

Short Range Transit Plan

FY 2013-2014 to FY 2018-2019

DRAFT REPORT



Yuma County
Intergovernmental
Public Transportation
Authority (YCIPTA)

June 2014

SRTP Chapters

1. SRTP Introduction & Overview
 2. YCAT System & Service Area Profile
 3. System Performance Analysis
 4. Results of SRTP Outreach & Surveys
 5. Recommended Operations Plan
 6. Revised Performance Standards
 7. Recommended Financial Plan
 8. Capital Improvement Plan
 9. Marketing & Outreach Overview
- Appendices

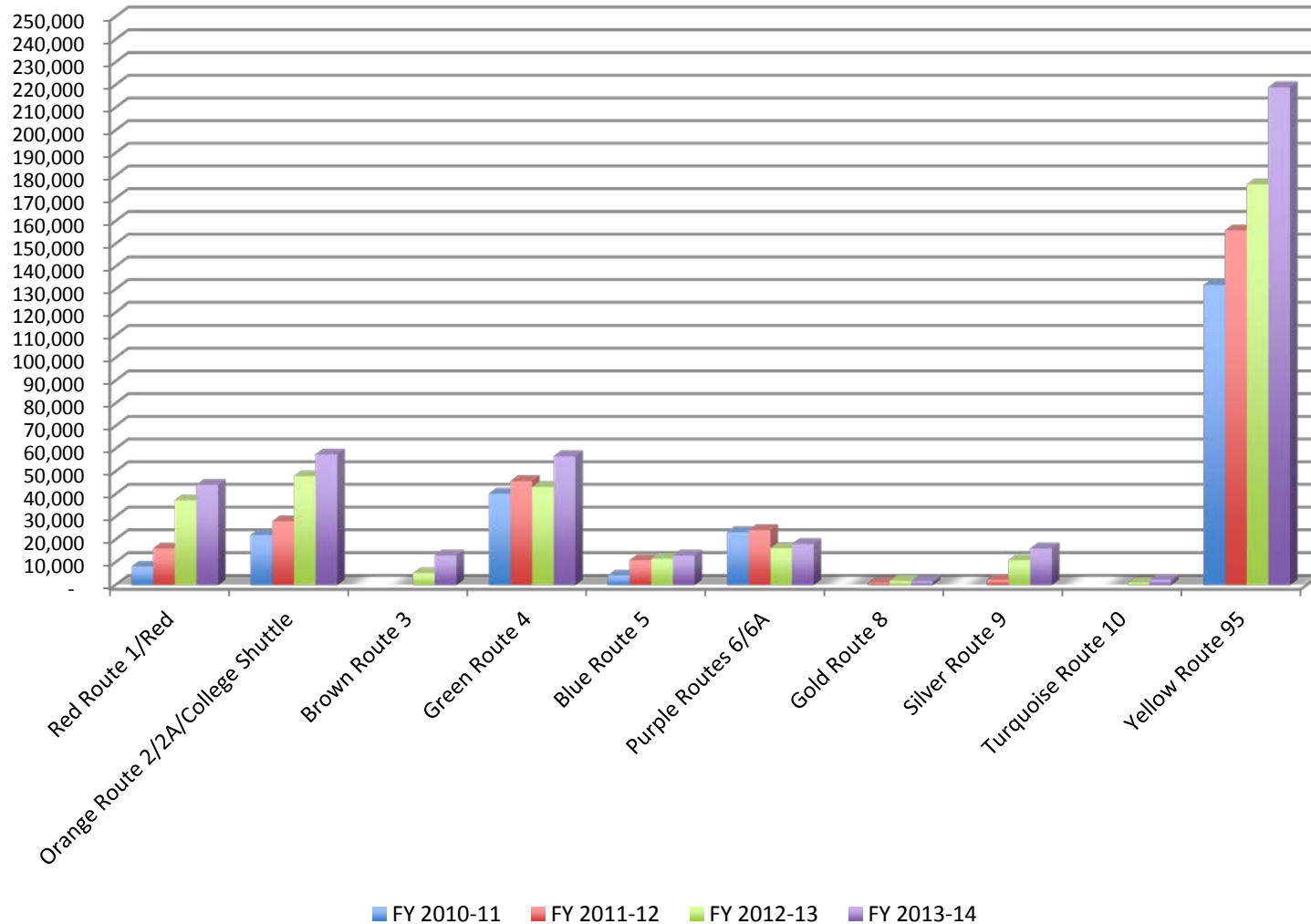
Chapter 3 - Key Performance Findings

- YCAT productivity is in same range as Peer Systems
- YCAT ridership was lowest relative to population served, but so was level of service provided
- Yellow Route 95 accounted for 46% of ridership and 62% of fare revenues in FY 2013
- Busiest bus stops were Downtown Yuma Transit Center, West Yuma Transfer Hub, AWC/NAU/UA Transfer Hub, and Downtown San Luis
- Most origins & destinations were in Central Yuma, at AWC/NAU/UA, and at Downtown San Luis

Chapter 4 – Surveys & Outreach

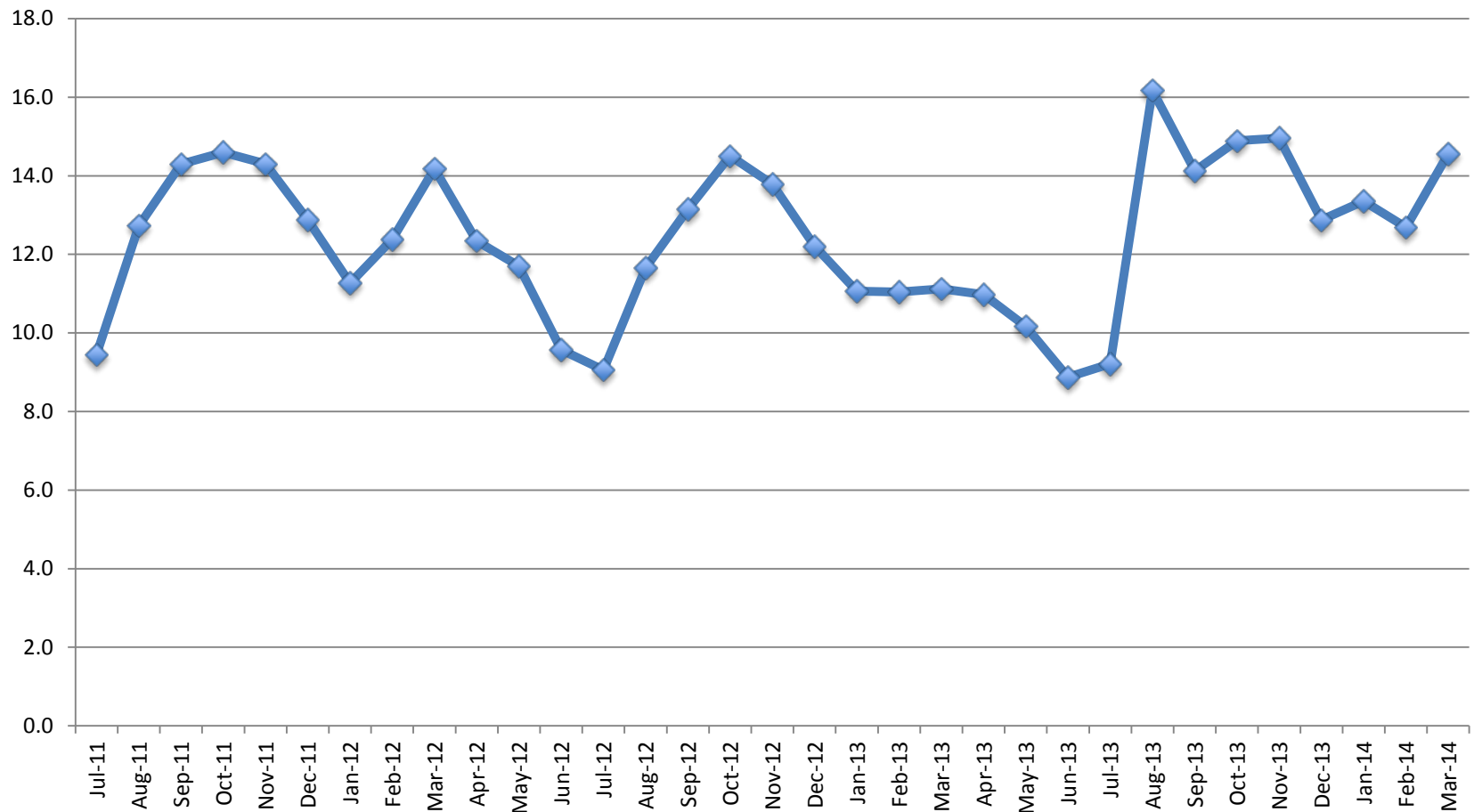
- No surprises found in surveys, 189 onboard interviews, 200 self-administered onboard surveys completed.
- Majority of YCAT users are Hispanic
- Spanish is primarily language of about 1/3 of YCAT riders
- About 40% ride YCAT 2-4 times per week; 45% ride 5 or more times per week
- About 67% rated YCAT service as excellent or good.
- Of those responding and making comments, most wanted:
 - Expanded evening and weekend service, including Sundays
 - Expanded evening service until 9:00 p.m.
 - More frequent buses and the buses being on time.
 - In the comments, more direct service (e.g., fewer long one-way loops) was also mentioned by many people.

