

# FORT MOHAVE/BULLHEAD SHUTTLE DRAFT OPERATING PLAN



**Prepared for the City of Needles**



**Prepared by AMMA Transit Planning**



**Updated October 2024**

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## Background

The City of Needles currently operates three demand response specialized transportation programs to meet the specialized needs of its residents. The Senior Dial-A-Ride program offers curb-to-curb transportation to persons over the age of 55 or those with disability traveling to locations within the City of Needles. The Dial-A-Ride Medical transportation service is provided on Tuesday and Thursday through advanced reservations and provides connections to medical facilities between Needles and Bullhead City. The Shopper Shuttle program operates on Wednesday and allows residents to travel into Arizona to access retail shopping locations in Fort Mohave.

The Senior Dial-A-Ride is a long-standing transportation service that pre-dates the Needles Area Transit. The Dial-a-Ride Medical program was added in 2008 in recognition that medical services within the City of Needles were limited and residents had to travel into Arizona for some specialties and appointments. The Shopper Shuttle was introduced as a pilot program in July 2019 to address the loss of major grocery chains in Needles. Both the Dial-A-Ride Medical and Shopper Shuttle programs provide lifeline connections into Arizona for groceries and medical services not available in the City of Needles.

The Senior Dial-a-Ride program serving the City of Needles has been a popular service and is an important, necessary service for eligible travelers within the City who cannot get to the fixed-route service, Needles Area Transit, either because it is too far from where they live or because they have mobility challenges that prevent them traveling on fixed-route buses. The Senior Dial-A-Ride has had steady ridership, serving almost 500 passenger boardings per month at an average cost of about \$16 per boarding.

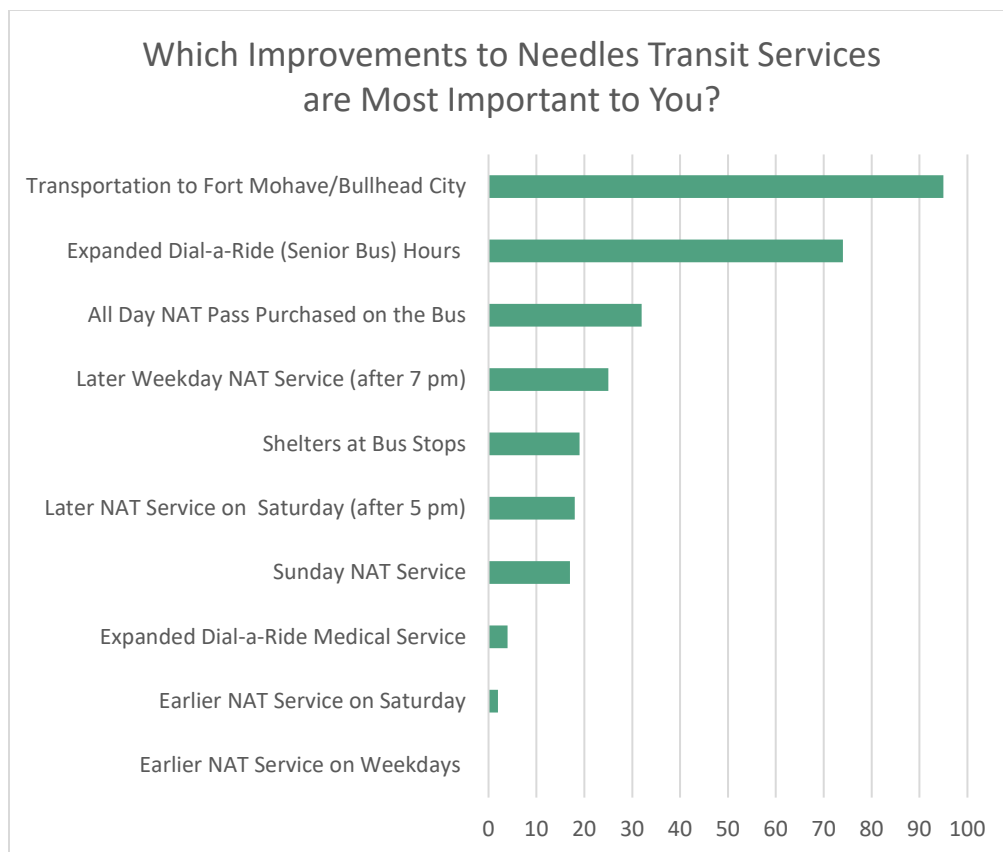
The Dial-A-Ride Medical service has had a different experience. It is designed to drop off passengers at their medical appointments in the morning on the way up to Bullhead City and pick them up on the return trip back to Needles. In recent years, the Dial-A-Ride Medical service has experienced a decline in ridership currently providing approximately 25 round trips (50 one-way trips) per year. While the annual operating cost of the Dial-A-Ride Medical service is relatively low at \$9,075, the average cost per trip was \$182 in FY 23/24. Declining ridership and a high per trip cost presents an opportunity to explore an alternate service delivery model for the medical transport.

