

REPORT TO SHASTA COUNTY RTPA

SUBJECT	MEETING DATE	ITEM NUMBER
Update on Trial Transit Services	12/11/01	4

RECOMMENDATION

Information only.

SUMMARY

The RTPA took action during this year's Unmet Transit Needs process to establish three new express transit routes on a trial basis. The routes are the Cottonwood Express, the Intermountain Express (formerly Burney Express) and the Airport Road Corridor Express. The start date for these new services occurred on November 5. Marketing for these services has also occurred in the form of newspaper articles that include the schedules and brochures for each route.

DISCUSSION

At the June 2001 RTPA meeting, the Agency made findings that there are transit needs that are reasonable to meet in excess of the current level of service. The RTPA took action to implement transit services to Cottonwood, the Airport Road Corridor area and to extend the existing Burney Express from Burney to McArthur.

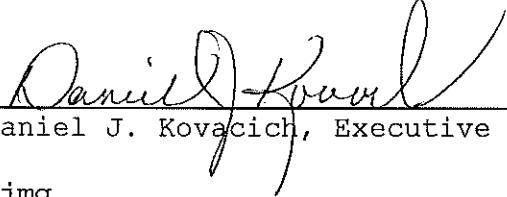
The County entered into an agreement with the Redding Area Bus Authority (RABA) to provide the Cottonwood Express service and the Intermountain Express service. The Airport Road route is within the RABA service area and therefore, does not require a third party agreement. The trial transit services started on November 5 and have operated without any major problems. Routes have three round trips per day, except the Airport Road Corridor Express that has four round trips per day. To date ridership has been sporadic as shown on table below. A marketing program to promote the new routes and make riders aware of the schedules has been in place since the week of October 22. The program included press releases and newspaper articles that include the schedules and brochures for each route. Brochures for each route are attached to the staff report.

Ridership Time Period	Airport Road Express	Cottonwood Express	Intermountain Express
Week of November 5	21	26	103
Week of November 12	25	26	99
Week of November 19 (Thanksgiving Holiday)	14	25	41

Because these routes are established for a one-year trial period, ridership will be monitored during the trial period to determine if the RTPA established fare box ratio is met. At the time of this staff report ridership/revenue and

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service hours data for the new routes were not available for the month of November, but will be presented at the December 11 meeting.



Daniel J. Kovacich, Executive Officer

/jmg

Attachments: Express Service Brochures

Shasta County



Cottonwood Express

Bus Schedule

Operated by
Redding Area Bus Authority

Bus Riding Tips

Riding the bus should always be easy. But, like the first time for anything, it is not unusual to be a little unsure. Please don't be nervous! We're glad you're riding with us and are pleased to help you.

- Have the exact fare ready.
- Drop your fare in the farebox.
- Select a seat and relax. For your safety, remain seated until the bus comes to a complete stop.

That's all there is to it. Except, our thanks to you for riding with RABA! Let us know how you like it.

The Cottonwood Express is provided by the County of Shasta and operated by RABA. For questions or comments regarding bus schedules, stops, and frequency, contact:

Department of Public Works
County of Shasta
1855 Placer Street
Redding, CA 96001
(530) 225-5661

For More Bus Information
Call

1-800-803-RABA

For connections to other transit
services call:

The RIDE - 241-BUSS

REDDING AREA BUS AUTHORITY
777 CYPRESS AVENUE • P.O. Box 496071
REDDING, CALIFORNIA 96049-6071

Cottonwood Express

3 Round Trips

The Cottonwood Express is designed for commuters--providing fast, comfortable buses on long routes and serving fewer points. This service does not operate on Saturday or Sunday, or during the following legal holidays:

