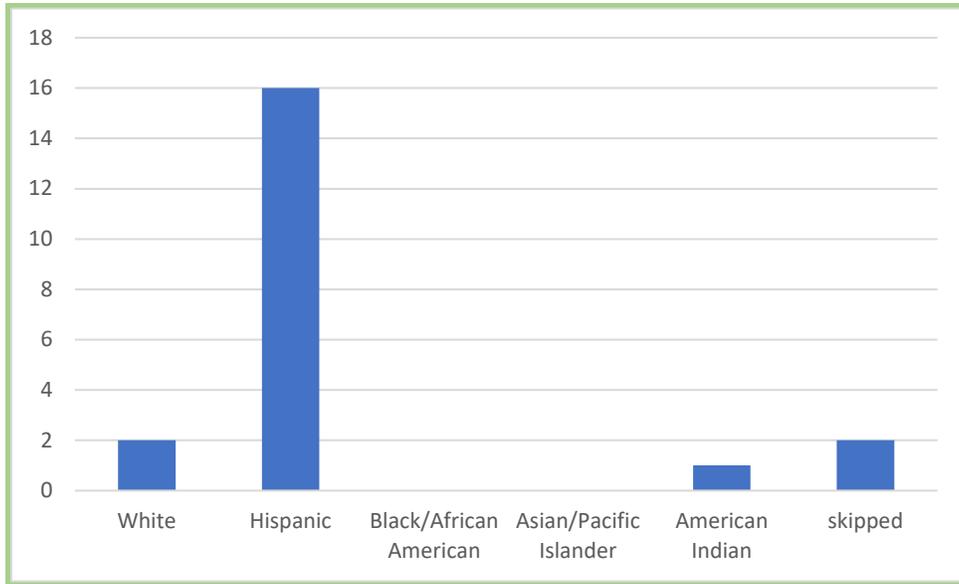
Question 16 – What is your employment status? A plurality of respondents were students.

Figure A-5-16 MCC DAR: What is your employment status?



Question 17 – What is your ethnicity? The overwhelming majority of respondents were Hispanic.

Figure A-5-17 MCC DAR: What is your ethnicity?



Question 18 – What is the estimated annual income of all members in your household? Half of respondents had an annual income of less than \$10,000.

Figure A-5-18 MCC DAR: What is the estimated annual income of all members in your household?



Senior Bus & Escort Service (SB&ES)

Figure A-6-A SB&ES: Completed Form Physically or Online

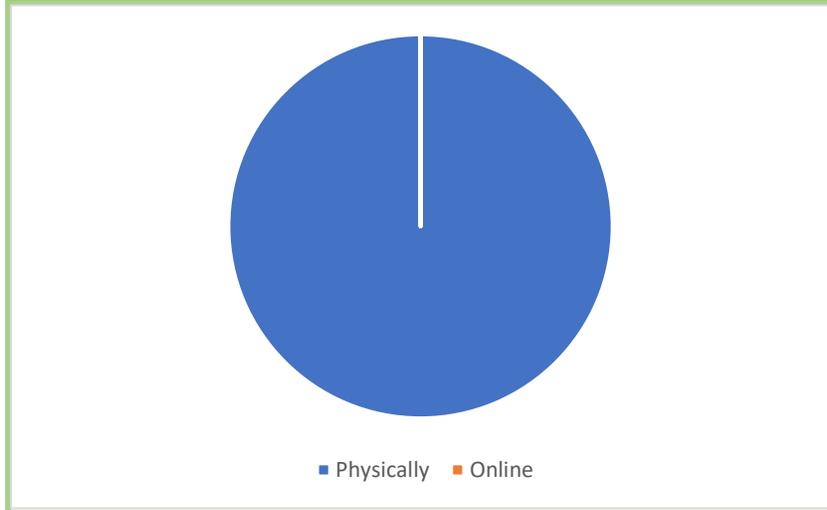
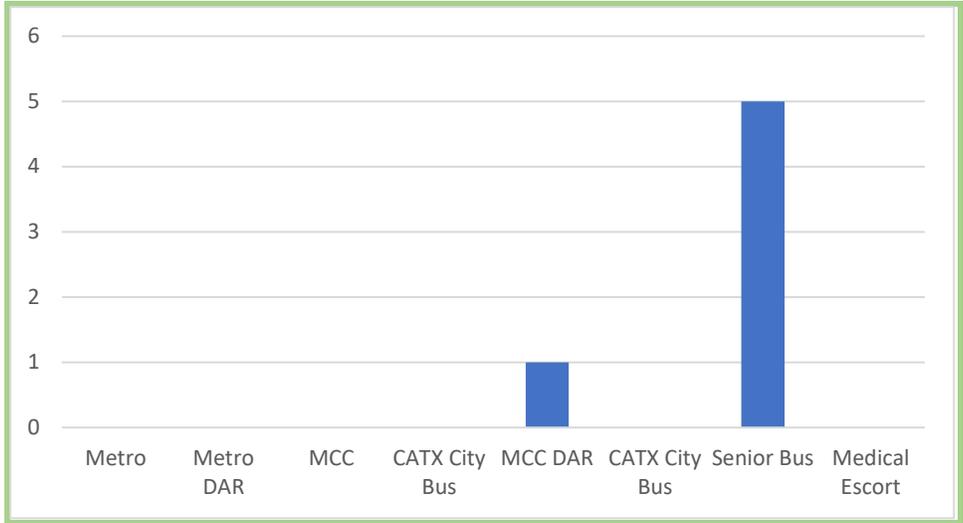