The Shopper Shuttle program, conversely, was well received in the community from the beginning of its initial pilot period in July 2019. The program was launched with privately funded subsidized fares allowing residents to travel for free to shopping locations in Fort Mohave, Arizona, such as Walmart, Safeway, Smith's and CVS. The program currently provides an average of 18 round trips (36 one-way trips) per month at a per trip cost of only \$22.59 in FY 23/24.

During the development of the NEEDLES TRANSIT SERVICES SHORT RANGE TRANSIT PLAN (S RTP) for 2020-2025, numerous stakeholders expressed the difficulty of transportation access to groceries and necessities with the closure of the 99 Cents Only Store in April 2018 and there no longer being any grocery stores in Needles. Also reported during the S RTP outreach process was the need for alternatives for transportation to jobs at the many businesses adjacent to Highway 95 from the Colorado River north to Fort Mohave and on to Bullhead City. Travel to Fort Mohave and Bullhead City was also the highest

ranked need communicated during the SRTP planning process community open house as shown in Figure 1.

**Figure 1, FY 2020 -2025 SRTP Outcome of Voting Improvements at Community Open House**



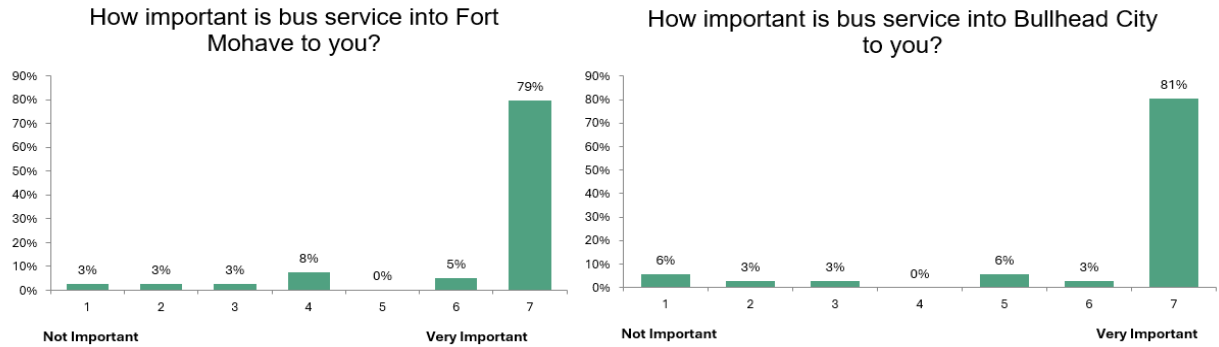
The 2020-2025 SRTP development process reported conflicting messages from stakeholders about the Dial-A-Ride Medical service. Dial-a-Ride Medical service expansion was among the lowest ranking improvements as shown in Figure 1 and this is despite the fact that many of the specialized medical services in Arizona, such as orthopedics, dentistry and ob-gyn, are not available in Needles. The use rates of the Dial-a-Ride Medical have been and continue to be in decline. Information suggests that single individuals are using the service and some stakeholders reported that, as currently configured, the program doesn't work for many given the potential for long wait times for the return trip home.

An update to the Short-Range Transit Plan covering FY 2025-2030 began development in December 2024. During this process, surveys were mailed to Needles households in utility bills and onboard surveys were conducted with riders on the NAT bus. In each survey environment, the majority of respondents reported having service to Fort Mohave and Bullhead City as very important to them for the purpose of shopping and medical appointments (Figure 2). The closure of the local Rite Aid store in February 2024, leaving limited shopping opportunity at the Dollar General, has added to the need for access to shopping for those without other means of transportation.