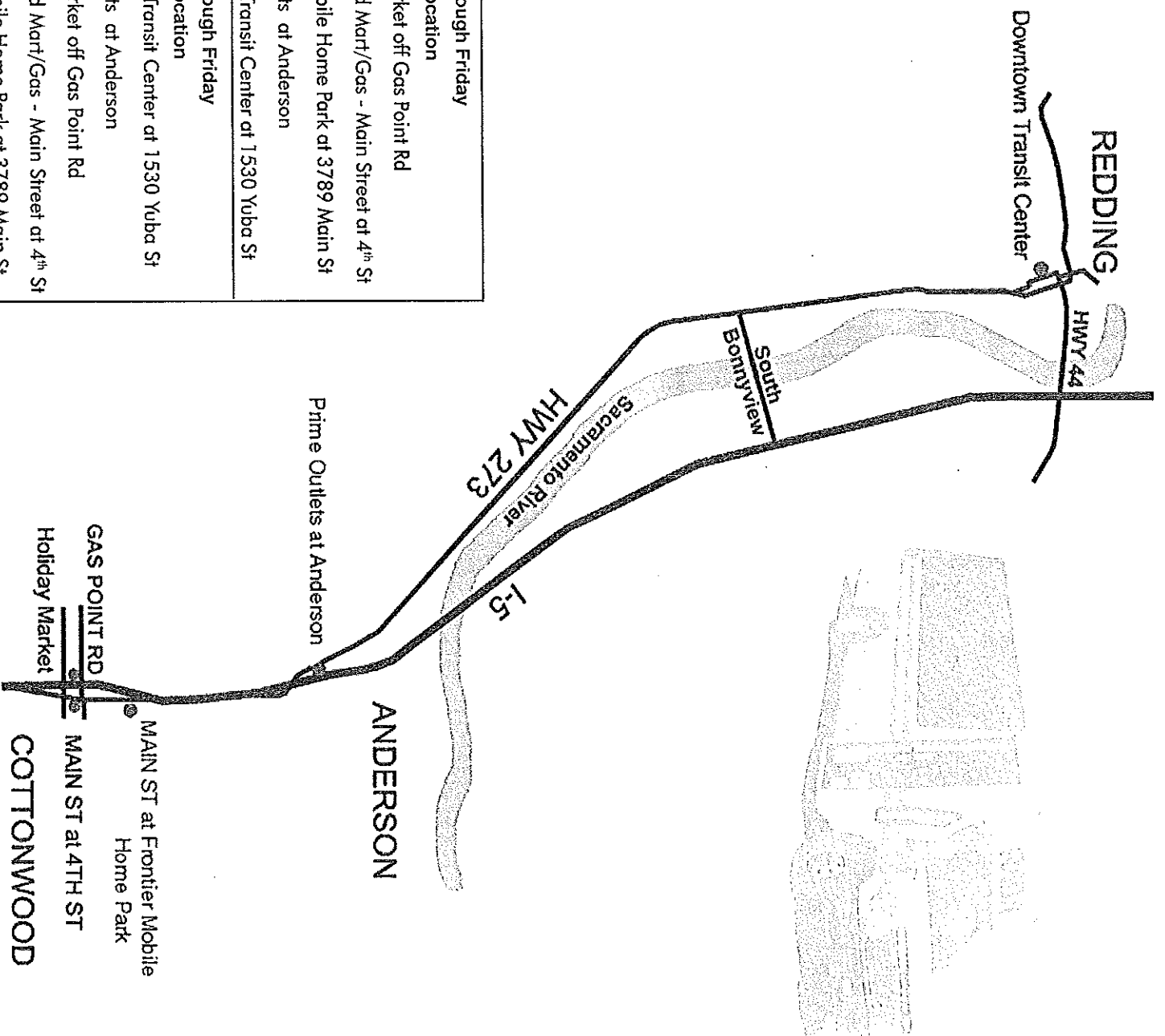
- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas Day

Bus Fares

Cottonwood to Anderson \$0.50
Cottonwood to Redding \$2.00*

*Fare to include one transfer onto RABA fixed route system

Northbound		Monday through Friday	
Depart/Arrive	Bus Stop Location		
6:30am/10:25am/2:25pm	Cottonwood	Holiday Market off Gas Point Rd	
6:45am/10:45am/2:45pm	Cottonwood	Payless Food Mart/Gas - Main Street at 4 th St	
7:00am/11:00am/3:00pm	Anderson	Frontier Mobile Home Park at 3789 Main St	
7:25am/11:25am/3:25pm	Redding	Downtown Transit Center at 1530 Yuba St	
Southbound		Monday through Friday	
Depart/Arrive	Bus Stop Location		
9:45am/1:45pm/5:45pm	Redding	Downtown Transit Center at 1530 Yuba St	
10:10am/2:10pm/6:10pm	Anderson	Prime Outlets at Anderson	
10:25am/2:25pm/6:25pm	Cottonwood	Holiday Market off Gas Point Rd	
10:35am/2:35pm/6:35pm	Cottonwood	Payless Food Mart/Gas - Main Street at 4 th St	
10:45am/2:45pm/6:45pm	Cottonwood	Frontier Mobile Home Park at 3789 Main St	



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That's all there is to it. Except, our thanks to you for riding with RABA! Let us know how you like it.

