

AGENDA ITEM 3 B
Information Item

MEMORANDUM

DATE: February 2, 2017
TO: El Dorado County Transit Authority
FROM: Brian James, Planning and Marketing Manager
SUBJECT: Quarterly Newsletter

REQUESTED ACTION:
BY MOTION,

No action. Information item.

BACKGROUND

The El Dorado County Transit Authority (El Dorado Transit) introduced its first quarterly newsletter on January 4, 2017 as Volume 1 – Number 1. These newsletters will be distributed to the public and employees every three months with the latest news and information.

DISCUSSION

Each newsletter will include stories about new services, new vehicles, marketing information, and holidays that will affect service in the next quarter. It will be another tool to disseminate information about what El Dorado Transit does to serve the community.

FISCAL IMPACT

None



Newsletter

January – March 2017

Volume 1 – Number 1



New Paratransit Vehicles

El Dorado Transit was highlighted on the front page of the Mountain Democrat on Monday December 26th. The article drew attention to the seven new paratransit buses and four new paratransit vans that were recently acquired to replace vehicles that had traveled more than 3 million miles collectively.

The new vehicles will primarily be used to transport seniors and individuals with disabilities throughout the western slope of El Dorado County. Most of the buses are already in service, while the vans will begin service soon.

Holiday Schedule

El Dorado Transit office and dispatch center will be closed, and no routes or service will be available on the following holidays from January to March 2017.

New Years Day.....Sunday January 1
Martin Luther King Day.....Monday January 16
President’s Day.....Monday February 20

Connect Card Is Coming

Connect Card is the Sacramento region's new transit smart card fare collection system. It provides a convenient and secure way for riders to pay their fare. The system uses a plastic smart card called a Connect Card with a computer chip inside that can store cash value, passes and discount fares. The region is moving to a smart card system to provide easier travel throughout the Sacramento region.

Phase I of the soft-launch started recently for hundreds of volunteers who use Sacramento Regional Transit. Phase II of the soft-launch, which will include El Dorado Transit, is expected to start in early 2017 with select volunteers participating. If everything goes as planned through Phase I and Phase II of the soft launch, the rollout of the Connect Card system will be available to all passengers in the spring.

For more information about Connect Card and to sign up as a participant in Phase II of the soft-launch, please go to www.connecttransitcard.com or call 916-321-2877.



Wi-Fi on Commuter Buses

Wi-Fi services seem to be appearing almost everywhere. However, it is still not so easy to get internet access while on public transit unless using a personal cellular device. Technology is now catching up.

El Dorado Transit is in the process of adding Wi-Fi internet access to the MCI commuter buses. This will give commuters the ability to check emails, read the news, or check the scoreboards on their way to work. However, video streaming and other activities that use a large amount of bandwidth will be blocked to keep the system running fast for everyone on board.



RouteShout Mobile App

RouteShout is a free mobile app that is available on iPhone and Android. Through the app, users can look up bus schedules, route maps and get real time bus arrival information. Users can type in their current address or use the "Locate me" option which will bring up all bus stops in the area. Users can also look up information by route. Preferred stops can be added to favorites to make locating stops and routes easier the next time.

Be sure to download the RouteShout app from the iTunes App Store for the iPhone or iPad, or from the Android Marketplace for Android devices.



Park and Ride Security Cameras

Security cameras are being added at multiple Park and Ride facilities throughout the county. Those facilities include the Central Park and Ride, Placerville Station, Ponderosa Rd. Park and Ride, Cambridge Rd. Park and Ride and El Dorado Hills Park and Ride. Other Park and Ride facilities are currently being leased, so cameras cannot be added at those facilities.

Installation of the new camera system will be completed in early 2017. The project is being funded by a grant from Homeland Security and Proposition 1B for transit system safety.

The cameras should be a strong deterrent for criminal activities at the facilities. However, if criminal activities do occur, please contact law enforcement.



New Bus Shelter at Placerville Senior Center

The Placerville Senior Center on Spring Street received a new bus shelter in late December. This shelter will give passengers a safe, dry place to sit or stand as they wait for the bus.