Figure 2, FY 2025 -2030 SRTP Household and Rider Survey Responses

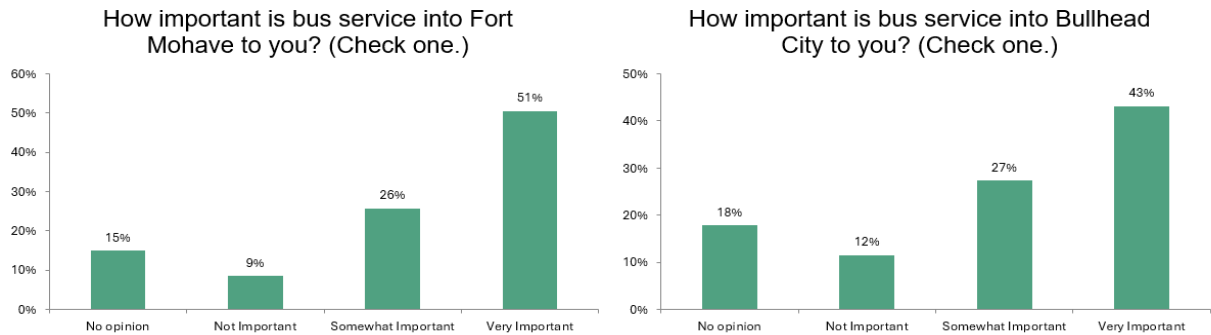
## Outreach – NAT Rider Survey

41 Survey Respondents



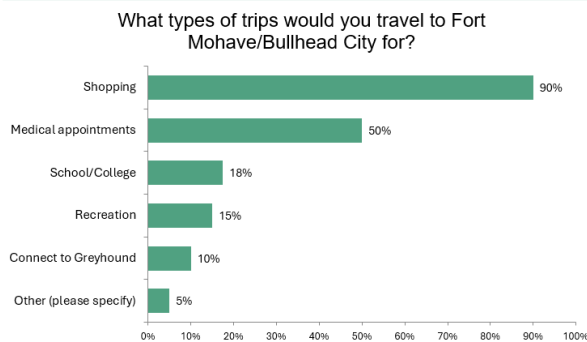
## Outreach – Household Survey

95 Survey Respondents



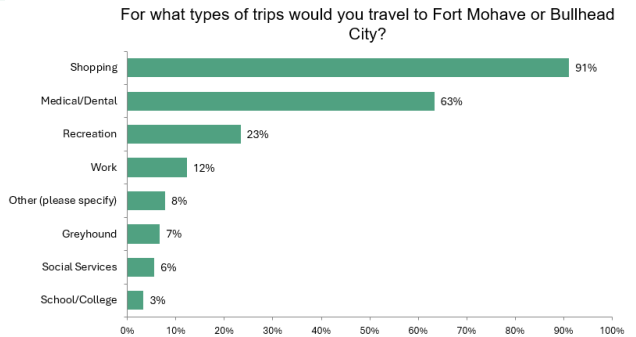
## Outreach – NAT Rider Survey

41 Survey Respondents



## Outreach – Household Survey

95 Survey Respondents



## Project Description

### **Rationale for Restructure**

To address declining ridership and rising costs on the Dial-A-Ride Medical service and to recognize the community's need for access to grocery shopping, plans for a combined shuttle to Fort Mohave and Bullhead City was proposed in the 2020-2025 SRTP. Branded the Fort Mohave/Bullhead Shuttle, the new service is proposed to combine the Dial-A-Ride Medical service with the Shopper Shuttle service to provide more flexibility for medical appointments and more opportunities for residents to obtain groceries and other necessities. To achieve this, the Fort Mohave/Bullhead Shuttle proposes to run two trips per day between Needles, Fort Mohave and Bullhead City on Tuesday and Thursday, allowing passengers to ride for any trip purpose. Providing two trips per day, one morning round trip and one late morning round trip reduces the length of time a passenger must wait to return home from medical appointments and grocery trips, as well as new opportunities to travel later in the morning than is currently possible on existing services.

Combining the trip purpose of the Dial-A-Ride Medical and Shopper Shuttle services onto a single vehicle will maximize the vehicle's capacity and likely lead to increased productivity and cost efficiency. Increasing service frequency to provide four round trips over two days, as the Fort Mohave/Bullhead Shuttle, instead of three round trips over three days currently provided between the two existing programs will increase vehicle revenue miles traveled, but will reduce the number of required service days, service hours and the dwell time of the driver and vehicle waiting to return back to Needles once the last passenger is ready to return.

### **General Parameters for the New Service**

Reservations for the Fort Mohave/Bullhead Shuttle must be made in advance and prepaid on a first-come first-serve basis. Reservations are scheduled by contacting the Needles Regional Senior Center between 9:00 a.m. and 1:00 p.m., Monday through Friday. The required fare must be paid in person at the senior center no later than 11:00 a.m. the day prior to taking a trip.

Passengers using the Fort Mohave/Bullhead Shuttle will board the bus at the El Garces west parking lot at approximately 8:15 a.m. to begin the outbound trip into Fort Mohave and Bullhead City. The return trip of the morning run will begin at approximately 10:30 a.m. at the furthest northern point on the route to return back to Needles. The second run of the day will begin by leaving the El Garces at approximately 11:30 a.m. dropping off passengers at their desired destinations in Arizona. The second run of the day will only be scheduled if reservations have been made by passengers for that time slot or if passengers from the morning run were not ready to return back to Needles on the morning return trip and need to be picked up later in the day. This is sometimes the case with passengers with longer medical appointments such as dialysis and out-patient surgery procedures. The return trip of the afternoon run will begin at approximately 1:00 p.m. at the farthest northern point on the route, returning to Needles no later than 3:00 p.m. A proposed route map of the Fort Mohave/Bullhead Shuttle is presented in Figure 3.