Chapter 5 – Building on YCAT’s Strengths

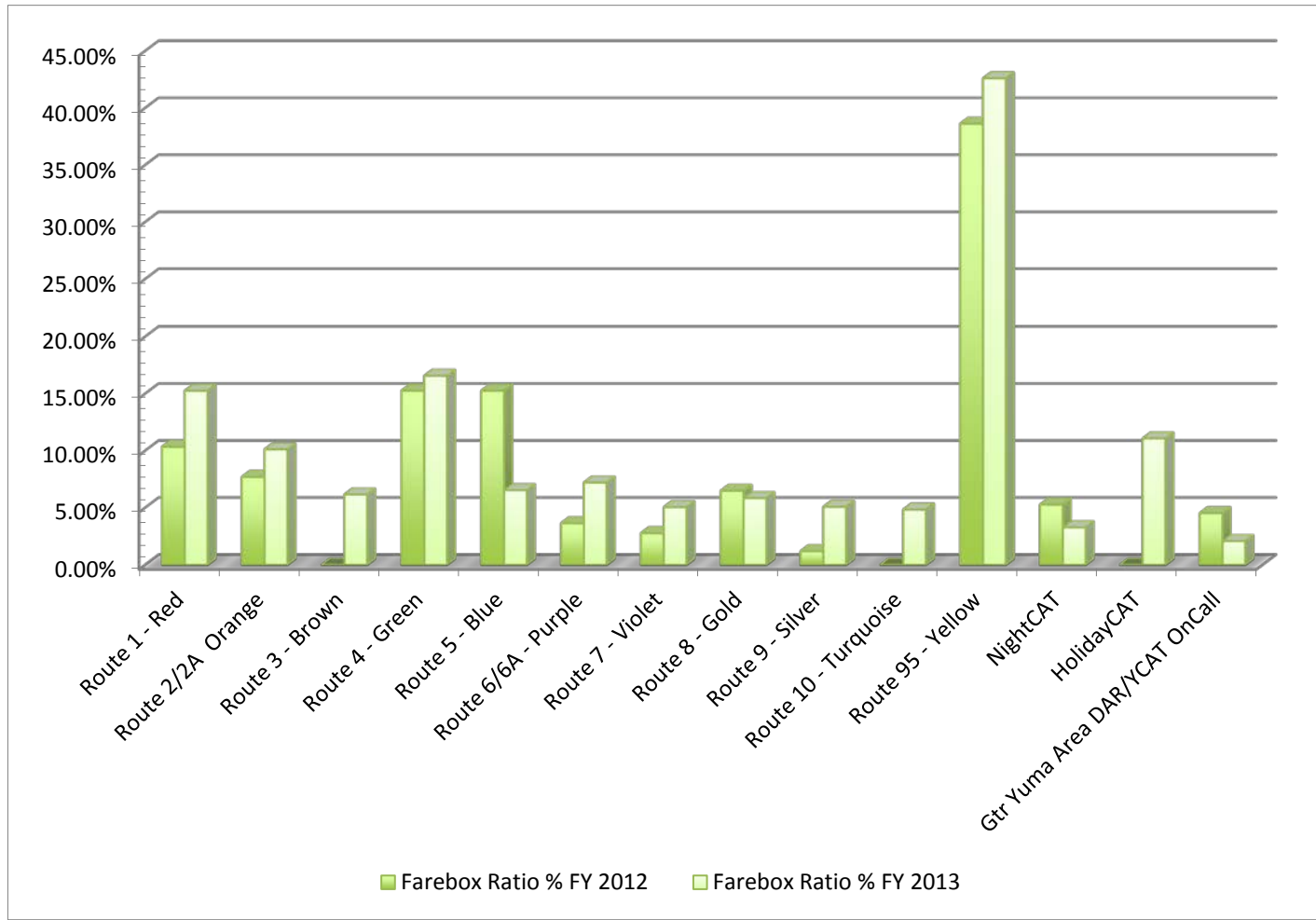


YCAT fixed route productivity increased somewhat, despite overall service increases in 2012 and 2013.

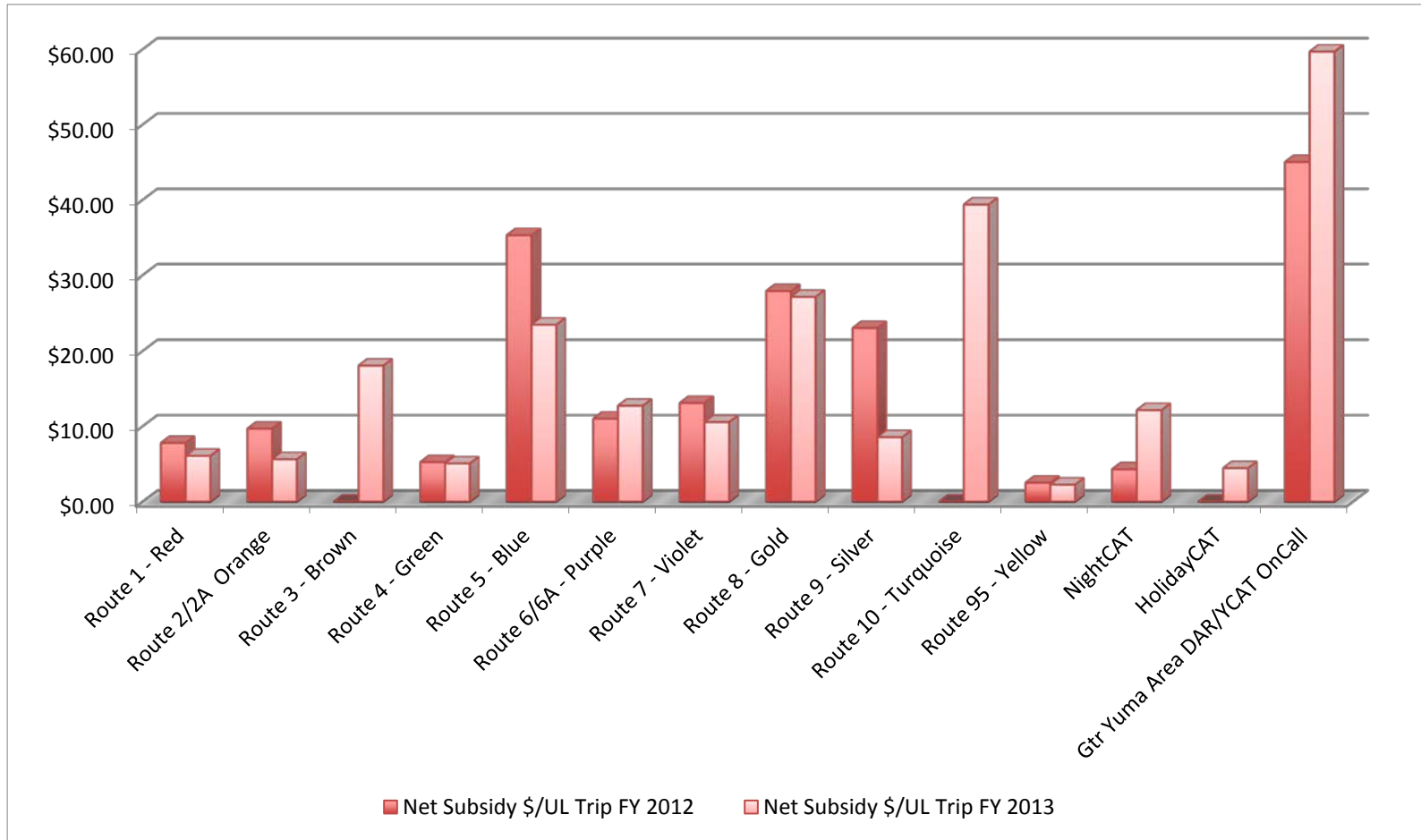
Unlinked Trips Per Revenue Hour, By Month