Figure A-6-B SB&ES: Completed Form in English or Spanish



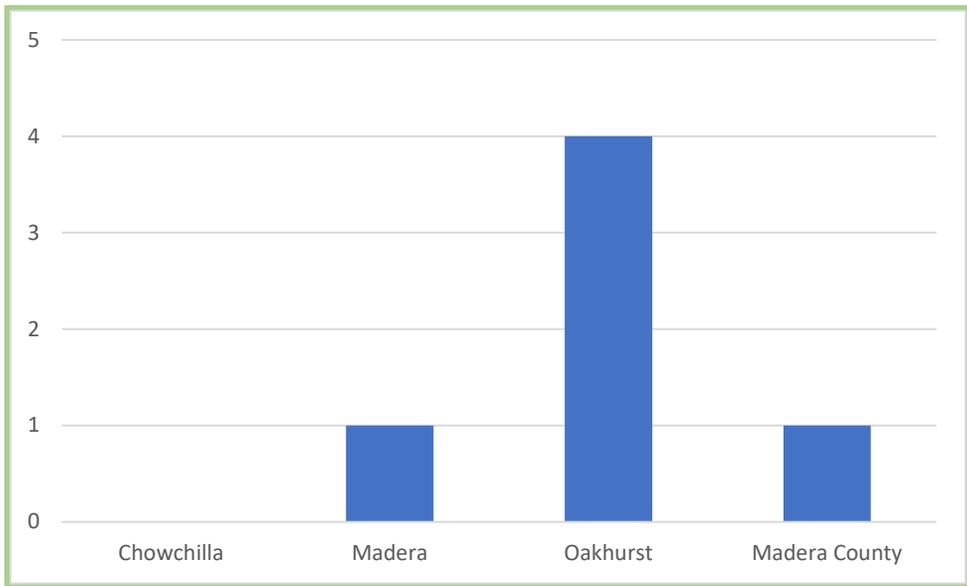
Question 1 – Which transit service are you using today? The overwhelming majority of respondents were using the Senior Bus.

Figure A-6-1 SB & ES: Which transit service are you using today?