The Shuttle will operate on a zone system within a 2 mile radius of Arizona Highway 95, reflected in fares and each zone will include stops identified by the passenger during the trip reservation process. All service is dependent on reservations; however, if a trip does not have service into Zone 2 during one of the two days in service, the Shuttle route will not stop in this Zone.

Zone 1 stops may include Valley View Medical Center, Fort Mohave Walmart Superstore, Safeway, Smith's, CVS and other stops up to the intersection of Arizona Highway 95 and Aztec Road. Zone 2 includes all stops north of Arizona Highway 95/Aztec Road up to and including Silver Creek Road in Bullhead City.

**Figure 3, Fort Mohave/Bullhead Shuttle Proposed Route and Zones**



Inbound Zone 1 stops (the orange highlighted area) will begin at the intersection of Arizona Highway 95 and Aztec Road (Smith's, CVS and Safeway, Fort Mohave locations).

The Fort Mohave/Bullhead Shuttle's pre-paid fare is similar to the fare required on the Shopper Shuttle but split into two zones to provide more choice to riders and to reflect the shorter trip distance in the lower fare:

- Zone 1 between Needles and Fort Mohave – the orange highlighted area;
- Zone 2 the teal highlighted area or those traveling to any point beyond Fort Mohave up to Bullhead City.

The pre-paid fare for Zone 1 is \$9.00 per round trip and the fare for Zone 2 is \$12.00 per round trip as presented in Table 1.

**Table 1, Proposed Fare Structure for Fort Mohave/Bullhead Shuttle**

Fort Mohave/Bullhead Shuttle	
Zone 1 (round-trip)	\$9.00
Zone 2 (round-trip)	\$12.00

The proposed fare structure represents a \$3.00 increase in the Zone 1 fare in the current Dial-A-Ride Medical service from \$6.00 to \$9.00 in efforts to help offset the higher operating cost of long-distance lifeline service and is the

same as the existing Shopper Shuttle service. The proposed zonal fare structure is comparable to those of similar services provided for residents in Blythe, CA traveling to the Coachella Valley on the Blythe Wellness Express (BWE) and for Imperial County residents traveling to San Diego on IVT MedTrans.

## Operating Plan

This operating plan presents a framework for Needles Transit Services to implement the Fort Mohave/Bullhead Shuttle. Estimated operating characteristics are presented based on assumptions from existing services performance, contractual operating guidelines, current funding conditions and potential service use by the consumer. Most utilization estimations in the plan assume service usage at full service which may be higher than is actually realized.

### **Twice Daily Schedules**

Table 2 presents the potential morning (A.M.) running schedule of the Fort Mohave/Bullhead Shuttle from departure at the El Garces to the furthest point of the route in Bullhead City, and its return for the morning run. The locations presented here represent the major destinations for shopping and medical facilities most likely to be visited by riders of the Dial-A-Ride Medical and Shopper Shuttle services.

The estimated time points are not intended to be a guide for riders but as an operating tool to best estimate vehicle travel along the route. The exact timepoint arrival will depend on the number of riders on each run and the geographic location of their desired destination. The driver will be expected to coordinate return pick-up times with the rider based on the number of additional stops to be made, where those stops are located along the route, and the necessary drive time to return to Needles to begin the afternoon run or end the service day in the event of no afternoon run.

**Table 2, Operating Time Points at Full Service – Morning Run**

Location	Estimated Time Point	Estimated Minutes Between Stops	Mileage
<b>Northbound - Morning</b>			
El Garces (Needles)	8:15 AM		
Valley View Medical Center	8:35 AM	20	12
Walmart Fort Mohave	8:40 AM	5	0.3
Safeway Fort Mohave	8:45 AM	5	0.8
CVS Fort Mohave	8:50 AM	5	0.3
Smith's Fort Mohave	8:55 AM	5	0.1
Target Bullhead	9:05 AM	10	2.7
Silver Creek Rd. Bullhead	9:20 AM	15	5.7
Totals		65	21.9
<b>Southbound - Morning</b>			
Silver Creek Rd. Bullhead	10:15 AM		
Target Bullhead	10:30 AM	15	5.7
Smith's Fort Mohave	10:35 AM	10	2.7
CVS Fort Mohave	10:40 AM	5	0.1
Safeway Fort Mohave	10:45 AM	5	0.3
Walmart Fort Mohave	10:50 AM	5	0.8
Valley View Medical Center	10:55 AM	5	0.3
El Garces (Needles)	11:15 AM	20	12
Totals		65	21.9



The proposed service parameters split the service day into two round trips, one in the morning and one in the afternoon. In the event that no afternoon outbound trips are reserved, the morning return trip may be extended later in the day to allow passengers time to complete their medical appointments or shopping trips where there would otherwise be no need to return to Needles midday to commence an afternoon run. The estimated operating time schedule for the afternoon run is presented in Table 3.