YCAT Farebox % By Route



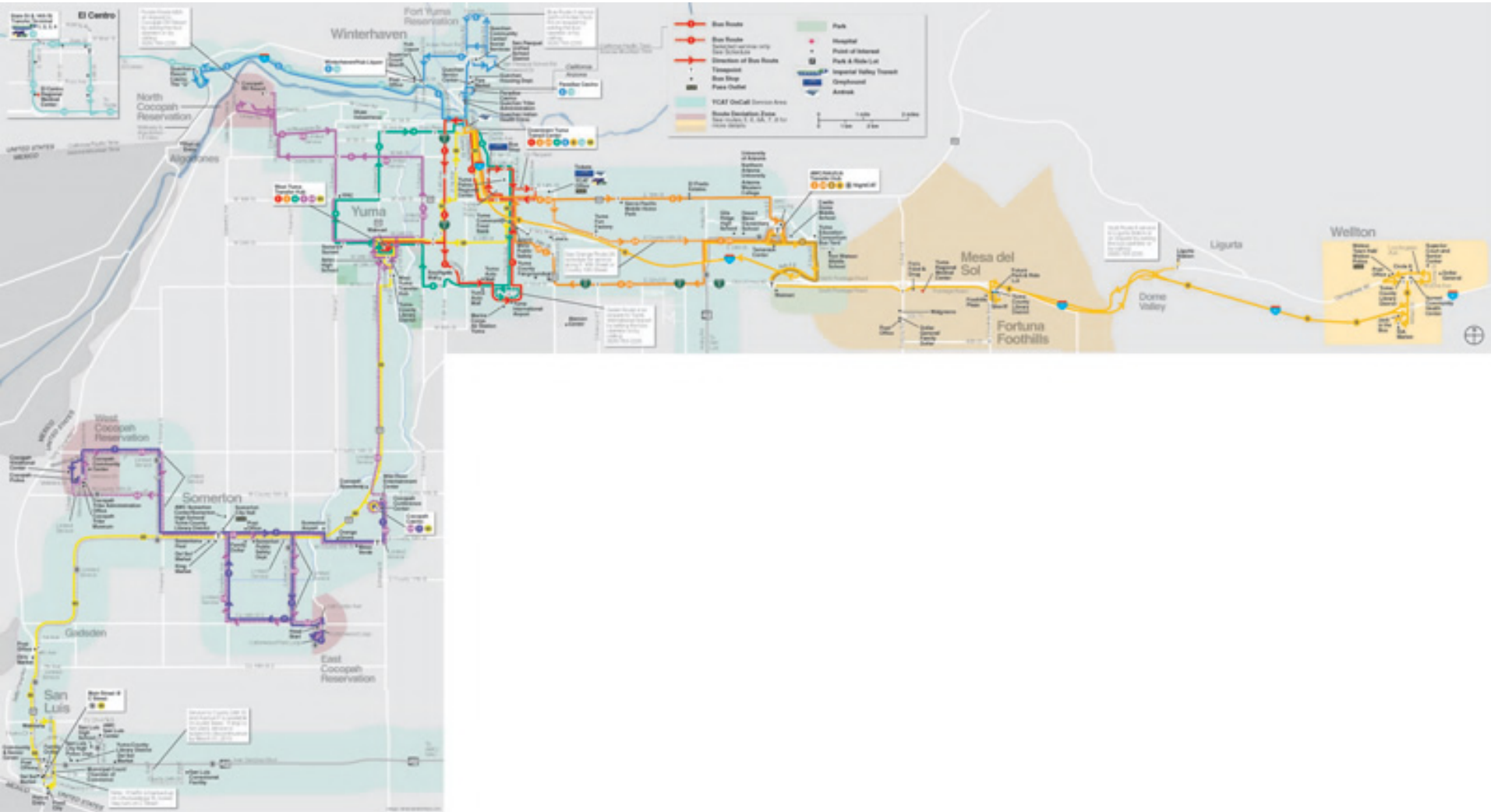
Net Subsidy \$/Unlinked Trip

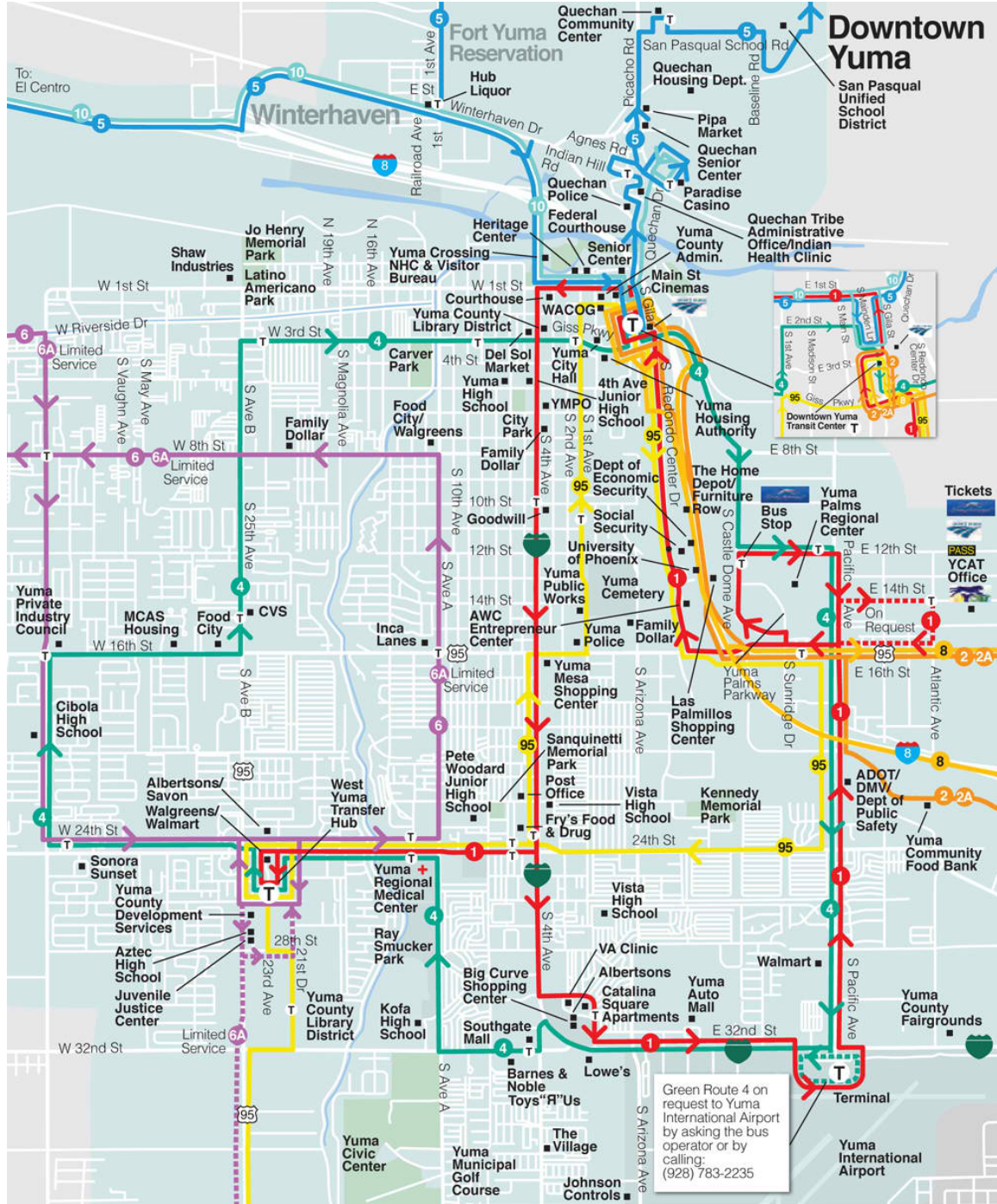


S RTP Recommendations

- Operations Plan revises the YCAT “Core Network” (77% of YCAT ridership) to improve ridership **within existing budget resources**.
- Restructuring Yellow Route 95 to operate two-way service consistently over entire length, plus added peak period buses to provide 30-minute frequencies in morning and afternoons.
- Additional capacity provided by rerouting Silver Route 9 between San Luis and AWC/NAU/UA via Somerton.
- Reroute Orange Route 2 to provide two-way service. Through routing with Yellow Route 95. Yellow Route 95 would cover 4th Avenue in both directions, replacing Red Route 1 in this segment.
- Combine Red Route 1 with Green Route 4, **for consistent two-way loop service** serving Central Yuma.
- Less-patronized YCAT routes would be improved, to increase ridership and mitigate changing funding sources for Tribal–funded services.

