



COMPREHENSIVE OPERATIONAL ANALYSIS

Implementation Plan
August 2023



THE ASK

That the City Council provide feedback and direction on the proposed service recommendations and fare changes contained in the final report of the Corona Transit Comprehensive Operational Analysis (COA).

WHY CONDUCT A COA?

- Opportunity to:
 - Collect data about current transit usage
 - Understand the City of Corona's transit needs
 - Tailor Corona Cruiser service to efficiently and productively meet these needs
 - Identify service opportunities to connect all areas of the community
- Identify strategies to:
 - Increase ridership by encouraging current riders to ride more and attracting new riders
 - Improve the customer experience
 - Improve cost effectiveness
 - Improve service reliability and quality
 - Provide alternatives to traffic congestion

HOW ARE CORONA'S TRANSIT OPERATIONS FUNDED?

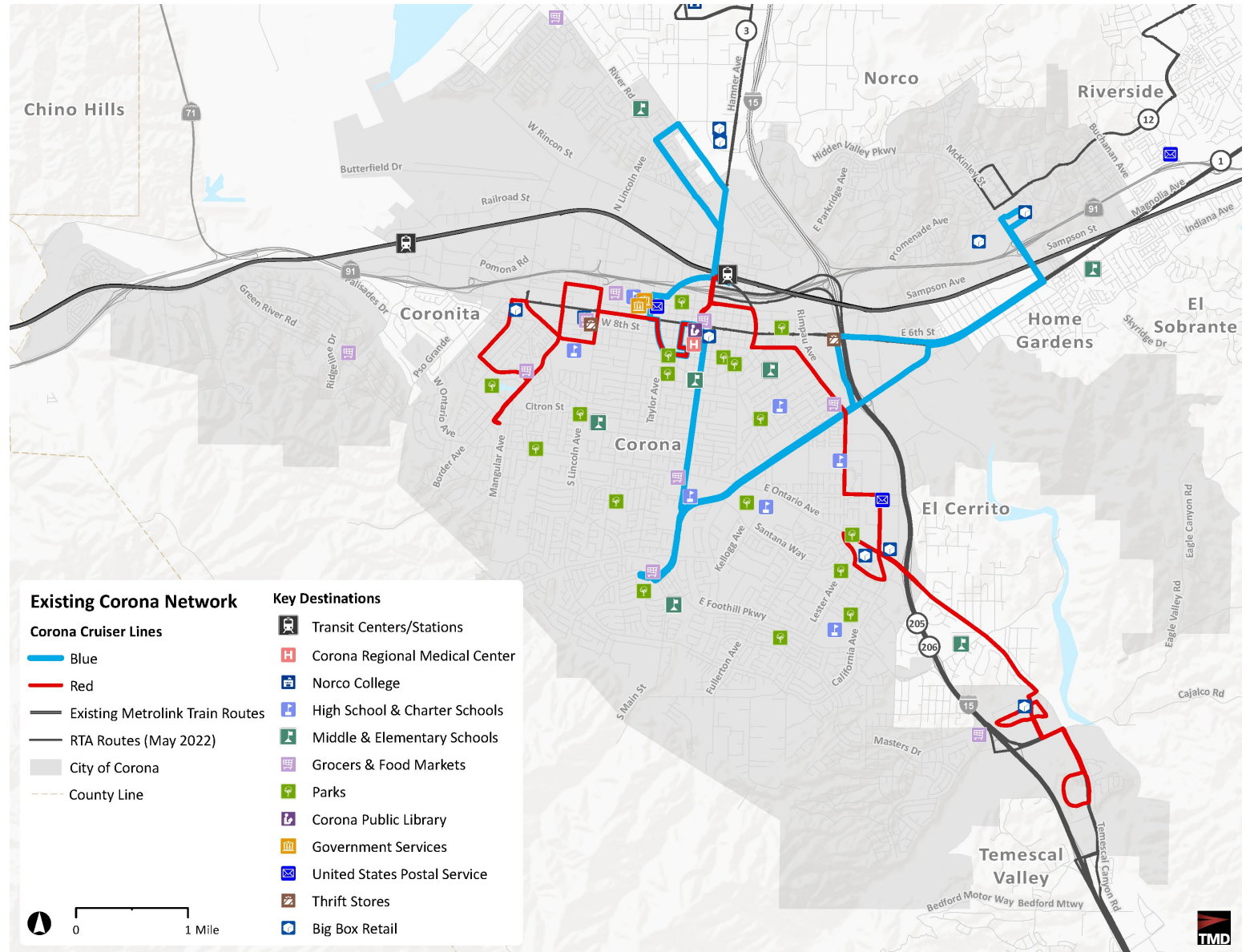
Operating and Capital

- State & Federal: 80% Fixed Route and 90% Dial-A-Ride
 - Local Transportation (LTF) funds through the Transportation Development Act (TDA) (*operating*)
 - State Transit Assistance (*capital*)
 - Low Carbon Transit Operations Program Funds (*operating and capital*)
 - SB1 State of Good Repair (*operating and capital*)
 - Federal Transit Administration (FTA) Section 5307 & 5339 Urbanized Area Formula Funds (*operating and capital*)
- City Fare Share: 20% for Fixed Route and 10% for Dial-A-Ride
 - Local revenues: Bus fares, bus shelter advertising revenue, AB2766 Bus Pass Subsidy, and General Fund (only if needed to close any funding gaps)

Pursuant to TDA guidelines, allowed up to 15% year-to-year budget increase.