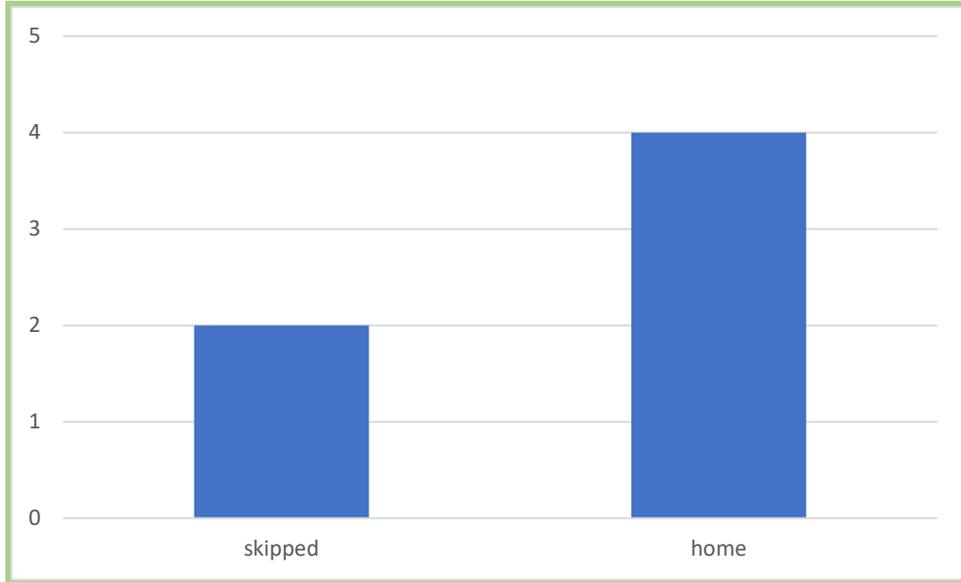
Question 2 – What city or area of the county do you currently reside? The overwhelming majority of respondents were from Oakhurst.

Figure A-6-2 SB & ES: What city or area of the county do you currently reside?



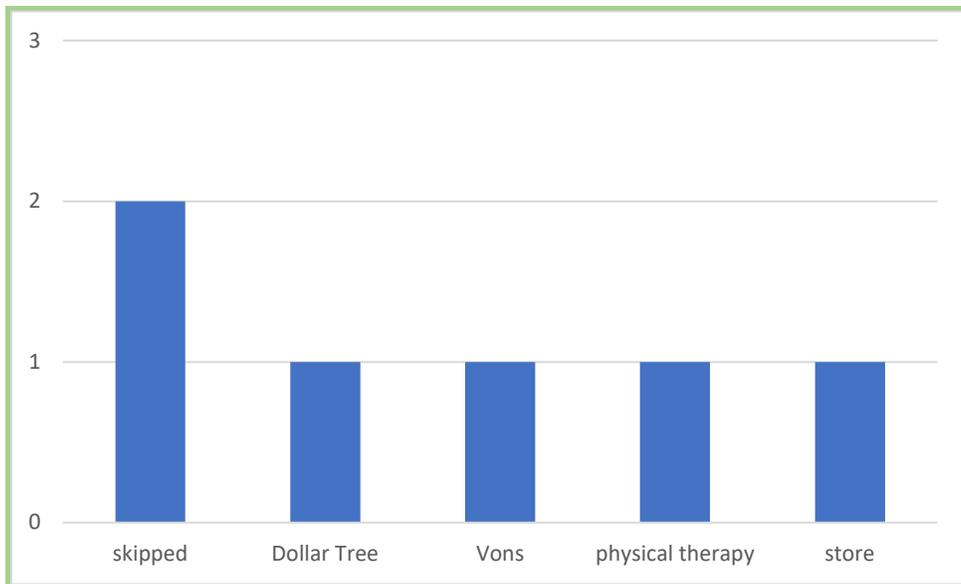
Question 3 – If applicable, what stop did you board this bus today? The overwhelming majority of respondents were boarding at home.

Figure A-6-3 SB & ES: If applicable, what stop did you board this bus today?



