

Yuba-Sutter Transit Newsletter

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YUBA-SUTTER TRANSIT MARKS 35 YEARS OF SERVICE

The effective date of the agreement that established what is now the Yuba-Sutter Transit Authority was July 1, 1975 so we are celebrating our 35th birthday! Yuba-Sutter Transit, known as the Hub Area Transit Authority (HATA) until 1993, was formed to restore public transportation service to the area for the first time since the privately owned and operated Twin Cities Transit ceased operations in 1964.

Initially just a taxi-subsidy program for seniors and persons with disabilities, general public demand-response service was added in 1979 following the purchase of 13 mini-buses. Since that time, Yuba-Sutter Transit has become an essential and valued component of the local community service network offering a wide range of local fixed route, Dial-A-Ride, intercity commuter and rural route services to the residents of six jurisdictions. The fleet has grown too and now includes 47 buses ranging in size from 14 to 57 passengers.

Yuba-Sutter Transit finished its first 35 years very strong with a phenomenal string of annual ridership records being set in sixteen of the last seventeen years of operation. Over this period, annual ridership has grown from 184,500 passenger trips in FY 1993 to 1,061,000 in FY 2010. Systemwide ridership growth slowed considerably in FY 2010, but the future still looks bright for both Yuba-Sutter Transit and the communities we serve.

You are supposed to receive gifts on your birthday, but we want to give you one so be sure to ride the bus on Tuesday, July 20th when every passenger will receive a small, fun gift (while they last) just to say thanks for your support.

SACRAMENTO COMMUTER SERVICE TURNS TWENTY

July marks another major milestone for Yuba-Sutter Transit as our Sacramento Commuter service is now 20 years old! This service, which began in July 1990 with just two 15 passenger buses, carried 12,300 one-way passenger trips in its first year hitting a high of 145,900 passenger trips in FY 2009. The service now uses a fleet of 14 specially equipped commuter buses including three new 57 passenger top-of-the-line coaches to provide 18 peak direction trips each weekday.

Downtown Sacramento has always been the focus of this service, but there have been many changes in local stops over the years. Stops at Target, the Yuba-Sutter Mall, Striplin Road, Blackburn-Talley Park, North Beale Road and East Nicolaus are gone while stops at Sam's Club (1992), Bogue Road (1997), McGowan Parkway (2008) and Plumas Lake (2009) have been added.

For our next 20 years, despite reduced ridership in FY 2010, Yuba-Sutter Transit is still planning to upgrade the commuter bus fleet and even expand the number of schedules as needed. In addition, substantial local and federal funds have also been committed to Caltrans to expand the Bogue Road Park & Ride Lot in anticipation of future ridership growth.

SERVICE CHANGES FOR THE MARYSVILLE PEACH FESTIVAL

The Marysville Peach Fest 2010 will be held on Friday, July 16th and Saturday, July 17th this year. Festival hours for this free annual event are 4:00 p.m. to 11:00 p.m. on Friday and 10:00 a.m. to 11:00 p.m. on Saturday.

D Street will be closed to vehicle traffic from First through Sixth Streets on both days eliminating Yuba-Sutter Transit service to the stop at D and Second Streets. Because the former Mervyn's parking lot will not be available as an alternative route and stop, more significant changes are necessary for this event.

On both days, westbound Route 1 buses will turn left at Third Street from E Street and eastbound Route 1 buses will turn right at F Street from Third Street to use the F Street entrance onto the E Street Bridge (Highway 70). Route 4A buses will stay on B Street to First Street before rejoining the existing route on F Street. Route 4B buses returning from Linda will also turn left at Third Street from E Street then circle back on F and First Street to rejoin the existing route on B Street.

To reach the downtown area during this event, the nearest alternate stops for Route 1 will be at Third and F Streets (eastbound) and at Rideout Hospital on H Street (westbound). The nearest alternate stops for Route 4A will be either B & Third Streets or F & Second Streets. The nearest alternative stops for Route 4B will be at either Third and F Streets or B & Third Streets.

For more information regarding service during these events, contact Keith Martin or Dawna Dutra at (530) 634-6880.