EXISTING SYSTEM

- The City operates two fixed routes (**Red Line** and **Blue Line**) and Dial-A-Ride (DAR) Service.
- Service is provided Monday through Saturday.
- Span of Service:
 - 6:30 AM to 7:00 PM on weekdays
 - 9:00 AM and 5:00 PM on Saturdays
- Frequency
 - **Red Line** – every 60 min. (average)
 - **Blue Line** – every 60 min. (average)



BUS STOP AMENITIES PROGRAM

Considerations for Selecting Amenities at a Stop

- Regulation regarding ADA accessibility
- Ridership statistics at each stop
- Funding availability
- Utilize available shade as an alternative to shelter

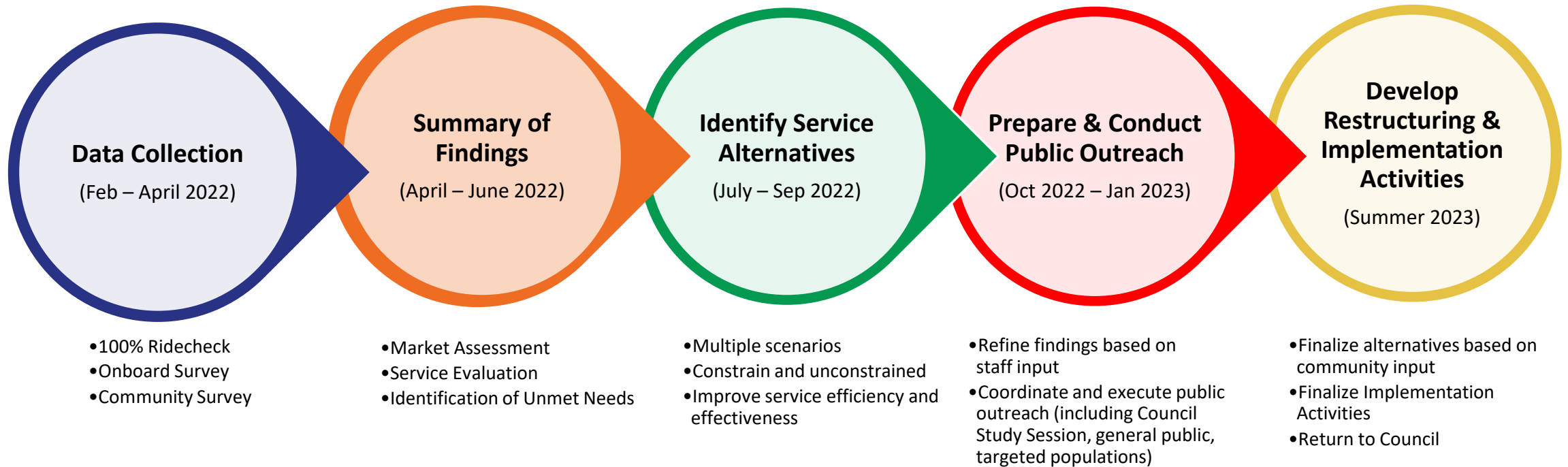
Types of Amenities based on Tiered System

- Tier 1: Sign only
- Tier 2: Tier 1 + Seating Area
- Tier 3: Tier 2 + Waste Receptacle
- Tier 4: Tier 3 + Shelter & Lighting

EXISTING BUS STOP AMENITIES

- All Bus Stops (164) have Tier 1 amenities (signage)
- 86% (142) of stops have Tier 2 amenities (sign + seating)
- 34% (55) of stops have Tier 3 amenities (signs + seating + waste receptacle)
- 29% (47) stops have shelters of which 35 have all Tier 4 amenities
- 27% (45) stops have significant shade from trees