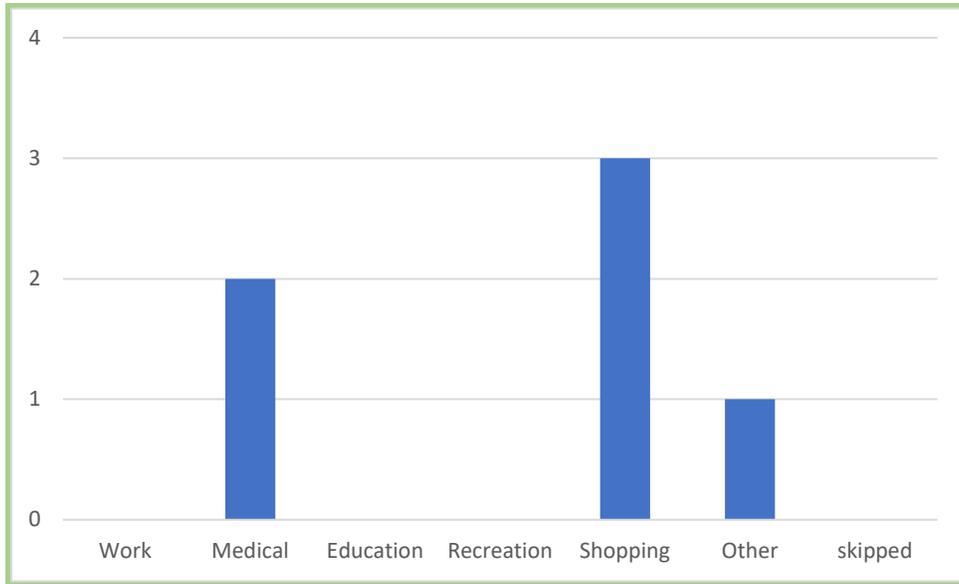
Question 4 – If applicable, what stop will you be getting off this bus? Respondents were evenly split for departures with each having their own.

Figure A-6-4 SB & ES: If applicable, what stop will you be getting off this bus?



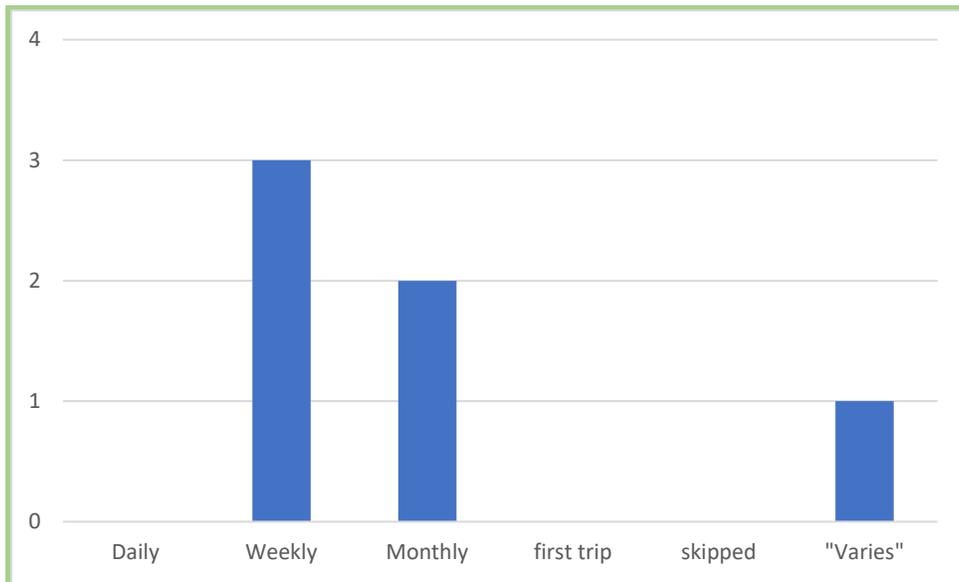
Question 5 – What is the main purpose of your trip? Half of respondents said Shopping.

Figure A-6-5 SB & ES: What is the main purpose of your trip?



Question 6 – How often do you ride the bus? Half of respondents rode the bus weekly.

Figure A-6-6 SB & ES: How often do you ride the bus?



Question 7 – Do you have a car for this trip? All respondents did not have a car for this trip.

Figure A-6-7 SB & ES: Do you have a car for this trip?