**Table 3, Operating Time Points at Full Service – Afternoon Run**

Location	Estimated Time Point	Estimated Minutes Between Stops	Mileage
<b>Northbound - Afternoon</b>			
El Garces (Needles)	11:30 AM		
Valley View Medical Center	11:50 AM	20	12
Walmart Fort Mohave	11:55 AM	5	0.3
Safeway Fort Mohave	12:00 PM	5	0.8
CVS Fort Mohave	12:05 PM	5	0.3
Smith's Fort Mohave	12:10 PM	5	0.1
Target Bullhead	12:20 PM	10	2.7
Silver Creek Rd. Bullhead	12:35 PM	15	5.7
Totals		65	21.9
<b>Southbound - Afternoon</b>			
Silver Creek Rd. Bullhead	1:15 PM		
Target Bullhead	1:30 PM	15	5.7
Smith's Fort Mohave	1:40 PM	10	2.7
CVS Fort Mohave	1:45 PM	5	0.1
Safeway Fort Mohave	1:50 PM	5	0.3
Walmart Fort Mohave	1:55 PM	5	0.8
Valley View Medical Center	2:00 PM	5	0.3
El Garces (Needles)	2:20 PM	20	12
Totals		65	21.9

### **Vehicle Requirements**

The Fort Mohave/Bullhead Shuttle will initially utilize the fleet of existing dial-a-ride vehicles used to operate the Dial-A- Ride Senior Shuttle, Dial-A-Ride Medical and Shopper Shuttle programs. The new service will follow the existing maintenance program, vehicle storage and fueling procedures in place for dial-a-ride programs. The current fleet consists of three wheelchair accessible paratransit vehicles. Two of the current vehicles have reached the useful life benchmark for vehicle age with odometer readings of 75,697 and 100,524 miles as shown in Table 4.

In the event reservations exceed dial-a-ride vehicle capacity (maximum 4 riders with seating room for groceries), a deviated fixed route (NAT) vehicle can be used to accommodate a maximum of 9 riders

with seating room for groceries. Reservations must be carefully coordinated so that there are never more than 9 riders at any given time.

**Table 4, Dial-A-Ride Program Fleet Inventory**

ID#	VIN	License #	ADA Accessible?	Year and Make	In-Service Date	Useful Life Years	Seating Capacity	Mileage
S-3	10858	1146441	Yes	2002 Ford	7/1/2002	7	7	75,697
S-5	18893	1335656	Yes	2009 Starcraft Starlite	7/1/2009	7	7	100,524
S-6	35613	1626392	Yes	2019 Arboc	4/15/2022	7	8	21,334

The proposed operating structure assumes seven vehicle service hours per day from 8:00 a.m. to 3:00 p.m. at the return of the vehicle to the El Garces at the end of the day. This equates to 728 annual vehicle service hours for the program.

### **Revenue Hours and Contracted Service Rates**

Table 5 presents estimated costs based upon average daily service hours to arrive at annual estimates of service hours.

Hourly service rates are outlined in the current operating contract for FY 24/25 and projected for FY 25/26, then multiplied by the number of proposed service hours for the Fort Mohave/Bullhead Shuttle. The current operations contract term expires June 30, 2025 with one additional 2-year option that could extend the contract term through June 30, 2027. The hourly service cost per day ranges from \$346.57 in FY 24/25 to \$367.71 in FY 26/27, assuming a three percent increase in contractor rates each year. The total annual service hour operating cost is estimated at \$36,043 in FY 24/25 and \$38,242 in FY 26/27. These totals do not include the cost of vehicle insurance or fuel.

**Table 5, Proposed Forth Mohave/Bullhead Shuttle Hourly Operating Cost**

Service Provided	Service Hours per Day	Hourly Rate FY 25	Operating Cost FY 25	Hourly Rate FY 26	Operating Cost FY 26	Hourly Rate FY 27	Operating Cost FY 27
Tuesday	7	\$49.51	\$346.57	\$51.00	\$357.00	\$52.53	\$367.71
Thursday	7	\$49.51	\$346.57	\$51.00	\$357.00	\$52.53	\$367.71
Annualized	728	\$49.51	\$36,043.28	\$51.00	\$37,128.00	\$52.53	\$38,241.84
*Assumes a 3% annual increase in hourly rate **Does not include fixed fee for insurance or actual cost of fuel							

The current service hours schedule for the existing Dial-A-Ride Medical service and the Shopper Shuttle are presented in Table 6. The combination of both existing services could run a maximum of 962 (Med = 7 hours per day x 2 days per week; Shopper = 4.5 hours per day, once per week) annual service hours over the three available service days. In comparison, the proposed service hour schedule for the Fort Mohave Bullhead Shuttle runs a maximum of 728 hours per year at full service.