COA PROCESS AND TIMELINE





DRAFT ALTERNATIVES FOR PHASE 1

	Scenario 1	RECOMMENDED	Scenario 3
	Scenario 1	Scenario 2	Scenario 3
Services	<ul style="list-style-type: none"> 1 Fixed Route w/ Dial-A-Ride Microtransit Citywide Operation costs increased by 39% 	<ul style="list-style-type: none"> 3 Fixed Routes w/ Dial-A-Ride 2 Microtransit Zones w/ 10 Destinations Operation costed increased by 15% 	<ul style="list-style-type: none"> 2 Fixed Routes w/ Dial-A-Ride Operation costs remain status quo
Frequency	<ul style="list-style-type: none"> 30 minutes 	<ul style="list-style-type: none"> 60 minutes 	<ul style="list-style-type: none"> 55-70 minutes
Span	Weekday: 6:30 AM - 7:00 PM Saturday: 9:00 AM - 5:00 PM	Weekday: 6:30 AM - 7:00 PM Saturday: 9:00 AM - 5:00 PM	Weekday: 6:30 AM - 7:09 PM Saturday: 8:52 AM - 5:09 PM
Pros (unmet needs addressed)	<ul style="list-style-type: none"> Coverage Reliability Productivity 	<ul style="list-style-type: none"> Coverage Reliability Productivity Cost increase by 15% 	<ul style="list-style-type: none"> Cost remain status quo
Cons	<ul style="list-style-type: none"> Cost Increase by 39% Less riders in the same time period 	<ul style="list-style-type: none"> Frequency remains at 60 min. 	<ul style="list-style-type: none"> Coverage Reliability Productivity

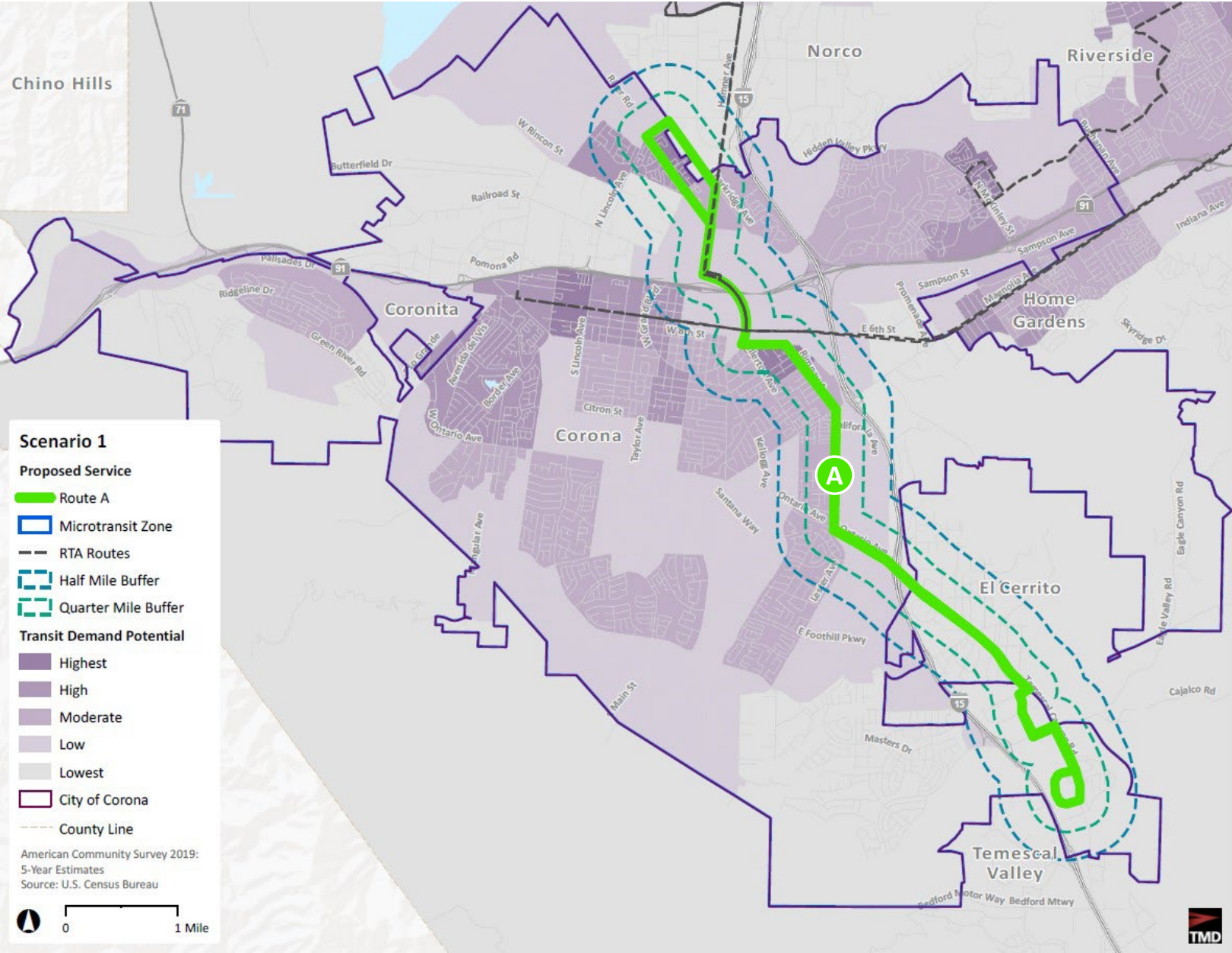
DRAFT SERVICE OPTIONS

Scenario 1:

- 1 Fixed Route operating every 30 minutes (3 vehicles)
- 1 Citywide Microtransit Zone
- [Link](#) to map

Budget Impact:

- Increase operating cost by 39%



DRAFT SERVICE OPTIONS

Scenario 2:

- 3 Fixed Routes – each route operating every 60 minutes (4 vehicles)
- 2 Microtransit Zones with 10 Microtransit Destinations
- [Link](#) to map

Budget Impact:

- Increase operating cost by 15%
 - FY22 operating costs = \$2,975,047

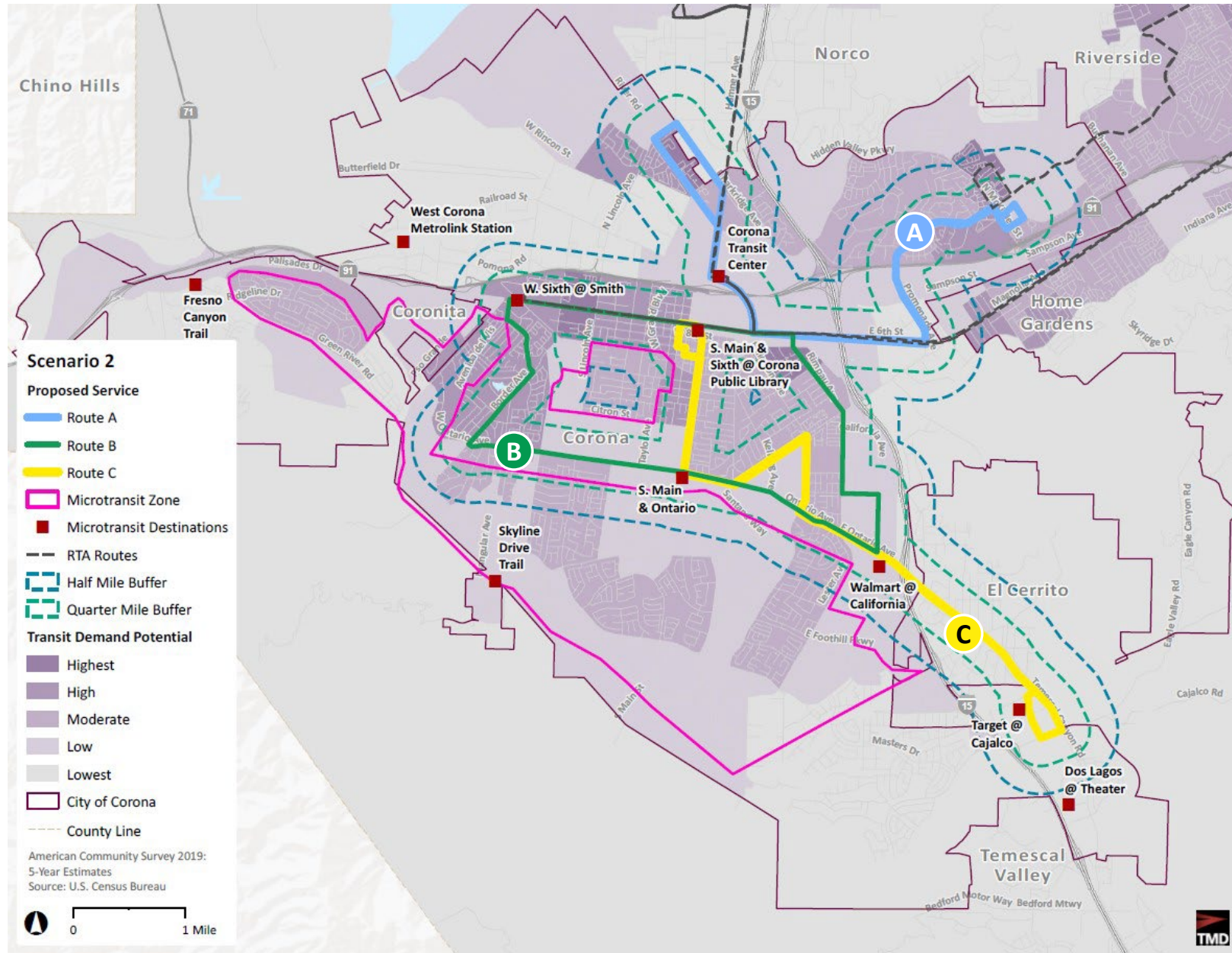
Funding Sources:

Fixed Route

- 80% funded by State and Federal, and
- 20% funded with fares and local revenues.

Dial-A-Rider

- 90% funded by State and Federal, and
- 10% funded with fares and local revenues.