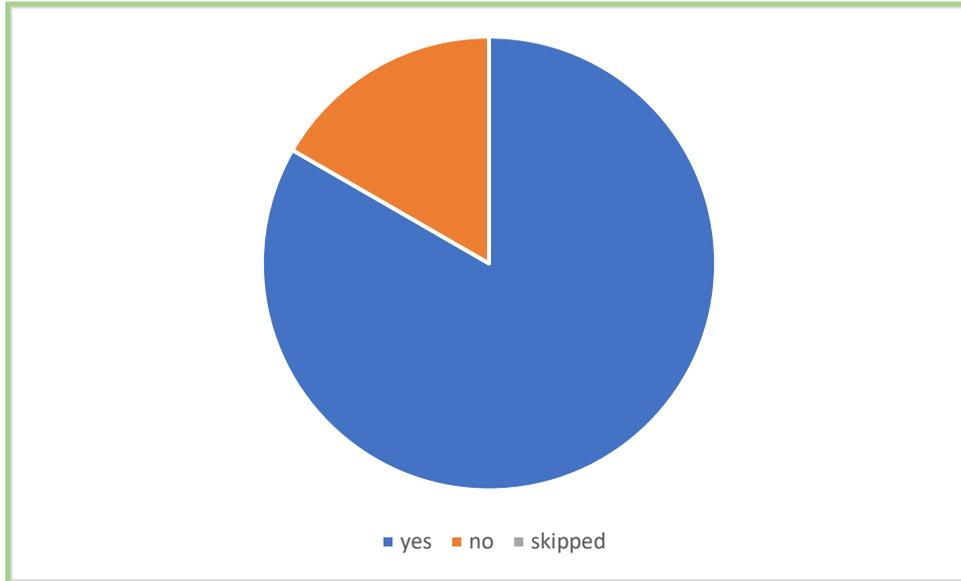
Question 8 – How would you have made this trip if a bus were not available? The most common answer from respondents said that they simply would not go.

Figure A-6-8 SB & ES: How would you have made this trip if a bus were not available?



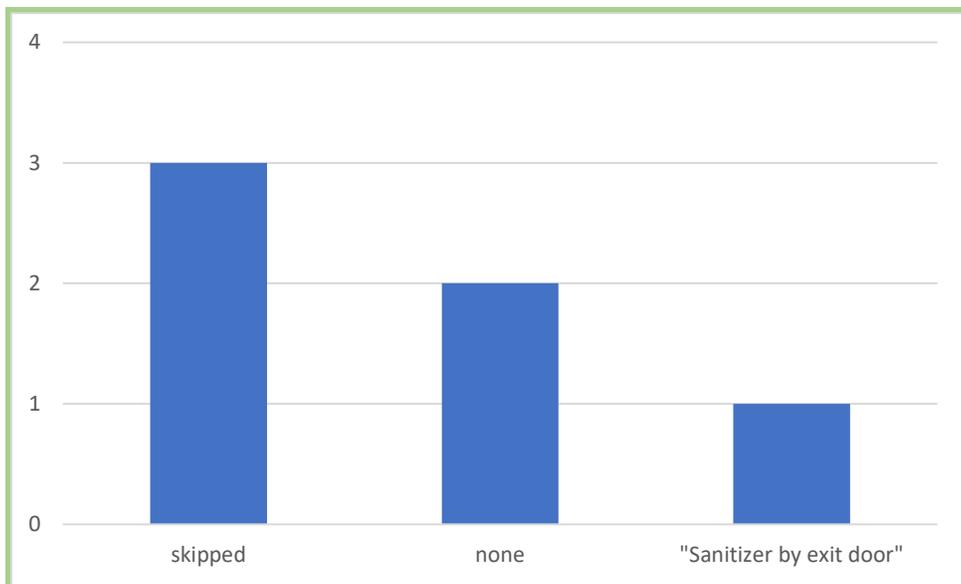
Question 9 – Since the pandemic began, do you feel the transit services you use are clean and safe? The overwhelming majority of respondents felt the transit services are clean and safe.

Figure A-6-9 SB & ES: Since the pandemic began, do you feel the transit services you use are clean and safe?