Current Yuma County Area Transit System Map







Service to Centro, CA

Resort

Service to Los Algodones border crossing

West Yuma Transfer Hub
95 4 6A

Downtown Yuma Transit Center
95 2 5 4 10

AWC/NAU/JA Transfer Hub
2 3 8 9

95 Route 95 service to Somerton and San Luis

6A Route 6A service to Cocopah reservation

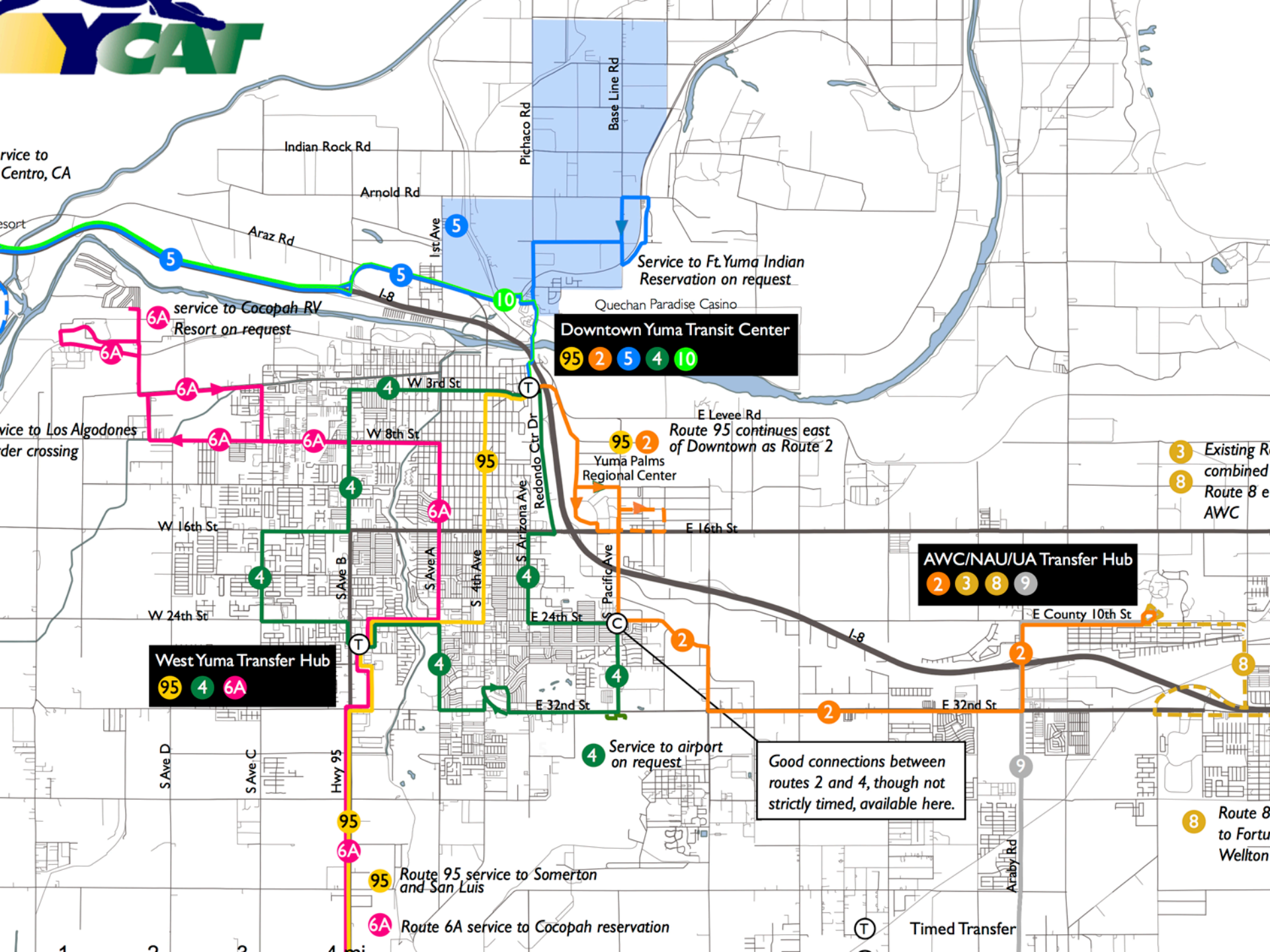
4 Service to airport on request

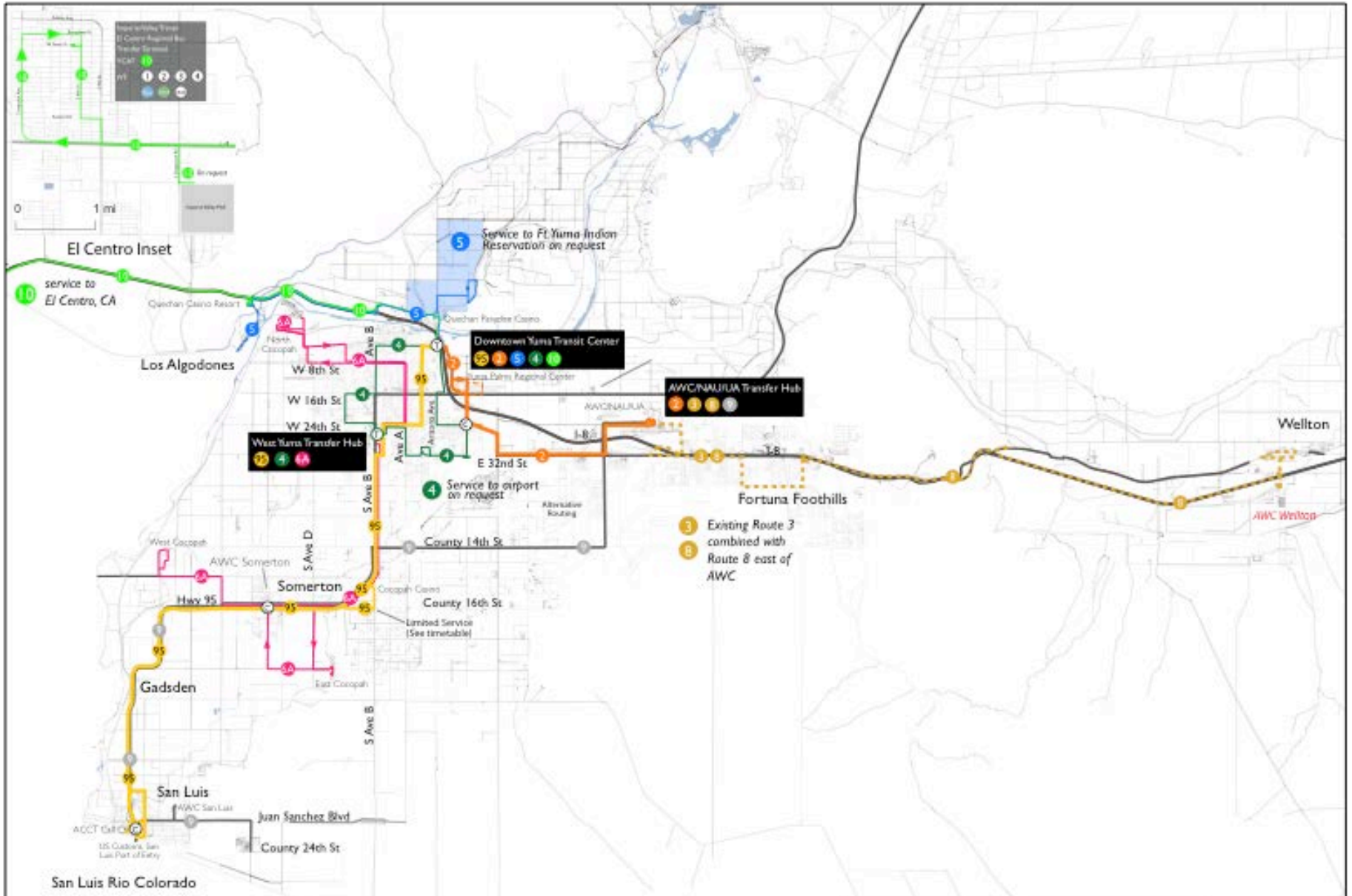