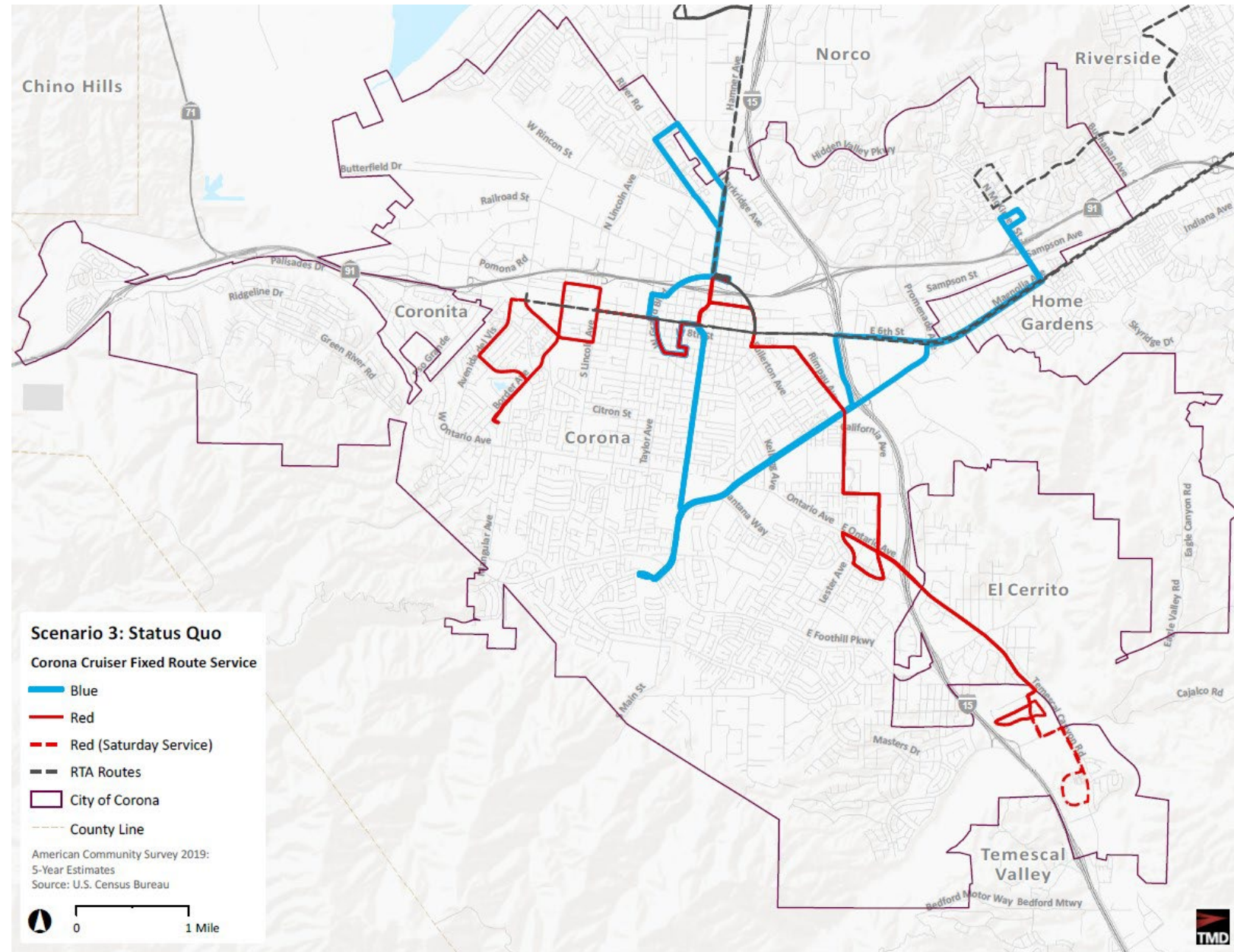
DRAFT SERVICE OPTIONS

Scenario 3:

- Maintain existing Blue and Red Line service (4-5 vehicles)
- **Blue Line** – 60 minutes frequency
- **Red Line** – 60 minutes frequency

Budget Impact:

- Maintains operating cost





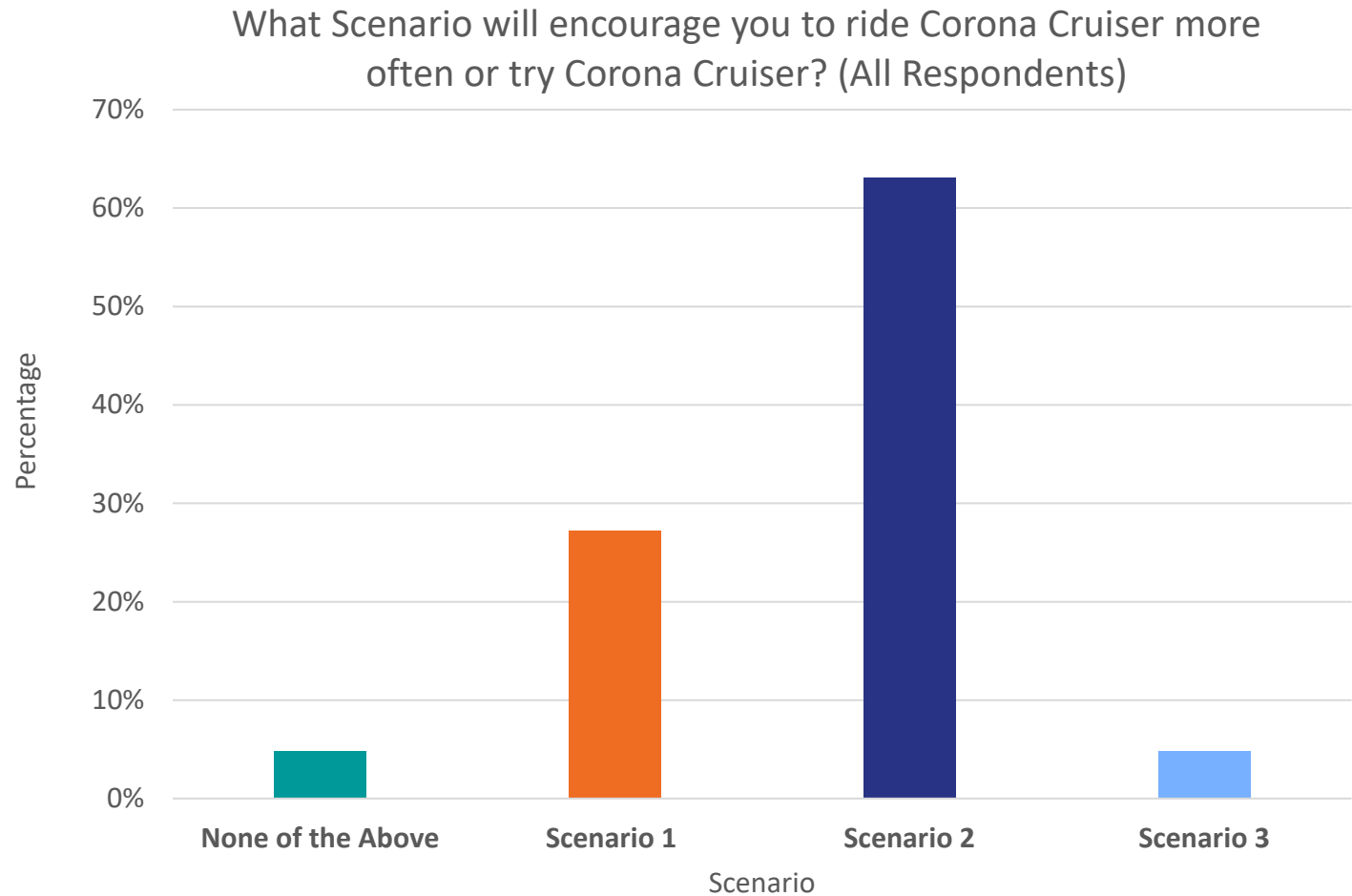
COLLECTING INPUT ON THE DRAFT SCENARIOS

- Tabling at the Corona Senior Center on December 1, 2022
- Tabling at the Holiday Lighting Ceremony on the Historic Civic Center Lawn on December 4, 2022
- A Virtual Town Hall meeting on December 8, 2022
- Email blasts and social media posts
- Notices on all buses and at city facilities
- 108 responses received