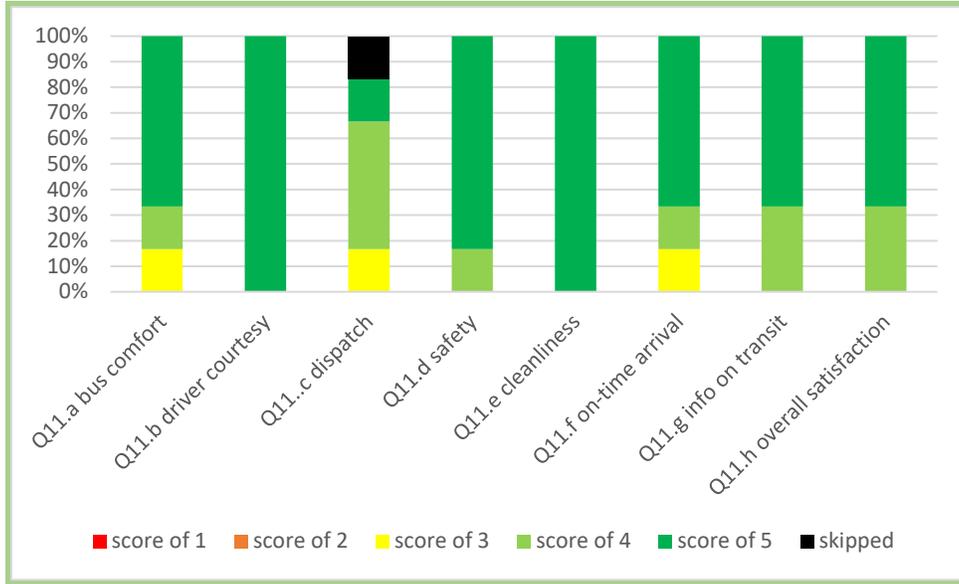
Question 10 – What sanitary improvements would you recommend? The overwhelming majority of respondents had no recommendations. The only recommendation was having sanitizer by the door.

Figure A-6-10 SB & ES: What sanitary improvements would you recommend?



Question 11 – Please rank on a scale of 1-5 (1 = poor; 5 = excellent) several service elements. The worst performing service element was dispatch.

Figure A-6-11 SB & ES: Please rank on a scale of 1-5 several service elements



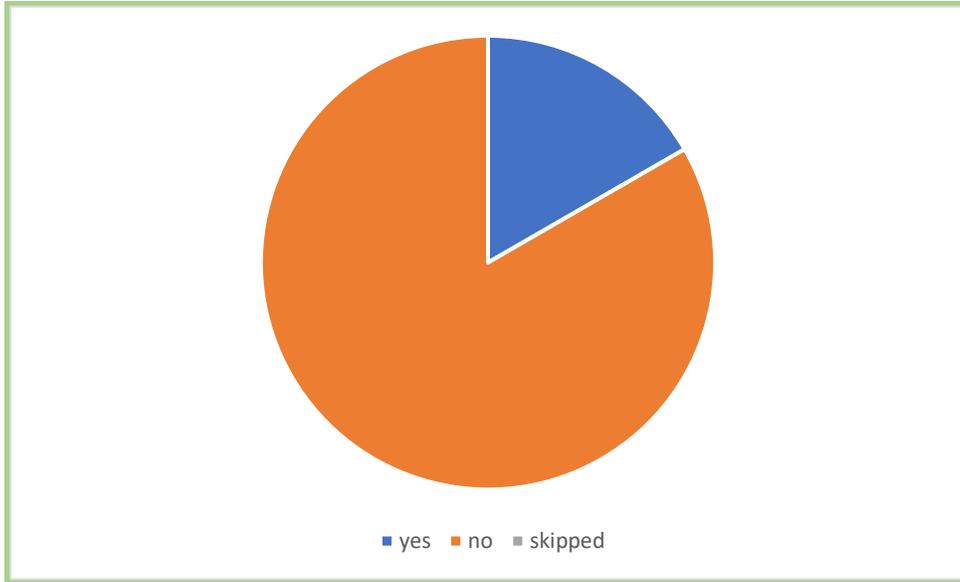
Question 12 – What improvements would you like to see? The most common request from respondents was later service with weekend service close behind.

Figure A-6-12 SB & ES: What improvements would you like to see?