Service to Ft. Yuma Indian Reservation on request

Good connections between routes 2 and 4, though not strictly timed, available here.

3 Existing R
8 combined
Route 8 e
AWC

8 Route 8
to Fortu
Wellton



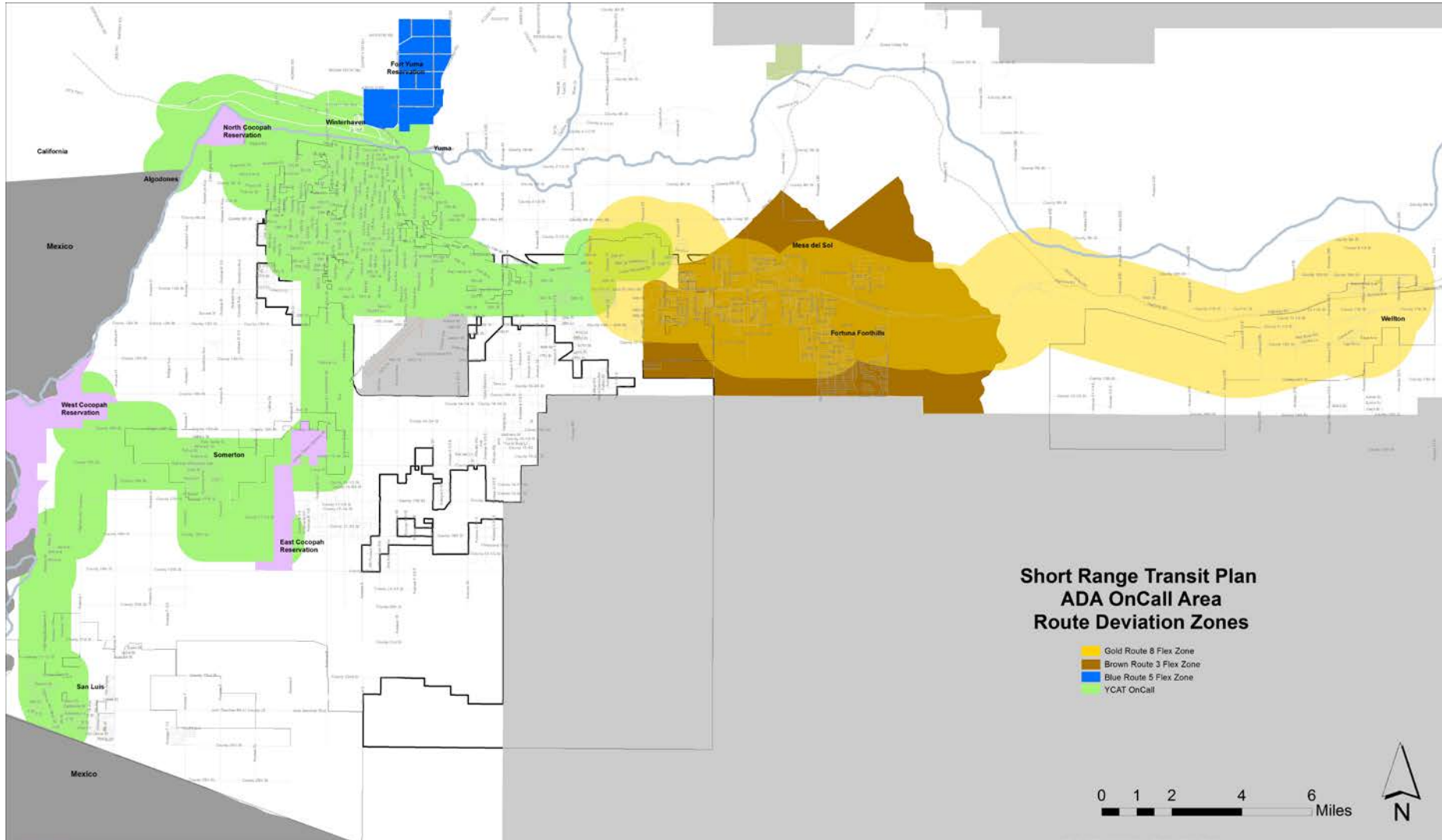


YCIPTA Short-Range Transit Plan
Proposed Network Changes - Regional

T Timed Transfer
C Good Connection

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YCAT OnCall Proposed Service Area