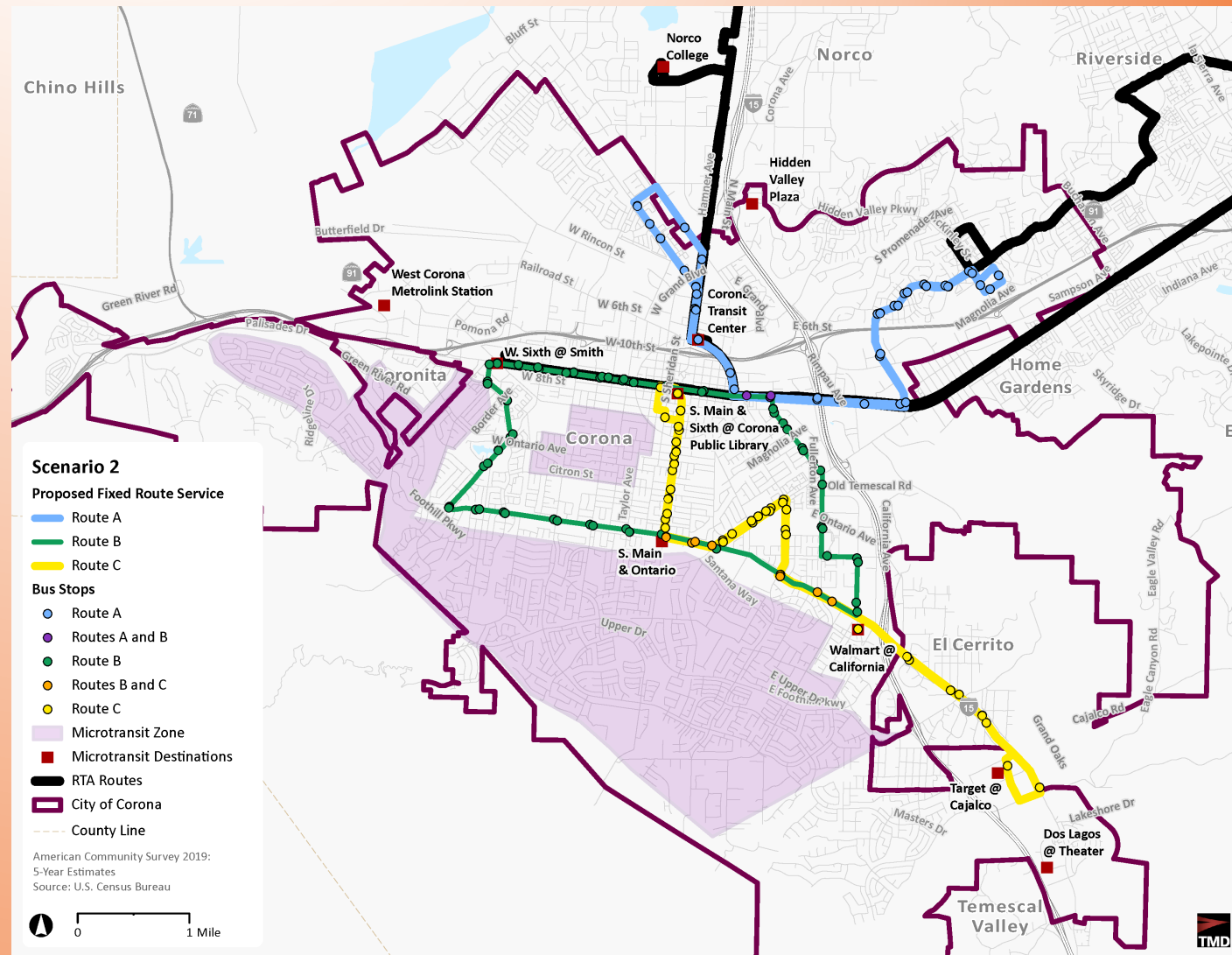
WHAT WE HEARD

Respondents overwhelming selected Scenario 2



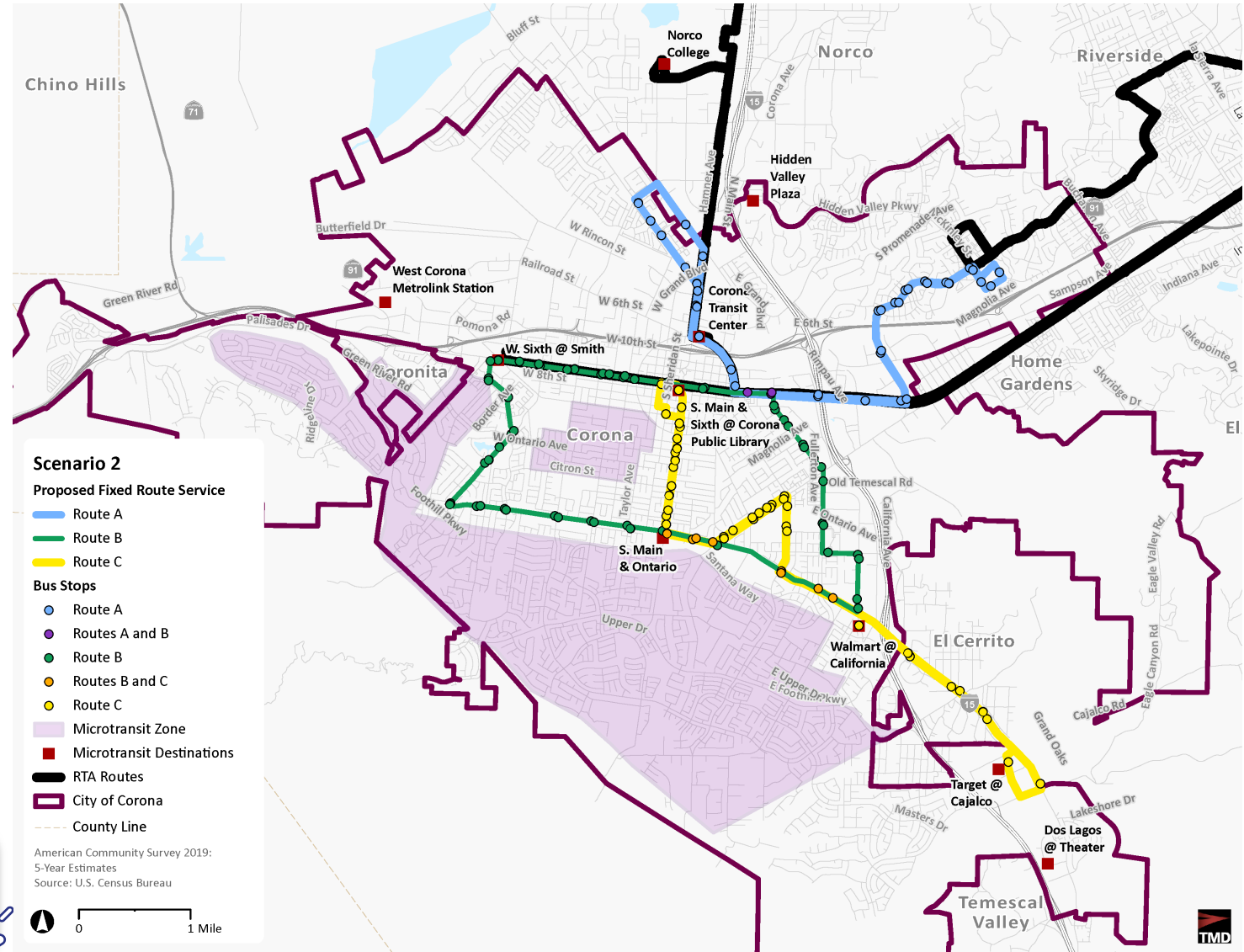
SCENARIO 2 BENEFITS

- Streamlined existing routes to provide faster, more reliable service
- Increases direct service to Ontario & California retail area – a major destination within the City
- More direct service from senior housing to the Senior Center and library
- Retains and improves access to middle and high schools
- Introduces on-demand microtransit service in areas difficult to serve by fixed routes
- Reduces overlap with RTA Route 1
- Eliminates unproductive route segments



BUS STOPS

- Maintain stops where service is retained
- Add stops on new segments
- Target 1/4 mile spacing between stops
- Locate stops farside to the extent feasible
- Future: Develop a bus stop amenity program to implement new bus shelters and other amenities



Click to View
on Map

NEXT STEPS FOR IMPLEMENTING SCENARIO 2

PROJECT MANAGEMENT*

- Project Schedule of Activities and Scope of Work
- Sources of Funds
- Phasing Plan

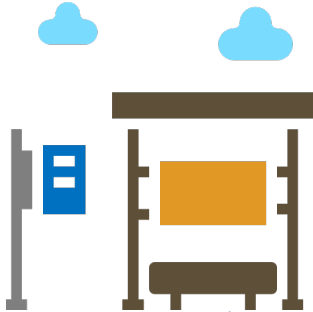


**To be paid from transit funding sources*

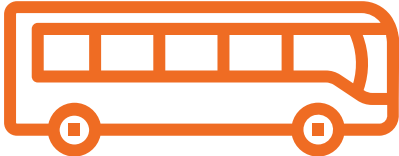
NEXT STEPS - IMPLEMENTATION ACTIVITIES



Develop detailed schedules for each proposed route



Conduct a stop audit to determine the best location and improvements needed



Identify other capital elements needed to support the new network



Bus stop implementation



Develop microtransit metrics and procure microtransit software