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YUBA-SUTTER TRANSIT COMPLETES ANOTHER RECORD SETTING YEAR

While annual ridership growth slowed significantly in the fiscal year ending June 30, 2009, a new ridership record was still set with 1,060,864 passenger trips to break the 1 million passenger barrier for the second year in a row. Up just 1.2 percent over FY 2009, this figure nonetheless extended Yuba-Sutter Transit's string of annual ridership increases to seven and a phenomenal nineteen in the last twenty years.

During the fiscal year, ridership records were set in six of the twelve months and in three of the four quarters when compared to the same month or quarter in all previous years. The missed record in the fourth quarter of FY 2010 broke an amazing string of 28 quarters or seven years of same quarter historical ridership records.

As in past years, the majority of the systemwide ridership growth occurred on the local fixed route system. After three years of double digit annual percentage growth, fixed route ridership increased again by a still healthy 2.8 percent in FY 2010. While fixed route service hours have increased by 28 percent in the last four years, fixed route ridership has increased by 48 percent in response to new service and program initiatives; population growth; and, high fuel prices.

A major factor in the rather modest growth in overall ridership this year was the 7.4 percent reduction in Sacramento ridership. Four years of soaring Sacramento ridership growth ended in June 2009 in response to falling fuel prices, thrice monthly state employee furloughs, a sinking economy and stalled population growth. Despite these factors, eight of the eighteen peak hour schedules are still operating at or near seated capacity despite three new 57 passenger buses and a supplemental bus is still needed Monday through Thursday on one schedule for additional seating capacity.

Despite record ridership and a 10.9 percent increase in fare receipts from the local fixed route system, the year-end systemwide farebox revenue estimate is nearly unchanged (up 0.5 percent) from FY 2009 due almost exclusively to less ridership on the premium fare Sacramento services. Due to increased operating costs and no growth in fare revenue, the estimated systemwide farebox recovery ratio is down 5.7 percent from FY 2009 – slightly less than the 22.3 percent that was anticipated in the FY 2010 budget.

With no new service initiatives planned for FY 2011, Yuba-Sutter Transit's long string of ridership records may be in jeopardy as fixed route ridership growth is slowing and state budget woes continue to negatively affect Sacramento ridership. Major unknown factors include how the growing budget crises at all levels of government will impact ridership both locally and to Sacramento; where fuel prices will go over the course of the year; and, whether the popular discount monthly youth pass program will be extended by the Feather River Air Quality Management District (FRAQMD) beyond December 2010.

SACRAMENTO COMMUTERS SAVE BIG BUCKS (TAX FREE) WHILE RIDING THE BUS

Individuals riding public transportation can save, on average, \$9,343 annually and \$779 per month based on the July 7, 2010 national average gas price and the national unreserved monthly parking rate, according to the American Public Transportation Association (APTA). "The Transit Savings Report" released monthly by the APTA calculates the average annual and monthly savings for public transit users.

The savings amount is based on the cost of the national averages for parking and driving as well as the July 7 national average gas price of \$2.72 per gallon for self-serve regular gasoline which is much less than we pay in California. The national average for a monthly unreserved parking space in a downtown business district is \$154.23 so parking alone can amount to an average of \$1,850 well over the cost of a monthly bus pass!

To calculate your individual savings with or without car ownership, go to www.publictransportation.org.

BUS PASSES & TICKET BOOKS

Monthly passes and discount ticket books are sold at the following locations. Please note that some outlets do not carry all media and that monthly passes are available from the 24th of the month until the 7th of the following month. Passes are also available throughout the month during normal business hours in the Yuba-Sutter Transit office at 2100 B Street in Marysville. All passes and tickets are also available by mail.

Call (530) 634-6880 for more information.

1. Bel Air Market Customer Service Center – **Yuba City**
Ticket Books / Monthly Fixed Route Passes / Sacramento
Commuter Passes & Punch Cards
2. Yuba Sutter Mall Service Counter – **Yuba City**
Ticket Books / Monthly Fixed Route Passes / Sacramento
Commuter Passes & Punch Cards
3. Yuba College Bookstore – **Linda**
Ticket Books / Monthly Fixed Route Passes / Sacramento
Commuter Passes & Punch Cards
4. Yuba-Sutter Transit Office – **Marysville**
Ticket Books / Monthly Fixed Route Passes / Sacramento
Commuter Passes & Punch Cards / Single Ride Tickets
for All Services

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