Description of Proposed YCAT Changes

Route #	[Original] Description of Service Change – Draft SRTP	Recommended Changes From Draft SRTP Document
Red Route 1 Central Yuma Circulator via 4th Ave (Counter Clockwise)	Discontinued. This route will be covered by Green Route 4/4A on Pacific Avenue, 32nd Street, 24th Street and Castle Dome Avenue and Yellow Route 95 on 4th Avenue and 24th Street.	-No changes.
Orange Route 2/2A East Yuma	<p>Interlined with Yellow Route 95 to provide one continuous route from San Luis, Gadsden, Somerton, Cocopah Casino and Yuma to AWC/NAU/ UA Transfer Hub via East Yuma. During the peak period, the bus would operate every 30 minutes on weekdays. Yellow Route 95 riders will be able to access Social Security, Yuma Palms Regional Center and AWC/NAU/UA without transfers.</p> <p>Orange Route 2A is discontinued due to low ridership. There will be no transit service to Fun Factory.</p> <p>Two way service will be provided on Redondo Center Drive, 24th Street, Avenue 3E and 32nd Street.</p> <p>Service to Sierra Pacific Mobile Home Park and El Prado along 16th Street east of Pacific Avenue is discontinued due to low ridership.</p> <p>Route is rescheduled.</p>	<p>-Route realigned providing two way service along Castle Dome Ave. and Yuma Palms Parkway instead of Redondo Center Drive.</p> <p>-Orange Route 2 will end and begin at Downtown Yuma Transit Center.</p>
Brown Route 3 Fortuna Foothills Shuttle/Gold 8	<p>No changes to weekday service.</p> <p>Saturday service during October-March only.</p>	<p>-Gold Route 8 AM schedule changed allowing for an arrival at AWC/NAU/UA before 8am. This trip will start in <u>Wellton</u>.</p> <p>-Early AM Brown Route 3 trips eliminated.</p> <p>-Brown Route 3 8:52 AM trip restored.</p>
Green Route 4/4A Central Yuma Circulator (4 = Clockwise) (4A = Counter Clockwise)	<p>This route will operate in both directions. Green Route 4A will operate opposite of Green Route 4 in the counter clockwise loop. New service will be provided to Catalina Drive (via Route 4A only) and Yuma Palms Regional Center bus stop (via Route 4A).</p> <p>Service to Yuma International Airport will be during airplane arrive and departure times only on both routes.</p> <p>Green Route 4 is rescheduled.</p> <p>Alternative service could be provided on 24th Street and Arizona Avenue depending on feedback.</p>	-Route realigned in both directions to serve Redondo Center Drive, continuing along East 16th Avenue and Pacific Avenue instead of Castle Dome Avenue, East 12th Street, and Pacific Avenue.

Description of Proposed YCAT Changes

Description of YCAT Route Changes, for Final SRTP, Continued		
Blue Route 5 Quechan Shuttle	Route is converted to a flex route. As a result, there will no longer be any YCAT <u>OnCall</u> service to this area.	-No changes.
	Route is rescheduled.	
Purple Route 6A Avenue A/Cocopah Reservations	Mesa Verde/Orange Grove service may be moved to Yellow Route 95 to help on time performance for this route.	-Southbound time adjustments were made, between 8th St @ Ave C and West Yuma Transfer Hub. -Layover location was moved to <u>Chapay St @ Quail Run Loop</u> (North Cocopah) instead of West Yuma Transfer Hub.
Gold Route 8 Interstate 8/<u>Wellton</u>	Route is rescheduled to coordinate with Orange Route 2 and Brown Route 3.	-See description under Brown Route 3 above.
	An on request stop is added to AWC <u>Wellton</u> Center.	
Silver Route 9 South County AWC/ NAU/UA Connector	Route realigned to serve Somerton and travel to AWC/NAU/UA Transfer Hub via County 14th Street. As a result, the route will start and end in San Luis at Avenue F @ County 24th Street.	-Only two northbound/southbound trips to Avenue F @ County 24th Street. -Additional time was added to schedule. (Travel time from 8 th Street @ Juan Sanchez Blvd. to AWC/NAU/UA: 48 Minutes) -Time adjustments were made to the first two AM trips, ensuring placement of equipment. -Service to AWC Somerton eliminated. -5:15 PM departure restored.
	Route will serve AWC Somerton Center.	
	Route is rescheduled with additional morning and reverse-commute trips.	

Description of Proposed YCAT Changes

Description of YCAT Route Changes, for Final SRTP, Continued		
Route #	[Original] Description of Service Change – Draft SRTP	Recommended Changes From Draft SRTP Document
Turquoise Route 10 Interstate 8/El Centro	Service to Yuma Palms Regional Center is discontinued. The route will end at Downtown Yuma Transit Center. Riders can transfer to Orange Route 2 or Green Route 4 to access Yuma Palms Regional Center.	-No changes.
	Route is rescheduled to better connect with YCAT routes in Yuma and still maintain connections to Imperial Valley Transit routes.	
	Route in El Centro to use Bay 3 at El Centro Regional Bus Transfer Terminal.	
Yellow Route 95 Highway 95 South	This route will travel in both directions along 4th Avenue to the Downtown Yuma Transit Center. As a result, there will no longer be transit service on 1st Avenue, 16th Street or 24th Street between Pacific Avenue and 4th Avenue.	-Additional peak period services on weekdays mornings and afternoons will begin and end at Castle Dome Avenue at Target (Greyhound bus stop). -Service provided by Green Route 4/4A via Redondo Center Drive, 16 th Street, Arizona Avenue and East 24 th Street.
	During the peak period (6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 6:00 p.m.), this route would operate every 30 minutes on weekdays only.	
	Selected peak trips will be extended to serve ACCT on San Luis Plaza Drive.	
	Yellow Route 95 may serve Mesa Verde/Orange Grove to help on time performance on Purple Route 6A.	
<u>YCAT OnCall ADA Paratransit</u>	YCAT <u>OnCall</u> service boundaries will adjust based on routing changes to Orange Route 2, Green Route 4A, Purple Route 6A and Yellow Route 95. No YCAT <u>OnCall</u> service will be available for passengers riding in the corridor of Silver Route 9 or Turquoise Route 10 since these are "commuter" routes under the ADA.	-No changes.
<u>NightCAT</u>	Trips may be consolidated into two trips instead of three.	-No changes. -Review <u>NightCAT</u> performance in six months.
<u>WelltonCAT</u>	No changes.	-No changes.

Chapter 7 – Summary of Financial Assumptions

Primary assumptions underlying the financial projection are:

- Service levels remain the same during the entire period covered by this SRTP, e.g., FY 2013-14 through FY 2018-19. YCAT fixed route service will be limited to **36,000 annual revenue vehicle hours** per year; YCAT OnCall and Wellton CAT will be limited to **2,208 revenue vehicle hours** annually.
- The general inflation rate of 3% for both expenses and most sources of revenues, as noted in Figure 7.1. Given the uncertainty of fuel prices and to provide a budget contingency, future fuel prices have been assumed to grow 10% annually.

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Contributions from Local Jurisdictions

- Cornerstone of YCIPTA funding.
- These revenues provide a large share of local funding required for matching Federal Transit Administration funding sources.
- A central mandate given the consultants for this SRTP is: Net contributions to YCIPTA from member jurisdictions will not materially increase over the planning period due to severely limited General Fund revenues, barring new revenues such as a new local option excise tax for transit subject to voter approval.
- Each jurisdiction's annual financial contribution is fixed and limited to the amounts shown in Figure 7.1.
- YCIPTA is struggling to find stable local funding for its transit operations and to provide a local match to available federal funds.

Contributions from Local Jurisdictions

Contributions from YCIPTA Member Agencies, FY 2014-15		
Agency	Funding	%
Yuma County (1)	\$ 154,960	24.98%
City of Yuma	\$ 200,000	32.25%
City of Somerton	\$ 29,919	4.82%
Town of Wellton	\$ 14,499	2.34%
City of San Luis	\$ 70,573	11.38%
Quechan Indian Tribe (2)	\$5,757	0.93%
Cocopah Indian Tribe (2)	\$41,033	6.27%
Northern Arizona University (in-lieu of fares)	\$5,050	0.81%
Arizona Western College (in-lieu of fares)	\$ 100,500	16.21%
Total	\$622,291	100.0%

(1) In addition to Yuma County's cash contribution to YCIPTA, per agreement up to \$237,500 (8.13% of total budget) in-kind services can be provided. In YCIPTA's FY 2013-14 budget, this line item is \$168,061.