Develop a strategy for informing the community of the changes



Redesign public information materials



Train drivers and support staff on the new routes



Train staff on using software and microtransit protocols

NEXT STEP - PROPOSED FARE STRUCTURE

- Align Corona Cruiser fares with Riverside Transit Agency (RTA) fares for a consistent customer experience and generate additional revenue to meet Farebox Recovery Requirement
- Effective January 1, 2024

FARES	RTA	Corona (Existing)	Corona (Proposed)
Fixed Route (one-ride)			
<i>General Public</i>	\$1.75	\$1.50	\$1.75
<i>Youth (k-12)</i>	\$1.75	\$1.50	\$1.75
<i>Senior/Disabled/Medicare Card Holder</i>	\$.75	\$.70	\$.75
<i>Children</i>	\$.50	\$.50	\$.50
DAR			
<i>Senior/Disabled/ADA Certified</i>	\$3.50	\$2.50	\$3.50
Microtransit	--	--	\$1.75

Fare Subsidy Programs:

1. LCTOP (allocation pending Caltrans approval) - Pay full fare for seniors, students, and persons with disabilities, and fare reduction for general riders for three years from October 1, 2023, through August 30, 2026.
2. AB 2766 (alternative program should LCTOP funds not be approved) – Fare subsidy to cover the fee increase for all riders for two years through 2025.

RECOMMENDATIONS

That the City Council:

1. Approve the service recommendations evaluated as part of the Comprehensive Operations Analysis (COA) and authorize staff to move forward with the implementation of Scenario 2.
2. Approve the updated fare structure.

QUESTIONS/COMMENTS

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