

AGENDA ITEM 3 C  
Information Item

**MEMORANDUM**

**DATE:** July 26, 2023

**TO:** El Dorado County Transit Authority  
Transit Advisory Committee

**FROM:** Scott Ousley, Operations Manager

**SUBJECT:** Dial-A-Ride Focus Group Formation

**REQUESTED ACTION:**

**BY MOTION,**

**None. Information Only.**

**BACKGROUND**

El Dorado County Transit Authority (El Dorado Transit) began providing service in 1975. The service primarily provided transportation to seniors and disabled persons to meal site locations throughout El Dorado County. Over time due to the increase in demand, El Dorado Transit began providing rides to other lifeline services other than meal sites such as medical appointments, pharmacy, grocery stores to name a few. Currently Dial-A-Ride service operates seven (7) days a week on a “first come, first serve” basis and is for seniors and disabled persons only.

**DISCUSSION**

El Dorado Transit is currently in the Request for Proposal (RFP) process to acquire new Demand Response scheduling software and with the rapid change in technology there are many more options available to customers that weren't available until recently. For example, as society becomes more comfortable using technology, customers booking rides using a online web portal or a mobile application on a smart device are now commonplace in the transit industry in lieu of the traditional phone reservation system only.

To provide the best possible service, El Dorado Transit staff plans to form a focus group consisting of users of the Dial-A-Ride and “gatekeepers” in the community to review all aspects of the service and recommend improvements to the service including the customer reservation process. Any recommended changes to the current Dial-A-Ride service by the focus group will be presented to the Transit Advisory Committee and the El Dorado Transit Board of Directors, and staff will ensure the appropriate public outreach will be conducted before any permanent changes are made.