**Table 6, Existing Dial-A-Ride Medical and Shopper Shuttle Scheduled Service Hours (At Full Service)**

Existing Service Provided	Existing Service Hours Per-Day	Proposed Service Hours Per-Day	Proposed Service Provided
Tuesday DAR Med	7	7	Tuesday FMBS
Wednesday Shopper Shuttle	4.5	0	Wednesday FMBS
Thursday DAR Med	7	7	Thursday FMBS
Annualized	962	728	Annualized

### **Contract Parameters with DAR Operations Contractor**

The current operating contract stipulates that adjustments in annual service hours within 20 percent in either direction will not require a modification of the revenue service vehicle hour rate. The restructuring of existing services to the proposed Fort Mohave/Bullhead Shuttle service reduces annual scheduled service by 234 hours. However, the low utilization of the Dial-A-Ride Medical service in recent years and the potential for higher utilization of the Fort Mohave/Bullhead Shuttle suggests an overall increase in service hours after the restructure.

It is also expected that the cost of fuel, that is reimbursed at actual cost, will grow due to the expected increase in service miles by extending the Shopper Shuttle service area beyond Fort Mohave and into Bullhead City. In addition to fuel, the current operations contract includes a fixed monthly fee to cover the cost of insurance for the demand response vehicles. Per the contract, this is included in the operation contractor's monthly invoice in addition to the vehicle service hours and actual fuel expenses.

Vehicle service miles are calculated from the time of leaving base to return to base including deadhead and vehicle dwell time. Table 7 shows the current annual vehicle service miles for the Dial-A-Ride Medical service and the Shopper Shuttle along with the projected vehicle service mile estimation of the proposed Fort Mohave/Bullhead Shuttle at maximum service. For this projection, maximum service is defined as service provided from the El Garces to the furthest service area point in Bullhead at two runs per day, twice per week. Actual service utilization will likely be realized at lower levels than this estimation, as not all passengers will need to travel as far as Bullhead or that there may not be full demand for both service runs each day.

The proposed route structure estimates 22 service miles in each direction between the El Garces and Bullhead. At two round trips per day and two service days per week, the proposed service projects 9,152 annual vehicle miles. This is a significant increase in service miles if the Fort Mohave/Bullhead Shuttle operates at full capacity for a full year compared to the actual service miles incurred between the Dial-A-Ride Medical and Shopper Shuttle services currently. This is due to the current low demand for the Medical service that is not in use on all available service days.

**Table 7, Vehicle Service Mile Estimation for Two Existing and Proposed New Service**

Service Provided	Actual Service Miles FY 23	Actual Service Miles FY 24	Proposed Service Miles FY 25	Proposed Service Miles FY 26
Dial-A-Ride Medical, Existing	880	820		
Shopper Shuttle, Existing	1,529	1,595		
Fort Mohave Bullhead, Proposed			9,152	9,152
<b>Total</b>	<b>2,409</b>	<b>2,415</b>	<b>9,152</b>	<b>9,152</b>

### **Total Operating Costs**

The proposed Fort Mohave/Bullhead Shuttle service assumes an operating cost of \$50,497 in FY 24/25 that increases to \$54,032 in FY 25/26 as shown in Table 8. Under current conditions, the cost of insurance for the Senior Dial-A-Ride, Dial-A-Ride Medical and Shopper Shuttle programs average roughly \$1,800 per month. The Fort Mohave/Bullhead Shuttle insurance estimates are based on the contracted monthly rate for insuring one vehicle. Future year estimates assume three percent annual increases.

Current fuel costs for Needles Dial-A-Ride programs equate to roughly \$0.40 per mile. Assuming an estimated annual vehicle service mileage for the Fort Mohave/Bullhead Shuttle at maximum service of 9,152 the proposed service could generate fuel costs of approximately \$3,600 annually, depending on the price of fuel. City costs are inclusive of administrative/general government at \$4,150 and include annual increases of three percent to account for inflation.

An additional cost, to be borne by the City, will include an initial advertising campaign to introduce residents to the Fort Mohave/Bullhead Shuttle. The campaign will aim to ensure that the public is aware of the new service and how to use it. Advertising costs include the development and production of program flyers and rider guides as well as promotional tote bags for further program visibility. The Year 1 total for advertising is budgeted at \$5,500 with an additional \$2,000 being spent each year to replenish the stock of promotional collateral. Marketing materials could include the development of a rider's guide, flyers, fact sheets, mailing costs for current registered users and branded shopping bags. Table 9 presents the full program cost, including the contractor's service hour expense, fuel and insurance expense and a modest overhead expense to the City.