(2) The Indian tribes directly receive FTA Section 5311(c) funding and reimburse YCIPTA at the marginal cost for routes operated under contract.

Projected Performance Measures

	FY 2013-14 ESTIMATED	FY 2014-15 BUDGETED	FY 2015-16 PROJECTED	FY 2016-17 PROJECTED	FY 2017-18 PROJECTED	FY 2018-19 PROJECTED	FY 2019-20 PROJECTED	FY 2020-21 PROJECTED	FY 2021-22 PROJECTED	FY 2022-23 PROJECTED	FY 2023-24 PROJECTED
YCAT Fixed Route											
Revenue Vehicle Hours	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000
Revenue Vehicle Miles	1,046,400	1,316,000	1,346,000	1,346,000	1,346,000	1,346,000	1,346,000	1,346,000	1,346,000	1,346,000	1,346,000
Actual/Estimated Passengers	541,000	599,775	602,843	602,605	602,359	602,105	601,845	601,576	601,299	601,014	600,721
Total Operating Expense	\$2,860,024	\$3,294,302	\$3,390,530	\$3,459,710	\$3,579,658	\$3,705,702	\$3,842,341	\$3,985,487	\$4,142,180	\$4,320,449	\$4,499,403
Estimated Fare & Other Operating Revenues	\$912,234	\$1,173,327	\$1,247,027	\$1,254,643	\$1,292,282	\$1,331,051	\$1,370,982	\$1,412,112	\$1,454,475	\$1,498,110	\$1,543,053
Passengers/Revenue Vehicle Hour	15.0	16.7	16.7	16.7	16.7	16.7	16.7	16.7	16.7	16.7	16.7
Passengers/Revenue Vehicle Mile	0.52	0.46	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45
Estimated Average Revenue Per Passenger*	\$1.69	\$1.96	\$2.07	\$2.08	\$2.15	\$2.21	\$2.28	\$2.35	\$2.42	\$2.49	\$2.57
Estimated Expense Per Passenger	\$5.29	\$5.49	\$5.62	\$5.74	\$5.94	\$6.15	\$6.38	\$6.63	\$6.89	\$7.19	\$7.49
Estimated Subsidy Per Passenger	(\$3.60)	(\$3.54)	(\$3.56)	(\$3.66)	(\$3.80)	(\$3.94)	(\$4.11)	(\$4.28)	(\$4.47)	(\$4.70)	(\$4.92)
Revenue Cost Recovery Ratio**	31.9%	35.6%	36.8%	36.3%	36.1%	35.9%	35.7%	35.4%	35.1%	34.7%	34.3%
YCAT OnCall ADA Paratransit & Welton CAT											
Revenue Vehicle Hours	2,208	2,208	2,208	2,208	2,208	2,208	2,208	2,208	2,208	2,208	2,208
Revenue Vehicle Miles	58,600	59,000	59,000	59,000	59,000	59,000	59,000	59,000	59,000	59,000	59,000
Actual/Estimated Passengers	7,500	7,725	7,957	8,195	8,441	8,695	8,955	9,224	9,501	9,786	10,079
Total Operating Expense	\$265,685	\$306,028	\$314,967	\$321,394	\$332,537	\$344,246	\$356,939	\$370,236	\$384,793	\$401,353	\$417,977
Estimated Fare & Other Operating Revenues	\$5,000	\$5,150	\$5,305	\$5,464	\$5,628	\$5,796	\$5,970	\$6,149	\$6,334	\$6,524	\$6,720
Passengers/Revenue Vehicle Hour	3.4	3.5	3.6	3.7	3.8	3.9	4.1	4.2	4.3	4.4	4.6
Passengers/Revenue Vehicle Mile	0.13	0.13	0.13	0.14	0.14	0.15	0.15	0.16	0.16	0.17	0.17
Estimated Average Revenue Per Passenger*	\$0.67	\$0.67	\$0.67	\$0.67	\$0.67	\$0.67	\$0.67	\$0.67	\$0.67	\$0.67	\$0.67
Estimated Expense Per Passenger	\$35.42	\$39.62	\$39.58	\$39.22	\$39.39	\$39.59	\$39.86	\$40.14	\$40.50	\$41.01	\$41.47
Estimated Subsidy Per Passenger	(\$34.76)	(\$38.95)	(\$38.92)	(\$38.55)	(\$38.73)	(\$38.93)	(\$39.19)	(\$39.47)	(\$39.83)	(\$40.35)	(\$40.80)
Revenue Cost Recovery Ratio**	1.9%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.6%	1.6%	1.6%
YCAT Vanpool Program											
Revenue Vehicle Hours	4,100	8,500	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000
Revenue Vehicle Miles	230,000	500,000	530,000	530,000	530,000	530,000	530,000	530,000	530,000	530,000	530,000
Actual/Estimated Passengers	51,000	110,000	113,300	113,300	113,300	113,300	113,300	113,300	113,300	113,300	113,300
Total Operating Expense	\$217,300	\$459,000	\$472,770	\$486,953	\$501,562	\$516,609	\$532,107	\$548,070	\$564,512	\$581,447	\$598,891
Estimated Fare & Other Operating Revenues	\$175,000	\$377,451	\$388,775	\$396,550	\$408,447	\$420,700	\$433,321	\$446,321	\$459,710	\$473,501	\$487,706
Passengers/Revenue Vehicle Hour	12.4	12.9	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6	12.6
Passengers/Revenue Vehicle Mile	0.22	0.22	0.21	0.21	0.21	0.21	0.21	0.21	0.21	0.21	0.21
Estimated Average Revenue Per Passenger*	\$3.43	\$3.43	\$3.43	\$3.50	\$3.61	\$3.71	\$3.82	\$3.94	\$4.06	\$4.18	\$4.30
Estimated Expense Per Passenger	\$4.26	\$4.17	\$4.17	\$4.30	\$4.43	\$4.56	\$4.70	\$4.84	\$4.98	\$5.13	\$5.29
Estimated Subsidy Per Passenger	(\$0.83)	(\$0.74)	(\$0.74)	(\$0.80)	(\$0.82)	(\$0.85)	(\$0.87)	(\$0.90)	(\$0.92)	(\$0.95)	(\$0.98)
Revenue Cost Recovery Ratio**	80.5%	82.2%	82.2%	81.4%	81.4%	81.4%	81.4%	81.4%	81.4%	81.4%	81.4%
YCAT System Total											
Revenue Vehicle Hours	42,308	38,208	38,208	38,208	38,208	38,208	38,208	38,208	38,208	38,208	38,208
Revenue Vehicle Miles	1,105,000	1,375,000	1,405,000	1,405,000	1,405,000	1,405,000	1,405,000	1,405,000	1,405,000	1,405,000	1,405,000
Actual/Estimated Passengers	548,500	607,500	610,800	610,800	610,800	610,800	610,800	610,800	610,800	610,800	610,800
Total Operating Expense	\$3,125,709	\$3,600,330	\$3,705,497	\$3,781,104	\$3,912,195	\$4,049,947	\$4,199,280	\$4,355,723	\$4,526,973	\$4,721,802	\$4,917,380
Estimated Fare & Other Operating Revenues	\$917,234	\$1,178,477	\$1,252,331	\$1,260,107	\$1,297,910	\$1,336,847	\$1,376,953	\$1,418,261	\$1,460,809	\$1,504,633	\$1,549,772
Passengers/Revenue Vehicle Hour	13.0	15.9	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0
Passengers/Revenue Vehicle Mile	0.50	0.44	0.43	0.43	0.43	0.43	0.43	0.43	0.43	0.43	0.43
Estimated Average Revenue Per Passenger*	\$1.67	\$1.94	\$2.05	\$2.06	\$2.12	\$2.19	\$2.25	\$2.32	\$2.39	\$2.46	\$2.54
Estimated Expense Per Passenger	\$5.70	\$5.93	\$6.07	\$6.19	\$6.41	\$6.63	\$6.88	\$7.13	\$7.41	\$7.73	\$8.05
Estimated Subsidy Per Passenger	(\$4.03)	(\$3.99)	(\$4.02)	(\$4.13)	(\$4.28)	(\$4.44)	(\$4.62)	(\$4.81)	(\$5.02)	(\$5.27)	(\$5.51)
Revenue Cost Recovery Ratio**	29.3%	32.7%	33.8%	33.3%	33.2%	33.0%	32.8%	32.6%	32.3%	31.9%	31.5%