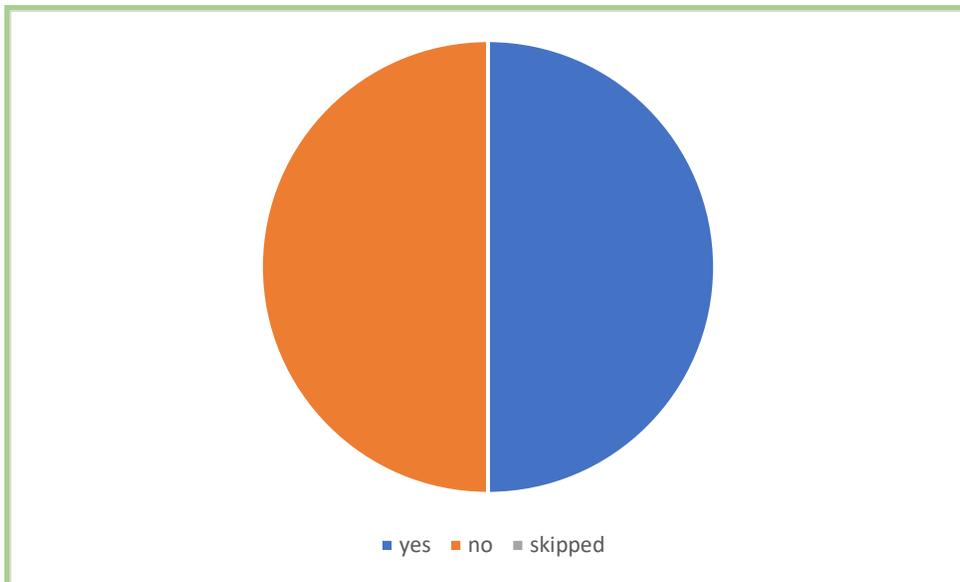
Question 13 – Are you a veteran? The overwhelming majority of respondents were not a veteran.

Figure A-6-13 SB & ES: Are you a veteran?



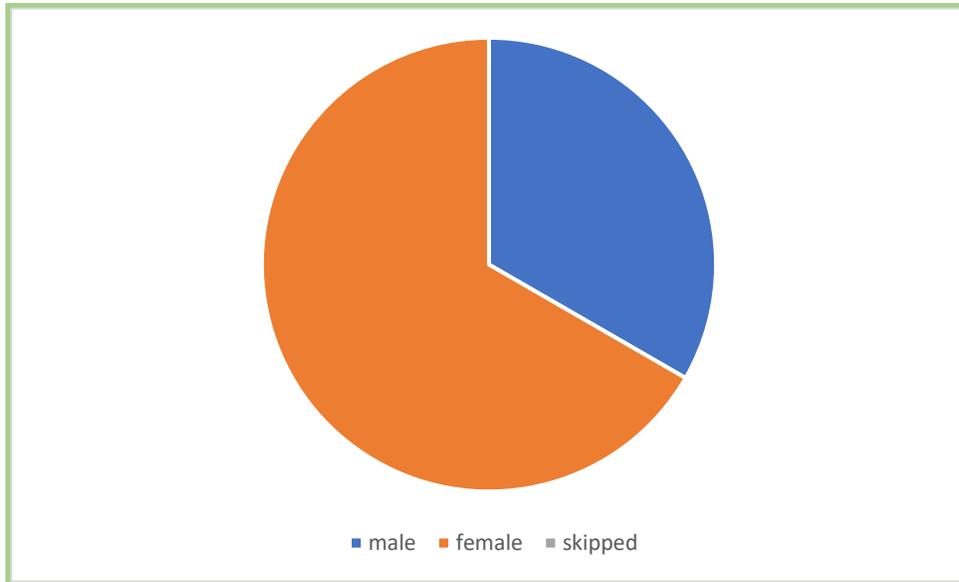
Question 14 – Do you have a disability that limits driving? Half of respondents had a disability that limited driving.

Figure A-6-14 SB & ES: Do you have a disability that limits driving?