**Table 8, Proposed Operating Budget for Fort Mohave/Bullhead Shuttle**

<b>Fort Mohave/Bullhead Shuttle</b>	<b>FY 24/25</b>	<b>FY 25/26</b>	<b>FY 26/27</b>
<b>Operating Costs</b>			
Annual Vehicle Service Hours (RVSH)	728	728	728
RVSH Rate	\$49.51	\$51.00	\$52.53
Total RVSH Costs	\$36,043	\$37,128	\$38,242
Insurance*	\$7,194	\$7,410	\$7,632
Fuel**	\$3,060.00	\$3,366.00	\$3,702.60
City Costs (Admin)***	\$4,150	\$4,275	\$4,403
Operating Cost Sub-Total	\$50,497	\$52,229	\$54,032
<b>One-time Advertising Costs (optional)</b>			
Promotion (includes printing)	\$5,000	\$2,000	\$2,000
Promotional tote bags	\$500	\$0	\$0
Optional Cost Sub-Total	\$5,500	\$2,000	\$2,000
<b>Grand Total</b>	<b>\$55,997</b>	<b>\$54,229</b>	<b>\$56,032</b>

\* Allocates the fixed fee monthly insurance cost for one bus; assumes 3% annual increase

\*\* At \$0.41 per mile based on current FY 24 DAR fuel cost and total miles, increased annually by 10%

\*\*\* Increases by 3% annually

### **Capital Needs**

The current Needles Dial-A-Ride is supported by three wheelchair accessible cutaway vehicles that are rotated between services depending on the number of passengers to be carried. It is anticipated that a new dial-a-ride vehicle will need to be purchased in FY 24/25 to replace an aging vehicle in the current fleet. Funding for the new vehicle will be coordinated with the San Bernardino County Transportation Authority (SBCTA) once any replacement vehicles have been identified in the SRTP for the City of Needles.

## Existing Service Performance and Ridership Estimates

### **Service Performance Historical Experience**

The projected performance output for the Fort Mohave/Bullhead Shuttle builds upon the current performance measures of the two existing Dial-A-Ride Medical and Shopper Shuttle services. A summary of performance measures for the Dial-A-Ride Medical service is presented in Table 9, as experienced over the past seven years. Ridership on the Medical service peaked in FY 18/19 at 142 trips but has declined over the past five years. The COVID-19 pandemic may have had some effect on service demand.

**Table 9, Dial-A-Ride Medical Performance Summary**

	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22	FY22/23	FY23/24	Trend
<b>Needles Dial-A-Ride Medical</b>								
Ridership	135	142	105	82	46	58	50	
Service Hours	456	534	505	191	44	65	47	
Revenue Miles	3,660	4,435	4,431	1,682	666	880	881	
Operating Cost **	\$27,351	\$32,045	\$19,146	\$14,091	\$12,220	\$8,828	\$9,075	
Fare Revenue	\$1,032	\$1,668	\$1,224	\$511	\$240	\$246	\$246	
<b>Key Performance Metrics</b>								
Passengers per Hour	0.3	0.3	0.2	0.4	1.0	0.9	1.1	
Passengers per Mile	0.04	0.03	0.02	0.05	0.07	0.07	0.06	
Cost per Passenger	\$202.60	\$225.67	\$182.34	\$171.84	\$265.66	\$152.21	\$181.50	
Cost per Service Hour	\$59.98	\$60.01	\$37.91	\$73.77	\$277.73	\$135.82	\$193.08	
Cost per Revenue Mile	\$7.47	\$7.23	\$4.32	\$8.38	\$18.35	\$10.03	\$10.30	
Farebox Recovery	3.8%	5.2%	6.4%	3.6%	2.0%	2.8%	2.7%	

The Shopper Shuttle service was launched in July 2019, so in contrast to the Dial-A-Ride Medical service, there are only four years of performance to report. The Shopper Shuttle provided 288 passenger trips in its first year of service, generating 162 service hours and 1,632 service miles. With an operating cost of \$21,161, the average cost per passenger was \$73.48 with a productivity indicator of 1.8 passengers per hour (Table 10). Ridership has increased in the most recent fiscal year, delivering 444 trips with a per trip cost of only \$21.29 and improving to carrying 2.9 passengers per hour.