The Intermountain Express is provided by the County of Shasta and operated by RABA. For questions or comments regarding bus schedules, stops, and frequency, contact:

Department of Public Works
County of Shasta
1855 Placer Street
Redding, CA 96001
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Shasta County



Intermountain Express

Bus Schedule

Operated by
Redding Area Bus Authority

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777 CYPRESS AVENUE • P.O. Box 496071
REDDING, CALIFORNIA 96049-6071

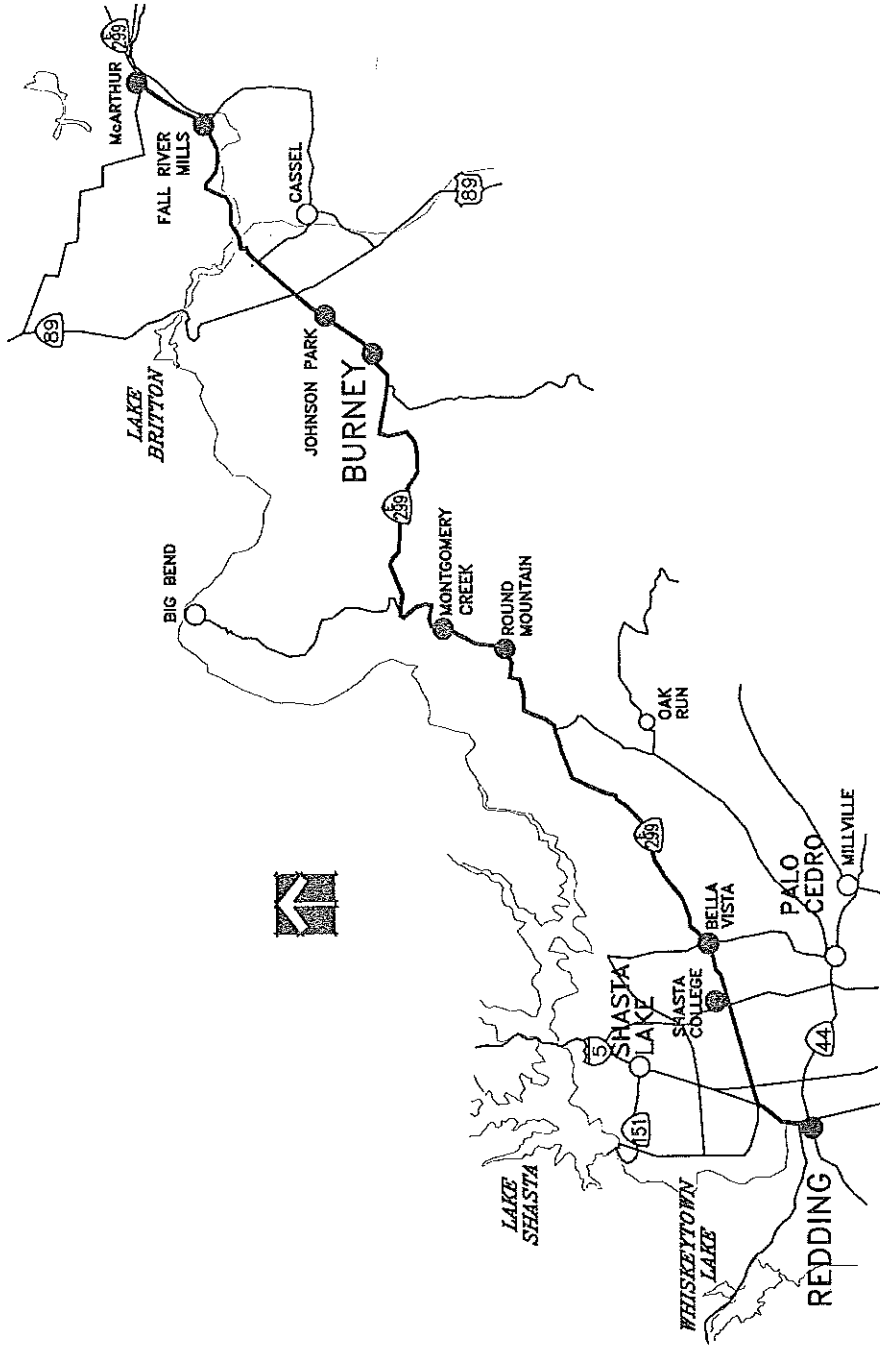
Intermountain Express

The Intermountain Express is designed for commuters--providing fast, comfortable buses on long routes and serving fewer points. This service does not operate on Saturday or Sunday, or during the following legal holidays:

- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas Day

Bus Fares

Redding to McArthur	\$4.00
Redding to Burney	\$3.00
Redding to Round Mountain	\$3.00
Redding to Bella Vista	\$1.00
McArthur to Burney	\$1.00
McArthur to Round Mountain	\$3.00
McArthur to Bella Vista	\$3.00
McArthur to Redding	\$4.00



Westbound

Depart/Arrive	Monday through Friday	Bus Stop Location
5:15 am/12:45 pm	McArthur	McArthur Mercantile - 44247 SH 299E
5:25 am/12:55 pm	Fall River Mills	Mayer's Memorial Hospital - SH 299E
5:30 am/1:00 pm	Fall River Mills	Ray's Food Place - SH 299E at Sierra Center Dr
5:35 am/1:05 pm	Fall River Mills	Valley Market - SH 299E and Mechanic St
5:55 am/1:25 pm	Johnson Park	Sam's Pizza - 38077 SH 299E
6:05 am/1:35 pm	Burney	Holiday Market - SH 299E
6:35 am/2:05 pm	Montgomery Creek	Library - SH 299E
6:45 am/2:15 pm	Round Mountain	Round Mountain Store - SH 299E
7:15 am/3:05 pm	Bella Vista	My-T-Fine Foods - 21919 SH 299E
7:25 am/3:15 pm	Shasta College	Bus Stop
7:35 am/3:25 pm	Redding	Downtown Transit Center - 1530 Yuba St

Eastbound

Depart/Arrive	Monday through Friday	Bus Stop Location
10:00 am/5:45 pm	Redding	Downtown Transit Center - 1530 Yuba St
10:10 am/5:55 pm	Shasta College	Bus Stop
10:20 am/6:05 pm	Bella Vista	My-T-Fine Foods 21919 SH 299E
10:50 am/6:35 pm	Round Mountain	Round Mountain Store - SH 299E
11:00 am/6:45 pm	Montgomery Creek	Library - SH 299E
11:25 am/7:05 pm	Burney	Holiday Market - SH 299E
11:45 am/7:15 pm	Johnson Park	Sam's Pizza - 38077 SH 299E
12:05 pm/7:35 pm	Fall River Mills	Valley Market - SH 299E at Mechanic St
12:10 pm/7:40 pm	Fall River Mills	Ray's Food Place - SH 299E at Sierra Center Dr
12:15 pm/7:45 pm	Fall River Mills	Mayer's Memorial Hospital - SH 299E
12:25 pm/7:55 pm	McArthur	McArthur Mercantile - 44247 SH 299E

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That's all there is to it. Except, our thanks to you for riding with RABA! Let us know how you like it.