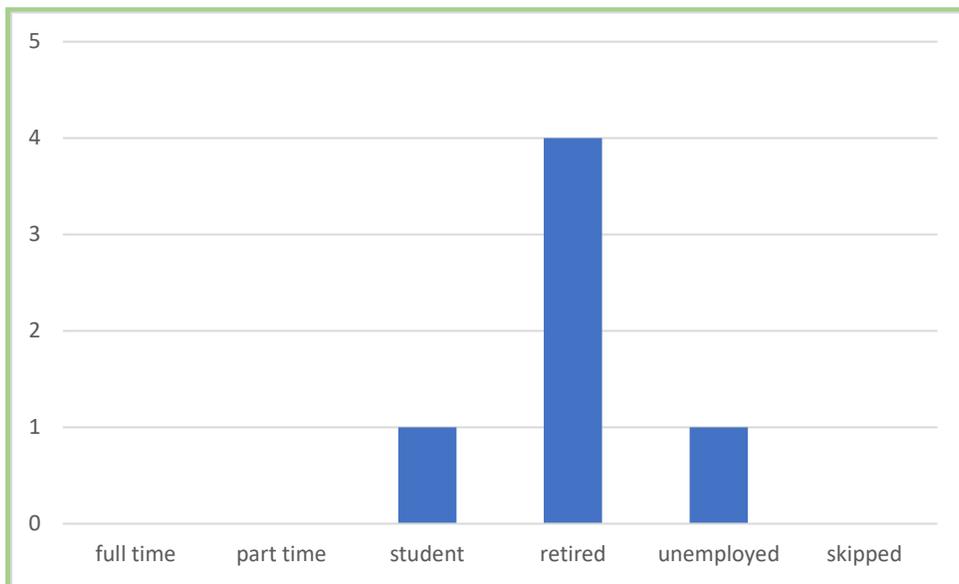
Question 15 – What is your gender? The overwhelming majority of respondents were female.

Figure A-6-15 SB & ES: What is your gender?



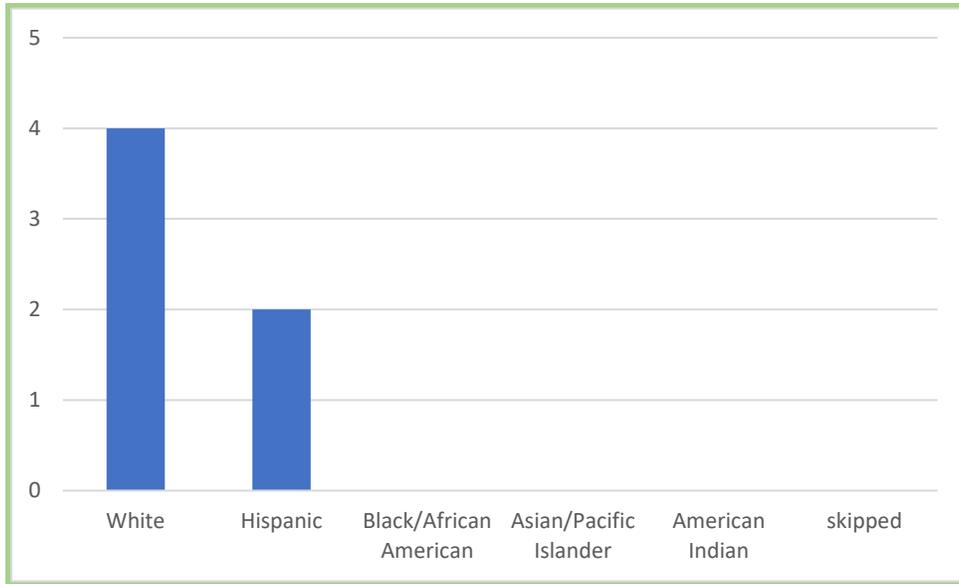
Question 16 – What is your employment status? The overwhelming majority of respondents were retired.

Figure A-6-16 SB & ES: What is your employment status?



Question 17 – What is your ethnicity? The overwhelming majority of respondents were white.

Figure A-6-17 SB & ES: What is your ethnicity?



Question 18 – What is the estimated annual income of all members in your household? Half of respondents had an annual income of less than \$10,000.

Figure A-6-18 SB & ES: What is the estimated annual income of all members in your household?