**Table 10, Shopper Shuttle Performance Summary**

	FY19/20	FY20/21	FY21/22	FY22/23	FY23/24	Trend			
Needles Shopper Shuttle									
Ridership	288	360	238	340	444	<div></div>	<div></div>	<div></div>	<div></div>
Service Hours	162	153	128	138	152	<div></div>	<div></div>	<div></div>	<div></div>
Revenue Miles	1,632	1,704	1,487	1,595	1,723	<div></div>	<div></div>	<div></div>	<div></div>
Operating Cost	\$21,161	\$15,574	\$13,507	\$9,758	\$10,030	<div></div>	<div></div>	<div></div>	<div></div>
Fare Revenue	\$2,664	\$1,690	\$1,121	\$1,593	\$2,057	<div></div>	<div></div>	<div></div>	<div></div>
Key Performance Metrics									
Passengers per Hour	1.8	2.4	1.9	2.5	2.9	<div></div>	<div></div>	<div></div>	<div></div>
Passengers per Mile	0.18	0.21	0.16	0.21	0.26	<div></div>	<div></div>	<div></div>	<div></div>
Cost per Passenger	\$73.48	\$43.26	\$56.75	\$28.70	\$22.59	<div></div>	<div></div>	<div></div>	<div></div>
Cost per Service Hour	\$130.62	\$101.79	\$105.52	\$70.71	\$65.99	<div></div>	<div></div>	<div></div>	<div></div>
Cost per Revenue Mile	\$12.97	\$9.14	\$9.08	\$6.12	\$5.82	<div></div>	<div></div>	<div></div>	<div></div>
Farebox Recovery	12.6%	10.9%	8.3%	16.3%	20.5%	<div></div>	<div></div>	<div></div>	<div></div>

### **Ridership and Performance Projections**

The proposed Fort Mohave/Bullhead Shuttle provides travel opportunities four times per week with two round trips per day, twice per week. This configuration provides three more opportunities for shoppers than is currently available on the Shopper Shuttle and does not require shoppers to begin their day before 8:00 a.m. Additionally, it is also assumed that the shorter wait times to return back to Needles will attract more riders for medical purposes who no longer have to wait until the late afternoon to return home. This has been required under the current service configuration to allow adequate time for dialysis patients or persons with later appointment times during the day that may have suppressed utilization. For individuals with appointments that may last several hours or that have appointment times later in the morning, the second run of the day guarantees they will have a return ride home.

The projected ridership presented in Table 11 builds upon current ridership and assumes four riders completing four round trips per service day over the two provided vehicle runs in the first year of service. This projection results in 832 trips in FY 24/25 , and assumes a five percent increase in trip volume in FY 25/26. The fare revenue estimates presented in Table 12 assume that 80 percent of riders will only travel within Zone 1 at the round-trip fare of \$9.00 and 20 percent of riders will pay the \$12.00 fare to travel in Zone 2. These service projections would result in an average cost per passenger of \$60.69 and \$59.76 and a farebox recovery of 15.8% and 16.1% in the first and second year of service respectively.

**Table 11, Fort Mohave Bullhead Shuttle Service Projections**

<b>Fort Mohave/Bullhead Shuttle</b>	<b>FY 24/25</b>	<b>FY 25/26</b>
Passenger Trips	832	874
Service Hours	728	728
Service Miles	9,152	9,152
Operating Cost	\$50,497	\$52,229
Fare Revenue	\$7,987	\$8,390
Passenger per Hour	1.1	1.2
Passengers per Mile	0.09	0.10
Cost per Passenger	\$60.69	\$59.76
Cost per Service Hour	\$69.36	\$71.74
Cost per Service Mile	\$5.52	\$5.71
Farebox recovery	15.8%	16.1%

### **Funding Plan**

Funding for the Fort Mohave/Bullhead Shuttle in FY 24/25 is budgeted through California State Transit Assistance Program (STA) funds derived from bond proceeds and sales tax on diesel, and from Senate Bill (SB) 125 population-based formula funding allocated by regional transportation planning agencies. Transit funding will be used to cover the operating cost of the program less the passenger fare collected from riders. Table 12 presents the total operating cost and revenue forecast for the Fort Mohave/Bullhead Shuttle in FY 24/25 at \$55,997 and at \$54,229 in FY 25/26, inclusive of marketing and advertising costs. Any shortfall in passenger revenue would be augmented by SB125 funds, secured by SBCTA in the amount of \$247,084 to be used to cover the pilot shuttle's expenses until exhausted.

**Table 12, Fort Mohave Bullhead Shuttle Funding Forecast**

<b>Fiscal Year</b>	<b>Operating Expense</b>	<b>Passenger Fare Revenue</b>	<b>STA Population</b>	<b>SB 125</b>
FY 24/25	\$55,997	\$7,987	\$25,000	\$23,010
FY 25/26	\$54,229	\$8,390	\$0	\$45,839
<b>Totals</b>	<b>\$110,226</b>	<b>\$16,377</b>	<b>\$25,000</b>	<b>\$68,849</b>