RABA

Airport Road Express

Bus Schedule

REDDING AREA BUS AUTHORITY
777 OYFRESS AVENUE • P.O. Box 496071
REDDING, CALIFORNIA 96049-6071

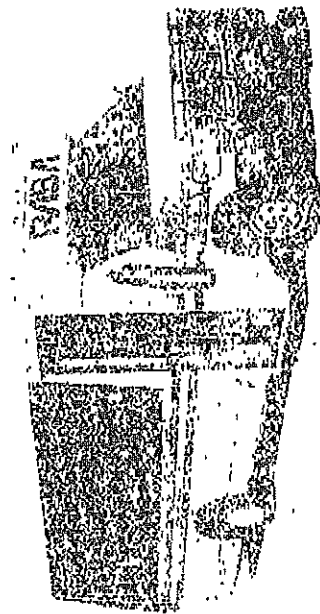
For More Bus Information

Call

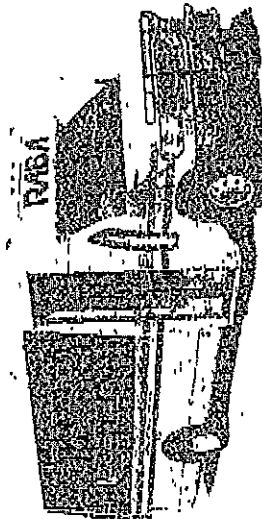
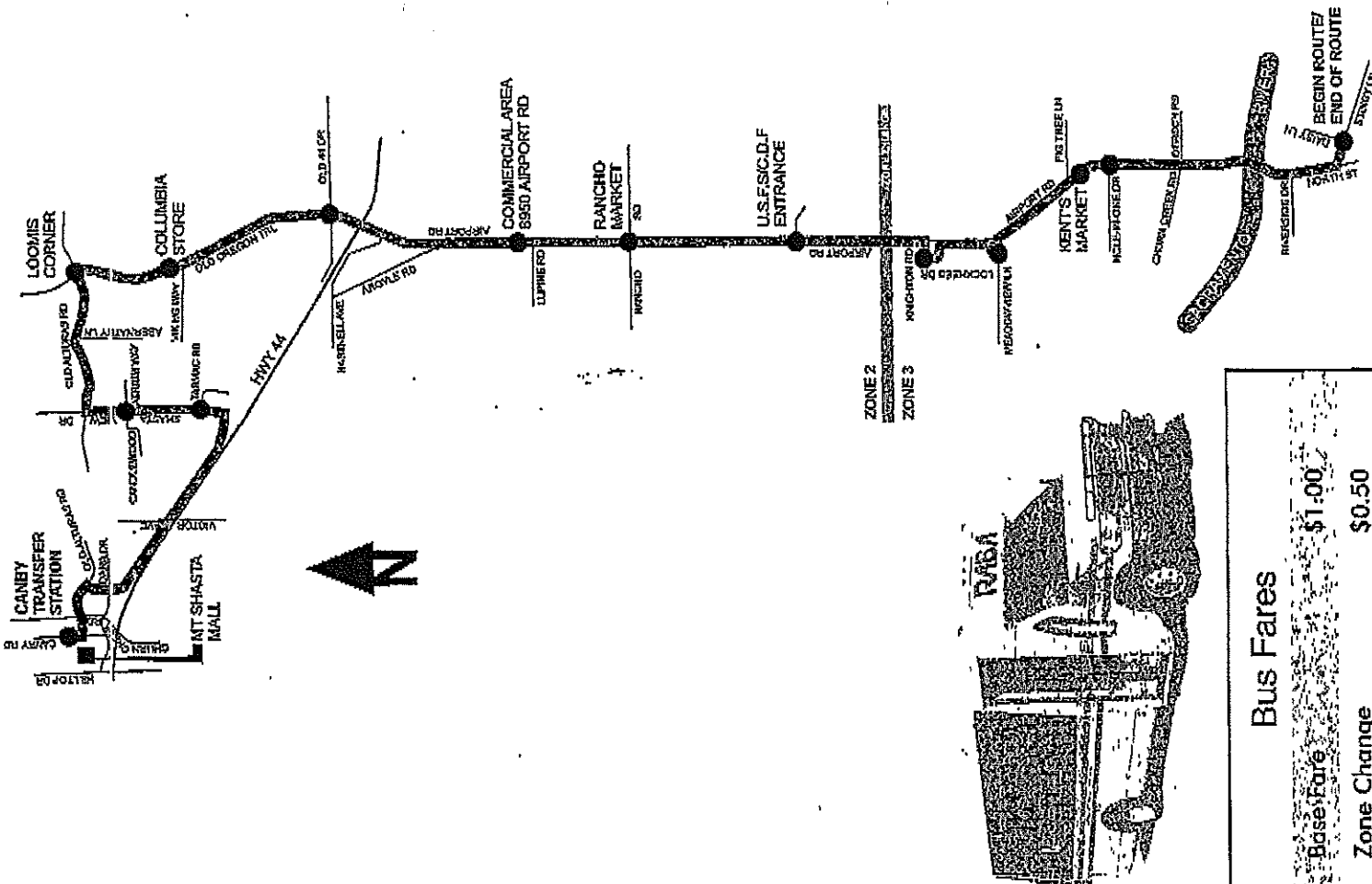
1-800-803-RABA

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Redding Area Bus Authority



Bus Fares

Base Fare	\$1.00
Zone Change	\$0.50

Airport Road Express 4 Round Trips

The Airport Road Express is designed for commuters—providing fast, comfortable buses on long routes and serving fewer points. This service does not operate on Saturday or Sunday, or during the following legal holidays:

- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas Day

Northbound		Monday through Friday	
Depart/Arrive	Bus Stop Location	Depart/Arrive	Bus Stop Location
6:10/8:20am	Stingy at Daisy - Anderson	6:10/8:20am	Stingy at Daisy - Anderson
6:26/8:26am	20350 Hole-In-One Dr - Anderson	6:26/8:26am	20350 Hole-In-One Dr - Anderson
6:42/8:27am	Kent's Market - 8080 Airport Rd	6:42/8:27am	Kent's Market - 8080 Airport Rd
6:58/8:30am	Meadowview Dr at Lockhead Dr	6:58/8:30am	Meadowview Dr at Lockhead Dr
7:14/8:32am	Lockhead Dr at Knighten Rd	7:14/8:32am	Lockhead Dr at Knighten Rd
7:30/8:35am	California Division of Forestry - 6105 Airport Rd	7:30/8:35am	California Division of Forestry - 6105 Airport Rd
7:46/8:38am	Rancho Market - 8510 Airport Rd	7:46/8:38am	Rancho Market - 8510 Airport Rd
8:02/8:40am	Commercial Area - 8950 Airport Rd	8:02/8:40am	Commercial Area - 8950 Airport Rd
8:18/8:45am	Shell Station - Old Oregon Trl at Old Highway 44	8:18/8:45am	Shell Station - Old Oregon Trl at Old Highway 44
8:34/8:48am	Columbia Store - 10017 Old Oregon Trl	8:34/8:48am	Columbia Store - 10017 Old Oregon Trl
8:50/8:52am	Old Alturas Rd at Old Oregon Trl	8:50/8:52am	Old Alturas Rd at Old Oregon Trl
9:06/8:57am	Shasta View Dr at Atrium Wy	9:06/8:57am	Shasta View Dr at Atrium Wy
9:22/9:00am	Shasta View Dr at Tarmac Rd	9:22/9:00am	Shasta View Dr at Tarmac Rd
9:38/9:10am	Canby Rd Transfer Station (Mt. Shasta Mall)	9:38/9:10am	Canby Rd Transfer Station (Mt. Shasta Mall)

Southbound		Monday through Friday	
Depart/Arrive	Bus Stop Location	Depart/Arrive	Bus Stop Location
7:20/9:20am	Canby Rd Transfer Station (Mt. Shasta Mall)	7:20/9:20am	Canby Rd Transfer Station (Mt. Shasta Mall)
7:36/9:30am	Shasta View Dr at Tarmac Rd	7:36/9:30am	Shasta View Dr at Tarmac Rd
7:52/9:33am	Shasta View Dr at Atrium Wy	7:52/9:33am	Shasta View Dr at Atrium Wy
8:08/9:38am	Old Alturas Rd at Old Oregon Trl	8:08/9:38am	Old Alturas Rd at Old Oregon Trl
8:24/9:41am	Columbia Store - 10017 Old Oregon Trl	8:24/9:41am	Columbia Store - 10017 Old Oregon Trl
8:40/9:45am	Shell Station - Old Oregon Trl at Old Highway 44	8:40/9:45am	Shell Station - Old Oregon Trl at Old Highway 44
8:56/9:50am	Commercial Area - 8950 Airport Rd	8:56/9:50am	Commercial Area - 8950 Airport Rd
9:12/9:54am	Rancho Market - 8510 Airport Rd	9:12/9:54am	Rancho Market - 8510 Airport Rd
9:28/9:57am	California Division of Forestry - 6105 Airport Rd	9:28/9:57am	California Division of Forestry - 6105 Airport Rd
9:44/10:04am	Lockhead Dr at Knighten Rd	9:44/10:04am	Lockhead Dr at Knighten Rd
10:00/10:06am	Meadowview Dr at Lockhead Dr	10:00/10:06am	Meadowview Dr at Lockhead Dr
10:16/10:10am	Kent's Market - 8080 Airport Rd	10:16/10:10am	Kent's Market - 8080 Airport Rd
10:32/10:12am	20350 Hole-In-One Dr - Anderson	10:32/10:12am	20350 Hole-In-One Dr - Anderson
10:48/10:20am	Stingy at Daisy - Anderson	10:48/10:20am	Stingy at Daisy - Anderson