Chapter 8 – Proposed Capital Plan

Year Programmed - \$\$ year of expenditure

=STP

Project Name	Project Description	Year Programmed - \$\$ year of expenditure											TOTAL	Federal %	Federal	Local Match	Checksum			
		FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22	FY 2012-23	FY 2023-24								
ROLLING STOCK																				
Bus Replacement	Replace DR Vehicles 111, 112, 113 - minivans		\$165,000													\$345,000	80.0%	\$276,000	\$69,000	\$345,000
Bus Replacement	Replace FR Vehicles 102, 108 - heavy duty diesel hybrid 35 ft			\$1,452,000												\$1,452,000	80.0%	\$1,161,600	\$290,400	\$1,452,000
Bus Replacement	Replace FR Vehicles 95, 96, 107, 109 - heavy duty diesel hybrid 35 ft						\$2,998,000									\$2,998,000	80.0%	\$2,398,400	\$599,600	\$2,998,000
Bus Replacement	Replace DR Vehicles 116, 117, 118, 121, 122, 123 - gasoline cutaway low floor				\$540,000									\$600,000		\$1,140,000	80.0%	\$912,000	\$228,000	\$1,140,000
Bus Replacement	Replace FR Vehicles 124, 125, 126, 127 - heavy duty diesel hybrid 35 ft								\$3,100,000							\$3,100,000	80.0%	\$2,480,000	\$620,000	\$3,100,000
Bus Replacement	Replace FR Vehicles 128, 129, 130, 131, 132 - heavy duty diesel hybrid 30 ft															\$0	80.0%	\$0	\$0	\$0
Bus Replacement	Replace DR Vehicles purchased in FY 2013 - minivans								\$180,000							\$180,000	80.0%	\$144,000	\$36,000	\$180,000
Bus Replacement/Rehabilitation	Rehabilitate 3 FR 1996/1997 Buses - extend life by 5 years	\$163,167														\$163,167	94.3%	\$153,866	\$9,301	\$163,167
Bus Purchase	Purchase 3 FR Vehicles for less patronized routes - low floor 16-20 seat cutaways, 5-yr gasoline			\$330,000																
Security Enhancements	Purchase security cameras and other equipment for buses	\$32,094	\$21,504													\$695,000	80.0%	\$556,000	\$139,000	\$695,000
Vehicle Equipment	Purchase bicycle racks for six cutaway vehicles	\$6,000														\$6,000	94.3%	\$4,800	\$1,200	\$6,000
Repaint/Decal Transit Buses	Repaint/Decal selected transit buses	\$57,000														\$57,000	80.0%	\$45,600	\$11,400	\$57,000
Revenue Vehicle Parts	YCAT contractor revenue vehicle parts		\$45,000													\$45,000	80.0%	\$36,000	\$9,000	\$45,000
Revenue Vehicle Major Repairs	YCAT contractor repair of revenue vehicles	\$193,714	\$125,000													\$318,714	80.0%	\$254,971	\$63,743	\$318,714
Contractor Startup Costs	New contractor startup costs	\$60,000	\$112,872													\$172,872		\$138,298	\$34,574	\$172,872
Miscellaneous Operational Equipment	Purchase of miscellaneous operational equipment	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000				\$55,000	80.0%	\$51,865	\$3,135	\$55,000
Support Vehicle Replacement	Replace Support Truck			\$50,000												\$50,000	80.0%	\$40,000	\$10,000	\$50,000
Support Vehicle Replacement	Replace Field Service Truck			\$75,000												\$75,000	80.0%	\$60,000	\$15,000	\$75,000
Smart Card Accessories	Update Smart Card system, purchase supplies, additional readers, point of sale system	\$64,936	\$40,000													\$104,936	94.3%	\$98,955	\$5,981	\$104,936
FIELD FACILITIES																				
Passenger Amenities	Purchase signs, info posts, poles, benches, trash cans and other passenger enhancements, bus turnouts at selected locations, etc.	\$125,000	\$85,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000				\$660,000	94.3%	\$622,380	\$37,620	\$660,000
Bus Stop Signage	Install new bus stop signage, poles, transit information at new stops	\$8,000	\$5,000																	
NextBus Equipment	Purchase equipment for major bus stops in YCAT service area	\$89,852	\$16,040	\$3,000	\$3,000	\$3,000										\$114,892	80.0%	\$91,914	\$22,978	\$114,892
Multimodal Transportation Center Phase 1	Downtown Yuma, Hotel Del Sol Multimodal Transportation Center Final Design - local match provided by City of Yuma		\$1,220,094													\$1,220,094	80.0%	\$976,075	\$244,019	\$1,220,094
Multimodal Transportation Center Phase 2	TIGER grants & non-YCIPTA sources, local match provided by City of Yuma		\$1,110,586	\$16,112,145												\$17,222,731	75.0%	\$11,964,537	\$5,258,194	\$17,222,731
Foothills Park & Ride Lot	In conjunction with Yuma County, construct park & ride lot at County Sheriff substation in Foothills							\$850,000								\$850,000	80.0%	\$680,000	\$170,000	\$850,000
MAINTENANCE FACILITY																				
Automatic Gate at YCIPTA Facility	Purchase and install automatic gate	\$6,634														\$6,634	94.3%	\$6,256	\$378	\$6,634
Office Equipment and Furniture	Purchase and install office equipment and furniture as needed		\$31,173													\$31,173	80.0%	\$24,938	\$6,235	\$31,173
New Maintenance Facility	Appraisals of Potential New YCIPTA operations/maintenance property	\$8,000	\$16,100													\$24,100	80.0%	\$19,280	\$4,820	\$24,100
New Maintenance Facility	Purchase existing property to function as new bus operations and maintenance facility, and rehabilitate as required		\$550,000	\$800,000												\$1,350,000		\$1,080,000	\$270,000	\$1,350,000
GRAND TOTALS		\$819,397	\$3,548,369	\$18,877,145	\$598,000	\$3,056,000	\$1,085,000	\$3,335,000	\$55,000	\$1,020,000	\$55,000	\$55,000	\$32,490,911			\$24,320,813		\$8,170,298	\$32,490,911	

Chapter 9 – Marketing & Outreach Review

Marketing Recommendation 1. YCIPTA should continue discussions with MCAS Yuma to evaluate whether establishing a partnership built upon funding available through the Military Transportation Benefits Program (MTBP).

Marketing Recommendation 2: Continue YCAT's well-established presence at a wide variety of community events, but attending events that are likely to have the highest likelihood of increasing YCAT usage.

Marketing Recommendation 3. Continue current efforts to produce the YCAT timetables effective August 18, 2014 in a simplified booklet format... Since the current YCAT route structure would be simplified by SRTP-recommended changes, simpler presentation of transit information is also warranted.

Marketing Recommendation 4: Consider an annual, full-color 8-page tabloid publication designed to showcase and promote improved YCAT services.

Marketing Recommendation 5: Consider publication of individual YCAT route or area black and white brochures.

Marketing Recommendation 6: Consider limited continuation of local television and radio advertising. Referrals to the YCAT website or a scheduled newspaper insert is a suitable use of television and radio.

Marketing Recommendation 7: Consider and pursue all appropriate, inexpensive or free media outlets such as regularly issuing press releases regarding service changes, special events, holidays with no service, etc.; consider inserts in water bills and other local government publications.