

Regional Rural Transit Strategy

- Prepared for:
Kern Council of Governments
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Overview

- Study began Spring 2002
- Project Advisory Committee – transit and social service providers thru-out Kern County
- Two interim reports
 1. Existing services
 2. Alternatives for service, administration and coordination

Overview, cont'd

- The Final Report outlines potential steps for enhanced coordination and/or consolidation of transit services for rural Kern County
- GET would remain the public transit provider within metro Bakersfield

Overview, cont'd

- Benefits of Coordination and/or Consolidation (See Figure 1 on pages 14-15):
- Service that is seamless
- Increased travel options
- Schedules that are easy to read
- Service that is uncomplicated and consistent

Areas of Focus Toward Coordination and/or Consolidation

- Administrative Responsibility
- Sharing Costs for Transit
- Governance
- Service Planning
- Marketing

Administrative, cont'd

- If it is decided to undertake coordination and/or consolidation
- Then...

Administrative, cont'd

- Decisions could be made re:
- What is the appropriate organizational model for a consolidated transit system?
- Who should administer the transit system?
 - a. Kern COG
 - b. County of Kern
 - c. New Agency (Joint Powers Authority)

Administrative, cont'd

- Next Steps Toward Coordination/Consolidation
 1. Determine level of interest for a potential lead agency
 2. Develop and refine cost-savings projection

Sharing Costs for Transit

- Currently, local jurisdictions do not pay a share of the costs for KRT's intercity service
- If it is decided to work toward coordination/consolidation
- Then...

Sharing Costs, cont'd

- Should look at possible funding formulas if decision-makers agree that local contributions are appropriate
- Strategy provides four distinct formulas to assess funding mechanism...

Sharing Costs, cont'd

1. Population within each jurisdiction
2. Transit service hours within/between jurisdictions
3. Transit service miles within/between jurisdictions
4. Ridership (boardings)

Sharing Costs, cont'd

- Next Steps Toward Coordination/Consolidation
 1. Collect data and run formulas
 2. Develop and apply criteria
 3. Work toward consensus

Governance

- Currently, 12 separate transit service providers within Kern County each having its own policy board
- If it is decided to work toward coordination and/or consolidation
- Then...

Governance, cont'd

- Policy decisions should be made by an oversight board with decision-making authority
- What is the equitable composition for a policy board?
- What is the proper balance between local and regional interests?
- How many members?
- Should members be appointed or elected?

Governance, cont'd

- Policy Board Options:
 1. County Board of Supervisors
 2. Kern Council of Governments
 3. New policy board, with
 - a. Representation based on population, or
 - b. Representation based on transit expenditures

Governance, cont'd

- Next Steps Toward Coordination/Consolidation
 1. Refine lead agency options
 2. Present options to Kern COG
Transportation Planning & Policy
Committee
 3. Further refinement

Service Planning

- If it is decided to work toward coordination/consolidation
- Then...

Service Planning, cont'd

- Short Term – Better coordination amongst transit providers, such as
- Intercity transit enhancements
- Volunteer driver reimbursement program
- Subscription bus services
- Employer/employee sponsored carpools/vanpools
- Flexroute service

Service Planning, cont'd

- Long Term: Consolidate system service
- Develop a service plan that accommodates different local requirements, intercity services, and a variety of mobility needs
- Develop a countywide set of service performance and design standards and policies

Service Planning, cont'd

- Next Steps Toward Coordination/Consolidation
 1. Identify specific areas for coordination
 - a. Dispatching
 - b. Purchasing
 - c. Marketing

Service Planning, cont'd

2. Identify specific areas for consolidation
 - a. Countywide service policies and standards
 - b. Marketing
 - c. Flex-routing

Marketing

- Tool to tie together all components identified in this Regional Rural Transit Strategy
- If it is decided to work toward coordination and/or consolidation
- Then...

Marketing, cont'd

- Short Term
- Develop informational resources about transit services
 1. Brochure
 2. Website

Marketing, cont'd

- Long Term
- Develop a comprehensive marketing plan with definitive key steps and timeline

Marketing, cont'd

- Next Steps Toward Coordination/Consolidation
 1. Focus on short term marketing priorities
 2. Long term: create a unified look for the system, present a comprehensive network to the public, provide a single telephone information and reservations number, etc.

Conclusion

- Establish an advisory committee consisting of transit providers, social service providers, and transportation planners to Assess, Discuss, and Recommend whether to move toward coordination and/or consolidation
- Develop recommendations to Kern COG TPPC



Questions or Comments?



